

PRINT

Veranda wraps up 2014 with fourth consecutive year of paging, revenue gains

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Veranda's November/December 2014 cover

By JEN KING

Chanel and Armani Casa are among the luxury brands taking part in Veranda's "season of style" in the publication's November/December issue to increase product awareness before the holidays.

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Luxury Daily

Hearst-owned Veranda includes a bevy of interior design brands, furniture makers and jewelers to support its lifestyle angle positioned through the lens of the home. Veranda's content goes beyond the decor of a home to the sentiments of those decorating and spending quality time with loved ones within the residential spaces.

"Veranda is ending the year up again over last year's figures, both in terms of revenue and paging, making this the fourth consecutive year of growth for the magazine. We are not only repeating our success but also surpassing it," said Katie Brockman, associate publisher of [Veranda](#), New York.

"The Veranda holiday issue is packed with opulent glamour," she said. "From the gorgeous olive green color on the cover to the over-the-top decorating in our well stories -

we deliver the most sophisticated guide to the holidays on the market."

"More and more luxury brands are narrowing in on marketing vehicles that speak to their customer, and they know the Veranda readers are shopping the pages of our gift guide. This time of year is key for so many of our luxury advertisers, from jewelry to watches to tabletop, and we're seeing them come to us to help them reach the affluent consumer in a meaningful way. In the November/December issue, you'll find that the top luxury brands are choosing Veranda for their holiday campaigns."

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

Stylish seasons

The dual issue for the months of November and December opened with a gatefold effort by Chanel. The gatefold inside front cover effort included Chanel's Cameila Brode secret watch in white gold and diamonds as well as the Cameila ring.

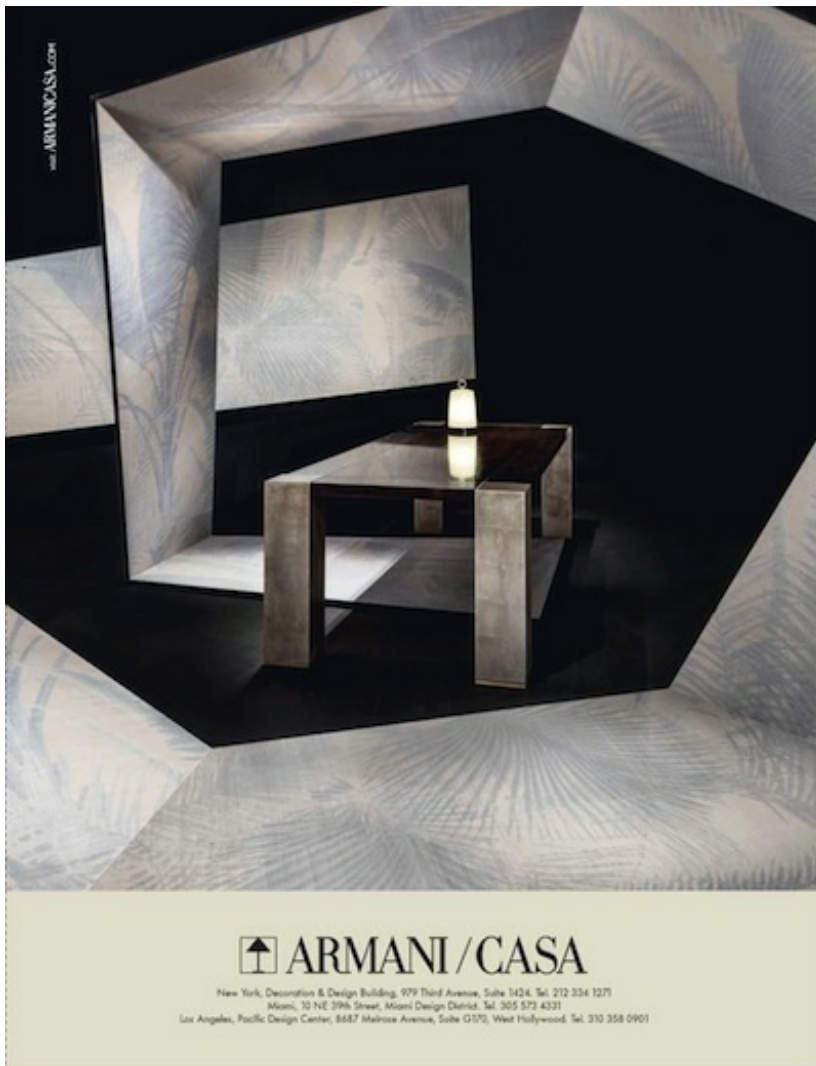
"The Chanel gatefold advertisement for their fine jewelry line is important because we have only a few opportunities every year to offer an impact unit," Ms. Brockman said. "Partnering with Chanel for the holiday issue truly created a heightened moment for this Season of Style"



Chanel's gatefold ad when closed

Additional advertisements in the front of the book included Rolex's Cellini timepiece and home interior brands such as Dennis & Leen home accessories, Toto bath fixtures and Kravet fabrics.

Opposite the table of contents cultured pearl maker Mikimoto placed its latest ad campaign. Interrupted by a Restoration Hardware spot, the continued table of contents was framed by an Armani Casa effort.



Armani Casa effort opposite the table of contents

Veranda's advertising space continued within the well with campaigns by jeweler Roberto Coin and furniture brand Bernhardt. Also, Neiman Marcus placed a page from its jeweler-themed look book for the 2014 holiday season.

"The November/December 2014 issue marks our first time working with Neiman Marcus and we were delighted to showcase Maria Canale's Forevermark collection," she said. "It's a great pairing as our readers are seeking new and notable collections from our pages."



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Neiman Marcus' Maria Canale for Forevermark ad

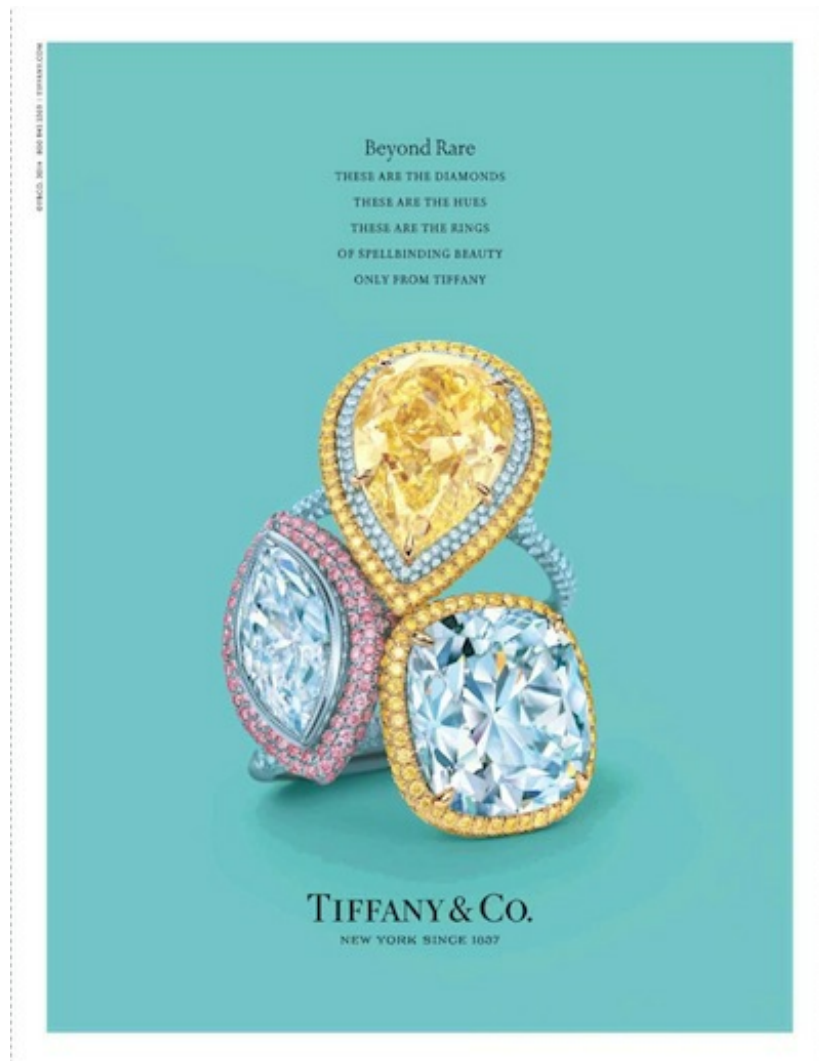
Bulgari looked to Veranda's November/December issue to promote its Serpenti collection.

"The Bulgari advertisement is significant due to its placement—the spread connects the opener to 'Elements of Style' and our personal luxury style content," she said. "More and more advertisers are recognizing the importance of breakthrough positioning within editorial as a way to make their brands have a deeper connection with the reader."



Bulgari effort for its Serpenti motif

Veranda's issued ended with an outside cover ad by Tiffany for its "Beyond Rare" cocktail rings.



Tiffany's outside back cover effort

Giving season

Within the November/December issue of Veranda is the publication's annual luxury gift guide.

This year's guide includes home items, apparel and accessories and even a high-end African mahogany and Indian rosewood beach-paddle ball set. Other stand out items on the list included an Astley Clarke necklace, a Tiffany T collection bracelet, a Row handbag available on Net-A-Porter.com, Fendi colorblock gloves and a Loro Piana mink vest.

"The offerings in this year's gift guide are diverse, reflecting the lifestyle of our readers," said Clinton Smith, editor in chief of Veranda, New York. "To say there's something for everyone is a cliché, but the mix of luxury items ranges from classic to cutting edge, refined to rustic."

"For [Ms. Brockman], one item that stands out is the piece selected from the new Tiffany T collection," Ms. Brockman said. "To celebrate the launch Veranda chose to showcase the diamond and black spinel T bracelet recognizing that it will become a timeless

heirloom for our reader.

"Authenticity, design and craftsmanship are the unique themes you'll find when viewing our gift guide," she said.

Gift guides can often work to support the advertising space in the magazine.

For example, luxury advertisers such as Christian Dior and Dom Pérignon aimed for visibility in November's *W* magazine by placing advertisements in the primary edition as well as its gift guide supplement.

The aforementioned brands and others across product categories, including jewelry, personal care and outerwear brands, promoted items that may be ideal for gifting. By placing ad campaigns in both the standalone issue and its gifting supplement, there is more of a likelihood that these products will be considered as readers plot their holiday purchases ([see story](#)).

For Veranda, its gift guide reflects the interests and affinities of its audience in terms of home decor as well as lifestyle.

"The Veranda gift guide is something our readers turn to every holiday season," Ms. Brockman said. "They rely on our editor's eye to select and curate beautiful and well-crafted gifts for the season that they won't see anywhere else.

"Veranda's advertising continues to grow and is a relevant mix of luxury jewelry, watch, fashion, home, fabric, furniture, bedding, retail and more," she said. "Our front of book advertising environment reflects a balance of lifestyle and product inspiration, which you also see in the gift guide."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/GXf1GwWm-hA](https://www.youtube.com/embed/GXf1GwWm-hA)

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