



The Death of Print Magazines in Fashion: The Fight to Stay Relevant During the Digital Era and a Look at the Future of Fashion Print Magazines

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Introduction

- **Personal digital intake outweighs the print**
 - Free online news outlets, social media, YouTube
 - Ability to become a creator ourselves
- **Will the digital era kill the print fashion magazine?**
 - Analyze its history and development, subscription numbers in recent years, and the steps taken by traditional magazines to stay relevant
 - Predict the future of the industry and provide recommendations that could benefit the future of print fashion magazines



50 SHADES OF SILVER

Say it with high shine this season. Whether your soon-to-be Saint Laurent's sexy seductress or Marchesa's frothy gown queen, silver is



IMAGEstyle

As print sales numbers and monthly readers over the past decade have been falling as a result of digital trends, as will be further developed throughout my presentation, does it indicate that the printed fashion magazine will become extinct and otherwise be replaced by online magazines, social media, and blogs?



The Purpose of Fashion Magazines



1785 Fashion Plate



Cover of first issue of Harper's BAZAAR in
November 1867



100th Anniversary Special edition of Vogue
April 1992

The 21st Century & the Digital Era

- **2019 Global Web Index Study** → 6 ¾ hours a day spent online
 - Approx. 59 minutes a day spent reading online sources vs. 43 minutes of print (newspapers, magazines, journals, etc.)
 - Average Millennial and Gen Z user reads more print than any other generation
- **Fashion Blogger & Social Media Influencer**
 - Peer consumer → considered more trustworthy for readers (McQuarrie et. al, 2013)
 - Digital Marketing → 2019 market size for global fashion marketing was \$1.5 billion for influencers with an approx. 35.7% growth rate between 2020 - 2027 (Lee & Shin, 2021)



chiara ferragni

Message

Follow



15,766 posts

26.8m followers

1,391 following

Chiara Ferragni ✨

Public figure

Leo and Vitto's mama and digital entrepreneur Boss baby. Founder

@chiara ferragni brand ❤️ #TheFerragnez series STREAMING ON AMAZON PRIME

VIDEO, NOW 📺

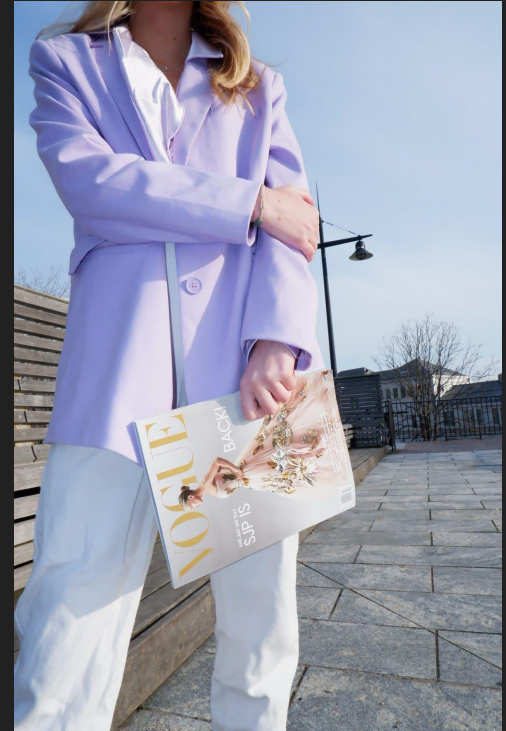
HireInfluence.com - Chiara is one of the highest paid fashion bloggers & influencers making around \$8 million annually.

<https://hireinfluence.com/blog/highest-paid-influencers/>



Fashion Magazines' Efforts to Stay Relevant

- **Combination of Print & Digital Subscriptions**
 - Utilize online metrics and tracking capabilities to understand their audience better
 - “Soft launch” ideas and topics online before print
- **Increased social media presence**
 - Association of Magazine Media’s 2021 *Magazine Media Factbook*
 - Cosmopolitan: 7th in Unique Mobile Web Visitors, 7th Overall Total Brand Audience, 7th in Unique Video Users, 3rd in Facebook Likes
 - Vogue: 2nd in Unique Video Users & 2nd in Instagram Users



Is there a Future for Print Fashion Magazines?

- 64% of 18-34 year old magazine readers enjoy the touch & feel of print
 - Escape from digital reality & interaction with their senses
- Average reader keeps 33% of magazines and 30% claim they never throw them out
 - Like a collectible, enjoy the idea of ownership

Association of Magazine Media's 2021 *Magazine Media Factbook*

The big picture: Top 50 circulations still dominated by print

Print subscriptions are in decline, but still make up the majority of US magazine sales.

Circulation ▲	2019	2020	2021	Change, 19-21
Digital subscriptions	4,311,885	5,621,189	7,319,262	+69.75
Print subscriptions	125,096,600	120,467,972	116,354,931	-6.99
Single copy sales	3,198,565	3,076,458	2,849,321	-10.92
Total paid and verified circulation	136,650,946.00	132,599,403.00	129,606,293.00	-5.16

Table: William Turvill, Press Gazette • Source: Alliance for Audited Media

Cosmopolitan, *InStyle*, *Vanity Fair*, *Vogue*, *Allure*, *Essence*, and *Elle* fall within the Top 50 circulations.

William Turvill, Press Gazette Source: Alliance for Audited Media

Recommendations for the Future of the Industry

Target Consumer → Fashion-Focused Generation Z & Millennials

1. Immersive Magazine Launches

- Monthly launch party open to the public in popular fashion hubs like NYC, LA, Houston, etc.
- Immersive video content, podcast listening rooms, live interviews, Q&A, social media opportunities
- Cost < tickets, merchandising, food, magazine sales

2. Complement to Digital Technology

- Converging of Digital & Print → QR codes, exclusive content for those with a print subscription

3. Cater to Rising Generations

- Utilize celebrities with “cult-like” followings





Introducing *Bisous Bisous*

**BISOUS
BISOUS**

**GET A LOOK AT
THE FUTURE
OF FASHION**

Stay up to date on the trends, brands, and news that make up the business of fashion.

**THE NEW
GENERATION
OF THE
FASHION
INDUSTRY:**
Designers, Models, Photographers, and more on talking both attending university and working in the fashion industry as young adults

**SOPHIE
OLSZAK**
The Brooklynnettes, Economics, MAC Cosmetics. What could they possibly have in common?

CHANEL



Content of *Bisous Bisous*

- 152 page original fashion magazine
- Theme: The Future of the Fashion Industry
- 42 different photography advertisements
- Articles: Trend Reports, Opinion Pieces, Consumer Interviews, Industry Professional Interviews, Cover Story



What Did I Learn about Making an Original Magazine?

Large amount of time, money, and energy

Benefits to Going Digital

- Ease of access & more of a global reach at a lower cost
- Ability for those who speak a foreign language or have a disability to read my work
- Higher quality of images





- The fashion industry is not declining → trends and news MUST continue to be dispersed
- Continuous commitment should be made to increase subscription and readership numbers among the rising generations
 - Seek physicality, ownership, and connection
- The digital platform may be simpler BUT print is far from dying

For the future: Subscription numbers without COVID-19, future of the metaverse

A new issue will be out next month!



Thank you! Any Questions?



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