

MEDIA/PUBLISHING

The Economist relaunches lifestyle publication

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The Economist's new logo for the 1843 publication. Image credit: The Economist

By STAFF REPORTS

Weekly newspaper *The Economist* is investing further in its lifestyle publication concept, at the same time that lifestyle publishers seek more business-to-business endeavors.

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With the change of the media landscape, a new trend has risen with lifestyle media brands embracing B2B. As this trend has started to grow, B2B publication *The Economist* is investing further into lifestyle content with a revamp of its bi-monthly magazine *1843*.

Business or pleasure

Publication *1843*, named for the year of *The Economist's* birth, focuses on lifestyle content but has a distinct *Economist* interpretation.

The bi-monthly's first new edition will be on sale in the United Kingdom on March 13 and March 19 in the United States. It will be available on newsstands, 1843magazine.com and *The Economist's* mobile application.

"Stories of an extraordinary world" will be the new tagline, along with a freshly redesigned logo.

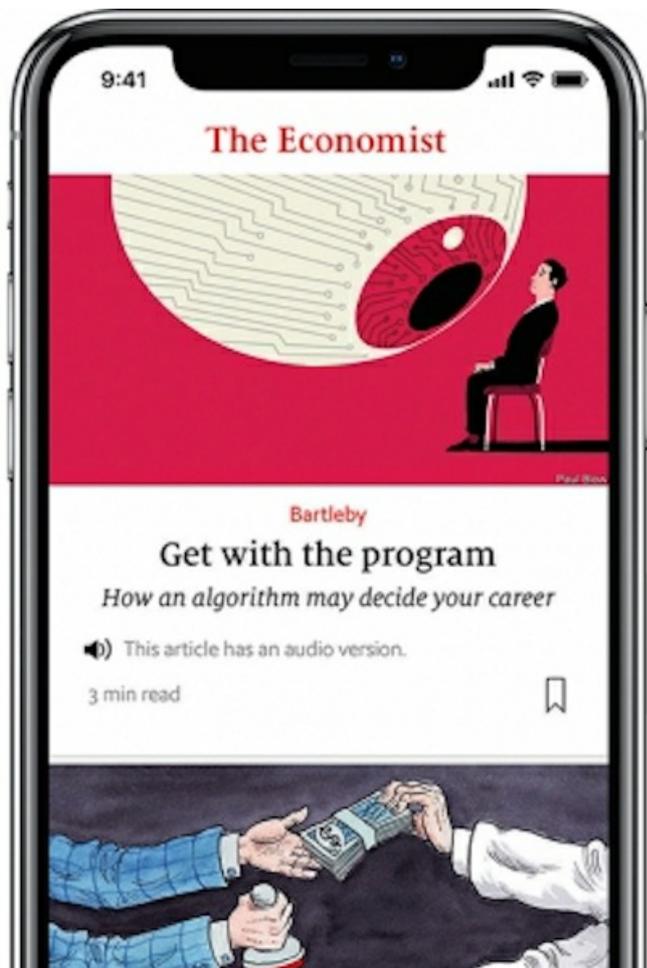
The first edition will be the April/May issue featuring the cover story, "Death of the calorie." The story will take a look at why the calorie is a "useless measure."

In addition to the cover story, *The Economist* says in the issue, "We share a cigarette with David Hockney, the most expensive living artist and we learn about the battle to control."

"*1843* takes a sideways look at the enduring stories of our age, and seasons them with a dash of humor or irreverence," said Rosie Blau, editor-in-chief of *1843*, in a statement. "Our perspective is provocative, rigorous, independent and entertaining – qualities that are reflected in the magazine's sophisticated style and beautiful design.

"Bringing together talent from around the globe, *1843* tells the stories of the individuals and forces that shape our lives. Our aim is to make you see the world in a new way," she said.

This will be the first time the publication will be presented on *The Economist* app.



The Economist's app. Image credit: The Economist

"The 1843 audience is very similar to *The Economist's*, and we know that our readers have a thirst for knowledge and inspiration," said Mike Beard, publisher of *1843*, in a statement. "When they press pause on their busy lives, they want to immerse themselves in great stories.

"These can be enjoyed by even more readers now that we will include all editions of *1843* in *The Economist's* classic app," he said.

In a stark contrast to *The Economist's* investment into lifestyle and after backing off from business-to-business publishing mid-decade, Cond Nast International is funneling 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*.

Cond Nast International officially launched a new B2B endeavor titled *Vogue Business* in January, looking to get back into the B2B sector as it sees 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 has taken a different approach to launch, starting with a print newsletter and moving to a digital Web site after gauging feedback from readers ([see story](#)).

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