

MOBILE

Cond Nast keeps consumers informed with complimentary mobile content

October 23, 2015



British Vogue cover

By STAFF REPORTS

British fashion label Burberry is the exclusive advertising partner of Cond Nast Britain's entry into the recently launched Apple News application for iOS.

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The publisher is now running content from five of its United Kingdom titles Vogue, GQ, Glamour, Wired and Ars Technica on the free news reader, giving consumers a taste of the editorial available in the print and Web site editions. For Burberry, this presents an opportunity to reach a connected, affluent audience of Apple users without having to compete with any other advertisers within the publications' content.

Digital daily

Cond Nast will share content from both the print and digital editions of its titles. This editorial will be updated on a daily basis, encouraging consumers to tune back in each day.

In addition to placement on the British titles, Burberry also has an exclusive advertising deal with the U.S. titles Vanity Fair and GQ.



Apple News

"The launch of Apple News is an exciting opportunity for Cond Nast to put its premium digital content in the hands of the world's most savvy mobile users," said Wil Harris, head of digital of Cond Nast Britain, in a statement. "By creating bespoke layouts that scale beautifully across Apple devices, we are delighted to be able to offer the premium look and feel that Cond Nast is known for, in this new native format.

"As we move into 2016, our digital readers will start to see a thoughtful, joined-up design language across our Apple News, digital edition and website products, which will align them with the award-winning design of our magazine titles," he continued. "We are extremely pleased to be able to join forces with Burberry to start to bring this vision to life."

Cond Nast's digital revenue has risen 250 percent since 2004, and the publisher has launched new Web sites that are designed to offer new advertising solutions to brands.

This is not the first relationship between Apple and Cond Nast.

Technology manufacturer Apple unveiled the first advertising effort for its Apple Watch in Vogue magazine's March edition.

Within the 12-page spread in the Cond Nast-owned publication, Apple positioned its Apple Watch similar to the way in which a jeweler or watchmaker would show off its latest pieces. Placing an advertisement in Vogue, rather than a tech-focused imprint, may help Apple's latest product gain recognition among skeptics while showing it is able to compete with traditional watches ([see story](#)).