

MEDIA/PUBLISHING

Condé Nast International is 2018 Luxury Publisher of the Year

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Condé Nast International is Luxury Daily's Publisher of the Year. Image credit: Condé Nast

By STAFF REPORTS

Condé Nast International is Luxury Daily's 2018 Publisher of the Year for navigating the rough waters of the current media environment with not just engaging content, brand collaborations and more regional editions, but integrally shifting its business model to fit modern-day needs.

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Condé Nast won over runner's-up Robb Report and honorable mentions Hearst and Porter. All four media groups and publications underwent risk-taking initiatives to withstand the turbulent changes in the industry including expanding to new regions, breaking down business silos and betting on digital.

The Luxury Publisher of the Year award was decided based on luxury marketing, advertising, media and digital efforts with impeccable strategy, tactics, creative, executive and results. All candidates selected by the Luxury Daily editorial team had to have appeared in Luxury Daily coverage this year. Judging was based purely on merit.

The new media

The international group has taken some of the biggest risks in hopes of staying on top of the current media industry.

Many publications have been cut to essentially "trim the fat" but the group has also entered new markets that show potential for niche publications. The growth of new markets and the failing of others are a reflection of the emergence of the global consumer.

Consolidation efforts have been employed to better serve today's customer. It is in this area where Condé Nast has taken one of its biggest risks.

The group announced it will be officially combining its Condé Nast United States and Condé Nast International divisions. Along with the merger, CEOs of both groups will be stepping down, per *Business of Fashion* ([see story](#)).

U.S. and U.K. versions of the Condé Nast Traveller magazine were also combined this past summer in a move aimed at reflecting the international nature of tourism and bolstering opportunities for advertisers.

In August, the two publications began operating as a single entity led by a team in London, combining editorial

platforms and sharing content across both countries. The merging of the two titles is a testament to how global the luxury business has become and the shared interests of luxury travelers around the world ([see story](#)).



The two publications will now work as one entity. Image credit: Condé Nast Traveller

One of Condé Nast's most prominent publications is *GQ*, which has become a leader in media and luxury partnerships.

As the group looks to other markets, the *GQ* brand brought its take on fashion to the Arabian Gulf with the premiere issue of its Middle East edition.

GQ Middle East, hit newsstands on Oct. 4 alongside a new Web site, is a bilingual publication aimed at the regional audience. This marks *GQ*'s 21st international title around the globe, allowing the brand to expand its influence among fashion-forward men ([see story](#)).



GQ Middle East is launching its first issue. Image courtesy of Conde Nast International

Condé Nast has made strong moves internally to break down silos so its business could fundamentally change from the inside out. This includes cutting its digital officer this year, in another shrewd business move.

Fred Santarpia, who has been the company's chief digital officer since 2012, will separate from Condé Nast on Nov. 2. Condé announced that it is a part of its effort to integrate its United States and international product with its technology platforms ([see story](#)).

The group is also keeping with a political climate that better serves its workers and women of the world.

In light of the #MeToo movement and sexual harassment allegations in modeling and Hollywood, media group Condé Nast International announced behavioral guidelines for its photoshoot partners.

Published Jan. 31 on the *British Vogue* Web site, Condé Nast's Code of Conduct, effective immediately, is designed to "safeguard the dignity and well-being" of anyone working with the publisher's brands in all operating markets. Condé Nast's Code of Conduct is an update to its 2012 Model Health Initiative ([see story](#)).

Runner's up Robb Report

Similar to Condé Nast, *Robb Report* has taken significant risk to better its business.

Recently, the publication instated a new CEO to drive its company.



Robb Report covers the affluent lifestyle. Image credit: Robb Report

The lifestyle magazine *Robb Report* named Paul Croughton its new editor in chief in June of this year.

Mr. Croughton was most recently the editor of the British edition of *Robb Report*, where he oversaw the international title's launch. At the U.S. publication, the editor will lead *Robb Report's* print and digital operations, drawing from his more than 20 years of media experience ([see story](#)).

Robb Report is also looking to new experiences, as current individual's gradually look to consume more experiences rather than just content.

The magazine *Robb Report* heads in a more personable direction with the release of its first issue overseen by Mr. Croughton.

The September style edition of *Robb Report* marks the beginning of a design evolution for the magazine, as the recently hired Mr. Croughton aims to provide the publication's affluent readership witty content covering everything from travel to style. Beyond content changes, the editor is looking to turn *Robb Report* into more of a brand, expanding the long-running magazine further into products and services ([see story](#)).

Robb Report also embraced the "health is wealth" mindset by hosting a wellness weekend in Miami Beach, FL.

The magazine leaned into consumers' interest in wellness in addition to experience with its Health & Wellness Experience, which took place March 15 to 18. The event allowed participants to take in keynotes, workshops and workouts. Reflecting affluent's growing interest in fitness and wellbeing, *Robb Report's* event showcases a key part of today's luxury lifestyle ([see story](#)).

Honorable mentions Hearst and Porter

Media group Hearst has made a number of key hires and appointments for its magazine business as it undergoes an evolution to more thoroughly merge print and digital.

Among the business and editorial moves announced on Oct. 10 are new editors in chief for shelter publication *Veranda* and women's magazine *Cosmopolitan*. With these shuffles, Hearst is aiming to more effectively unify its content creation, advertising and sales operations ([see story](#)).

Ecommerce retailer Net-A-Porter's *Porter* magazine now publishes seven days a week, 365 days a year via a digital hub.



Plastic pollution of the oceans is the core issue examined in Porter's SummerEscape. Image credit: Porter

Porter magazine has taken on a new daily approach to fashion and lifestyle editorial coverage, in addition to its print and digital editions. Net-A-Porter publishes *Porter* magazine six times per year, and with its digital edition, each issue is shoppable thanks to scannable product pages that link to ecommerce ([see story](#)).

The magazine has also leaned into consumers' interests of today with special focuses on issues that matter to its audience. *Porter* has recently shared issues devoted to the environment ([see story](#)) and women's issues ([see story](#)).

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