

Death by Digital: Vogue Business Sets Bar for the Future of Magazines

by Samantha Cooper

SYRACUSE, N.Y., Feb. 19, 2019 – As travelers rush through airport terminals across the globe, their eyes catch glossy covers lining the walls in colorful collages. Photos of beautiful skylines and smiling faces draw people in, inviting them to choose their favorite before their flight departs.

For many, picking a magazine before a trip is part of their travel ritual. However, those shelves might not be lined with issues much longer, as more and more companies discontinue their print publications. Now is the perfect time to welcome the new definition of the magazine, and it lives online, full of the same life and color they always have been.

Condé Nast is home to some of the most iconic titles of all time. Their creative minds have given readers Vogue, The New Yorker and GQ, among others. So when a pioneer like Condé Nast embraces the movement to digital, others take notice.

As of this month, Vogue Business will be the company's first centrally-developed, fully digital magazine, and all eyes will be on them to see if they have found the formula for success in the digital sphere. Their strategy includes a few key elements that might just convince print traditionalists that the move to digital is something to be excited about.

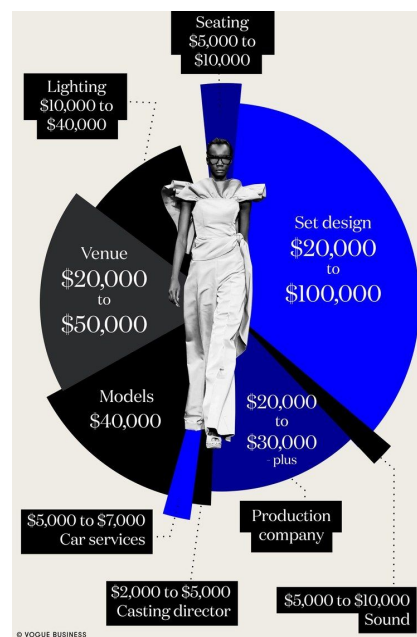
“At its core, fashion is a global industry,” said Harriet Brown, a professor of magazine journalism at the S.I. Newhouse School of Public Communications. “A digital-centric approach will let designers everywhere be inspired and informed by what other people are doing.” The internet allows communication that would have never been thought possible a century ago.

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However, according to Brown, posting stories on a website is not enough to pique and sustain the interest of readers.

Instead of trying to achieve large numbers in reach, in its launch announcement, Vogue Business explained that is designed with a primary commitment to engagement. The integrity of the magazine will remain intact with periodical e-newsletters, the same way a magazine would be published on a schedule.

Brown believes that this updated structure will provide their audience of fashion industry professionals with a sense of familiarity, all while embracing the spirit of online media.



An example of Vogue Business' visuals, included in an article entitled, "What a runway show really costs." The data comes from Christian Siriano's latest New York Fashion Week show.

For fashion design student and aspiring designer, Bailey Levin, the appeal and accessibility of magazines is due in large part to their design. The photography and visuals are just as important as the text when it comes to magazine journalism. While the classic print layout

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is sacrificed for blog formatting, digital publication allows for a new level of multimedia content, something which Vogue Business plans to actively capitalize on. According to their initial announcement, the publication will define itself by its visual formatting, adorning articles with gifs, photos and stylized graphics, helping to tell more developed stories. “Right now, most people don’t look at anything print,” said Levin. “Browsing websites is a part of life, so magazines are just next to follow.”

Condé Nast ensures that the digital medium is ingrained in all levels of Vogue Business, from its performance to its appearance and its content. Forward-thinking in all aspects, not only is the publication fueled by technology and analytics, but it also shares news about industry changes, trends and market dynamics. Striving to create a new generation of business-to-business publication, Vogue Business has found a way to bring together the technical and creative sides of the industry, providing fashion leaders with an attractive and informative news platform.

The decline in print does not and should not mean the death of magazines. Founded on niche appeal, it is publications like Vogue Business, welcoming and adapting to changes in the industry, that will thrive in today’s digital culture.

Those airport walls may not be tiled with bright covers for much longer, but those stories and photographs are actually closer to readers than ever before. Travelers should not worry since they will still be able to get their magazine fix. They will just need phones and some in-air Wi-Fi to read them.

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