

PRINT

Los Angeles Times restyles magazine to bolster luxury advertising

November 22, 2010



By PETER FINOCCHIARO



Los Angeles Times
Magazine

The Los Angeles Times Magazine is increasing its focus on fashion and style in its pages, online and via branded events to generate heightened interest from luxury advertisers.

The shift will include both increased editorial focus as well as design upgrades and new events. The magazine hopes that the re-imagining will pay dividends by luring in more revenue from luxury brand ad buys and sponsorships.

[Sign up now](#)

Luxury Daily

“We have added more fashion content and more online and digital platforms, as well as events, which luxury advertisers have told us is something that’s really important to them,” said Anna Magzanyan, vice president of advertiser marketing and events at The Los Angeles Times Media Group, Los Angeles.

The fine print

The Los Angeles Times Magazine is published the first Sunday of every month.

The median household income of Los Angeles Times Magazine readers is an around \$100,000 per year, according to the media kit available on the Los Angeles Times Web site.

Circulation is 400,000 copies and the magazine claims a readership of 1.1 million.

Additionally, the magazine’s Web site claims 159,000 monthly unique visitors and slightly more than 300,000 page views.

Luxury advertisers who regularly have placements in the magazine’s issues include Louis Vuitton, Montblanc and Kate Spade.

Luxury sectors to which the pages of the Los Angeles Times Magazine are appealing are apparel and accessories, travel and home décor, according to Ms. Magzanyan.

The magazine primarily media in packages that include print, online and event buys. The company is looking to increase luxury presence across all three media.

The publication typically has page counts in the area of 100 and shoots for a 50-50 ratio of ads to editorial pages.

Fashion upgrades

The magazine will reveal design upgrades and increased online features to emphasize its new focus on fashion, beauty, shopping and style. The upgrades will start rolling out in January.

The magazine has also launched three yearly events with the hopes of generating both ticket sales and luxury sponsorships.

The publication courts both event sponsors and exhibitors.

Rock Style was hosted in this year in June and focused on the convergence of fashion and music. Jaguar sponsored the event.

Beauty, Health and Wellness is a day-long event held this year in October and dedicated to the discussion of personal wellbeing. The event was hosted at upscale resort Terranea.

Finally, the Art of Entertaining was held earlier this month and promised ticketholders information and guidance in how to entertain guests. Bloomingdales sponsored the event.

The magazine also plans to launch two more yearly events as part of its restyling

initiative.

“[Events] are an opportunity for advertisers to have a presence in the magazine, to tie into the editorial environment and engage directly with readers,” Ms. Magzanyan said. “What we have found is that this lets advertisers have one additional way to connect with these readers and bring their products to life as they are engaging one on one.”

“We’re calling the initiative ‘re-enhancement,’” Ms. Magzanyan said. “The brand has already established a reputation for its editorial content.

“The additional fashion and style content that we are bringing to the table will basically expand the magazine’s pages and it will be the leader into the magazine,” she said. “There will be more opportunities for luxury advertisers and retailers to play.”

Final Take

Peter Finocchiaro, editorial assistant at Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.