

MEDIA/PUBLISHING

Modern Luxury's GreenGale acquisition secures true national reach

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Actress Lily Collins for Modern Luxury's regional spring fashion issues

By STAFF REPORTS

Regional lifestyle magazine publisher Modern Luxury has acquired GreenGale Publishing, formerly Niche Media Holdings, to expand its market position in the United States.

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Modern Luxury's acquisition of GreenGale Publishing and its portfolio of regional titles will make the former publisher the largest luxury lifestyle media group in the U.S. market. From an advertising perspective, the merger creates massive reach for ad partners in publications produced by both Modern Luxury and GreenGale Publishing, as the regional title strategy defies industry standards.

A title for every market

Year over year, for the last five years, Modern Luxury's ad revenue has grown despite print's current struggles.

The key to reaching luxury consumers is understanding the nuances of the market, according to a senior executive from Modern Luxury who spoke at Luxury FirstLook: Strategy 2016.

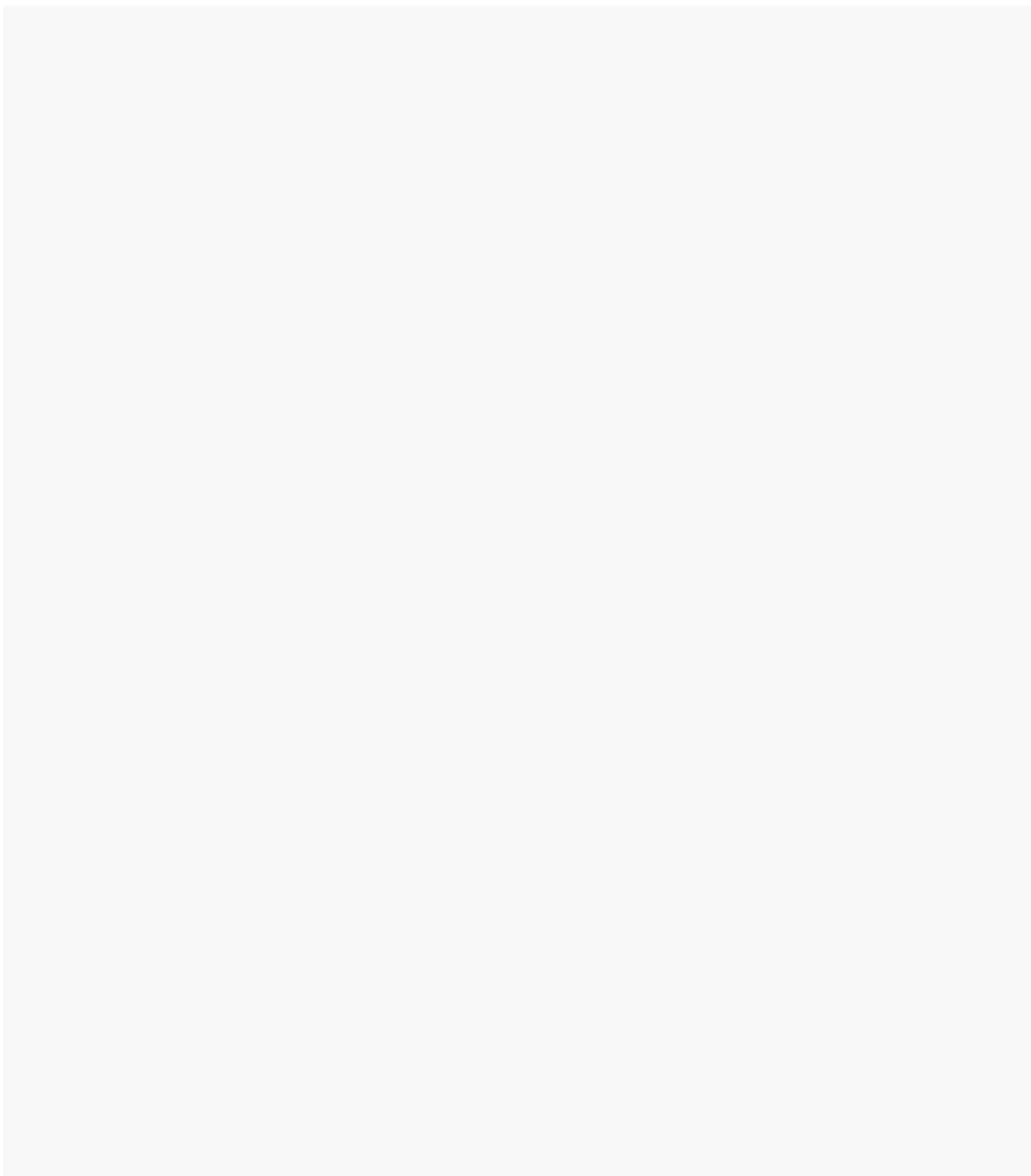
By and large, luxury consumers are located in the United States, where more than \$74 billion is spent on luxury goods, a number that exceeds the combined spending of Japan, Italy, France and China. However, those consumers are dispersed throughout the country, and the best way to entice them to buy is to appeal to market specifics rather than push products broadly ([see story](#)).

After acquiring GreenGale Publishing, Modern Luxury's advertising partners will have a true national reach as well as unparalleled local ad opportunities in the top 20 markets in the U.S. and popular resort destinations.

Modern Luxury's regional positioning sets it apart from its competitors including Hearst, Time Inc. and Meredith.

Through its GreenGale acquisition, Modern Luxury will add 17 premiere lifestyle publications to its portfolio. GreenGale published titles such as Ocean Drive, Hamptons and Vegas Magazine.

"This is a defining transaction for Modern Luxury as we build the country's premiere luxury media and brand activation platform," said Lew Dickey, chairman of Modern Luxury Media, in a statement.



This is what happens when @katieholmes212 covers @modernluxury ..magic happens! Photography by @maryellenmatthewsnyc art direction by @jamesastyle stylist @cristinaehrlich hair @djquintero makeup @genevieveherr market editor @_jzg bookings @megkolbymcguire in @maxmara @cushnieetochs @brandonmaxwell @kimberlymcdonaldjewelry @fendi @brooksbrothers @moniquepean

A post shared by Modern Luxury (@modernluxury) on Nov 29, 2016 at 1:30pm PST

"We're excited to be adding these iconic brands and important new luxury markets to our platform," said Michael Dickey, CEO of Modern Luxury. "We now have true national reach with unparalleled local activation for luxury marketers."

Modern Luxury will now publish 84 titles in 24 markets. As of press time, all GreenGale titles are expected to

continue publishing.

For regions where Modern Luxury and GreenGale titles both have a presence, some publications will shift their focus. For example, titles will concentrate on younger audiences and specific interests such as weddings, lifestyle and interiors.

"It is with huge confidence and excitement for the future that the Gale family completes this transaction," said Katherine Nicholls, CEO of GreenGale Publishing, in a statement. "We have immense respect for the Dickey family and their vision to scale Modern Luxury to an impressive national media company made up of the strongest regional brands across the country.

"We are extremely proud of the achievement of our brands and people who now join a growing national organization that will offer unparalleled reach to our valued clients," she said.

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