

PRINT

Luxe Interiors + Design ups frequency as other shelter imprints flatline

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Luxe Interiors + Design on Apple mobile devices

By STAFF REPORTS

SANDOW's *Luxe Interiors + Design* is marking its tenth anniversary with the announcement that the publication will become a bimonthly beginning fall 2015.

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Currently, *Luxe Interiors + Design*'s network of 14 local and regional editions is distributed quarterly. Due to its success both in advertising and circulation over the past year, SANDOW has decided to increase the frequency of the imprint.

Renovated release

Luxe Interiors + Design has seen an increase of 25 percent in advertisements and 3.8 percent in newsstand sales, even though the publication has the highest cover price in the category at \$9.95.

The new release schedule will produce five issues of *Luxe Interiors + Design* for 2015 and six editions for 2016. The latter year will begin the publication's regular bimonthly scheduling.

SANDOW's decision to increase frequency was partly due to the findings of *Luxe Interiors + Design*'s first MRI research study. The study found that the publication is

viewed as a leading design resource for high-net-worth homeowners.

The MRI research study found that readers of the publication have a median income of \$473,000 and an average net worth of \$2,468,000. The average home value of its readers is \$1,445,000 and 40 percent own a second home.



Luxe Interiors + Design's Hampton's special edition for summer 2014

In a statement, Adam I. Sandow, CEO and chairman of SANDOW and publisher of *Luxe Interiors + Design*, said, "Over the past decade, Luxe has grown from one regional edition into a national luxury media brand read by the most affluent homeowners in major markets across the country. We are thrilled to be increasing the magazine's frequency and reach at a time when most shelter publications are losing market share."

As part of its expansion, SANDOW also introduced a *Luxe Interiors + Design* for the San Francisco market.

Roche Bobois and Poltrona Frau were among the high-end home furnishings manufacturers to be included in the inaugural summer issue of *Luxe Interiors + Design's* San Francisco edition.

The regional imprint covers global interior design trends alongside a focus on the Bay Area, which according to a survey by Redfin includes the three fastest-growing real estate markets: Oakland, San Jose and San Francisco. Due to the Bay Area's proximity to Silicon Valley, expanding the SANDOW-owned publication into the market will expand its reach

among affluent homeowners ([see story](#)).

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