

Connecting the dots between digital and traditional media



Vanity Fair is an influential and iconic magazine published by Condé Nast.

“The digital momentum around the Caitlyn Jenner issue demonstrates how the Internet has become an important newsstand for print publications as they attract younger readers while cultivating the loyalty of their existing audiences.”

Cara Weiss,
Senior Director, Consumer Intelligence, Condé Nast.

Situation

Most media planners crave insight and data about how digital and traditional media can work together. The much talked about issue with Caitlyn Jenner on the cover offered us a perfect opportunity to explore this topic. We wanted to investigate what impact, if any, the social media buzz can have on the readership of the July issue in its traditional printed format.

Approach

Over a nine-week period, we surveyed 1,798 adults online who said they had read the July issue of Vanity Fair.

Outcome

- Four in ten adults who read the magazine first heard about the Jenner cover on social media.
- 40% of adults (ages 18+) who read the July issue had not read Vanity Fair in the previous 12 months.
- Nearly half (47%) of those readers were aged 18 and 34, indicating that the coveted millennials do read print magazines, contrary to the conventional wisdom. The big challenge for publishers is generating awareness among these younger readers – and it looks like social media can help with this.