

PRINT

45pc fashion ad page increase seen in WSJ magazine September issue

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By TRICIA CARR

WSJ. Magazine's September issue not only boasted a notable fashion ad page increase, but saw a shift from men's to women's creative since last year's issue from luxury advertisers including Ralph Lauren and Bottega Veneta.

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Women's apparel and accessories advertisers in the issue are likely tapping the 40 percent female audience of the magazine. While global labels have key placements in the September issue, luxury ads from Porsche, Dorchester Collection and NetJets could stand out against the fashion pages throughout the book.

"The luxury business is getting stronger, and WSJ. Magazine is getting stronger," said Anthony Cennane, publisher of **WSJ. Magazine**, New York. "This is the largest September issue in terms of pages.

"The shift that has occurred is for female fashion," he said. "Advertisers are there with women's creative, and we have seen an influx in high-end women's advertisers from the United States, including Oscar de la Renta, Reed Krakoff and Carolina Herrera, taking advantage of the audience and arch of the book."

A place for fashion

The September issue focuses on fall fashion, specifically the baroque trend. Other key editorial include pieces on footwear designer Christian Louboutin's French countryside home, Istanbul's art and design scene, designer fall coats and the new members-only club by Robin Birley.

Ralph Lauren's four-page spread showing women's apparel and accessories begins the book, followed by ads from Giorgio Armani, Estée Lauder, Ermengildo Zegna, Oscar de la Renta, Omega, Gucci, Bottega Veneta, Chanel and Fendi.



Ralph Lauren ad

Most advertisers with unisex appeal chose to show their women's creative in this issue, per Mr. Cennane.

Christian Dior, La Mer, Reed Krakoff, Hugo Boss and Carolina Herrera ads appear in the magazine's Market Report section.

Dior chose to show its Miss Dior handbag campaign with actress Mila Kunis ([see story](#)) while Hugo Boss's ad shows a man and woman in apparel from the latest collection.



Dior ad

There are also ads from Valentino, MaxMara, Porsche, Dorchester Collection, NetJets, Longchamp and Saks Fifth Avenue dispersed throughout the magazine.



Dorchester Collection ad

Louis Vuitton took up the back cover of the issue with its “Journeys” ad campaign featuring Angelina Jolie.



Louis Vuitton ad

“This year, the September issue is the largest it has been,” Mr. Cennname said. “It has become the most female-oriented – a true women’s fashion book from cover to cover.

“The largest ad growth came from women’s fashion,” he said. “Existing advertisers decided to use female creative instead of male creative.

“It is the first time we have gone to market with a women’s fashion book.”

Repeat business

The previous issue of WSJ. Magazine also saw ad growth.

There was a 79 percent increase in advertising pages year-over-year in the July/August publication with new luxury advertisers to the issue such as Louis Vuitton, Ralph Lauren, Dolce & Gabbana, Bentley, Dorchester Collection, St. Regis and Trump Hotel Collection.

High-end travel brands, private aviation providers and watchmakers took to the pages of the issue to reach 2.4 million readers, 85 percent of whom are outside New York.

Travel was a strong marketing theme in the July/August issue with five major hotel ads, three private aviation ads and the special Travel Lux advertising section ([see story](#)).

Luxury marketers seem to flock to the magazine to reach its high-net-worth readers.

In addition, luxury marketers can better tailor their campaigns to the predominately female readers, which could increase success of an ad placement.

"We have gotten feedback from the advertisers and they have been getting a lot of exposure of their brands in their target audience as well as in their own industry," Mr. Cenname said. "The fashion industry has gotten very much behind WSJ.Magazine."

"Our readers are basically the wealthiest readers in the country and they are driven by success," he said. "They like to spend their money on things that make them feel good."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York