

Q&A

## The Hollywood Reporter relaunch triggered 119pc luxury ad growth

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Guggenheim Digital Media's The Hollywood Reporter reported a 119 percent year-over-year increase from 2011 to 2012 in luxury advertising after its transition from a trade magazine to a mainstream entertainment news source.

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Both the publication's print and online audience have grown significantly after the relaunch, it is claimed. The Hollywood Reporter reaches an affluent, sophisticated audience with a number of luxury advertisers including Chanel, Canali, Christian Dior and Tom Ford.

"The Hollywood Reporter provides unparalleled access to some of the most influential people in the world – the entertainment industry's moguls, stars and tastemakers," said Lynne Segall, publisher and senior vice president of [The Hollywood Reporter](#), Los Angeles.

"A seamless combination of rigorous breaking news, insightful features, gorgeous design and straight-up fun, The Hollywood Reporter unlocks the inner workings of how entertainment gets made," she said. "Its insider's view is made accessible across multiple platforms including a weekly print magazine, online and on iPad."



“With an intelligent voice confident enough to be as searing as it is celebratory, its storytelling consistently sets the entertainment agenda, elevating the style and substance of the Hollywood conversation.”

In this Q&A, Ms. Segall and Jonathon Aubry, vice president of consumer advertising, discuss The Hollywood Reporter’s transformation and the increase in luxury advertising. Here is the dialogue.

What was the strategy behind transforming The Hollywood Reporter from a trade publication to a mainstream source for entertainment?

Ms. Segall: One of the impetuses behind this transformation was to offer the industry – and the influencers who run and follow it – a publication that was commensurate in stature with the entertainment industry itself.

The goal was to elevate the conversation in Hollywood and the industry for The Hollywood Reporter’s traditional core audience, while attracting a new audience of entertainment obsessives.

The publication’s core audience is comprised of studio and network executives, producers, directors, agents, lawyers, managers, publicists and talent.



Mr. Aubry: We also understood that these influencers we reached like to play as hard as they work, and there was not any brands speaking to them in the first person about the luxury lifestyle they worked so hard to enjoy.

Thus, there was room to offer them the best in business intelligence and analysis complemented by lifestyle coverage that matched their luxury livelihood. It is a great mix of work and play.

Of course, this unique editorial content needed the appropriate environment, so the five-

day-a-week trade format was retired in late 2010 and replaced with an oversized, glossy print weekly.

Each week, the magazine is meticulously designed under the creative direction of Shanti Marlar, whose motto is “If the pages are ugly, the words can’t be trusted,” and packed with stunning photographs from some of the biggest photographers from around the world.

Ms. Segall: Janice Min, editorial director, told the sales team that she set out to create “a magazine that both the executives in Hollywood love to read, and their spouses as well.”

What Ms. Min has managed to do is deliver an exciting, fun and singularly unique snapshot of the entertainment landscape.

And she has done it overnight. The Hollywood Reporter has morphed into much more of a consumer-esque magazine.



*The Hollywood Reporter print edition*

What is the current audience like compared to the previous audience?

Ms. Segall: Our print audience has grown approximately 50 percent since the relaunch.

We reach an affluent, sophisticated, influential luxury consumer who spends an enormous amount on luxury goods and services across all categories each month. Also, we reach tastemakers and influencers who want to closely follow the industry.

Reading habits with the print weekly have changed drastically, with pass-along, time spent and issue retention per copy and all other metrics up since relaunch.

Mr. Aubry: The major audience transformation came via our Web site.

The site had a few hundred thousand unique visitors each month in early 2010 with barely a digital editorial team. The site was given as added value to print advertisers.

With a massive investment in breaking authoritative online news, we have seen an unprecedented surge in monthly unique visits.

The Hollywood Reporter site now has more than 11 million visitors worldwide, more than 8 million of these are in the United States. A bulk of our print audience visits the site daily.

The site reaches all the insiders who work in entertainment and the aspirational affluent consumer who want to be insiders themselves.

Our digital audience wants the best in entertainment news but also loves the edgier side of it.

We have maintained a very high audience household income level even with the site's tremendous growth and gender ratio is somewhat even.

Why has the focus shifted toward luxury brands?

Mr. Aubry: Our audience has always consumed luxury goods, but our brand environment and editorial focus was not welcoming to luxury advertisers who are so focused on the right environment.

Ms. Min and her team's editorial and creative vision have transformed the brand into a warm and welcoming environment for luxury brands, and the brands have responded.

We have broken dozens of luxury accounts in just the last year, including Chanel, Canali, Dior, Ermenegildo Zegna, Tom Ford, Jimmy Choo and Chopard.

Is your current audience who luxury brands are looking to target?

Ms. Segall: Absolutely. We have an incredibly desirable audience both in print and online, who are affluent and influential trendsetters who help make and shape culture and spend an enormous amount on luxury goods each month.

They have the purchasing power to buy, along with the business savvy and influence to shape buying decisions and cultural movements. They are a luxury brand's dream come true.

Mr. Aubry: The average household income for The Hollywood Reporter's print publication is \$300,000.

Nearly 40 percent of the online monthly unique visitors have an average household income of \$100,000.

We have always had an affluent audience.

Now, we give them a product they can read both for work and pleasure, one that chronicles their buying habits and appeals to advertisers who want to market to them.

Where do you see The Hollywood Reporter in the future?

Ms. Segall: To be the ESPN of entertainment: they are all things sports — stats, smart and sports-related stories, human interest pieces, all original programming and the business behind sports.

What ESPN is to locker rooms and fields of play, The Hollywood Reporter is to red carpets and soundstages: The unquestioned authority for all-access coverage of an industry that generates passionate interest and makes the registers ring.

Sports today without ESPN? Highly unlikely. Entertainment without The Hollywood Reporter? One day, we predict this will be unthinkable.

Mr. Aubry: With this, The Hollywood Reporter strives to maintain its newfound status as the “New Vanity Fair.” Smart, sophisticated, stylish and always accessible.

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