

WSJ.

THE WALL STREET JOURNAL MAGAZINE



THE WALL STREET JOURNAL

2025 - 2026

Media Kit



POWER, SUCCESS, AND WEALTH IS OUR DNA

Coverage of fashion, beauty, culture, sport, entertainment and beyond is all grounded by the core DNA of the Wall Street Journal—**Power, Success and Wealth**.

For 15 years, WSJ. Magazine has been the ultimate benchmark for industry trailblazers across generations, cultures, and diverse fields.

Dive into WSJ. Magazine and discover the captivating lifestyle stories of business moguls and cultural visionaries, offering readers a burst of inspiration and insights that reflect their own pursuit of greatness.



WSJ.
THE WALL STREET JOURNAL MAGAZINE

**2026
EDITORIAL CALENDAR**

FEBRUARY

WOMEN'S SPRING FASHION

**CLOSE: 1.2.26
MATERIALS: 1.7.26
ON SALE: 2.21.26**

MARCH

MEN'S SPRING STYLE

**CLOSE: 1.23.26
MATERIALS: 1.28.26
ON SALE: 3.14.26**

APRIL

CULTURE & DESIGN

**CLOSE: 2.27.26
MATERIALS: 3.4.26
ON SALE: 4.18.26**

JUNE/JULY

SUMMER ESCAPES

**CLOSE: 4.17.26
MATERIALS: 4.22.26
ON SALE: 6.6.26**

AUGUST

WOMEN'S FALL FASHION

**CLOSE: 7.10.26
MATERIALS: 7.15.26
ON SALE: 8.29.26**

SEPTEMBER

MEN'S FALL STYLE

**CLOSE: 7.31.26
MATERIALS: 8.5.26
ON SALE: 9.19.26**

OCTOBER

STYLE & TECH

**CLOSE: 8.21.26
MATERIALS: 8.26.26
ON SALE: 10.10.26**

NOVEMBER

THE INNOVATORS ISSUE

**CLOSE: 9.18.26
MATERIALS: 9.23.26
ON SALE: 11.7.26**

DEC. / JAN.

**LUXURY HOLIDAY &
RESORT FASHION**

**CLOSE: 10.23.26
MATERIALS: 10.28.26
ON SALE: 12.12.26**

Editorial Overview

FROM THE EDITOR
SIGNATURE COVERAGE
REGULAR FEATURES
THE NEWSLETTER



EDITOR'S LETTER

FIELD NOTES

PHOTOGRAPHY BY JO METSON SCOTT



GAME ON Ball, who assumed her new role this summer, photographed at home in July.

FOR ME, there is a correspondence in the blank page and the empty athletic field. The regulation rectangle—a shape that we somehow all agree will bound an expression of human hands, that will serve as a plane for certain dramatic events. As I write this note, my first to you as editor in chief of *WSJ. Magazine*, the possibility in this blinking cursor is like a high school field in late August, mown and ready for September: *How will this space be filled?*

As we meet in that new-old way—fingers hitting keys to send lines around the world—I'm using this printed page to say hello for the first time. With me is supermodel Linda Evangelista, who continues a quiet return to glossy print after alleged damage sustained from *Goats* culpating (the iconic *Stevie Nicks*, who captures her here, first photographed young Linda more than 35 years ago. Marvin Gaye's 1970s bank-note style, one you might remember framed on an album cover, is revitalized and gorgeously revitalized in a shoot by Rolanda Banjo and Eric McNeal. And covering this issue is the top-ranked computer of (white-lined) rectangles, Carlos Alcaraz—the 20-year-old Spanish phenom who defended his 2022 U.S. Open title at Arthur Ashe Stadium this month, someone who Roger Federer's former coach calls "the most complete player I've seen at that age." So from him, and from me, from the Queen's hard court to these pages, comes the same message: *Watch this space.*


Sarah Ball
sbak@wsj.com

FROM THE EDITOR

EDITOR'S LETTER

Written by editor-in-chief Sarah Ball, her editor's letter sets the tone for the issue and it's uniting themes.

WEEKLY WSJ. MAGAZINE NEWSLETTER

Sent each Saturday by Sarah Ball, a pointed and curated newsletter showcasing the best of WSJ. content from throughout the week. *173.9K+ Subscribers.*

OCTOBER 2023
THE EXCHANGE.



AWAKENING
Misty Copeland
is making her final
stage bow
and it's her best
yet.

Ahead of her final performance with American Ballet Theatre, the dancer prepares for what's next.

BY LANE FLEISHHEIM
PHOTOGRAPHY BY MICHIGAN MARIN

MISTY COPELAND never thought she'd want to stop moving. But in 2020, the ballet star hit a point where she considered hanging. I just want to sit down. She stands up taking a five-year break from the stage.

MY MONDAY MORNING
MISTY COPELAND

OCTOBER 2023
WHAT'S NEWS.



**FLOWER
ANEW**

Tilda Swinton, midway through a career pivot, is turning toward writing.

BY ANN BUCHHEIM
PHOTOGRAPHY BY JADY
LAFORCE LAMBERT

SIGNATURE COVERAGE

WHAT'S NEWS

Sharing **the style news our readers crave.**

THE EXCHANGE

Spotlighting **the people** behind big ideas and household names with profiles and interviews

MARKET REPORT

A forecast feature on the **season's trends** and accessories with on-location and in-studio editorial shoots



WHAT'S NEWS: REGULAR COLUMNS

24 HOURS IN

Follow along for a day of fine style, cuisine and culture with a noted tastemaker.

STYLE GUIDE

What you need—and how to style it - this season to stand out in a crowd.

THE CULT OF

A moment in fashion history and context to why our favorites have that cult-following status.

REGULAR FEATURES

THE WSJ. FIVE

Playfully showcasing five of the season's **standout accessories**, featured in our four annual fashion issues.

TREND REPORT

A curated selection in every issue of a **seasonal trend item**, from tank tops to knitted balaclavas. Runs within the What's News section.

JEWELRY BOX

A piece of **fine jewelry or a collectible timepieces**, feature falls within the the What's News section.

WHAT'S NEWS



JEWELRY BOX

DAISY CHAIN

An archival design by Jean Schlumberger for Tiffany & Co. blooms again.

Beloved by Bunny Mellon and Elizabeth Taylor, Jean Schlumberger's pieces for Tiffany & Co. articulated natural inspirations, from blossoming gardens and sea creatures to ribbons and ropes. Nearly 30 years after his retirement, Schlumberger's designs remain as modern and relevant as ever, as evidenced by the new interpretation of the Daisy Necklace, pictured here. It features three-dimensional 18-karat yellow-gold flowers with more than 8 carats of round white-diamond petals set in platinum. For details see Sources, page 134.

—Jenny Hartman

PHOTOGRAPHY BY
LAUREN COLEMAN
PROP STYLING BY
NOEMI BONAZZI

FEATURED COLUMN

THE ONE

In this personal interview series, the latest WSJ. Magazine cover star talks about “the one” secret to their success—the one mentor they lean on in a crisis, the one habit they wish they could break, the one call that changed their lives changed forever.

From actor Nicole Kidman to The Daily Show host Trevor Noah, Model Imaan Hammam to Microsoft co-founder Bill Gates, iconic cultural figures open up in our The One Sheet (pictured) and video series to mark each issue of WSJ. Magazine.

Explore the *The One* video series [here](#)



THE ONE SHEET

LISA

The “Born Again” singer reveals her one rock-star indulgence.

ILLUSTRATION BY RYAN McAMIS

Tell me about your first performance.

It was in school. I was 3 or something and I had a traditional Thai outfit on and I was doing Thai dancing. I was not shy at all, so my teacher always put me in front.

What's the one thing you remember about your audition for Blackpink?

I sang a Rihanna song for the audition tape. So I sent the tape first, and then they called a thousand people to do an in-person audition. I was so nervous. The lyrics were all over the place.

What's the one biggest difference between Lisa the solo artist and Lisa the member of Blackpink?

I just have to do everything alone. I miss my girls; I can't wait to get back together this year.

What are you looking forward to the most about it?

We love chitchatting. I can't wait to talk about my last year, and I can't wait to listen to them as well.

What's the one thing you learned collaborating with Rosalia on “New Woman”?

She's super professional. She knows what she wants, and she just goes for it.

You just performed in the Victoria's Secret fashion show.

What's the one secret to the perfect runway stomp?
I think definitely confidence. Just walk and just go for it.

Who is the one artist you want to collaborate with?

Charli xcx. I want to be one of the brats.

This season's “White Lotus,” which you star in, is all about wellness. Is there one beauty hack that you swear by?
I would say a water filter for my shower. I travel so much, so my skin is so sensitive to water. And water is different everywhere. So sometimes it'll make your skin so dry; somewhere else will make you break out.

In the video for your song “Rockstar,” you show an uninked side of yourself. What's the one most classic rock-star thing you do in real life?

So, I'm a car lover. I have a lot of dream cars. If I have a chance to get one, I'll just go and *ko-ching*, even though I don't have everything prepared yet. I'll just go for it.

Do you like to drive fast?

I used to be a reckless driver but not anymore. Safety first, guys.

This interview has been edited and condensed for clarity. Visit [WSJ.com/TheOne](#) for a video featuring more of our conversation with Lisa.

REGULAR COLUMNS

OPEN BOOK

Renowned writers, actors, musicians and more share insights and advice in essays or excerpts from their upcoming books. Read it on [wsj.com](https://www.wsj.com) here.



MY MONDAY MORNING

An incredibly succinct weekly interview series where the uber-powerful share their daily rituals and unveil the habits that have propelled them to success.

Not just another Q&A, our interviewees are a reflection of the WSJ. audience—decision makers and power players who know what it takes to live well.

My Monday Morning publishes every Saturday in the Review section of the Wall Street Journal and then digitally on [WSJ.com](https://www.wsj.com) every Monday. Interviews are also distributed across the Journal and WSJ. Magazine social channels.

The column is also featured in each issue of WSJ. Magazine in *The Exchange* section.

Explore the *My Monday Morning* column [here](#).

REGULAR COLUMNS

EARN YOUR LUCK
**THOM
BROWNE**

The fashion designer on the creative power of closing your eyes while avoiding the noise.

BY HOLLY PETERSON
ILLUSTRATION BY HELLOWEN STUDIO



Success, they say, is inspiration plus perspiration. But what of sheer untense attention? We ask the most successful people we know to tell us what role luck plays in one's career.

When you started, were you very set in what you wanted to make?

I know exactly what I wanted the brand to be, and that's how it started. Nothing's changed. It's the same that it's been for 24 years.

So are you flexible with design or not?

In some ways I am very inflexible, but, I think, in a productive way.

What role did luck play in your career?

I know I was lucky that I started what I was doing at a time that nobody else was doing it.

Tell me about your father and how he dressed.

He was a classic. If he didn't have a suit on, he was in bed. I don't remember a time that he didn't have his suit on. Even on a Saturday or Sunday.

I WAS LUCKY THAT I STARTED
WHAT I WAS DOING WHEN
NO ONE ELSE WAS DOING IT.

You don't use mood boards. How come?

I find mood boards intimidating. It's so much better to work by just closing your eyes and thinking of what it can be. There are so many designers who work from mood boards, and unfortunately, you can tell that they know too much already. I want to make sure we're creating something that's as new in people's eyes as it can be.

Tell me about dressing Doechii for the Grammys.

Doechii and I got along because we have a lot of noise and opinions around us and we both stay true to how we want things done. For the Grammys, it was important that a 24-year-old idea still feel relevant to a new customer today. Doechii allowed it to have the same purity, and she embraced it and made it her own.

Your dad dressed very consistently. They say consistency makes kids feel cared for.

Both of my parents were very consistent. The only thing they really cared about was that we did well in school or at sports. Outside of that, it was like the market childhood. But it made us all very grown. All of us siblings.

You didn't want to disappoint them.

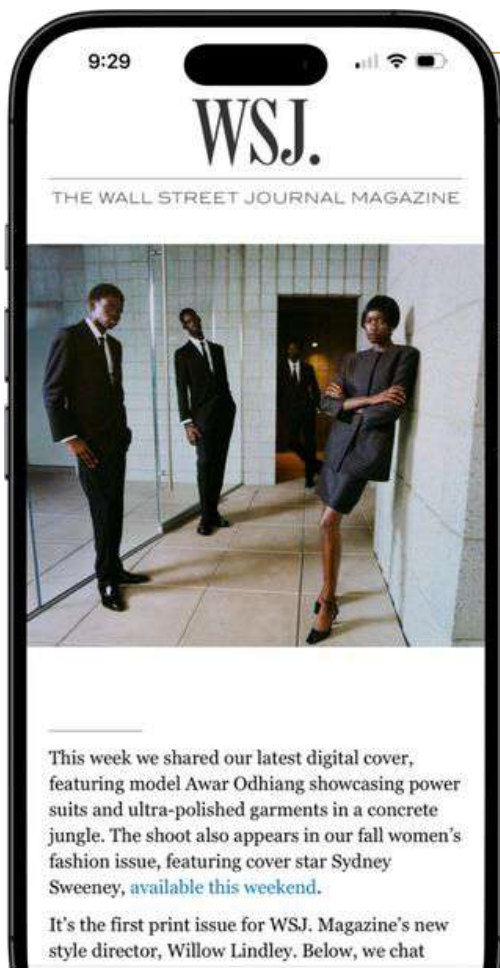
No, we didn't. But we were all driven to do it for ourselves. I don't think any of us ever want to disappoint ourselves. •

EARN YOUR LUCK

In every issue, Holly Peterson interviews highly successful people in business, the arts, literature and more asking the question—
What role has luck played in our career?

The answers may surprise you...

Read the long-form digital version [here](#).



SARAH BALL'S WEEKLY NEWSLETTER

WSJ. Magazine's weekly newsletter provides a roundup of Editor in chief Sarah Ball's favorite stories covering fashion, entertainment, design, food, travel, art, architecture and more.

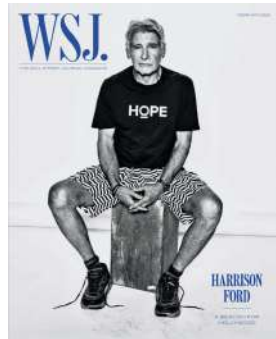
As one of our fastest-growing newsletters, it's a great way for advertisers to reach an engaged, luxury-minded audience. Subscribers get a first look at great coverage from the magazine, a weekly note from the editor and an occasional look back in the archives.

173.9K

Subscribers

87%

Read Weekly or More



PRINT

GLOBAL	816,646
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US	590,901
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Greater NY Region	47,768
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FL Region	48,808
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CA Region (Northern/Southern)	76,632
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APAC - Singapore, Tokyo, Hong Kong, Seoul	56,414
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EUROPE - London, Geneva, Paris, Milan, Dubai	56,995
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Sources: WSJ Magazine AAM Statement Print Circulation Dow Jones:
12-month period ending December 2024 Qualified Non-Paid Circulation
For Issue Of Women's Spring Style 2024

	AFFLUENT ADULT U.S. (000)	% OF WSJ READERS THAT DO NOT READ COMPETITOR PUBLICATIONS
WSJ. Magazine	2,356	
The New York Times (Sunday)	2,304	89%
Travel & Leisure	1,935	91%
The New York Times (Weekdays)	1,643	89%
Vogue	1,545	95%
Vanity Fair	1,318	94%
GQ (Gentlemen's Quarterly)	716	94%
Elle	643	96%
Harper's Bazaar	524	97%
Wired	497	96%
Esquire	379	98%
W Magazine	180	97%

AFFLUENT AUDIENCE



	AFFLUENT ADULTS (000)	AVERAGE HH Liquid Assets (\$)	AFFLUENT MALE (000)	AFFLUENT FEMALE (000)
WSJ. Magazine	2,356	\$1,865,761	1,296	1,060
The New York Times Sunday	2,304	\$1,918,970	1,371	932
Travel+Leisure	1,935	\$1,919,979	933	1,002
The New York Times (weekday)	1,643	\$1,795,630	1,123	520
Vogue	1,545	\$1,109,557	570	975
Vanity Fair	1,318	\$1,749,912	522	796
GQ	716	\$1,316,870	532	184
Elle	643	\$1,094,181	191	452
Harper's Bazaar	524	\$1,444,454	185	339
Wired	497	\$1,906,589	358	139
Esquire	379	\$1,464,340	303	77
W Magazine	180	\$1,149,599	86	94

HIGH NET WORTH INDIVIDUALS

Multi-Millionaires (Total HH Liquid Assets \$3MM+)	458,000
Own 2+ Residences	603,000



SPENDING IN THE PAST YEAR

Total Apparel and Accessories/Eyewear	\$16.3 Billion
Total Watches, Jewelry	\$10 Billion
Total Home Decorating/Remodeling Services	\$24.3 Billion
Total Travel	\$26.4 Billion
Total Vehicles Bought/Leased	\$27.3 Billion

TRAVEL

Have Taken a Cruise in the Past 3 Years	1,070,000
When traveling, comfort and service are worth paying extra for	1,778,000
Typically Fly First or Business Class	792,000
Usually Stay at Luxury Boutique Hotels or Five-Star Accommodations	1,131,000

@WSJMAG INSTAGRAM

Followers	537K
Male / Female %	38% / 62 %
Millennial / Gen Z %	52% / 15%

Source: Meta



2025 DIGITAL GROWTH

+26.1%

Increase in monthly Style PVs
(2024 - 2025)

+16.3%

Increase in monthly Style UVs
(2024 - 2025)

