

PRINT

Bloomberg Pursuits unveils modern, bright redesign for summer 2015

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Bloomberg Pursuits summer 2015 cover

By JEN KING

Bloomberg Pursuits has unveiled a redesigned publication, across channels, that takes a “luxury for all” approach to its coverage and content.

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Luxury Daily

After becoming the editor of Bloomberg Pursuits in January 2015, Emma Rosenblum has revamped the title for summer 2015 to be a dual gender read while giving a full image of the affluent lifestyle in a way that is “aspirational without being overly serious,” and presents quality over an exorbitant price tag. The quarterly title is sent to subscribers of the Bloomberg Professional service, a terminal for financial professionals, which makes the publication ideal for high-end and luxury advertising partners to reach affluent readers.

"The new look is really bright and photo- and design-driven," said Emma Rosenblum, editor of **Bloomberg Pursuits**, New York. "We wanted to be super engaging for the reader, that was the overall ethos."

"I think that good quality editorial, fun stories and cool highlighted brands are going to speak for themselves," she said. "Our readership is the terminal subscribers who are successful, driven and highly engaged consumers who are curious about the world

around them."

"Our ultimate goal is to engage our reader and to make them feel that after they've read and looked at the issue they are a more knowledgeable, cultured and well-rounded being."

Luxury for all

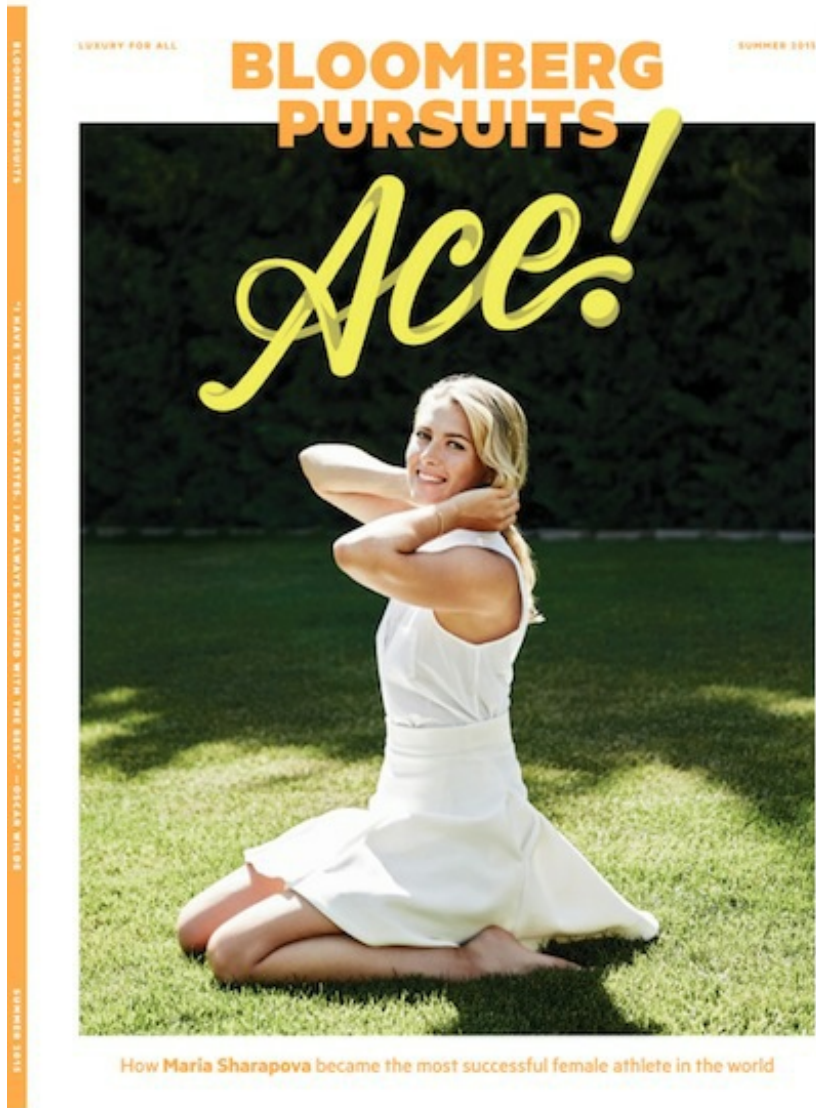
Bloomberg Pursuits publishes a spring, summer, fall and holiday issue with a rate base of 375,000 copies. Often a "passover" read, the reader demographic is 63 percent male and 37 percent female with an average age of 44-years old.

With an average household income of \$575,000, Bloomberg Pursuits offers its advertising partners an attractive audience to present luxury lifestyle and wares to a discerning audience. This is furthered by the publication's international circulation which is broken down to 34 percent in Europe, 20 percent in Asia and 2 percent in Latin America.

For the redesign, Ms. Rosenblum worked to create a "luxury for all" experience that acts as a guide to living well and experiences outside the workplace. In each issue, Bloomberg Pursuits covers food, fashion, travel, design and sports to capture a dual gender reading experience.

"We're emphasizing quality, I don't really care how much something costs, but I'm going for the best quality, and the coolest things to recommend to our readers," Ms. Rosenblum said. "[Luxury for all] points to the fact that there's no price point that we have to reach."

Beyond topics of interest, the update will include essential things to buy in accordance with each season. Bloomberg Pursuits will present its readers with what's new and the best luxury goods and services on the market ranging from the latest hotel openings and hottest travel destinations to in-demand restaurants, galleries, artists, fashion and interior designers, among other topics.



Bloomberg Pursuits' summer 2015 cover with Maria Sharapova

The new Bloomberg Pursuits is broken into three distinct sections: Seek, Spend and Pursue. Ms. Rosenblum describes the first section, Seek, as being a mix of new travel destinations, restaurant openings and unique experiences.

This section is followed by Spend, which is meant as in “tastefully,” according to Ms. Rosenblum’s Editor Letter in the summer 2015 issue. In Spend, Bloomberg Pursuits presents readers with ten must-have items for that particular season.

For example, the section for the debut includes a Montblanc timepiece, a rare Mercedes-Maybach and other items such as a polo shirt and a charcoal grill. This section will feature an artist’s 3D illustrations as a backdrop to enhance the feel of Spend and the products it displays.

"One of the new exciting things we’re doing in the Spend section is we’re working with different artists each issue to bring to life the pages," said Emma Winchurch-Beale, publisher of Bloomberg Pursuits, London.

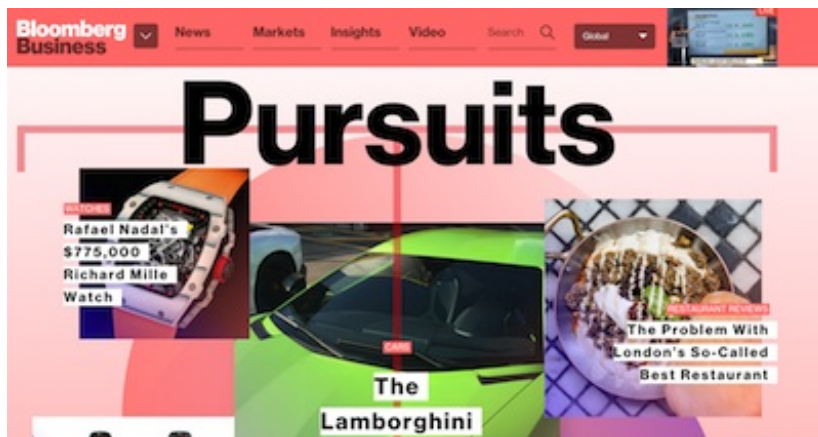
"In the Spend section in this issue we used 3d illustrations by Six & Five Studio and each

issue we will be working with a new artist to illustrate those pages," she said. "By using an illustration for the whole section it gives a great conformity and beauty in the way the products are shown on the page. If you're a brand that's featured it's a great showcase."

In the Pursue sector, Bloomberg Pursuits houses its long-form features. For its features the magazine includes "the kinds of far-flung excursions that make life rich."

For its first run, Pursue includes an article about the vegetable gardens of Paris, a piece on pumas in Patagonia and a profile on tennis star Maria Sharapova, the world's wealthiest female athlete and the issue's cover face.

Increasingly, a cross channel approach is essential in a climate where readers prefer both print and mobile for on-the-go. To meld to this reader behavior, Bloomberg Pursuits also has a hub on Bloomberg's Web site where its audience can find additional content.



Bloomberg Pursuits section on the Bloomberg Web site

Advertisers that are new to the publication, specifically the summer 2015 issue include IWC, Vacheron Constantin and Greece Tourism. Overall, new advertisers for Bloomberg Pursuits 2014/2015 include Bottega Veneta, Bovet timepieces, Monaco Government Tourist Office, Parmigiani Fleurier, Rimowa luggage and Sentient Jet.

Bloomberg Pursuits' new look and feel will be distributed to terminal users on June 4.

Industry facelift

With readership becoming a two device standard, more publications will likely retool their Web and print presences to present a product that reflects audience sentiment and behavior.

Time Inc.'s Travel + Leisure, for instance, has reworked its print format to account for its Web site overhaul to better express the title's content to its passionate and travel-focused readership.

For its relaunch, on both Web and in print, Travel + Leisure is exploring different formats that put travel storytelling at the forefront of its content. As Time Inc.'s first truly travel-focused title, since it acquired the publication from American Express Publishing, newly instated editor-in-chief Nathan Lump had the opportunity to revamp the readers' experience across channels ([see story](#)).

Ms. Winchurch-Beale expressed the importance of being accessible to readers by explaining that, "[Bloomberg Pursuits is] truly cross platform. One of the areas we now have is the Pursuits category within Bloomberg.com.

"What you're finding is that we are now using some of the digital editors to write within the magazine as well. Hannah Elliott, Bloomberg's digital cars columnist, has now written articles in the magazine issue. We're having the opportunities to use our expertise in both print and in digital."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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