

MOBILE

Aston Martin magazine connects consumers to lifestyle side of brand

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Aston Martin

By NANCY BUCKLEY

British automaker Aston Martin's magazine mobile application has been updated to increase performance and offer a new user interface to consumers.

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Luxury Daily

Aston Martin's app is free from the iTunes store for iPads and downloads into the Newsstand, it is also available on Android devices. The digital magazine offers Aston Martin owners and enthusiasts an easy way to stay informed and engaged with the brand.

"Digital magazines often provide more value to consumer than print editions," said [Jeff Hasen](#) mobile marketing consultant from Seattle.

Mr. Hasen is not affiliated with Aston Martin but agreed to comment as an industry expert.

[Aston Martin](#) was unable to comment by press deadline.

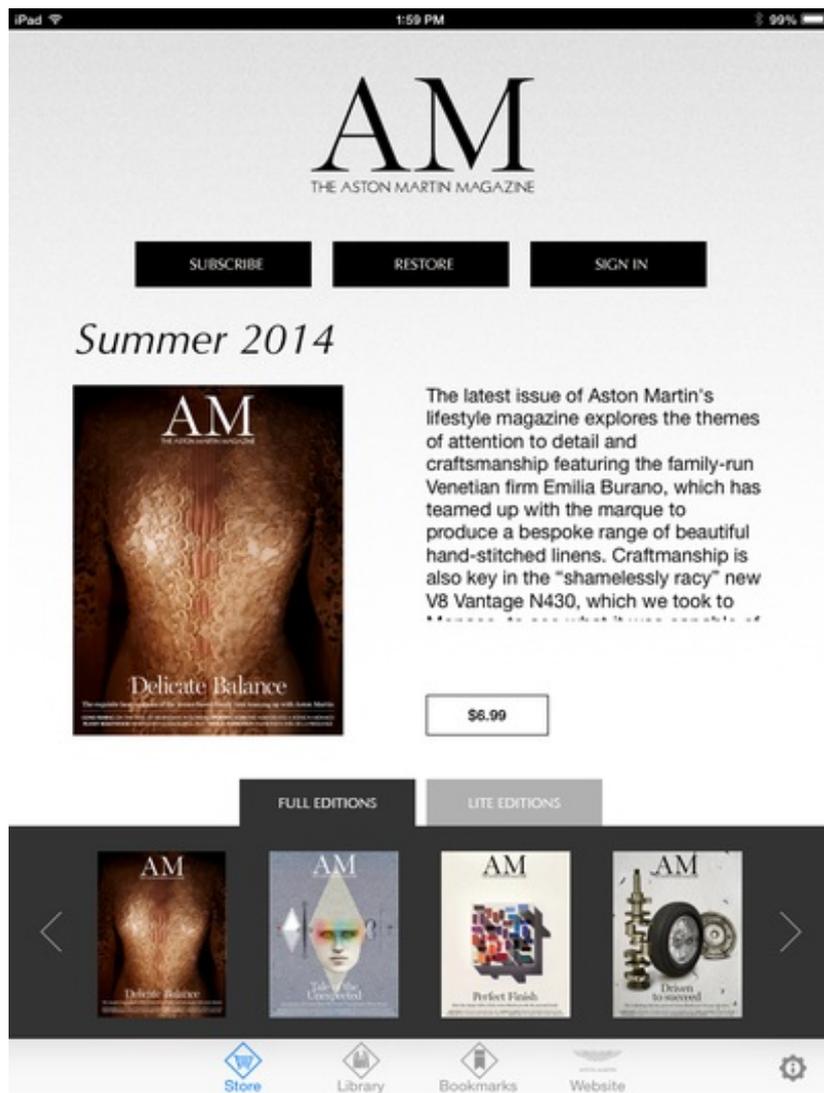
In-app engagement

Aston Martin's magazine app allows subscribers and vehicle owners the ability to engage with the lifestyle side of the automaker.

The app offers users the ability to subscribe for the year or per issue. The magazine is

published four times a year and features the lifestyle aspects of the brand.

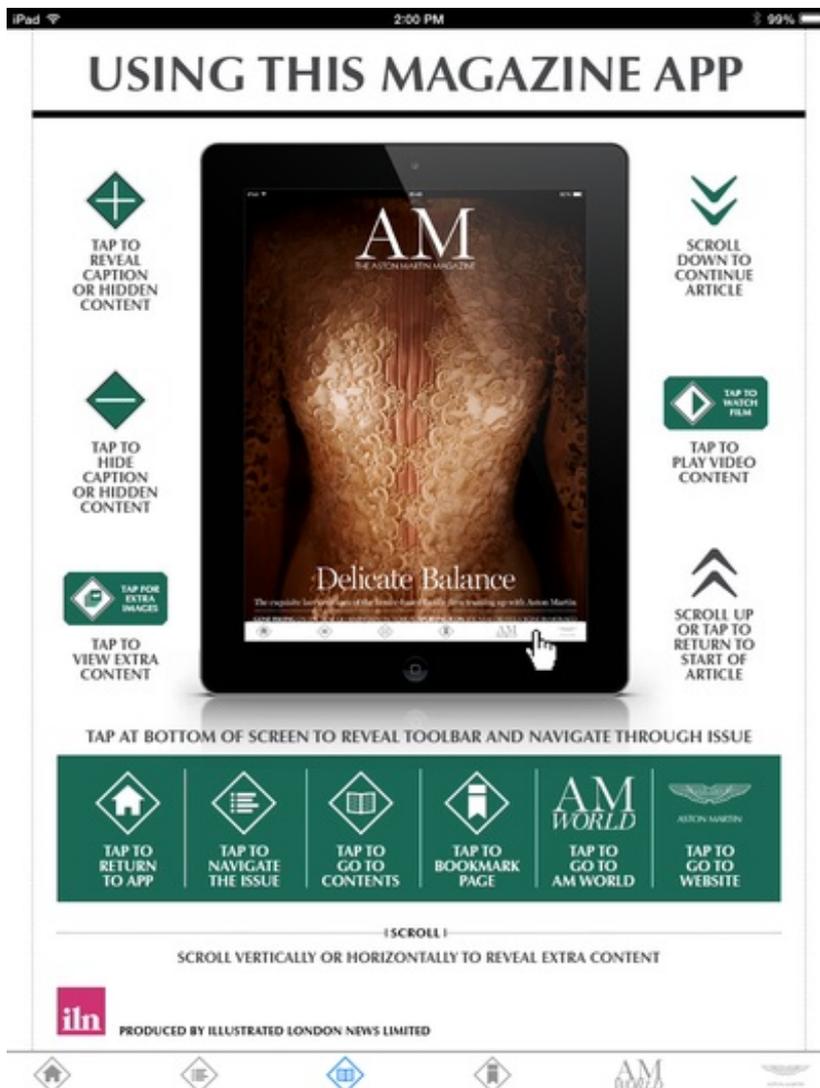
These aspects include the craftsmanship, fashion and history. These categories are explored through both Aston Martin and similar brands.



Screenshot of the Aston Martin magazine app

The latest issue of the magazine is available in a lite edition for free. This edition does not feature everything from the paid subscription, but offers the consumer a glimpse into what the entire magazine might be like.

Aston Martin's magazine also has a page that explains how to use the app and navigate the magazine on the iPad.



Explanation page

The app allows users to keep their magazines organized in a library and a scrapbook and bookmark section to hold specific articles and images a user might want to easily and readily navigate back to.

Without exiting the app, users can navigate to the brand's Web site. This allows a user to look up a car or feature they have read about without leaving the app.

A yearly subscription is \$17.99, or free to Aston Martin owners. Individual editions are \$6.99 each. The magazine can be downloaded from the Apple iTunes store [here](#).

Digitally connected

Digital magazines are increasingly becoming a mandatory adaptation to all publications. When brands create an app it allows consumers to interact with the magazine and allows potential consumers to gain awareness of the brand.

For example, British department store Harrods extended the audience of its online magazine with mobile application updates.

Harrods Magazine is now available for download for the first time for iPhone as well as Android tablets and mobile phones, and the digital publication can also be viewed on desktops. Allowing consumers to access the magazine on a wider range of devices

allows Harrods to connect with a larger audience ([see story](#)).

Similarly, watchmaker Rolex bolstered its humanitarian awards program through a new magazine-style application for the iPad that includes interactive media such as photography galleries and videos.

The 2012 Rolex Awards for Enterprise Magazine app was an 86-page digital magazine on which users can read about the 2012 Laureates and the accomplishments of 36 past winners of the 36-year-old program. Often times luxury marketers use magazine-style apps as a soft-sell so that consumers can gain knowledge on the brand lifestyle or a certain initiative ([see story](#)).

Offering consumers a mobile app can provide them with content that allows insights into the brand and generated a greater consumer connection.

"Content can be rich and provide exclusive content that would fit a brand like Aston Martin," Mr. Hasen said.

"Plus, insights into the app users gives the brand the opportunity to provide relevance and targeted ad experiences that can bring them a needed revenue stream," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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