

MEDIA/PUBLISHING

W Magazine acquisition forms Future Media Group

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W Magazine sold to form Future Media. Image credit: W Magazine

By STAFF REPORTS

Media group Cond Nast has finally closed a deal with a buyer for *W Magazine*, and the publication will now be owned by Future Media Group.

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After almost a year of speculation and interest from a variety of different buyers, *W Magazine* has been sold to the group in control of other platforms *Surface* and *Watch Journal*. With the acquisition, the three companies form Future Media Group.

Future of W Magazine

With the new name Future, the group now takes control of *W Magazine* with plans to continue publishing with a schedule of eight issues annually.

Future will hold offices in Paris, Milan and New York but also has plans to open a new location in Los Angeles.

The group has appointed previous staff director of *W Magazine*, Sara Moonves, as its new editor in chief. She first joined *W* in 2017, before working for *Vogue* and *T: The New York Times Style Magazine*.

Ms. Moonves will be the magazine's first female editor in chief in 45 years.

"I am excited to be a part of the future of *W*, an iconic brand that has always inspired me," Ms. Moonves said in a statement. "*W* is *W* because of our amazing contributors, and I look forward to continuing to work with them in my new role.

"It is an honor to be able to guide this brand into its promising future," she said.

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Today we introduce Future Media Group, a new media company bringing together the @WMag, @SurfaceMag, and @WatchJournal brands under one content-driven umbrella. Stay tuned for more information as we continue to deliver the best-in-class coverage in the worlds of luxury, style, culture, and design. #wmagazine #surfacemagazine #watchjournal

A post shared by SURFACE (@surfacemag) on Jun 25, 2019 at 7:06am PDT

Instagram post from Surface

Previous vice president of revenue at *W* Amber Estabrook will act as the chief revenue officer of Future Group Media.

"Future Media Group will be differentiated by our innovative network which allows our advertising partners to achieve brand accelerations on a global scale," Ms. Estabrook said in a statement. "Merging our talent under the Future Media Group umbrella provides us with an unmatched depth of experience within the cultural sector and the worlds of luxury and design."

W Magazine was said to have interest from 15 buyers, after months of speculation, in December, according to a source quoted in *Women's Wear Daily*. The source claimed that the interested buyers were overseas, non-traditional publishers and individuals ([see story](#)).