

PRINT

W magazine proves that print is not dead with 25 pc ad increase in March

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By KAYLA HUTZLER

Jewelry and watch brands such as De Beers, Rolex, Tiffany & Co. and Tacori have helped Condé Nast's W magazine see a 25 percent increase year over year in advertisement pages for its March issue.

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In fact, jewelry and watch ad buys tripled in the March issue, which hit newsstands and subscribers Feb. 13. W magazine also saw increases across all categories, with fashion ad pages up 28 percent and beauty up 41 percent, proving that print magazines are still a viable way to reach affluent consumers.

"Stefano Tonchi's W is a huge success with both readers and advertisers and the unique position the magazine holds is highly valued by the fashion beauty jewelry and watch industries," said Nina Lawrence, publisher of [W magazine](#), New York.

"We are growing as a brand and accelerating that growth quarter over quarter," she said. "This is the largest percent growth in our history, tied with our third quarter of 2007."

[W](#) has a rate base circulation of 450,000.

The magazine's readers have an average household income of \$148,341 and their average value net worth is \$1,329,271.

Condé Nast owns W as well as Vogue, Vanity Fair, Architectural Digest, Glamour, The New Yorker, Details, Wired and Women's Wear Daily.

Sparkling pages

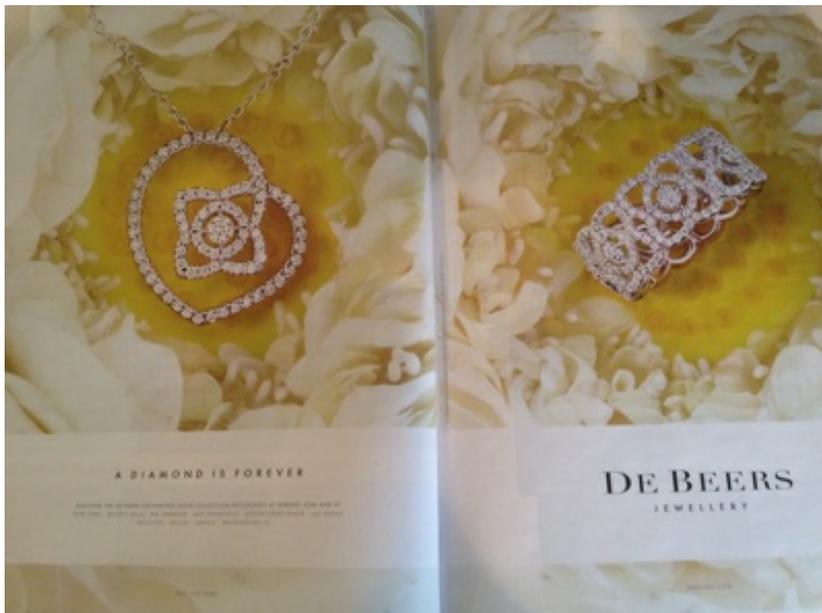
W magazine is up 165 ad pages cumulatively from September 2010 to March 2012.

Indeed, jewelry and watch brands were a large contributor for the March issue.

Luxury brands such as De Beers, Rolex, Tiffany & Co. and Tacori were new to this issue.

The De Beers ad is found in the front of the book featuring a diamond necklace and ring from the enchanted lotus collection against a gold and white flowered background.

The ad includes store locations, a phone number and the Web site at <http://www.debeers.com>.



Other front-of-the-book ads include a six-page, black-and-white Chanel ad and a four-page Dior spread featuring Mila Kunis.

As usual, Burberry Prorsum, Bottega Veneta, Prada, Lanvin and Hermes also have two-page spreads in the beginning of the magazine.

Jewelry brands and watchmakers are found throughout the magazine, including ads from Ulysse Nardin, David Yurman, Ippolita, Rolex and Hemmerle.

Most of the jewelry ads include store locations as well as a customer service number.

This is likely a good idea since affluent consumer may see an ad and wish to quickly inquire about the price of an advertised piece before they make a trip to the retail location.



Prestige partners

Another contributing factor to the ad page growth is large cross-media buys by brands such as Saks Fifth Avenue and P&G Prestige, per Ms. Lawrence.

Indeed, Saks has a 20-page spread in the front of the book.

The Saks ad pages are slightly thicker and sturdier than the majority of the magazine and all contain the black-and-white @ Saks logo in the lower right-hand corner.

Brands featured include Alexander McQueen, Carolina Herrera, Oscar de la Renta, Giambattista Valli, Gucci, Dolce & Gabbana and Ralph Lauren Collection.

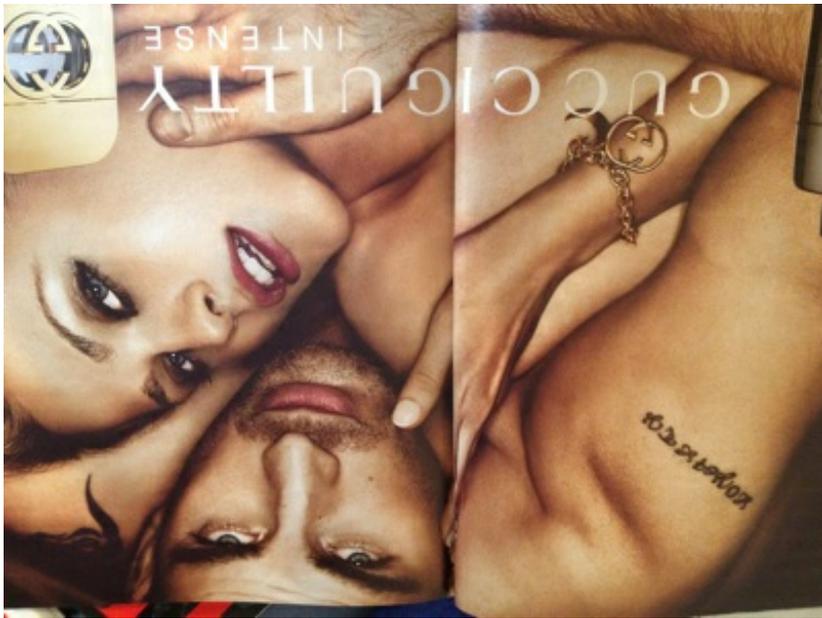
The ad also describes the history of the Saks Fifth Avenue Beverly Hills location, with one sentence on the bottom of each page.

The retailer has bought a large digital media placement, according to Ms. Lawrence.

The media buy is part of Saks' official status as retail partner for W magazine's 40th anniversary year, which is kicking-off with the March issue.

W magazine also partnered with P&G Prestige for the March issue and a special event during New York Fashion Week.

P&G Prestige is Procter & Gamble's premium product line that includes fragrances for Hugo Boss, Gucci, Dolce & Gabbana and Alfred Dunhill.



The beauty and cosmetic brand bought 13 pages of advertising in the March issue.

W magazine and P&G Prestige also worked together on a creative project that will accommodate a film shown at the Park Avenue Armory in New York during a special event at Fashion Week.

“W is a brand that marketers are highly valuing for its ability to create a coveted relationship with their brands and valuing that consumer who will buy more than everybody else,” Ms. Lawrence said. “There are two economies right now – there are the people who have money and then everybody else.

“[Our readers] are the very best consumers in the world of style and they are influentials,” she said. “Our advertising campaign is ‘fashion’s after party.’

“That means that W is the room you want to be in, the people you want to talk to and it is where coveted begins.”

Final Take

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