

MEDIA/PUBLISHING

## WSJ. Magazine fetes 10 years in print with multichannel push

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WSJ. Magazine September I cover. Image credit: WSJ. Magazine

By SARAH JONES

The *Wall Street Journal's* lifestyle supplement *WSJ. Magazine* is celebrating its 10th anniversary with its largest print issue to date.

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Advertising pages in the September women's style edition were up 3 percent year-over-year. As its print product gains business from luxury advertisers, *WSJ. Magazine* is looking ahead with a ramped up focus on digital media.

"September is still extremely relevant month, and I think it's become more relevant than ever because it's a transitional month," said Anthony Cennamo, vice president of consumer advertising at Dow Jones and publisher of *WSJ. Magazine*, New York. "It's a time when most of the fashion and luxury advertisers have been six weeks into their lifecycle in terms of the customer buying their clothing in brick-and-mortar.

"Online will determine how fast someone buys based on a seasonal change overnight," he said. "If weather goes from 93 degrees tonight 40 degrees tomorrow, people will say, 'It's time for my fall outfit. Oh my god, I didn't buy something. What should I buy?'

"The WSJ. reader has already figured that change will come, and they wanted to be at the forefront of what will be change. In fact, that's what keeps the advertisers coming back, knowing that our reader is someone who's going to lock onto something that's new and different and will make them look great when that season actually fully changes."

*WSJ. Magazine* is distributed to an audience with an average household income of \$349,000.

Decade in

Weighing in at 208 pages, *WSJ. Magazine's* September I issue is covered by a cast of 10 models of the moment such as Karlie Kloss and Adwoa Aboah.

Chanel took the inside front cover with a pull-out spread for its 31 Bag. Also seen early in the issue were Prada, Fendi, Dior, Saint Laurent Paris and Giorgio Armani, with fashion a key advertising base for the style-centric issue.



*Chanel ad in WSJ. Magazine's September issue*

Beyond apparel brands, Patek Philippe, Harry Winston and Cartier touted jewelry and timepieces.

Gucci, Herms, Ralph Lauren and Alexander McQueen took spots surrounding the table of contents, while Pomellato ran a Chiara Ferragni-fronted ad opposite the editor's letter.



*Pomellato ad in WSJ. Magazine September 2018 issue*

Early in the front of the book, Chanel placed a fragrance strip for its Gabrielle Chanel scent, appearing for the second time.

Beyond personal luxury goods, advertisers including Dacor and ABC Carpet & Home flaunted products for the home.

A number of brands, including Balenciaga and Brunello Cucinelli, chose multi-page spreads to make a bigger impression.

Closing out the issue, Givenchy featured its nighttime fall campaign, while Louis Vuitton took the back cover.

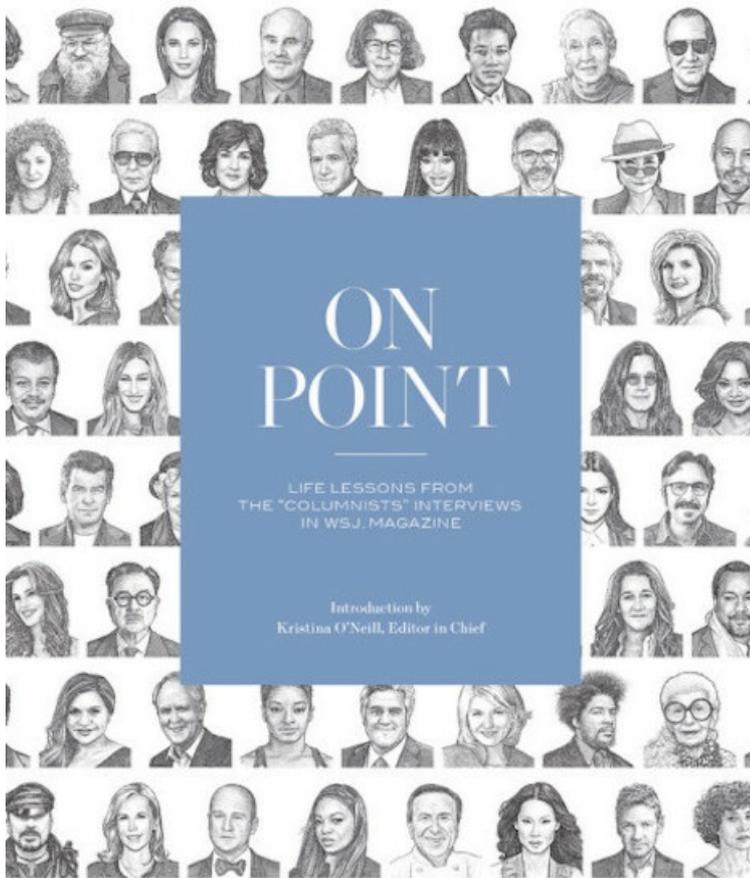


*Louis Vuitton ad in WSJ. Magazine's September 2018 issue*

This issue, *WSJ. Magazine* saw a 25 percent increase in U.S.-based fashion advertisers, as labels such as St. Johns and Lafayette 148 made their debut.

In honor of its anniversary, *WSJ. Magazine* is focusing on its columns, a popular editorial feature found in each issue. The columns gather the wit and wisdom of tastemakers in fields such as fashion, the arts, sports and more, asking them to share their thoughts on a particular topic.

The magazine has turned the columns curated over a decade into a more permanent format in a hardcover book, "On Point: Life Lessons from the Columnists."



Cover of "On Point: Life Lessons from the Columnists." Image credit: Black Dog and Leventhal

This feature is also being translated to film. In a short, personalities including fashion designer Karl Lagerfeld and Lee Daniels share their takes on subjects such as risks and advice.

"For us it was really important to kind of thread through all of the different platforms that we exist on," said Kristina O'Neill, editor of *WSJ. Magazine*, New York. "So the magazine being kind of the cornerstone of our brand, but we loved the idea of bringing the columnists page in all of its guises to life.

"With the book and the video I think it really shows how digitally we are thinking and the voices that are so important to our community and bringing them back into the fray beyond just the sort of printed page," she said.

As it turns 10, *WSJ. Magazine* is also making moves editorially. The publication has expanded with a team dedicated to digital, and it has undergone a Web site update.

"We gave the Web site a refresh this week, and from here we will start launching more content, really taking video and multimedia projects and making them come to life," Ms. O'Neill said.

#### September surge

In recent years, the September women's style issues of *WSJ. Magazine* have seen an advertising boost.

Last year, the magazine celebrated what was then the largest issue ever published thanks to luxury brand advertising.

Year after year, *WSJ. Magazine's* September issue breaks previously held records for the publication, and 2017's edition was no different. In addition to the publication's distinguished editorial content and esteemed fashion editorials, *WSJ. Magazine's* ad paging was up 5 percent ([see story](#)).

Although the medium is undergoing a period of change, print is still an invaluable vehicle for luxury marketers to reach target consumers, according to the publisher of *WSJ. Magazine* at the Luxury Retail Summit: Holiday Focus 2015.

During "WSJ. Magazine: Why Print Continues to Work for Luxury," Mr. Cennamo explained how print provides marketers with an effortless environment for luxury brands to showcase goods in a non-disruptive fashion. As a marketing tool, and even in a climate chock full of digital integration, print remains as the most engaging, memorable and luxury environment ([see story](#)).

"There are some print vehicles and then there's the *Wall Street Journal*," Mr. Cennamo said. "And the *Wall Street*

*Journal's* trust level is at an all-time high, much higher than any other news outlet.

"And with that carries a tremendous relevancy to an audience that is extremely wealthy and that audience is what luxury and press needs in order to continue to survive," he said.

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