

PRINT

## Louis Vuitton, Ralph Lauren target 1.5M male readership in WSJ. Magazine

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By TRICIA CARR

Advertisers including Louis Vuitton, Cartier, Hermès, Ralph Lauren, Ermenegildo Zegna, Dolce & Gabbana, Burberry and Salvatore Ferragamo are targeting the 60 percent male audience of WSJ. Magazine's October men's style issue.

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This issue is the largest men's issue to date – in terms of pages and ad pages – with an 11 percent ad page increase year over year compared to the first men's issue last October. Additionally, this is the first men's issue that was printed with perfect binding.

"Men are 60 percent of the magazine's audience and it is important to speak to them," said Anthony Cennane, publisher of **WSJ. Magazine**, New York. "There are two issues per year dedicated to men's style."

"Men are more self-purchasing when the weather changes," he said. "It is all about the audience, and we deliver to so many men with a relevant news source, The Wall Street Journal."

"We have tried to surround men from fashion to Hollywood to business."

Masculine magazine

This year's men's style issue was delivered Sept. 29 with the Wall Street Journal

newspaper. WSJ. Magazine publishes two men's style issues per year to coincide with spring and fall trends.

October features include those on Australian actor Joel Edgerton, Zimbabwe tourism, men's fall coats, interior design by Bill Willis, fashion spread featuring four U.S. woodworkers and the restored home of Patrick Leigh Fermor.

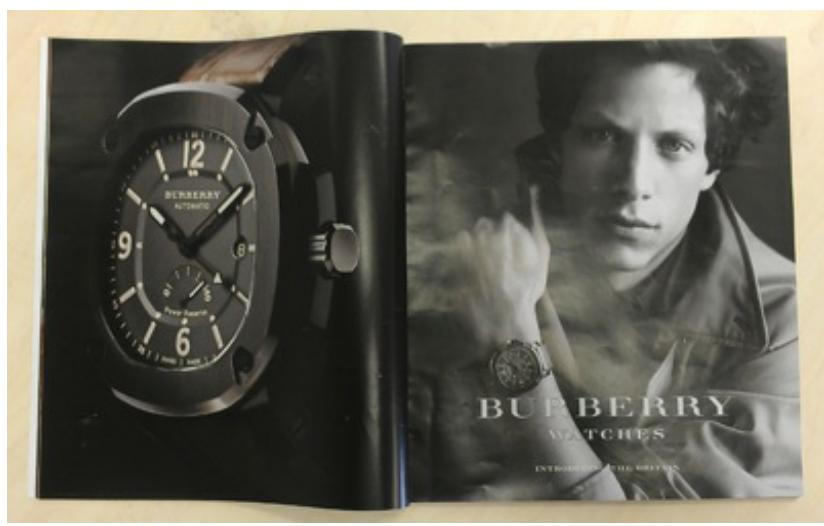
Meanwhile, the same luxury advertisers dominate key sections of the book as those in last year's October issue, per Mr. Cennane.

Returning front of book advertisers include Louis Vuitton, Cartier and Ralph Lauren.



*Ralph Lauren ad*

Burberry took out a four-page spread for its timepieces that is exclusive to the issue while Devi Kroell chose to place its womenswear ad to target men who purchase for women.



*Burberry ad*

Additionally, all of the advertisers remained from last year, but new advertisers to the men's issue include Dolce & Gabbana, Ferragamo, Gucci and Giorgio Armani.



*Dolce & Gabbana ad*

Many luxury advertisers in the book took out one-page ads adjacent to editorial to show male-oriented creative. These brands include Audemars Piguet, Lexus, Bulgari, Tom Ford, Lanvin, Montblanc, Hugo Boss, NetJets, Brioni and Stefano Ricci.



*Bulgari ad*

Barneys placed a menswear ad on the back inside cover while Chanel pushed one of its men's timepieces on the back cover.



*Chanel ad*

Direct male

Male interest in fashion seems to be on the rise. Luxury marketers have been catering to this audience in the past few months.

In the publishing sector, Giorgio Armani, Ermenegildo Zegna, Tod's and Louis Vuitton are just some of the advertisers in Fairchild Fashion Media's new M magazine that is geared towards an affluent male audience.

M will include content on lifestyle, fashion, politics, entertainment, sports and cars. It will be published quarterly ([see story](#)).

Retailers are also getting in on the action.

Among its male-centric efforts, department store chain Nordstrom is encouraging foot traffic to its in-store Men's Shops in the latest direct mail catalog that shows apparel, accessories, jewelry and fragrance through street-style photography.

The Nordstrom Men's Shop catalog is presenting this season's offerings in masculine, metropolitan brand imagery ([see story](#)).

In addition, high-end department store chain Bloomingdale's is looking to draw affluent males to retail locations this fall with pop-up shops created in partnership with BMW Motorcycles and Condé Nast's GQ, likely to make the female-centric shopping experience more tailored for men ([see story](#)).

Targeted campaigns have a better chance at reaching a particular audience, so it makes sense that publishers and retailers which are involved with many luxury brands are tapping the growth in men's fashion consumption.

"The men's advertisers in WSJ. Magazine are the best brands in the business and right now," Mr. Cenname said.

"The men's industry seems to be hot right now with many newcomers to the men's publishing sector that are back to take advantage of the upward trend in men's advertising."

#### Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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