

MEDIA/PUBLISHING

## Architectural Digest's June ad pages up 8.5pc for year to date

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*Architectural Digest's June 2016 cover*

By JEN KING

Cond Nast shelter publication Architectural Digest saw an advertising increase of 9.6 percent for its inaugural "Great Design" issue compared to the year-ago June edition.

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Brands such as Harry Winston, Van Cleef & Arpels and Fendi Casa all turned to the June edition of Architectural Digest to show off great designs of their own. Shelter publications are ideal print partners as their readers are discerning and have a keen eye for design, whether it be the latest in home furnishings or high jewelry.

"The inaugural Great Design issue featured New York Yankee Alex Rodriguez's Miami home on the cover and a special 16-page Great Design section, Architectural Digest's ultimate shopping guide providing a conducive environment for luxury advertisers," said Giulio Capua, publisher and chief revenue officer of [Architectural Digest](#), New York.

Speaking of advertising highlights for June 2016, Mr. Capua said the issue saw "numbers [that] were the largest June numbers for AD since 2008."

"Year to date, Architectural Digest's advertising pages are up 8.5 percent," he said.

**Design greatness**

Architectural Digest's June edition, the publication's first-ever Great Design issue, opened with an inside front cover spread for Harry Winston. Using this prime position in the magazine, Harry Winston shared its Project Z9 timepiece with readers.



*Harry Winston campaign seen in Architectural Digest's June issue, inside front cover*

Alongside the home decor brands that displayed ad units in Architectural Digest, brands such as Cartier and Van Cleef & Arpels promoted their fine jewelry lines in the front of the book.

Piano-maker Steinway & Sons also opted to include its ad for the Spirio player piano, showing its brand's "artistry and craftsmanship."

Opposite the table of contents, Tiffany & Co. placed a single-page ad with a Tiffany blue border. In the center is a diamond cuff bracelet with more than 1,800 diamonds, thus showcasing the brand's expertise and industry know-how.



*Tiffany & Co. at the table of contents in June's Architectural Digest*

Within the content well, brand advertisers were primarily in the home decor and furnishings sector. The category was represented by DDC, Stark Carpet, Cassina and online marketplace 1stDibs.

Also seen were ad efforts by Fendi Casa, Knoll, Miele and Hudson Furniture.

Architectural Digest's content section also included a fold-out dedicated to the Hudson Yards real estate development project. Hudson Yards will be a combination residential and commercial center on Manhattan's West side.



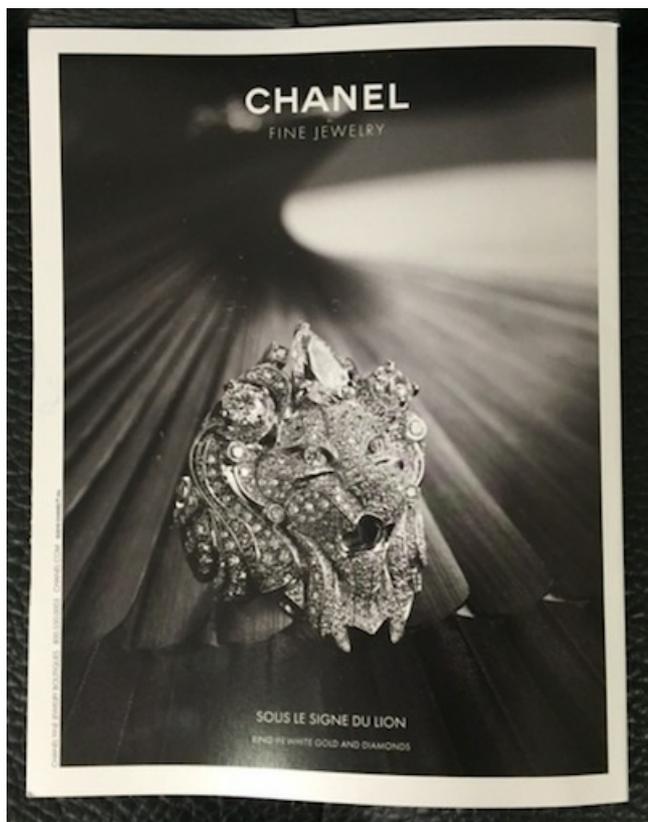
*Hudson Yards promotion in Architectural Digest June*

The fold out includes computer renderings of the final project, which will include park space, wellness facilities,

dining options and the city's first Neiman Marcus department store ([see story](#)).

After this point real estate brokerages such as Douglas Elliman, Corcoran Group, Sotheby's and Compass shared efforts that featured current real estate listings.

The outside back cover was reserved for Chanel. The French atelier placed its Sous Le Signe Du Lion high-jewelry collection on Architectural Digest's back cover, an effort that has been seen across titles recently.



*Chanel seen on Architectural Digest June's outside back cover*

June's Architectural Digest also featured a 16-page Great Design section, a shopping guide, ideal for the publication's high-end advertising partners. The section includes an Armani/Casa desk, a Georg Jensen wall clock designed by Henning Koppel, an Aerin Lauder lamp, a one-of-a-kind Bulgari ring and Cartier's C de Cartier Diabolo pen among other goods by Patek Philippe, Louis Vuitton, Baccarat and Ralph Lauren.

At home visits

Architectural Digest often takes its readers into the homes of beloved celebrities, tastemakers and influential figures.

For instance, the June issue brought consumers to New York Yankees player Alex Rodriguez' Miami home for a tour of the art-filled residence. The featured profile of the home included looks at the pool, entrance hall, living room, common spaces and bedrooms the baseball player shares with his two young daughters.

Showing the stars at home, but with design at the forefront of coverage, is common within Architectural Digest.

In a past edition, Patek Philippe and Bulgari were among the "power players" seen in the advertisement section of Cond Nast-owned Architectural Digest's issue in March 2015.

The issue took readers into the homes of power players such as actors Neil Patrick Harris and David Burtka, director Michael Bay and designer Kara Ross while the advertising promoted home interior brands obtainable by the publication's readers. For shelter publications, providing trusted brands in the ad space furthers the sense of trust readers will have in the imprint's style and trend advice ([see story](#)).