

MEDIA/PUBLISHING

Who bought what? Ad space rundown for May 2017 magazines

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Lady Gaga for Tiffany & Co., as seen in Town & Country's May 2017 issue

By STAFF REPORTS

Bulgari, Chanel and Dior were among the luxury brands to take prominent advertising positions in a selection of high-end May magazine issues.

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Although topic and editorial focus for the May editions varied by publication, the advertisements placed by luxury brands were much in the same. Since publications such as W magazine and WSJ. Magazine, for instance, speak to a similar, discerning audience the ad space overlap offers a consistent view of top brands in the luxury space.

May in full bloom

The prime real estate of a magazine's ad space is the inside front cover. In the May issues, Chanel took out a two-page spread in WSJ. Magazine and Dior used the same approach for its ads in W magazine.

Louis Vuitton was seen in the inside front cover of Town & Country, Peninsula Hotels was placed in Robb Report and Vogue's May issue included a foldout ad from Lancome.

In the front of the book paging, timepiece maker Rolex, for example, took out ads in four of the five magazines examined for May 2017.



Rolex ad as seen in the May 2017 edition of WSJ. Magazine

Rolex made sure it was visible in the opening pages of WSJ. Magazine, W magazine, Town & Country and Vogue. Rolex was not present in the May edition of Robb Report.

Similar strategies were undertaken by Bulgari, Van Cleef & Arpels and Ralph Lauren.

Up against the table of contents of May's WSJ. Magazine were Gucci, Bottega Veneta and Celine. Robb Report's contents listing saw ads by Asprey and Vhernier jewelry.

Cartier took the pages opposite the table of contents in both Town & Country and W magazine. Both ads promoted the brand's eyewear instead of jewelry.



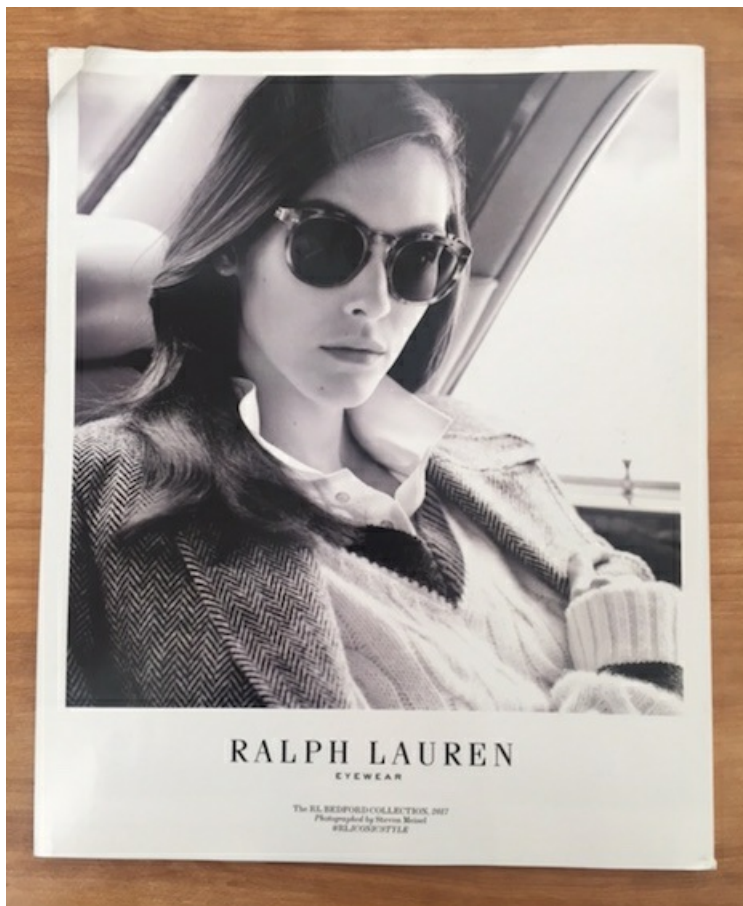
Cartier eyewear campaign seen opposite the table of contents of W magazine's May 2017 issue

The May edition of Vogue included a Dior fragrance ad for the J'adore Dior line. The two-page ad was printed on thick, glossy paper stock to stand out from the efforts of others featured in the magazine.

Similar with the inside front cover, the interior and outside back cover of a magazine are a popular position for luxury ads to be placed.

Givenchy was seen on the interior back cover of May's WSJ. Magazine, while Chanel fine jewelry took the page on the exterior of the issue. Robb Report's issue featured Trump Hotels on the inside back cover and Dior Homme on the outside.

Ralph Lauren eyewear was placed on the outside back covers of Town & Country and Vogue. Lancome and Kohler were present on the inside panel of the back covers of Town & Country and Vogue, respectively.



Ralph Lauren eyewear seen on the outside back cover of May 2017's Town & Country

W magazine placed a Lancome effort on its outside back cover and Vhernier jewelry on the inside space.

A notable luxury campaign seen during May 2017 was Tiffany & Co.'s multiple page placement in Hearst's Town & Country.

The U.S. jeweler underscored the "Youth & Beauty" of its campaign ambassadors with five consecutive advertisements placed in the May issue of Town & Country.

Tiffany's placement in the May edition is noteworthy for the lifestyle publication as it is the first time in its 171-year history that an ad partner has taken out five consecutive pages.

By running consecutive ads in Town & Country, Tiffany was able to achieve visibility throughout the issue as well as promote its new creative for the launch of the HardWear collection ([see story](#)).