

What does the folding of Gourmet and Modern Bride mean?

Yesterday came the news that Conde Nast will be folding its long running and popular publications Gourmet and Modern Bride. A few other magazines are also ceasing publication, resulting in more people being laid off at Conde Nast. The reason? Decline in both ad sales and circulation.

What does it mean?

It means that print is on its last legs. With advertising down across the board, and people abandoning print for various reasons (cost, environmental concerns, can get content online), I see a not-so-distant future where there will be no print magazines at all. The costs to print will outweigh the revenue generated, as was the case with Gourmet and Modern Bride.

Even with loyal readers, quality content and a weighty history, Gourmet will print its last issue in November. For now, C-N plans to keep printing Bon Appetit. Modern Bride's last issue is the current one. Brides will up its printing to monthly. Mergers in the print world mean less choice for advertisers. We may see ad prices jump. And then, will advertisers stick with print? Doubtful.

What are your thoughts?