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MEDIA/PUBLISHING

Hearst experiments with targeted print ads

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Hearst is experimenting with targeted print ads. Image credit: Elle

By STAFF REPORTS

Media group Hearst is going in a new direction with its targeted advertising by serving print campaigns based on what subscribers read online.

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From investing in video content to strengthening paywalls, print publishers have been experimenting with new ways to generate revenues. Luxury marketers have also been allocating more of their spend towards online media, but Hearst's move will help expand targeting beyond digital means.

Pushing print

Targeted print ads from Hearst Data Studio's MagMatch service will go live in the next issue of *Elle*, reports *Adweek*.

MagMatch uses online data to help guide which types of print advertisements subscribers should receive.

When print subscribers are logged into their online accounts, Hearst gathers first-party data, such as which buy links readers click to build consumer profiles. When subscribers are not logged in, the publisher uses third parties to anonymously match their online behavior.



Targeted ad from skincare brand StriVectin. Image credit: Elle

New York-based skincare brand StriVectin is the first to run a print ad through MagMatch. The ad is personalized with the subscriber's name and includes a message from *Elle* magazine and an image of brand ambassador Lauren Hutton.

Future applications of the service could include ads from fashion brands a reader has already shown a preference for or deciphering whether a subscriber should receive an ad for a luxury sedan or sport utility vehicle.

MagMatch is expected to expand to other Hearst titles and is available across brand categories, with the exception of pharmaceuticals.

Hearst has also been investing in branded content to help create more engaging campaigns for advertisers.

In January, Hearst named Nicolas Neubeck as the first the creative director of its HearstMade branded content studio.

Mr. Neubeck made the leap from editorial to advertising, coming to HearstMade after four years as the creative director of editorial content for Hearst's digital media division. Increasingly, Hearst and its media competitors are putting an emphasis on branded content, as consumers pay less attention to traditional ads ([see story](#)).

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