

Media Mogul Jason Binn Reflects on Dujour Media's Early Success, Award-Winning Website Launch

Jason Binn, the longtime Dujour Media CEO, recently reflected on the early success of Dujour.com.

NEW YORK, NEW YORK, UNITED STATES, December 9, 2022 /EINPresswire.com/ -- [Jason Binn](#), longtime [Dujour](#) Media CEO and luxury publishing pioneer, recently reflected on the early success of Dujour.com, including the site's initial impact and recognition as Webby Awards honoree.

Launched by Binn in 2012, Dujour.com became an immediate hit, instantly garnering buzz across several online heavyweights, including SiteInspire.com. The now-luxury publishing mainstay also attracted more than 40,000 unique visitors just hours after going live, quickly establishing a firm industry foothold and influence that continues to this day.

One year after launch, Jason Binn and the Dujour.com staff took home the 2013 Webby Award for Best Homepage. This honor is a testament to Binn's experience and extensive luxury media savvy, and the amazing web design and publishing team behind what is now luxury media's top digital magazine.

Now reaching more than 3 million readers across the country, Dujour Media and Dujour.com remain at the pinnacle of luxury publishing, producing unique, engaging, high-quality luxury content that connects with readers and leaves an inspired and indelible imprint on the luxury market. By leveraging his experience and knowledge of the luxury lifestyle, Binn has built a veritable luxury publishing empire that stands out as the go-to in the niche.

Considered the Oscars of the internet, with more than 14K applicants from over 50 states and 60 countries. Dujour won Best Homepage for its website, beating out competitors including Squarespace, Condé Nast, Interview, and Google.

Before transforming Dujour Media into the center of the luxury media universe, Jason Binn had



Gabe Ginsberg/Getty Images



It only gets better as our Dujour's winning team consistently sets out to be the best at what we do and who we are"

Jason Binn

carved his path by building numerous high-profile luxury brands. Binn's journey to publishing prominence began with the 1992 establishment of Miami's famous Ocean Drive magazine.

Just six years later, Binn followed up this success with the founding of Niche Media, a regional luxury publisher responsible for such notable luxury touchstones as Gotham, Boston Common, Aspen Peak, Los Angeles

Confidential, Michigan Avenue, and Hamptons Magazine.

About Jason Binn

Jason Binn is an experienced luxury magazine publisher and the Founder and CEO of Dujour Media, a leader in the luxury publishing niche. In 2005, Binn was honored as Ernst & Young's "Entrepreneur of the Year" and was listed as one of the Forbes 400 by Forbes Magazine.

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