

PRINT

WSJ. magazine examines the state of taste as ads rise 22 percent

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WSJ. magazine's April cover

By JEN KING

The Wall Street Journal's monthly supplement WSJ. magazine is reinforcing the publication's pillars in the inaugural "Taste" issue that hit newsstands and mailboxes April 5.

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Luxury Daily

With a global readership, WSJ. magazine's April edition touches upon travel, food, fashion and design to resonate with the publication's affluent audience. By taking an all-encompassing approach to the elements of refined taste, the 104-paged April issue aimed to make a statement with its readers' sensibilities at the forefront.

"All leading brands align themselves with taste, and in this issue we have the following living together beautifully—Cunard, Harry Winston, Royal Mansour, Louis Vuitton, Céline, Carolina Herrera and Jetsuite," said Anthony Cennamo, publisher of [WSJ. magazine](#), New York.

"Taste is a tenant for luxury brands, and no one leads luxury consumers like WSJ. magazine," he said. "With an issue dedicated to food, travel, fashion, design and more, WSJ. is a multidimensional buy where leading brands thrive."

“WSJ. readers put taste at the forefront of everything that they do in terms of consumption.”

A taste of success

The WSJ. magazine was up 22 percent in year-to-date advertising pages. Eighteen percent of April’s issue featured advertisers that were new to the edition including Cunard, Harry Winston, Royal Mansour, Jetsuite, Carolina Herrera, Louis Vuitton, Céline, Dolce & Gabbana and Tod’s.

April’s WSJ. magazine opened with an inside front cover ad for Swiss watchmaker Breguet’s Classique Hora Mundi 5717 wrist watch.



Breguet’s Classique Hora Mundi 5717 wrist watch ad

Many of the ads new to the April issue were seen in the front of the book. For instance, Harry Winston was seen on the second page with a full page spread which was followed by Louis Vuitton’s safari-themed effort featuring apparel as well as its iconic steamer trunks.



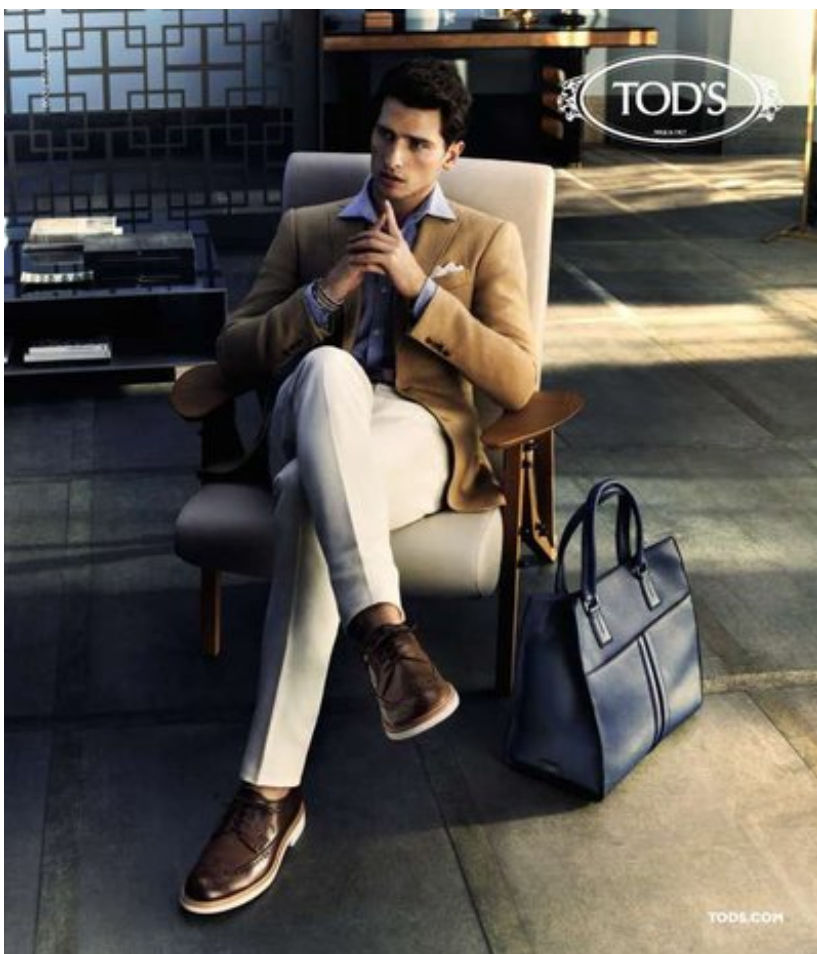
Louis Vuitton campaign

While other marketers new to the April issue focused on clothing, Dolce & Gabbana placed its Classic Cream lipstick campaign in the front of the book.



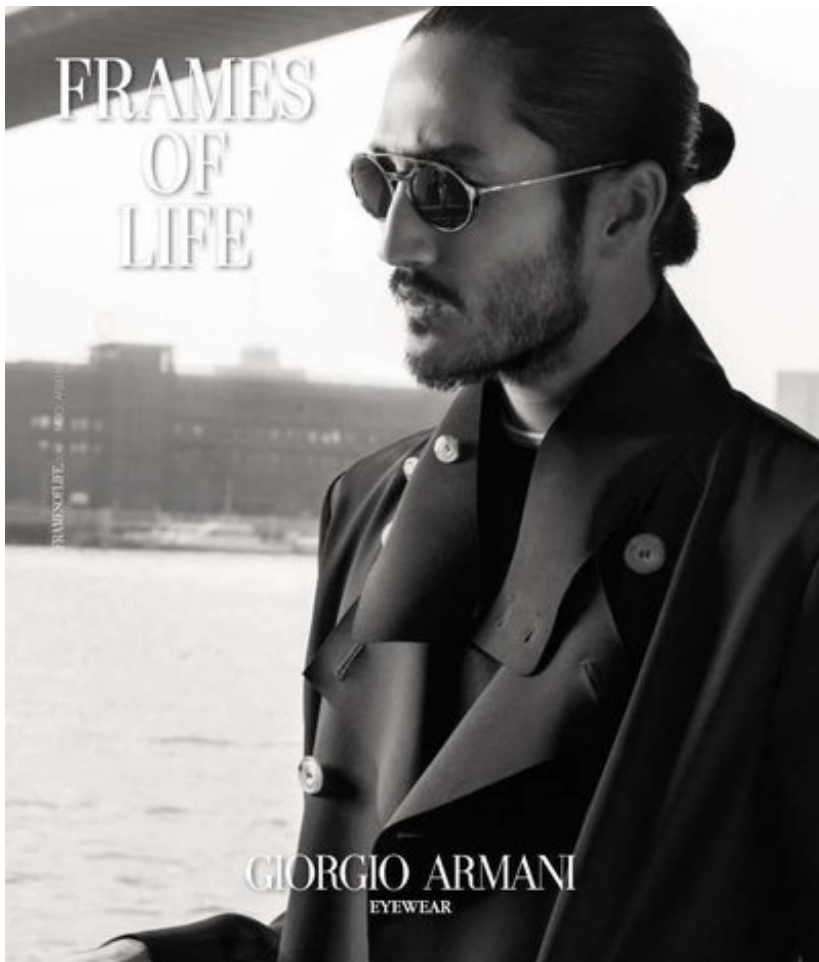
Dolce & Gabbana's new Classic Cream lipstick ad

Opposite the table of contents, Tod's, a newcomer to the April issue, placed a menswear ad.



Tod's effort opposite the table of contents

The continuation of the table of contents was framed by Giorgio Armani's ongoing eyewear campaign, "Frames of Life." Including efforts for menswear and accessories to frame the table of contents is representative of the growing interest in men's fashions.



Armani's Frames of Life effort

April's issue continued to support the WSJ. magazine pillars by including event announcements that could be of interest to its audience. For instance, the issue included a promotion page for the fourth annual Madison Avenue Watch Week May 5-10 where Asprey, Chopard, Georg Jensen, Montblanc and Porsche Design will participate.



Promotion for Madison Avenue Watch Week

The issue was closed with an outside back cover effort from Hermès for its ongoing Metamorphosis campaign.



Hermès' Metamorphosis effort featuring a wrist watch

With actress Scarlett Johansson gracing the first-ever Taste issue's cover, the magazine's featured content includes an interview with Ms. Johansson as well as a look at casual fashions, Laudomia Pucci's work to reinvent her family's estate in Tuscany, a visit to the Spanish restaurant El Cellar de Can Roca in Catalonia and an emerging trend piece on pocket watches.

On trend reading

WSJ. magazine continually produces issues that play into the interests and drivers of its core audience.

For instance, luxury marketers such as Tiffany & Co., Louis Vuitton and Cartier featured advertisements in WSJ. magazine's annual "Innovators" issue to reach the publication's affluent readership of leaders and influencers.

Placing an ad in WSJ. magazine ensures a global reach of 3.7 million readers who savor the publication's merger of glamor and ideas. In conjunction with the 112-page November issue, the magazine held its annual Innovators Awards Nov. 6 where it celebrated the accomplishments of individuals in seven categories ([see story](#)).

Also, advertisers such as Chanel, Giorgio Armani and Hermès pushed 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.

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 ([see story](#)).

With travel being a common pleasure of its readers, the WSJ. magazine plans to increase its coverage of the sector.

"WSJ. Magazine readers take 29.9 million round trip flights a year – 14.4 million for leisure and 15.4 million for business," Mr. Cennamo said.

"There's a very strong connection between travel and fashion," he said. "The more our readers travel, the more they consume. Advertisers want to reach this elite readership."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/wyG2l2wUbx0](https://www.youtube.com/embed/wyG2l2wUbx0)

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