

PORTER

PORTER magazine exceeds expectations with second year of outstanding circulation growth



The NET-A-PORTER GROUP's global – and entirely shoppable – fashion magazine continues to go from strength to strength, exceeding expectations in terms of critical acclaim, circulation and commercial power

London February 9th 2016. The NET-A-PORTER Group is delighted to announce the release of **PORTER's** first official audit showing a circulation of 170,038 – an outstanding growth of 10% year on year*.

PORTER's first audit with US-based global media assurance agency, BPA Worldwide is further proof that the game-changing, award-winning brand is indeed *the* future of modern magazines. Published bi-monthly and powered by NET-A-PORTER.com, **PORTER** has become the most talked-about fashion magazine on the planet, raising the bar in what a magazine can do through beautiful curation, a global point of view, authoritative fashion, innovative shopping technology, an international multilingual concierge service and unrivaled international distribution in 60 countries.

PORTER's innovative shopping technology, which enables readers to shop directly off the pages or via the brand's iPhone and iPad apps in real time and experience delivery within hours, brings a level of interactivity and innovation not seen in other magazines. **PORTER's** unique concierge service also provides readers with access to a personal shopper 24/7, 365

days a year and in 22 languages. **PORTER** insight** shows readers scanned products on the pages of **PORTER** more than 85,000 times – an impressive interaction rate of 78%, while 82% of those surveyed said they were inspired to shop after reading the magazine.

Under the leadership of Editor-in-Chief, Lucy Yeomans and The NET-A-PORTER Group's Vice-President of Publishing & Media, Tess Macleod-Smith, **PORTER's** editorial mission of celebrating the stories – and style – of incredible women around the world with one set of international content, has seen the brand win seven major international awards for editorial excellence and originality, including *International Magazine of the Year* at the US Fashion Media Awards and a highly coveted BSME (British Society of Magazine Editors) Editor of the Year award for Yeomans. **PORTER's** compelling covers continue to gain critical global acclaim with supermodels Karlie Kloss and Joan Smalls, and actresses Marion Cotillard and Emma Watson among a lineup of iconic women to grace the magazine in 2015.

With an enviable, highly influential, high-spending, discerning audience, **PORTER's** subscriptions have increased by 20% year on year to more than 40,000, with nearly half of those subscribers comprising NET-A-PORTER's highest spending customers – EIPs (Extremely Important People). **PORTER** readers have an average income of £124,000/\$178,000 a year and spend £13,000/\$18,000 on fashion, while EIPs have double the income and spend more than three times the amount on fashion. Recent research** shows that once a NET-A-PORTER customer subscribes to **PORTER**, the average spend per customer increases by 24% and the average amount of orders increases by 86%.

PORTER's strategy to target high net worth, professional women around the world has also seen the magazine sampled at premium corporate locations such as banks, financial businesses, law firms and on private jets and Eurostar business class.

Vice-President of Publishing & Media at the NET-A-PORTER Group, Tess Macleod-Smith says, *"We are thrilled with this strong set of results which shows a second circulation growth for **PORTER** in just two years. **PORTER** has set the bar high for fashion magazines and this audit proves that our strategy of targeting high net worth women who love fashion and are looking for a magazine that delivers is a success. We predict **PORTER's** sales to climb even further with additional double-digit growth in 2016 as we build the brand in our key markets."*

PORTER's Editor-in-Chief Lucy Yeomans says, *"Alongside the phenomenal response from women around the world to **PORTER**, these latest figures from BPA Worldwide top off an incredible year for the magazine. As well as winning seven editorial awards in 2015, we launched our first-ever editorial franchise, '100 Incredible Women', and expanded our social following to nearly one million. 2016 looks set to be even more promising with the introduction of compelling new editorial franchises in the magazine, plans to sharpen the shopping functionalities on the pages of **PORTER** and an even stronger commitment to serving and championing inspiring women around the world."*

PORTER's New Seduction, all-women photography issue (Spring 2016), featuring Amber Valletta on the cover, is on sale now.

ENDS/

* Since February 2015 (**PORTER's** Publisher Statement)

** **PORTER** readership survey 2015 (sample size: 1500+)

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Notes to EDITORS:

ABOUT PORTER

PORTER, which launched in February 2014, is the only women's fashion magazine to offer a truly global perspective. Edited – and launched – by high-profile British editor Lucy Yeomans, the game-changing luxury fashion magazine, which combines the intimacy of print with a state-of-the-art digital shopping experience, is sold in 60 countries with a print run in excess of 350,000 and is published by The NET-A-PORTER Group. The Group's Vice-President of Publishing & Media, Tess Macleod-Smith is responsible for the commercial success of the magazine. PORTER celebrates and is aimed at stylish, intelligent women and offers readers a unique global curation of fashion, lifestyle and beauty. Cover stars have included some of the most iconic women in the world from supermodels Gisele Bündchen, Christy Turlington and Karlie Kloss, to music phenomenon Lady Gaga, Oscar-winning actress Cate Blanchett and British actress, Emma Watson. In 2015, PORTER was named Magazine of the Year at the British Media Awards, Game Changer of the Year at the British PPA Awards, International Fashion Magazine of the Year at New York's Fashion Media Awards and Consumer Fashion Magazine of the Year at the Folio Show Awards in the US. PORTER's Editor-in-Chief Lucy Yeomans was named Editor of the Year at the British Magazine Society of Editors.

NET-A-PORTER.COM

NET-A-PORTER.COM launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by NET-A-PORTER.COM, PORTER magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER.COM which combines the intimacy of print with a state-of-the-art digital shopping experience, and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER.COM. NET-A-PORTER is presented in the style of a fashion magazine and is renowned for its unparalleled edit comprising more than 300 of the world's most coveted designer brands, including Saint Laurent, Isabel Marant, Alexander McQueen, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, and over 150 specialist beauty brands. NET-A-PORTER champions unparalleled customer service, offering express worldwide shipping to more than 170 countries (including same-day delivery in Manhattan, London and Hong Kong and next-day delivery in the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multilingual customer care and personal shopping team which is available 24/7, 365 days a year.