

INTERNET

Hong Kong Tatler releases new Web site to streamline digital presence

June 15, 2015



View of Hong Kong

By STAFF REPORTS

Hong Kong Tatler is catering to its digitally savvy readers with the release of an updated Web site.

[Sign up now](#)

Luxury Daily

Hong Kong Tatler's Web site currently draws over 300,000 unique users per month, and the revamped version will likely attract even more. In today's increasingly digital-centric world it is essential for luxury publications to offer equally strong online and print experiences.

New and improved

At the top of the Web site, a bar of five articles rotates, offering viewers a chance to preview the latest news. Sections include events, fashion & beauty, watches & jewelry, dining and weddings.

On the right side of the homepage, a column is dedicated to restaurants, providing information and reviews on the best luxury dining options in Hong Kong. The Web site also features content from Hong Kong Tatler's Instagram page and its editor's top picks.



Homepage of Hong Kong Tatler's new Web site

Hong Kong Tatler is one among many publications that have updated their digital presence in recent years. For example, earlier this year Time Inc.'s Travel + Leisure 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 explored 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](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.