

MEDIA/PUBLISHING

Cond Nast Traveler sings songs of summer on Spotify

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Cond Nast Traveler June/July 2016 cover

By STAFF REPORTS

Cond Nast Traveler is using music to inspire readers' summer travel plans in a collaborative effort with Pitchfork, an online music magazine.

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For the June/July issue of Cond Nast Traveler, the magazine has paired with Pitchfork, also in the Cond Nast stable, to prepare a Spotify playlist for summer vacations. Audio connects to consumer sentiment in ways similar to images, but taps more heavily into nostalgia and sense of place, causing marketers to curate soundtracks for stores and campaigns and to translate a brand's message.

Read and listen

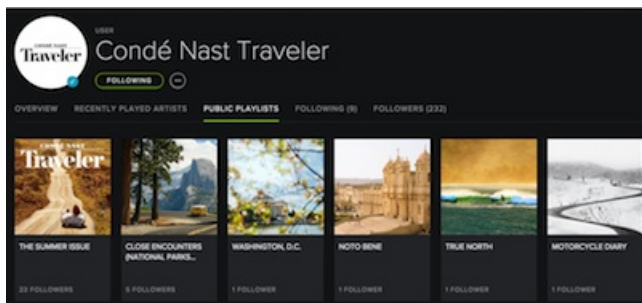
The June/July "Summer" issue of Cond Nast Traveler will go on sale on Tuesday, May 24 while the Spotify-housed playlist launched May 23. Pitchfork hand-selected the songs featured on the playlist.

Spotify users will have access to Cond Nast Traveler's June/July issue, including the magazine's cover story and seven features. The primary playlist, created for the cover, features 33 tracks by artists such as The Beach Boys, Yo La Tengo and The Flaming Lips.

Each of the seven features, including pieces celebrating the 100th anniversary of national parks in the United States, why travelers should stick around after the Rio de Janeiro Olympics this summer and a motorcycle road trip diary, feature their own 15-song soundtracks.

By clicking on the playlist's link, the listener is redirected to the Cond Nast Traveler Web site where the feature can be read. It is Cond Nast Traveler's hope that millennial readers who consume content more often on digital platforms will listen to the playlist as they read.

For those new to the publication, the Spotify integration strategy may create brand loyalists who will return to Cond Nast Traveler's Web site for additional travel and lifestyle content.



Condé Nast Traveler playlist on Spotify

Condé Nast Traveler and Pitchfork's Spotify playlist can be found [here](#).

Brands have also turned to Spotify to share their own enthusiasm for music.

Italy's Armani did so with the launch of a mobile application, Emporio Armani Sounds, that is linked to Spotify, bringing together music and fashion in an original way that offers fans access to artists with exclusive performances, playlists and interviews ([see story](#)).

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