

PRINT

## WSJ. magazine sets sights on Brazil, Latin America with new regional editions

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*WSJ. magazine's June cover*

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By JEN KING

Due to the continued success of The Wall Street Journal's WSJ. magazine, the news outlet is expanding its lifestyle supplement's reach to include affluent readers in Brazil and Latin America.

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**Luxury Daily**

The news of the expansion comes just days after the June issue, which included coverage of the upcoming FIFA World Cup in Brazil, was inserted in The Wall Street Journal on May 31. Since emerging markets in Brazil and Latin America continue to flourish and mature, WSJ. magazine's expansion will likely result in increased awareness for its marketing partners who are planning retail expansions of their own.

"The Latin American editions happened organically," said Anthony Cennamo, publisher of [WSJ. magazine](#), New York.

"The host newspapers that will distribute them have been publishing Wall Street Journal Americas news within their business sections for over 20 years," he said. "They're relevant, trusted news sources that have staying power, so it's a natural fit that their 95,000-

plus readers will soon have our glossy to go along with it.”

WSJ. magazine's June issue is the largest June edition in the supplement's history with a 4 percent increase in advertising pages. Thirty-five percent of the advertising pages were taken by fashion and luxury brands.

Goal!

June’s “Goal Oriented” issue of WSJ. magazine featured on its cover Neymar da Silva Santos Júnior, better known simply as Neymar, a Brazilian footballer on Spain’s FC Barcelona and the Brazilian national team.

“The ad space is chock-full of global powerhouse luxury brands whose campaigns align best with collectibles and pre-fall fashion themes,” Mr. Cenname said. “The timing works well for pre-fall fashion while the timepieces are great for collectibles and our cover star Neymar.”

WSJ. magazine's 104-page June edition, dedicated to pre-fall fashions and collectibles, opened with Chanel’s latest campaign effort featuring actress Kristen Stewart.



*Kristen Stewart on the inside front cover for Chanel*

The front of the book continued with a handbag spot from Louis Vuitton with actress Michelle Williams reprising her role as brand ambassador.



*Michelle Williams for Louis Vuitton*

Also, seen in the front of the book was Maserati’s limited edition Quattroporte Zegna. The

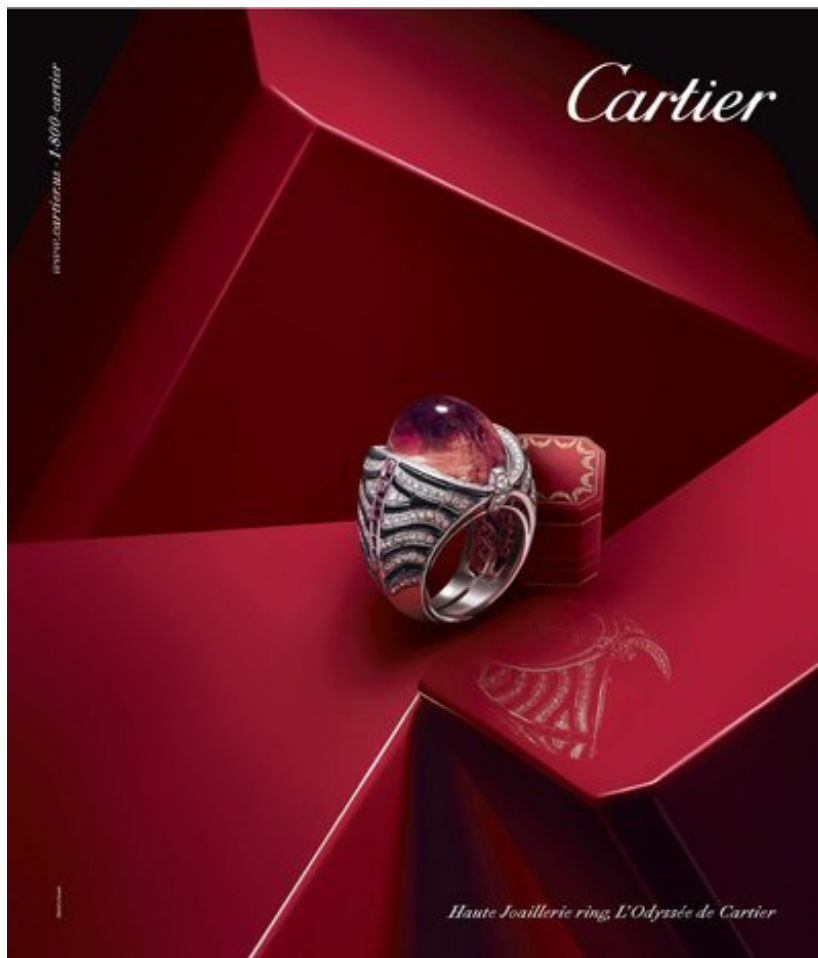
Italian apparel brand worked with the automaker on the interior upholstery of the 100 unit series ([see story](#)).



*Maserati's Quattroporte Zegna edition ad*

Additional front of the book advertisements were seen from Chanel for its J12 wrist watch, Dorchester Collection and Gucci apparel and accessories.

Opposite the table of contents, Cartier promoted a cocktail ring from its Haute Joaillerie collection.



*Cartier opposite the table of contents*

With fine watch collecting and interest at an all-time high among affluent consumers, Rolex, Audemars Piguet, Chopard, Panerai, IWC and Bell & Ross looked to WSJ. magazine

to showcase their offerings. On the outside back cover, Ralph Lauren featured its Swiss-made stainless steel Stirrup Petite Link wrist watch.



### *Ralph Lauren outside back cover effort*

In addition to the piece about Neymar and the FIFA World Cup beginning June 12, the latest issue of WSJ. magazine included a feature about how Rodman Primack is reinventing Design Miami, an article about African luxury for Nigerians in Lagos and pre-fall fashions from the industry's top designers.

### *Widening the playing field*

As proof that the supplement format is profitable and worthwhile for marketers, WSJ. magazine has announced its plans to expand with two new editions, WSJ. magazine Brasil printed for Brazilians and WSJ. magazine América Latina for Latin American readers.

Printed in Portuguese for Brazilian readers and Spanish for the collective audience of Latin America, WSJ. magazine will expand its reach by 95,000 affluent readers. Published four times a year - October, December, April and July/August - the new editions also mark the first time the supplement will be distributed in newspapers outside of The Wall Street Journal.

Aside from Brazil, the WSJ. magazine América Latina edition will reach affluent readers in Argentina, Chile, Colombia, Mexico and Panama through the Friday editions of eight influential, local newspapers including El Mercurio, El Norte, El Tiempo, La Nación, La Prensa, Mural, Reforma and Valor Económico.

Select content will be translated by The Wall Street Journal Americas team under WSJ magazine editor in chief Kristina O'Neill. Also, the content will be available online at WSJAmericas.com, WSJ.com/Brasil and WSJ.com.

Similarly, The Financial Times celebrated 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.

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 ([see story](#)).

For marketing partners, an increased presence in an emerging market may yield newfound exposure among regional consumers.

"Our marketing partners will benefit tremendously," Mr. Cennamo said. "Expanding into Latin America – a booming luxury market – will allow them to reach a very wealthy audience."

Final Take

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

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