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MEDIA/PUBLISHING

Media/publishing sector's top 10 headlines of 2019

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Harper's Bazaar launches Bazaar Brides. Image credit: Hearst

By STAFF REPORTS

Diversifying their offerings, publishers looked beyond the page this year with initiatives ranging from digital video to workshops.

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Leveraging their influential position developed over years or decades, titles established services ranging from wedding planning to travel tours. Looking to rely less on advertising, a number of publications also launched subscription-based content and paywalls this year.

Here are the top 10 headlines in media and publishing from 2019, in no particular order:



Cond Nast is moving to paywalls. Image credit: Cond Nast

[Cond Nast banks on audience engagement with paywall move](#)

Media group Cond Nast is asking readers to invest in its digital content as it plans to expand its paywall strategy to its entire portfolio of U.S. brands.

After seeing success with metered paywalls for three of its titles, Cond Nast anticipates that readers will be willing to

pay for the digital extensions of all of its brands, including Vogue and Architectural Digest. The media landscape has become more challenging in recent years due to the rise of digital consumption and subsequent drop in advertising revenue, making this move a potential solution and subscription driver for Cond Nast ([see story](#)).



Crie de coeur: Is the Content Authenticity Initiative from The New York Times Co., Adobe and Twitter an answer to the plummeting trust in online news and information? Image credit: Adobe Creative Cloud ps_zeus

New York Times Co., Adobe and Twitter, seeing dire need, debut Content Authenticity Initiative

The New York Times Co. and Twitter have joined forces with tech platform Adobe to launch a new standard for attributing digital content.

Announced today at the Adobe Max conference, the Content Authenticity Initiative is intended to offer content attribution for creators and publishers to ensure trust and transparency online even as those qualities are currently highly lacking on the Internet ([see story](#)).



Giulio Capua is group publisher for luxury at Meredith Corp.

In conversation with Giulio Capua, luxury group publisher at Meredith

Upon acquiring Time Inc., Meredith Corp. shed its image as a Middle America publisher to one with an audience with a more diversified, upscale and urbane profile. While Meredith sold Time, Fortune and Sports Illustrated magazines, it retained Departures, Travel + Leisure and Food & Wine, clubbing those titles into a newly created luxury group headed by Cond Nast veteran Giulio Capua.

Now that Mr. Capua has settled into his job as luxury group publisher, his vision for Meredith's luxury group is coming to fruition. Luckily for him, Meredith was not into the media equivalent of asset stripping for the three titles under his charge ([see story](#)).



Facebook previously worked with publishers on Instant Articles, which load within the news feed. Image credit: Facebook

Facebook makes publishing push with upcoming news feature

Social network Facebook is said to be working on a news product that would bring publisher content to a dedicated section of its mobile application.

According to reports, Facebook is courting news organizations including The New York Times and the Wall Street Journal to license excerpts of their articles for a News tab. As the publishing industry struggles to keep up with the technology giants, Facebook and its peers are seeking to grow their own presence in the category ([see story](#)).



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

Hearst experiments with targeted print ads

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

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 ([see story](#)).

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

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.

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 ([see story](#)).



Travel + Leisure's April cover. Image courtesy of Travel + Leisure

Travel + Leisure redesign reflects evolution of luxury travel

Meredith's Travel + Leisure is focusing on the human side of travel in a redesign that centers on making the magazine more luxurious and modern.

For editor in chief Jacqui Gifford's first full issue, on newsstands March 29, the magazine is revamping its layout in an effort to be more engaging and personal through first-person storytelling, hand-drawn details and photography. The affluent traveler has changed, as consumers desire trips that enable them to fully immerse themselves in a local culture, and Travel + Leisure is looking to bring that perspective to its pages ([see story](#)).



Vogue's Go Ask Anna. Image credit: Vogue

Cond Nast, Meredith double down on most recent pivot to video

Media groups Cond Nast and Meredith are pushing forward with more investments into original video programming, as traditional publishers continue to pivot their strategies in a bid to reach and retain audiences.

Sales, mergers, paywalls and new digital products and video verticals have been dominating the magazine world as publishers look to reverse their business fortunes. The younger consumers that advertisers covet, particularly members of Generation Z, gravitate to video and other visual content ([see story](#)).



Air Mail is in the planning process. Image credit: Air Mail

Graydon Carter reveals his "third act"

Graydon Carter, the former editor of *Vanity Fair*, is hoping to attract well-traveled affluents in a new media endeavor.

Mr. Carter is launching a digital publication, named *Air Mail*, which will be published on the weekends. Former New York Times reporter Alessandra Stanley is working with Mr. Carter on the project, and the two are planning to source young media-savvy journalists and editors ([see story](#)).



Town & Country's October 2017 issue celebrated 170-years in print

Think of print as a retail experience: Town & Country exec

The idea of luxury has become more accessible to the mainstream consumer, with everyone believing they can live like a celebrity today. But true luxury still relies on taste that can span generations, and Hearst's *Town & Country* magazine focuses on creating a quality product that reflects that idea.

During a session with *Town & Country*'s publisher at Luxury FirstLook 2019 on Jan. 16, the executive revealed that a media brand today needs to create a feeling of legitimacy by having leading editors with inside information become concierges in the eyes of consumers. In addition, she explained that heritage brands who maintain their prestigious status, such as Herms, do not chase the younger consumer, because good taste spans generations ([see story](#)).

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