

MEDIA/PUBLISHING

Modern Luxury refreshes Beach magazine's coverage post-GreenGale merger

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Modern Luxury's Beach magazine, Labor Day Weekend 2016 issue

By STAFF REPORTS

Regional lifestyle publisher Modern Luxury is revising its strategy for two titles geared toward the Hamptons market.

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Modern Luxury recently became the largest luxury lifestyle publisher in the United States through its acquisition of rival media group, GreenGale Publishing, formerly Niche Media Holdings. 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 ([see story](#)).

Dune Road reads

Published for the Hamptons market on the east end of Long Island, NY, Beach magazine will have a new focus, while the namesake Hamptons title, formerly of GreenGale Publishing, will continue as the affluent area's primary lifestyle publication.

Beach will revise its content more toward a focus on health and wellness due to the overlap between the title and Hamptons in its original format.

The editorial leadership at Hamptons and Beach will remain unchanged. Editor in chief of Beach, Phoebe Wahl, Debra Halpert and Samantha Yanks, publisher and editor in chief of Hamptons, respectively, will all remain in their positions.

At the time of the merger, Ms. Halpert was named group publisher.



Michael Kors on the Labor Day 2016 cover of Hamptons magazine, now published by Modern Luxury

"It's going to be a spectacular year for magazines in the Hamptons with the amazing line up of covers and feature stories planned for both Hamptons and Beach," Ms. Halpert said. "I'm confident that the union of these two media mavens will strengthen existing business relationships and generate new opportunities across the board."

The leadership trio will work together to further Modern Luxury's reach and exclusive content in the Hamptons region.

Hamptons will kick off its 39th season Memorial Day Weekend with a more than 300 page issue that includes exclusive interviews with actress Sarah Jessica Parker about her footwear label and tennis player Maria Sharapova on her memoir and comeback.

In the weeks between Memorial Day and Labor Day, Beach magazine will publish six glossy titles with features on culinary, health and wellness topics. Pieces will include personalities such as Top Chef's Padma Lakshmi, fitness guru Tracy Anderson and the "power couple of design" Jonathan Adler and Simon Doonan, creative ambassador at large of Barneys New York.

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