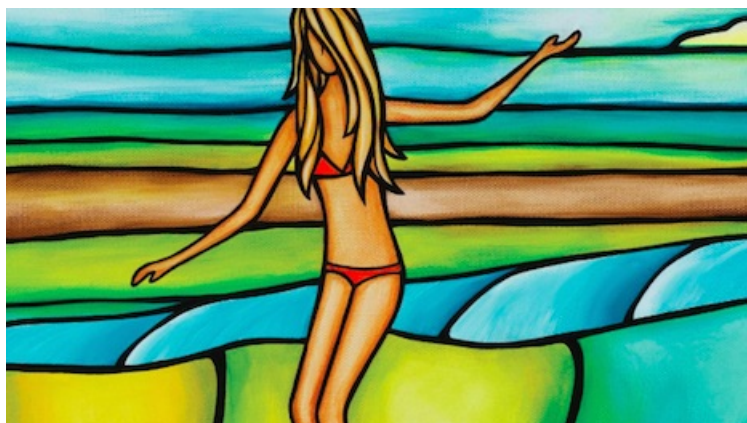


MEDIA/PUBLISHING

Travel brands offer vacation inspiration in Luxury Magazine summer issue

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Luxury Magazine also recruits some newer luxury brands for its ad pages. Image credit: Luxury Magazine

By STAFF REPORTS

As affluent consumers head into the warmer months, a number of travel and hospitality brands are turning to lifestyle title Luxury Magazine to inspire readers with vacation ideas.

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Published by Luxury Card, Luxury Magazine's summer issue features some brands that are pillars of the luxury business, along with newer entrants to the business. While brands such as Chanel and Rolex are frequent advertisers in the luxury magazine world, other newer brands such as Karma and Chateau Peyfaures also took front of book spots in the issue.

Summer days

Luxury Card is a service that offers customers access to the three top tiers of Mastercard: Gold, Black and Titanium.

But the company also publishes Luxury Magazine, a quarterly journal that examines some of the major trends and features in the luxury world today.

For its summer issue, Luxury Magazine is diving into travel as its main theme, focusing on the many ways that affluent consumers travel and stay abroad during the popular summer season. Editorial features include a guide to golf gear and a deep-dive into the world of surfing.

The ads in the summer issue reflect this vacation focus with an emphasis on travel brands.



Karma is one of the newer brands represented in Luxury Magazine's summer issue. Image credit: Luxury Magazine

Hotel brands such as the Four Seasons and travel brands such as Nicholas Air take up prime ad placements in the early pages of the issue.

Additionally, a feature on buying your own private jet is a centerpiece of the issue, with lush photography of jet travel and tropical destinations to hammer home the idea.

Summer issues of magazines often tend to focus on matters related to travel and hospitality as well the environment. For example, online retailer Net-A-Porter's magazine Porter is dedicating its summer issue to raising awareness about issues related to the preservation of the world's oceans.

Porter has recruited acclaimed photographer Mario Sorrenti along with cover model Anja Rubik to help helm the publication's Summer Escape issue, which will draw particular focus to the plastic crisis facing the world's oceans. The combination of fashion advertising, editorial content and activism towards a sustainable theme is at the core of Porter's latest edition ([see story](#)).

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