

MEDIA/PUBLISHING

Top 10 media and publishing efforts of H1

July 14, 2017



Sienna Miller, who wears Burberry February 2017 (left) and Mia Autumn Grace for Love magazine #17

By JEN KING

Faced with rapidly changing consumer behavior, the media and publishing sector has had to adapt its strategies to keep audiences engaged with content in print and other mediums.

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Advertising partners have also been impacted by the changing ways media and publishing is consumed by needing to stand out among the crowd to keep readers interested. Efforts have taken on the changes by reconsidering the traditional methods used to capture the reader's attention, and it is the industry's willingness to adapt and ability to continue creating connections that has played to media and publishing's advantage.

Here are the top 10 media and publishing brand efforts from the first half of 2017, in alphabetical order:

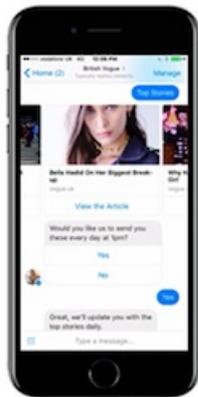


Cuba is one of the destinations covered in Airbnb's debut magazine issue; photo by Lisette Poole

Short-term home rental service Airbnb is encouraging consumers to be travelers rather than tourists in a new print magazine developed alongside publisher Hearst.

Airbnbmag, which will hit newsstands later this month, culls the expertise of the hospitality brand's local hosts and other insiders to provide inspiration on destinations around the globe. After disrupting the way in which consumers travel, Airbnb's magazine debut is also aimed at upending the idea of travel content for a modern audience (see

story).



British Vogue's Facebook Messenger bot. Image credit: British Vogue

Cond Nast's British Vogue exhibited the pervasiveness of chatbots on Facebook Messenger by launching its Messenger bot to personalize fashion news for fans.

Through the British Vogue official Facebook and Facebook Messenger account, users can interact with the bot to receive up-to-date information regarding fashion. The new chatbot hopes to make a more impactful impression on readers, as publishing becomes excessively overcrowded and consumers' attention spans get shorter (see story).



Sienna Miller, who wears Burberry February 2017 (left) and Mia Autumn Grace for Love magazine #17. Image courtesy of Love magazine

British fashion house Burberry worked with Cond Nast-owned Love magazine to give consumers a preview of its February 2017 collection.

Love magazine, edited by Katie Grand, is an imagination-driven title covering fashion, art and design. Published biannually, Love magazine #17 arrived on newsstands Feb. 6 and featured eight covers, a majority of which were photographed by model Kendall Jenner.

Ms. Jenner photographed emerging and known talents such as actresses Sienna Miller, an ambassador of Burberry, Hailee Steinfeld, model Kaia Gerber, baseball star Mo'ne Davis, filmmaker Isold Halldorsdottir and artist Christina Vincent, among others (see story).



Cabana x Paperless Post's Rousham stationery. Image credit: Cabana magazine

Milan-based shelter publication Cabana entered the stationery category with a collaboration with postage service Paperless Post.

Part of the digital postage service's Spotlight collection, Cabana has collaborated with Paperless Post on more than a dozen invitations and stationery designs. As texting and email continues to overtake traditional communication methods, digital innovations have served to safeguard letter writing and post.

Paperless Post's collection translates Cabana's artistic vision into 16 invitation and stationery designs. The collection is available both digitally and in paper to give consumers options and play to personal preferences ([see story](#)).

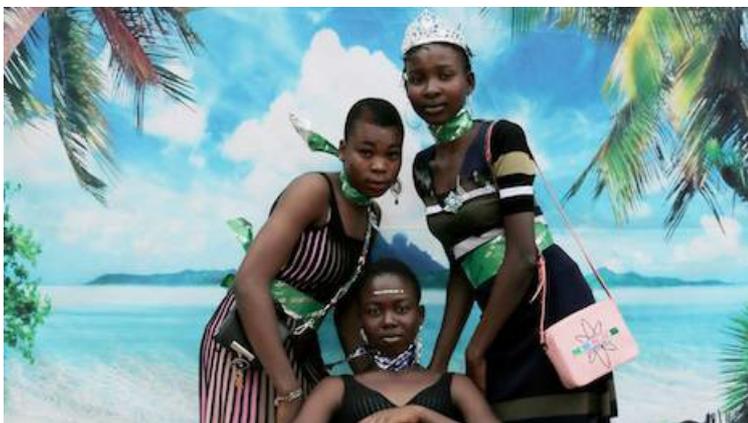


Photo from Gidi gidi bu ugwu eze (Unity is strength) by Kenzo. Image credit: Kenzo

Parisian fashion label Kenzo has launched a new print magazine to showcase its latest fashion collections.

Available in-stores as of April 27, the LVMH-owned brand plans to partner with established and emerging talents to promote its fashions through a title called Kenzo Folio. Branded publications, especially blogs, surged in popularity alongside the rise of digital marketing, but Kenzo's print approach may point to the format's staying power.

For the first edition of Kenzo Folio, the brand worked with photographers Ruth Ossai and Akinola Davies, Jr. to explore Nigeria's youth and creative culture ([see story](#)).



Maserati Quattroporte GranLusso. Image credit: Maserati

Italian automaker Maserati spoke directly to Britain's entrepreneurial community with placement in print.

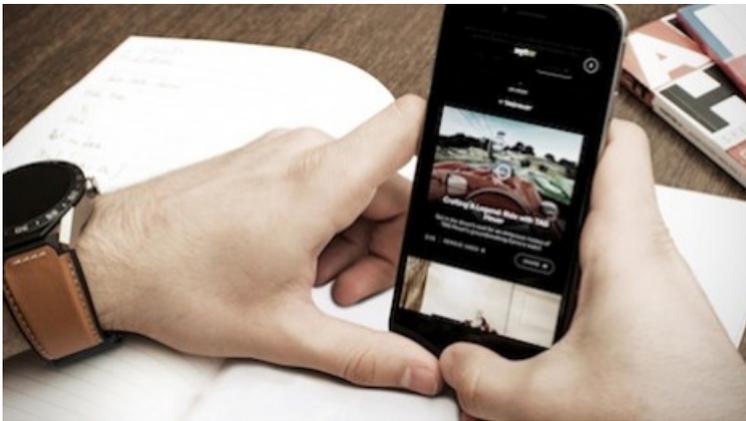
On Sunday, March 26 Maserati placed content in the business section of the United Kingdom's The Sunday Times newspaper to promote The Maserati 100, an index of British captains of industry. Although a large percentage of print audiences have traveled to digital channels, traditional print placement is still an effective method to reach consumers, especially those affluent enough to not rely on social media ([see story](#)).



National Geographic's Traveler magazine is getting its own luxury issue. Image credit: National Geographic

The National Geographic stable of magazines is branching out from its standard editorial coverage with a new luxury-specific issue of Traveler, the group's travel-themed publication.

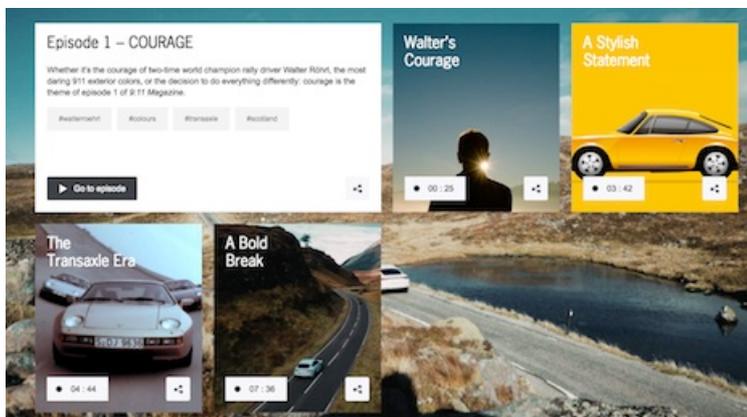
The luxury issue of Traveler will focus on the affluent consumer's guide to exploring the natural world with insights to travel and tourism around the globe. Luxury hotel brands that advertise with Traveler are likely to benefit from the forthcoming luxury-themed issue ([see story](#)).



Tag Heuer worked with NYT for a VR experience. Image credit: Tag Heuer

As more advertisers are tapping into the opportunities of branded editorial, The New York Times expanded its commercial content operations.

Having developed more than 150 campaigns for about 100 brands including BMW, The Macallan and Cartier, the media company's T Brand Studio is opening up a location in Hong Kong to better serve clients in the Asia-Pacific region. Display advertising's waning efficacy has marketers turning to native placements to reach consumers through storytelling, creating new relationships with publishers who are adept at the medium ([see story](#)).



Porsche 9:11's Magazine. Image credit: Porsche

German automaker Porsche is building a stronger community around its brand and love for its vehicles with a new twist on the automotive magazine.

The 9:11 Magazine by Porsche is the automaker's video version of a magazine. The online hub created by Porsche

