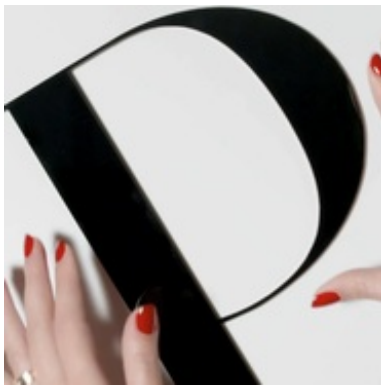


PRINT

## Net-A-Porter enters print media with branded magazine

December 11, 2013



By JEN KING

Online retailer Net-A-Porter is venturing into the physical realm with its first print magazine “Porter” that will leverage curated editorial content to increase engagement with consumers.

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The first issue of Porter will be sent to subscribers’ mailboxes and newsstands in February. The branded magazine will allow Net-A-Porter to connect with consumers beyond the initial point of sale to give more context to products and services.

"This is an interesting evolution of blurring lines between what is content, what is a store and what is advertising," said Leane Brenes, creative director of **Brenes Co.**, New York. "Net-A-Porter’s magazine is under the radar of marketing because the consumer doesn’t even realize they’re being marketed to.

"Net-A-Porter already has a built-in audience of 3.5 million women, now it’s developing a magazine with content for an audience that’s already there with content that the audience is looking for," she said.

"The content will become a sales tool without being ‘selly’ because Net-A-Porter knows the patterns of its users and can translate that into a print magazine that will then, like a circle,

send them back to the Web site."

Ms. Brenes is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

**Net-A-Porter** did not respond by press deadline.

#### Printed Porter

Net-A-Porter's glossy magazine Porter will feature a "bespoke curation" of fashion pieces and beauty products. Each 300-page issue will also include travel and cultural sections with columns focusing on book reviews and booking trips.

In addition to magazine-specific content, each issue of Porter will also include contributions from Net-A-Porter's weekly online newsletter and sister publication, The Edit, reports **WWD**.



*Promotional cover of Net-A-Porter's Porter magazine*

In an introductory letter by editor in chief Lucy Yeomans, she states, "More than a magazine, Porter will offer a truly unique fashion experience, combining our love of the touch and intimacy of the printed page with the instant gratification technology allows."

All of the content found in the print edition of Porter will be optimized for Net-A-Porter's mobile application. Readers with a subscription to Porter will be able to access the publication's content on-the-go.

To pique interest, the retail is urging its fans to sign up for a subscription to Porter to ensure that they receive the first issue in February on social media. A click-through on a link on Net-A-Porter's Facebook lands on the retailer's Porter magazine's subscription page.



NET-A-PORTER.COM  
6 hours ago

Presenting PORTER: More than a magazine – the ultimate fashion experience.

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<http://www.net-a-porter.com/portermagazine>

#PORTERmagazine



*Net-A-Porter's Facebook post*

The page includes Ms. Yeomans' letter, subscription information and a promotional video clip.

Approximately 30 seconds long, the clip shows a model's hands positioning the letters of the Porter logo and flipping through its page before lifting up the bottom right-hand corner of the magazine's cover to display its launch date.

Embedded Video: [http://www.youtube.com/embed/Fa4bBfcbrs?list=UUZprVLJfXNuCO50MAnXL\\_CQ](http://www.youtube.com/embed/Fa4bBfcbrs?list=UUZprVLJfXNuCO50MAnXL_CQ)

*Abridged version of Presenting Porter / Powered by Net-A-Porter.com*

Printed in English and distributed globally, Porter is offered in a subscription of six issues per year for \$58, or a continuous annual package of \$48. The discounted price is dependent on credit or debit card payment method.

Fan favorites

A well-curated branded magazine in print or digital takes target consumers beyond a call

to purchase into the essence of a brand.

For instance, French jeweler Cartier expanded the reach of its publication, Art magazine, to a wider audience through a new iPad application that allows readers to experience the issue with interactive features.

Cartier's free iPad app features the jeweler's 34th edition of Art magazine, a publication that explores different ways to perceive art and the art of living ([see story](#)).

Additionally, British watchmaker Christopher Ward looked to increase brand awareness through a magazine filled with content focused on the lifestyle of watch enthusiasts.

The 53-page fall/winter publication gives readers an overview of Christopher Ward timepieces as well as brand sponsorships and other topics likely to appeal to fans of the brand ([see story](#)).

Net-A-Porter's magazine is a step beyond the average branded magazine and may help it position itself among other mainstream magazines in the luxury realm such as Vogue and W.

"The publication also offers Net-A-Porter a greater platform to showcase exclusive products to the site as well as lesser-known brands, without the compromising the boutique, as opposed to mass feel and services of the site," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta.

"A branded magazine can add value to a brand to a brand like Net-A-Porter because it serves as a extension of the brand and molds the lifestyle of the consumer," she said.

"Long-term, this can position the brand to expand into and become an authority in additional luxury market segments."

Final Take

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

Embedded Video: [//www.youtube.com/embed/VFAT5-qBitY](http://www.youtube.com/embed/VFAT5-qBitY)

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