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MEDIA/PUBLISHING

Print ads still relevant for luxury advertisers

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A case study from MNI used print ads to drive engagement. Image credit: Travel + Leisure

By DANNY PARISI

In the age of digital advertising, print placements may seem like a thing of the past, but for luxury they can still play a large role.

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A new report from MNI took a look at travel brands and how they advertise for shoppers today. One of the most notable case studies from the report saw publisher Meredith making strong use of print ads to drive traffic for a Hawaiian luxury travel brand.

"In today's on-demand culture, print ads have the unique ability to cultivate 1:1 experiences," said Vicki Brakl, vice president of marketing at MNI Targeted Media, Inc, Stamford, CT. "Print is where consumers expect and accept advertising that aligns with their passions.

"Print ads boost engagement and recall, 75 percent print ad recall versus 44 percent digital ad recall (Source: Canada Post & True Impact), and inspire people to learn more. Print ads work hand in hand with digital advertising.

"Consequently, brands that focus on how media works together, recognizing there's a unique time and place for all touch points, will be the winners."

Print ads

Print ads were once the primary method by which brands could engage with customers.

But over time, television took over that spot, with print relegated to the background. Now, even television is taking a backseat to other forms of advertising.

However, print ads still have a place in modern advertising, especially for luxury brands. MNI took a look at a print campaign from Meredith for Kukui'ula, a luxury community in Hawaii that was looking to attract more affluent travelers.

The campaign drove up engagement. Image credit: MNI

To do this, Meredith and MNI worked together for a cover wrap campaign for *Travel + Leisure*.

The campaign put Kukui'ula front and center on the magazine, combining editorial and advertising in an engaging way.

After the campaign, MNI reports that Kukui'ula reported an 11 percent increase in traffic to its Web site. In addition, 16 percent more people requested information about the brand and 35 percent of customers said they were far more likely to stay at Kukui'ula in the future after seeing the print ad.

Remaining relevant
Print is not dead by any stretch of the imagination, especially when it comes to luxury.

Luxury brands are making strong use of print magazines, including a number of new luxury publications that have popped up.

For instance, Sotheby's International Realty is expanding into the world of publishing with the launch of a luxury magazine, *Reside*.

Reside's online issue. Image credit: Sotheby's International Retail

Reside will include features, interviews and editorial content focused on the world of luxury real estate and high-end homes. The magazine is Sotheby's International Realty's created in partnership with Dow Jones Media Group and will allow affiliate companies to create their own unique versions of the magazine specific to them (see story).

Vogue, one of the most iconic luxury publications in the world, is still adding new regional editions regularly.

For example, Vogue is responding to the Polish appetite for luxury goods and fashion with the launch of its latest title.

Marking the brand's 23rd international edition, *Vogue Poland* debuted on Feb. 14 with a print magazine, digital platform and social media accounts, capturing its audience across channels. Recently, the magazine brand has been expanding its global presence, bringing its take on fashion and culture to more markets (see story).

MNI believes that this trend will endure as luxury brands rely on print's exclusivity to appeal to consumers.

"Print ads are the original and now the powerful antidote to bots and brand safety issues in fact, they are, essentially one of the only forms of media that cannot be hacked," Ms. Braki said. "Whether paid for via subscription or via the newsstand, print ads that show up in magazines and other media are invited by the user.

"They are not pushed on a user when they visit a Web site," she said.

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