

REAL ESTATE

## Douglas Elliman remodels namesake publication to further brand lifestyle

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Cover of Elliman magazine summer 2017 issue. Image credit: Douglas Elliman

By STAFF REPORTS

Real estate brokerage Douglas Elliman is revamping its branded magazine with help from a Cond Nast affiliate.

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The fall 2017 issue of Elliman magazine marks the first issue prepared under the firm's newly established exclusive partnership with Advance Local's content agency Headline Studio. Magazines provide marketers with an extended platform to build a brand, enabling them to reach consumers on a deeper level.

### Magazine makeover

Douglas Elliman's publication offers readers a look into the brokerage's key markets, including New York, the Hamptons, Aspen, CO, California and South Florida.

The editorial content within the 220 pages reflects this geographic interest, with features on fly fishing in Colorado and the personal shoppers in Beverly Hills, CA. Locals also offer their perspectives on New York's neighborhoods, while another article delves into Miami's dog-friendly culture.

For each market, a resident will also pen a column titled "My Neighborhood."

"I'm honored to be leading the creative reimagination of Elliman magazine," said Peter Yates, the creative director of the magazine, in a statement "We've produced a modern, elevated magazine that celebrates the unique lifestyle that the Elliman portfolio represents."



*Elliman magazine fall 2017 issue. Image courtesy of Douglas Elliman*

This latest issue of Elliman magazine will debut at the Cond Nast Gallery in One World Trade Center in mid-September. It will also be available at the brokerage's offices and sales galleries, as well as through newspapers such as The New York Times and the Wall Street Journal.

As part of Douglas Elliman's partnership with Headline Studio, the agency will also leverage Cond Nast and Hearst's databases to send the magazine to affluent individuals in its target markets.

This redesign comes after the title's redesign in 2014, which saw the addition of more lifestyle content ([see story](#)).

Douglas Elliman also recently debuted a new cross-media promotional campaign to drive interest in its brokerage business.

Centered on the slogan, "It's Time for Elliman," the campaign will touch on a comprehensive variety of media channels, including digital, print, social and out of home advertising ([see story](#)).

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