

MEDIA/PUBLISHING

Media and publishing sector's Top 10 2018 headlines

December 27, 2018



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

By STAFF REPORTS

Print media has been forced to adapt to new technologies as the industry works to remain the go-to method of reaching affluent audiences in an ever-changing landscape.

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As some publishers are celebrating new launches and milestones, others are putting titles up for sale. Restructuring, staff changes and a push for diversity were among the themes in the publishing industry this year.

Here are Luxury Daily's top 2018 headlines from the luxury media and publishing sector:



The Amazon Echo Look is invite-only for purchases. Image credit: Amazon

Cond Nast to introduce integrated content on Amazon Echo Look

As publishers work to reevaluate where media belongs in the digital landscape, Cond Nast publications *GQ* and *Vogue* will begin streamlining select content to Amazon's Echo Look.

Later this month, the Alexa-powered **Echo Look**, which includes a camera unlike other Amazon virtual assistant devices, will start to feature magazine content from *GQ* and *Vogue*. Found on the home screen of the Echo mobile

application, the magazines' content will refresh weekly and be curated by Amazon and Cond Nast ([see story](#)).

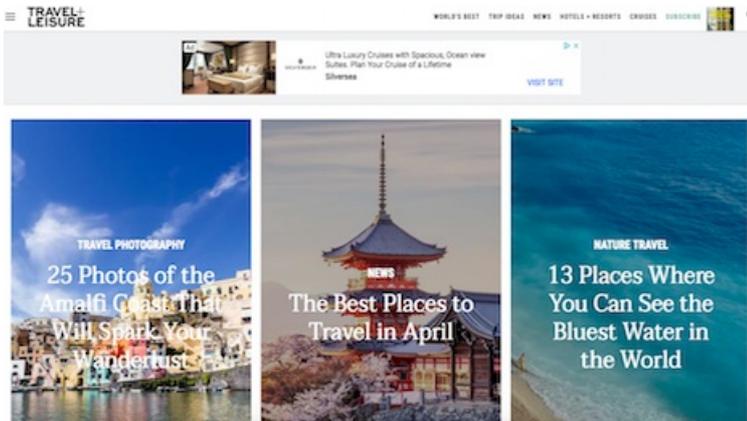


The publication's new design is focused on a clean, minimal design and a flexible framework. Image credit: Departures

Departures unveils minimalist redesign for March/April issue

Print magazine *Departures* is getting a hefty new redesign for its March/April issue courtesy of new editor in chief Jeffries Blackerby.

Departures' new look features more white space, a cleaner format and a refinement of the different sections of the magazine. The move comes just after *Departures'* parent company Time, Inc. was purchased by Meredith ([see story](#)).



Travel+Leisure is part of Meredith's restructuring.

Meredith unveils post-Time Inc. acquisition restructure

Publishing and media group Meredith Corporation has unveiled a multifaceted strategy that spans management and marketing to reposition itself.

This is a crucial time for the corporation after it recently acquired another giant in the media world, Time Inc., as well as branded content studio The Foundry. In light of these changes, Meredith is restructuring its teams within its sales and marketing divisions to better serve its publications, readers and advertisers ([see story](#)).



Hearst Tower in New York. Image credit: Hearst

Troy Young named president of Hearst Magazines

Media group Hearst has appointed Troy Young as the new president of Hearst Magazines, overseeing the publisher's global magazine operations.

Mr. Young has been president of Hearst Magazines Digital Media since 2013, overseeing the group's online editions of titles such as *Elle* and *Harper's Bazaar*. Effective immediately, Mr. Young succeeds David Carey, who will become chairman of Hearst Magazines through 2019 ([see story](#)).



Beyoncé's September 2018 cover for Vogue magazine. Image credit: Vogue

Vogue brings diversity behind the lens, thanks to a popular performer
Cond Nast's *Vogue* is looking to embrace diversity within its own business, as it hires its first black cover photographer in its 126-year life span.

Photographer Tyler Mitchell will reportedly be shooting the cover for the magazine, said to have been selected by musician Beyoncé. While diversity is becoming more popular in consumer-facing campaign content, it is less diverse within the magazine business ([see story](#)).



Anna Wintour is staying at Vogue for the foreseeable future. Image credit: Marc Jacobs

Anna Wintour to stay at Vogue "indefinitely," says Cond Nast CEO
After months of rumors concerning Anna Wintour's departure, Cond Nast has officially put out a statement ensuring that the *Vogue* editor in chief is not going anywhere.

The company's CEO Bob Sauerberg took to Twitter to put concerns of her imminent departure aside, affirming that she will remain at Vogue indefinitely. The statement comes after rumors had been circulating for months in fashion and media circles that Ms. Wintour was on the verge of leaving *Vogue* ([see story](#)).



W Magazine could be one of the casualties of Cond Nast's changes. Image credit: W Magazine

W Magazine joins throng of publications to be sold by Cond Nast

Media group Cond Nast is cutting a variety of publications as it continues to lose money, including putting *W Magazine* up for sale.

The company lost about \$120 million last year, and will be selling off three more of its publications. *Brides*, *Golf Digest* and *W* will all be put up for sale to help the group offset some of its losses, according to *The New York Times* ([see story](#)).



Cover of GQ Middle East's inaugural issue. Image courtesy of Cond Nast International

GQ Middle East aims to satisfy region's "appetite for luxury"

Cond Nast's *GQ* brand is bringing its take on fashion to the Arabian Gulf with the premiere issue of its Middle East edition.

GQ Middle East, hitting 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](#)).



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

WSJ. Magazine fetes 10 years in print with multichannel push

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

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 ([see story](#)).



Cond Nast will be officially combining its Cond Nast United States and Cond Nast International divisions. Image credit: Cond Nast

Cond Nast merges US, International divisions, drops CEOs

Media group Cond Nast has continued to announce major changes within its organization as it attempts to navigate the new media world.

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

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