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Veranda's July/August edition marks ninth consecutive issue of ad space growth

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Veranda's July/August cover

By JEN KING

In the July/August issue of Hearst's Veranda marketers such as Wolf, Sutherland and Lancôme sought to represent the sentiments of the shelter publication's affluent readers.

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Luxury Daily

The varied advertisements seen in Veranda's latest edition range from interiors to fine jeweler to capture a reflection of its reader's daily lives. "Easy elegance" is explored throughout the 140-paged issue, a style aesthetic that is also mirrored by Veranda's ad partners to show what type of products are needed for this type of home decor.

"The theme of this issue is 'easy elegance,' and we selected several homes that strike just the right balance, making them perfect summer retreats," said Clinton Smith, editor in chief of **Veranda**, New York. "Several of the residences are second, or even third homes, and they have a relaxed sensibility that is very inviting.

"At Veranda, we know that our readers are on a quest for the best," he said. "This month we are also particularly excited about our summer-inspired jewelry story that harkens to various Caribbean ports of call.

"Pieces composed of pearls, opals, diamonds and turquoise evoke summer living at its finest. And our decorating package on blue and white, which has been called America's favorite color combination, has garnered a lot of response on social media—it's a classic combination that appeals to all age groups and always looks fresh and new."

Veranda has a total circulation of 489,890. The median household income of its readers is \$110,157.

Style with ease

The dual month issue opened with an inside front cover for Wolf barbecues. Given the summer timing of the effort, Wolf will likely see a pique in interest in its outdoor grills rather than its stovetops and ranges promoted during other times of the year.



Wolf's inside front campaign

Seasonally-appropriate efforts continued with an effort Sutherland's outdoor furniture collection, Melrose House designed by Rose Tarlow.

Also in the front of the book was an effort by beauty maker Lancôme. The effort features the brand's night cream, Rénergie French Lift and brand ambassador and actress Kate Winslet.



Lancôme Rénergie French Lift effort

Opposite the issue's table of contents, watchmaker Rolex displayed its Oyster Perpetual Day-Date women's watch. The table of contents was broken up by an effort from Toto bathroom fixtures and continued with an ad from Kravet on the opposing page.



Rolex opposite the first section of contents

For additional exposure, interiors brand Donghia placed its ad opposite Veranda's masthead while Harlequin furniture was seen on the page facing Mr. Smith's Editor's Letter.

Additional efforts were seen by Elizabeth Locke jewelry, available at Neiman Marcus, and furniture and interiors designed by Ironies, Travers by Zimmer + Rohde, Carl Moore, Bernhardt and Scandia home.

Vispring looked to the pages of Veranda to promote its luxury mattresses and gives a full list of its locations for readers' ease.



VISPRING

Luxury Beds - London 1901

LONDON - NEW YORK - PARIS - MILAN - BERLIN - MOSCOW - BEIJING - HONG KONG

www.vispring.com

Vispring ad

A few pages after Vispring, bedding continued with an ad campaign by Italian linens maker Sferra. Its ad shows a made bed, with a passport, plane ticket and text that reads, "Where will your sheets take you tonight?"



Sferra effort

Other ads included in the issue were placed by Vervain, Lillian August for Hickory White, real estate Web site Zillow, Veranda partner Design Connect and an inside back cover effort by Janus et Cie.

On the outside back cover, jeweler Roberto Coin promoted its Pois Moi collection.

Content in this issue included property profiles of homes in the Hollywood Hills of California, the Hamptons and a villa near Saint-Tropez in addition to a piece on Oscar de la Renta's new fabric collection, a look at U.S. horticulturist Bunny Williams' garden in Connecticut and interior designer Ken Fulk's go-to spots in San Francisco and Cape Cod.

On the veranda

Veranda has seen great success in its ad space with new marketings looking to the publication to share its wares with readers.

For instance, Tiffany & Co., Ralph Lauren Home and Lancôme were among the luxury marketers in the May/June issue adding to Veranda's 6.24 percent year-to-date advertising increase.

Veranda's 173-paged May/June "Summer Bliss" issue worked to get affluent readers in the mood for outdoor spaces as the summer months approach. As many affluent readers visit

beach homes and vacation properties for the season, new design ideas and trends likely piqued their interest ([see story](#)).

Veranda has seen increasing ad space success over the last nine consecutive issues.

“We are continuing our amazing upward trajectory, with ad pages up 12 percent in the July/August issue,” said Katie Brockman, associate publisher of Veranda, New York. “Year-to-date, our ad pages are up 8.6 percent over the same period last year.

“Veranda is enjoying incredible momentum,” she said. “We are thrilled to welcome Roberto Coin as a new advertiser; they appear on our back cover to promote their Pois Moi collection.

“In this issue we are continuing the theme of indoor/outdoor living, which began in our May/June issue, and is so luxurious. Luxury brands such as Sutherland, Janus et Cie , Bevolo, Trex and Frontgate are all advertisers in this issue to promote the best in outdoor furnishings. Also of note is a two-page ad from Toto, makers of premium fixtures for the bath, as well as a new campaign from Donghia, which is striking in its fashion/lifestyle approach to promoting home furnishings.”

Final Take

Jen King, lead reporter on Luxury Daily, New York

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