

House and Garden magazine folds
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Brace yourselves, decor addicts: House & Garden magazine will close shop after the publication of the December issue. Razzle-dazzle celebrity covers, such as a recent cover featuring Gwyneth Paltrow, and consistently strong content have done nothing to lift the ailing magazine.

The interior-design magazine marketplace is a crowded one: Elle Decor and the 2005-launched Domino magazine have the strongest grip on what, at times, can be a very frenzied readership. Our own Canadian offerings: Style at Home, Canadian House and Home and Wish also offer sophisticated and market-relevant information that's lacking from the Conde Nast US-published magazines.

Still, in an era when home-owners are excessively design-oriented, when renovation has taken on new heights, it's a surprise that Conde Nast has made the decision to close this publication, which was founded in 1901.

The closure is in large part precipitated by the departure of its publisher, the publisher, Joseph Lagani, who went on to join GlamLiving, a new online channel from Glam Media. This departure forced Conde Nast executives to reevaluate the direction of the magazine and to appraise the difficult task of finding a replacement publisher.

Whatever the ins and outs of their decision-making process, the upshot is that a call was made to fold the magazine. But for those of you who find this news simply too heart-breaking, bear in mind that the magazine folded once before: In 1993 and it was then resurrected in 1996.

House & Garden magazine had monthly paid circulation of nearly 1 million and about 800 advertising pages through the first 11 months of the year, better numbers than many of its competitors. Other magazines that have gone out of business in recent years include Toro, ElleGirl, Teen People and Jane.



CREDIT: Photo courtesy of House and Garden magazine

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