

PRINT

## Financial Times responds to popularity of supplements with How To Spend It expansion

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*Issues of How To Spend It from December 13, 2013*

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By JEN KING

The Financial Times is celebrating the twentieth anniversary of its How To Spend It magazine supplement by expanding its reach to affluent readers in Italy through a partnership with Italian newspaper publisher Il Sole 24 Ore.

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**Luxury Daily**

How To Spend It's inaugural issue under the Il Sole 24 Ore partnership will hit newsstands in September. By expanding the output of its magazine, The Financial Times is strengthening the ongoing trend that has positioned supplements as viable, stand-alone pieces in the publishing industry.

"Certainly Italy is a good market for the supplement since many global brands come from Italy," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy.

"In a recent survey, five of the top 10 luxury clothing brands were from Italy: Prada, Gucci, Versace, Armani and Dolce & Gabbana," he said. "Four were from France: Louis Vuitton, Chanel, Dior and Hermès. Only one was from the United Kingdom: Burberry."

"I would expect that 24 Ore Group would downplay its connection with The Financial Times. This is just a deal for them to get editorial material at a reduced prices."

Mr. Ries is not affiliated with The Financial Times or How To Spend It, but agreed to comment as an industry expert.

**The Financial Times** did not respond by press deadline.

Hot off the press

The Italian version of How To Spend It will maintain the English edition's standard coverage of global lifestyle that resonates with an affluent readership.

For the initial launch, How To Spend It's Italian imprint will run five issues, and for 2015, the Italian How To Spend It will increase to 13 issues in addition to an online replica. Content such as regular columns and fashion coverage featured in each issue will be translated from the English title but will also include features originating in Italy.



*Cover of Financial Time's How To Spend It's "A Passion for Fashion" issue on March 15*

To ensure a seamless read, How To Spend It editor Gillian de Bono will work with her Italian counterparts to carry over the signature style of the supplement.

Ms. Bono said in a statement that she is "thrilled to see How To Spend It's editorial concept and content reaching even more readers through our collaboration with Il Sole 24 Ore." Adding that "[How To Spend It has] been named National Color Supplement of the

Year 13 times” and that she has “the utmost confidence that the Italian language version will soon be garnering awards too.”

The Italian version’s launch is also designed to fete special events and features organized throughout the year to continue the 20th anniversary celebration of How To Spend It.



*Cover of Financial Time's How To Spend It issue on March 1*

How To Spend It’s expansion into the Italian market also marks The Financial Times’ strategy of appealing to ultra-high-net-worth readers.

Ben Hughes, Financial Times’ global commercial director and deputy CEO said in a branded statement that, “In addition to providing Italy’s most affluent and discerning individuals with authoritative editorial, the Italian How To Spend It marks a key part of the Financial Times’ global growth strategy in the luxury lifestyle sector.”

For newspaper publisher Il Sole 24 Ore, its partnership with the Financial Times and its inclusion of How To Spend It will “cement its foothold in key market segments - fashion, luxury, lifestyle - already covered by the newspaper and by its dedicated products and events,” said Il Sole 24 Ore Group CEO, Donatella Treu.

Support beams

Rebranding efforts in global publications have occurred across the industry. Most recently, for example, top publications reworked their fashion editorial departments to

account for this shift toward a luxury fashion focus.

Well-known fashion critics have in some sense been the deciding factor of what is considered worthy of press coverage for both editorial and pictorial spreads, which then influences what is suitable for the advertisement space. A new editorial voice, especially one with a dedicated and established following, will bring a new perspective, a different sense of coverage and may elevate the standing of a newspaper, such as The New York Times, in a market saturated with fashion magazines reporting on the same subjects ([see story](#)).

This is also reflected in the popularity and strength of newspaper supplements.

Take for instance, The Wall Street Journal's WSJ. magazine supplement which was awarded Luxury Daily's 2013 Luxury Publisher of the Year for its consistency and upward momentum in the luxury publishing sector achieved through its use of readership-appropriate advertisements and content.

Available to both Wall Street Journal subscribers and newsstand patrons WSJ. magazine is redefining what it means to be a newspaper supplement. Printed on lush, high-quality paper, the magazine segregates itself from mass market magazines of a similar nature through its oversized pages ([see story](#)).

Collaborating rather than creating a new imprint for Italian readers will save costs and protect both the Financial Times and Il Sole 24 Ore from the projecting folding.

"In the Internet age, all print publications, including magazine supplements, are getting weaker, not stronger," Mr. Ries said.

"However, there will probably always be a market for print publications at the high end," he said. "How to Spent It is one of those.

"The deal with 24 Ore Group will help both companies. The Financial Times will get increased revenues and 24 Ore Group will get editorial material at a very low price."

Final Take

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

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