

MEDIA/PUBLISHING

This is not your grandmother's bridal magazine: Harper's Bazaar

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Harper's Bazaar launches BazaarBride. Image credit: Hearst

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As many media companies are closing the doors of established publications due to the shift in content consumption, Hearst is extending its *Harper's Bazaar* brand into the bridal segment with an innovative business model.

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Bazaar Bride is a multi touch-point publication that goes beyond content production and product guides. The subscription-based hub delivers weekly mini-magazine editions on all things wedding related, but also provides interactive services such as masterclasses, deals on partner products, additional Web site content, a members-only video series and other unique resources.

"The key to success in modern media is providing an experience for the reader, whether through content that speaks to them at a certain point in their life, like planning a wedding, or exclusivity and niche offers that they can't find anywhere else," said Joyann King, executive director at HarpersBazaar.com. "The bridal media landscape has changed because the bride has changed.

"At *Bazaar Bride* we believe weddings are an extension of fashion and style, and we want to serve the newly engaged woman in her quest for the most fashionable year of her life," she said.

Modern brides

Designed for the millennial and digital-savvy bride, *Bazaar Bride* is a unique take on media as the landscape continues to change.

Subscribers can choose between the "ultimate membership" or "Web site-only subscription," respectively priced at \$90 for a year and \$5 a month.



Bazaar Bride is available on multiple mediums. Image credit: Hearst

Each week, the mini-magazine will be sent through email to subscribers, where they can easily view the issue on their phone or desktop, as most readers consume content this way.

In an effort to become an educational hub for brides, a variety of experts including a royal makeup artist, celebrity chef Wolfgang Puck and a celebrity stylist will provide readers with insider information.

A team of *Harper's Bazaar* editors has also selected a curated collection of more than 15 deals on their favorite products, valued up to \$25,000.

The Web site subscription includes daily updates, trend reports, fashion and accessory spotlights, real weddings and ideas for planning and decor.

Bazaar Bride's members-only video series will focus on visual aspects of wedding planning to give viewers the tools to plan the most aesthetically pleasing event. Notables in the series include Vera Wang discussing fashion, Putnam & Putnam on florals and John Dolan talking about photography.



Bazaar Bride will provide a variety of content. Image credit: Hearst

In addition, *Bazaar Bride* will offer editors' advice on choosing the perfect dress, while also discussing fashion, styling and accessories for all events leading up to the wedding.

Media evolution

With consumers changing their consumption habits in regards to media, thanks to the rise in digital devices as well as content creators, media companies are scrambling to find their place.

Prior to the *Bazaar Bride* news, Hearst Magazines announced that it is changing up its business leadership with a series of promotions aimed at better connecting its sales and marketing activities.

Veranda, *House Beautiful*, *Elle Décor* and *Marie Claire* are among the titles getting new publisher oversight. This follows a series of editorial moves at Hearst as it aims to bridge digital and print ([see story](#)).

In recent years, media has been evolving as staff and titles shift around and a number of publications have been cut

or taken out of print. Amid this backdrop, as media companies are trying to find new strategies altogether, Hearst has launched its new bride segment.

But it is not the only media brand attempting to launch a new concept.

After backing off from business-to-business publishing mid-decade, Condé Nast International has funneled the authority of its *Vogue* brand to return to B2B and compete with a name it seemingly sold off in haste: *Women's Wear Daily*.

Condé Nast International officially launched a new B2B endeavor titled *Vogue Business*, looking to get back into the B2B sector as it saw the industry's recent growth and advantages of having both business- and consumer-facing sources of fashion information. While competing head-on with *WWD* and London-based *Business of Fashion*, the new publication took a different approach to launch, starting with a print newsletter and moving to a digital Web site after gauging feedback from readers ([see story](#)).

The Hearst competitor is also closing its online publications to a paywall ([see story](#)), a model that *Bazaar Bride* is also taking.

"*Bazaar Bride* is an editorial approach that has yet to be taken in the market," said Carrie Goldberg, weddings and travel editor at HarpersBazaar.com. "The bridal industry was anchored in print media for so many years, but 83 percent of brides are planning their weddings online.

"Rather than focusing on trends, what brides are 'supposed to do' or the idea of perfection on one's wedding day, *Bazaar Bride* was designed with today's bride in mind: the woman looking for an elevated approach to personalization, efficient planning, tangible advice, loads of stunning inspiration and curated deals to make a year or more of splurging that much sweeter," she said.

"This isn't your grandmother's bridal magazine or snippets from your secret boards on Pinterest. *Bazaar Bride* is here to help brides avoid the common mistakes most make in the planning process, inspire countless chic splurges and give you the fashion, beauty, planning, décor and real weddings inspiration you won't see anywhere else.

"With three months of exclusive content, delivered via weekly email editions, as well as a year of unlimited Bazaar.com weddings site access, *Bazaar* is looking to meet the style-focused bride where she is — on her phone and in her inbox."

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