

PRINT

## Luxury marketers enhance editorial content in October WSJ. magazine

October 14, 2013



By JEN KING

Advertisers such as Chanel, Giorgio Armani and Hermès are pushing jewelry and accessories lines in The Wall Street Journal supplement WSJ. magazine's inaugural "Fashion Resort & Winter Travel" October issue to complement the publication's fashion-focused content and elevate the reader's experience.

[Sign up now](#)

**Luxury Daily**

Travel and hospitality brands also lend support to the 120-page issue's features. Advertisements that support the editorial content allow for what feels like a curated read that enables a better appreciation of the publication.

"This is our first resort/winter travel issue, high-end travel coupled with fashion is a powerful punch," said Anthony Cennamo, publisher of [WSJ. magazine](#), New York.

"We know that WSJ. magazine readers spend more money than the readers of other luxury fashion and travel magazines, and no one else is dedicating an issue to fashion resort and winter travel. Our readers spend \$13.5 billion on travel and \$8.5 billion on apparel and accessories annually."

The October issue of WSJ. magazine saw a four percent increase in paging from last month's September "Men's Style" issue and a year-to-date page increase of 22 percent.

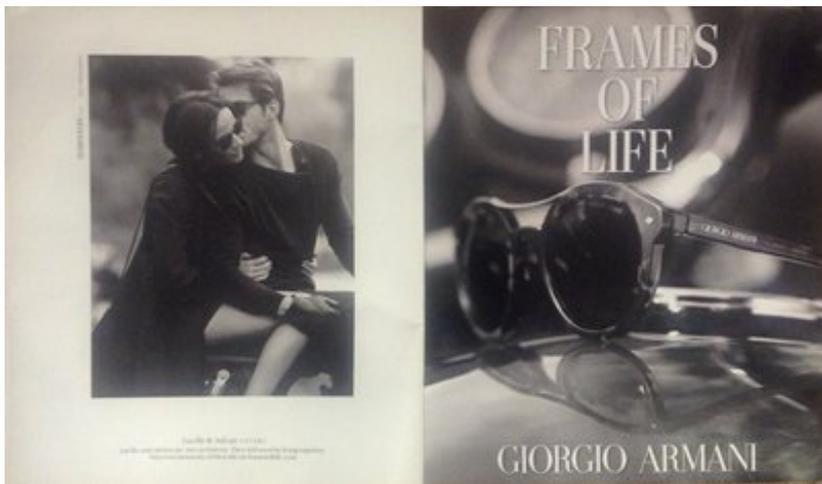
Winter getaways

The October issue of WSJ. magazine begins with an ad for Chanel's timepiece, the La Montre Première in yellow gold.



*Chanel timepiece ad*

Giorgio Armani is continuing its "Frames of Life" campaign with an ad for its sunglasses collection. The ad includes a reader prompt to discover more about the lives of the models at [framesoflife.com](http://framesoflife.com)



*Armani's Frames of Life sunglasses campaign*

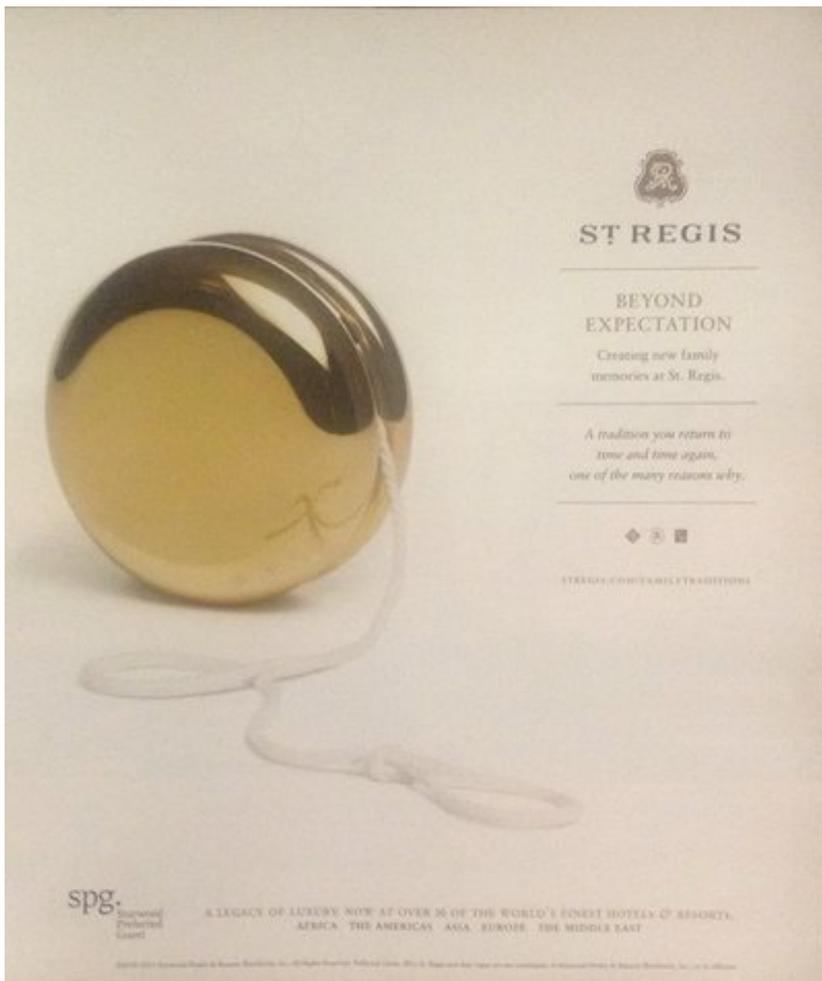
Hermès also features accessories by placing the "A Sporting Life" campaign that includes its signature silk scarves shown as ski gate flags.



*Hermès' A Sporting Life campaign*

Other advertising efforts featuring jewelry and accessories found in front of the book include a handbag campaign from Céline, a Burberry Britain timepiece ad and Audemars Piguet's Royal Oak timepiece position next to the table of contents.

In the pages before the table of contents and directly after, the ad space begins to include campaigns for luxury hotel properties such as Dorchester Collection, the Royal Mansour Hotel in Morocco and St. Regis.



*St. Regis ad*

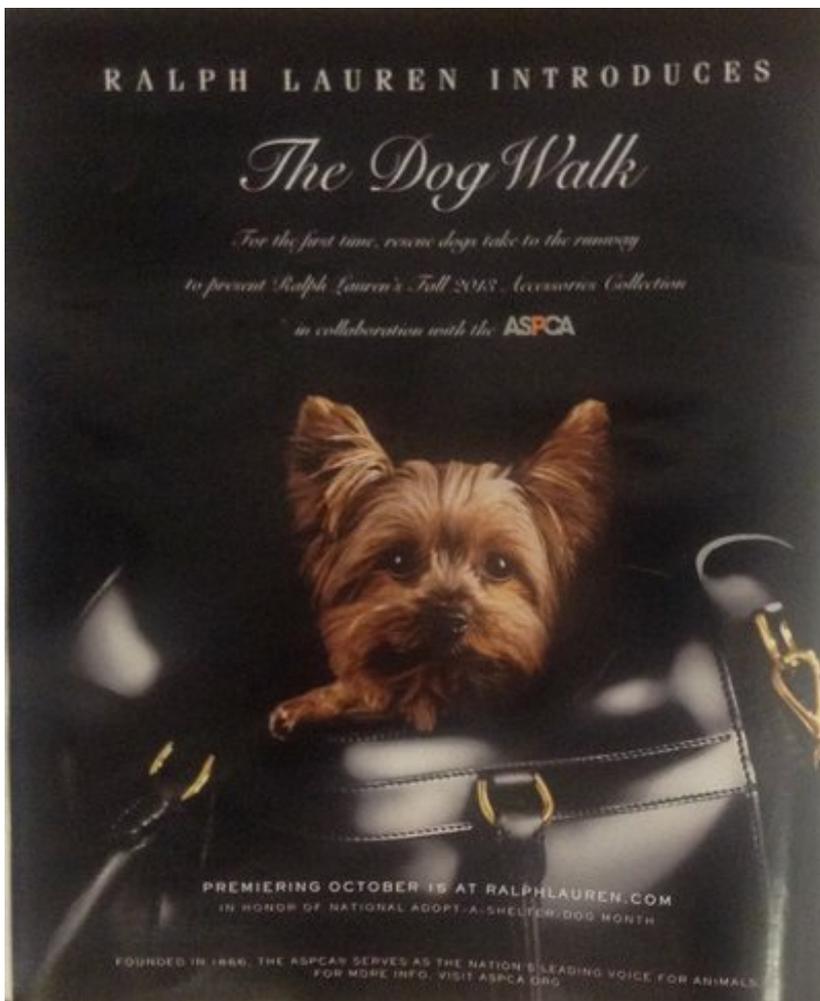
Additionally, NetJets, Emirates airlines and Sentient Jet also promoted services in the October issue of WSJ. magazine.



*Emirates airlines ad for flights to Milan*

The month of October is known as an active month for philanthropy as well.

Ralph Lauren, in collaboration with the ASPCA, placed an ad for the premiere runway event Oct. 15 featuring rescue dogs and the brand's line of accessories in honor of National Adopt-a-Shelter-Dog Month. Gucci is advertising its Chime for Change charity which helps raise funds for female-centric philanthropic efforts around the world.



### *Ralph Lauren's Dog Walk ad*

Featured content in the Fashion Resort & Winter Travel issue of WSJ. magazine includes cover story and travel exposé, “Magical Mozambique” where readers can discover the wonders of North Africa, a look at director Martin Scorsese’s new film “The Wolf of Wall Street” featuring actors Jonah Hill and Leonardo DiCaprio as well as the season’s best resort fashions.

Lending support

Ad space can elevate the reader’s experience when it complements the issue’s content.

For example, Ermenegildo Zegna, Giorgio Armani and Saint Laurent are among the advertisers promoting men’s fall/winter collections in the “Men’s Style” issue of WSJ. magazine that targets affluent male readers.

The 124-page edition with fashion designer Tom Ford on the cover has the tagline, “The Power of Style,” which allows the issue to further resonate with its affluent male readership. A strong tagline can attract readers who want to improve some aspect of their life such as style ([see story](#)).

In addition, Ralph Lauren, Gucci and Prada are among advertisers showing off fall accessories in the October issue of Condé Nast’s Vanity Fair, which celebrates the publication’s centennial anniversary.

Numerous fashion brands sought to promote their handbag and accessories collections

as a follow-up to the September issue's ready-to-wear collection advertisements. Brands likely targeted Vanity Fair's centennial issue as it is a milestone anniversary for the publication that is bound to see a high readership ([see story](#)).

WSJ. magazine's balanced ad space creates a thoughtful and engaging experience for readers.

"The October issue is unique because fashion and travel categories are coexisting beautifully together, with 53 percent fashion ads and 47 percent non-fashion ads," Mr. Cennamo said.

"It creates a powerful message that puts readers in the mood to escape the winter," he said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/1m9ddCCVexw](https://www.youtube.com/embed/1m9ddCCVexw)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.