

MEDIA/PUBLISHING

## Town & Country appeals to charitable readership in June/July issue

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*Town & Country June/July 2016 cover*

By JEN KING

Lifestyle publication Town & Country's June/July edition saw a 30 percent increase in advertising revenue versus the year-ago issue.

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The Hearst-owned title's ad revenue increase is reflective of the interest its advertising partners have on the June/July issue's focus of philanthropy, with many brands vocally supporting causes. Brand philanthropic efforts are coupled with consumers' increasing desire for brand transparency and ethically-sound business and manufacturing processes.

"It's rare today that a brand does not support at least one specific philanthropic cause as there is a movement towards conscious consumerism, and now more than ever, people feel the need to give back," said Jennifer Levene Bruno, vice president/publisher of **Town & Country**. "They want to align with Town & Country's Philanthropy Issue because they know 'giving back' is not a trend, but rather it has been at the core of Town & Country for all 170 years.

"Our current June/July issue is up 30 percent in ad revenue vs the same issue last year," she said. "For three consecutive years, brands have chosen to use the Philanthropy Summit [held May 10] as a platform from which they can talk about their efforts in the charity space.

"I find that the summit is often perfectly timed to an important company initiative focused on a particular cause."

Town & Country has approximately 695,000 readers with an average household income of \$280,786.

### Charitable appeal

Town & Country's 186-page issue for June/July counted ateliers, jewelers and hoteliers as primary advertising partners. The issue opened with an inside front cover effort placed by Cartier for the jeweler's Amulette de Cartier collection.



*Cartier's inside front cover ad in Town & Country June/July 2016*

The front of the book continued with efforts by Gucci, Breguet, Harry Winston and watches by Christian Dior.

Chanel used the front ad section of Town & Country to promote its Sous Le Signe Du Lion high-jewelry collection, while Fendi placed an effort for this season's eyewear.

Positioned right before the table of contents, as is customary for the brand across a number of magazine titles, Ralph Lauren took a multiple category approach. The brand displayed women's apparel and handbags, but the effort's main focus was its timepiece, the RL888.



*Ralph Lauren ad in Town & Country June/July 2016*

Opposite the table of contents, French jeweler Van Cleef & Arpels shared with readers a necklace, the Bouton d'or, made of yellow gold, chrysoprase, onyx and diamonds.

Within the content well jewelry and watch brands were the most prominent advertisers.

These includes such brands as Audemars Piguet, Chopard, Bulgari, Mikimoto, Hublot and Buccellati.

Hotels and tourism boards were also represented. The category was ushered in by a campaign placed by Hilton-owned Waldorf Astoria.



*Van Cleef & Arpels' ad in Town & Country June/July 2016*

Cruise lines were also featured, including an itinerary and pricing pamphlet included by Regent Seven Seas, an exclusive for Town & Country subscribers.

Burberry turned to Town & Country readers to promote its latest men's scent Mr. Burberry. Given the scent's recent launch, Burberry included a scent strip to enhance the campaign.

Near the end of the content well, Chanel placed a second ad for the lion-themed jewelry collection the atelier promoted within the front of the book.

Town & Country's June/July issue concluded with an outside back cover effort shared by Patek Philippe.



*Patek Philippe's outside back cover ad in Town & Country June/July 2016*

Generational giving

Featuring actor Matt Damon on its cover, the June/July issue was dedicated to the exploration of "family philanthropy," a trend among the affluent that sees multi-generational giving and the importance of maintaining that tradition.

In the issue, Town & Country profiled a number of prominent families that have given back including the Shivers, whose matriarch Eunice Kennedy Shriver established the Special Olympics, actors Kirk and Michael Douglas, the Rockefellers' who established a namesake charity organization in 1913 and the family of Brunello Cucinelli, among others.

Themes also included were "Power Players," "Corporate Saviors" and "Modern Missionaries" for the publications' T&C 50 listorial. Names such as Karlie Kloss, Priscilla Chan and Mark Zuckerberg, Christy Turlington Burns, Jessica Seinfeld and Michael Kors were all included in regard to their philanthropic endeavors that will shape the future.

In the past, Town & Country has scheduled its Philanthropy issue for a December run.

For 2013, Town & Country took a different angle to prepare for the holiday season by dedicating its December issue to philanthropy to appeal to its core demographic which has increased its charitable tendencies in the past few years.

Although holiday gift-giving appeared in two forms, a 127-item "Perfect Picks" gift guide and a separate 40-page supplement called "Light Up the Holidays," the issue's primary focus was charitable acts. Nonetheless, luxury marketers such as Chanel, Dior, Bottega Veneta and Patek Philippe featured advertisements in the 226-page issue ([see story](#)).

Through Town & Country's 170-year heritage it has been committed to celebrating charitable efforts, especially ones passed down from generation to generation.

"'To whom much is given much is expected' is an idea that has resonated with our readers throughout our 170-year history," said Stellene Volandes, editor in chief of Town & Country.

"Andrew Carnegie was on the cover of Town & Country in 1904," she said. "Certain families seem to be able to instill that value in their children. We spotlight some of the strongest examples of multi-generational family giving in the philanthropy issue.

"But I think the question of 'How do I teach my kids to give back?' is one every parent asks and seems to me more important than ever."

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