

PRINT

WSJ. Magazine boasts 73 percent increase in fashion, luxury ad pages

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By TRICIA CARR

WSJ. Magazine is ending the year with a 27 percent ad page increase year over year, with the December issue boasting a 73 percent increase in fashion and luxury pages compared to last year's edition.

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Luxury Daily

Ralph Lauren, Chanel, Hermès, Bulgari, Cartier, Rolex and Prada are among the luxury advertisers in the December issue that seem to be pushing jewelry and other gift items. The high-end feel of the issue achieved through a dated, black-and-white cover with gold text could help the luxury advertisers become part of the reading experience.

"The feel is very high-end and upbeat with a lot of color," said Anthony Cennamo, publisher of [WSJ. Magazine](#), New York. "For example, Ralph Lauren had a lot of color in its ad.

"The issue is very cozy and very beautiful," he said. "All of the luxury brand leaders are present."

WSJ. Magazine reaches 3.5 million readers of The Wall Street Journal weekend edition.

Class of their own

The cover of the December issue of WSJ. Magazine shows an image similar to that of the featured fashion spread. The black-and-white spread centers on timeless styles such as the classic trench coat, little black dress and fine statement jewelry.



Fashion spread

Inside the magazine, a story on decoupage artist John Derian's New York shop follows the cover story. It showcases artists who work with Mr. Derian and exhibit at his shop.

Next is a feature on fashion designer Jil Sander. The blurb states, "After allowing her namesake fashion line to be absorbed by her biggest competitor and steered by other designers, Jil Sander is back at the helm to finish what she started."

Additional features include those on the homes of architect Daniel Romualdez and international garden designs by Madison Cox.

Furthermore, many advertisers in the issue are pushing jewelry, watches, resorts and fragrance, per Mr. Cennamo.

The first ad is a four-page spread from Ralph Lauren. It features this season's brightly-colored gift items for men and women.



Ralph Lauren ad

Chanel and Hermès are each flaunting watches through two-page spreads at front of book.

Following are ads from Bulgari, Cartier, Rolex, Prada, Christian Dior, Audemars Piguet, Fendi, Harry Winston, Montblanc, Graff, Corum, Van Cleef & Arpels, H. Stern and Forevermark that are pushing either jewelry or watches amongst the table of contents and first pages of editorial content.



Prada ad

Luxury advertisers in other categories include Fisker Automotive, Bottega Veneta, Dom Pérignon, Regalia Limited Edition Living, Longchamp, Bollinger, Christie's, JetSuite, St. Regis and The Luxury Collection.

On the back cover is a second placement by Ralph Lauren. It shows the Stirrup Watch with a bright green band.



Ralph Lauren ad

All in the numbers

WSJ. Magazine has seen other notable gains this year.

For example, WSJ. Magazine's September issue not only boasted a 45 percent 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.

Women's apparel and accessories advertisers in the issue likely tapped the 40 percent female audience of the magazine ([see story](#)).

WSJ. Magazine is looking to refresh its image but remain a fashion-forward luxury magazine under new editor in chief Kristina O'Neill.

"I see things continuing in terms of the brand-leading advertisers in WSJ. Magazine," Mr. Cennamo said.

"Our new editor in chief will be continuing the momentum of the magazine," he said. "She will be putting her stamp on it in the March issue.

"The goal is to be the most stylish and fashion-forward luxury magazine in the market."

Final Take

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