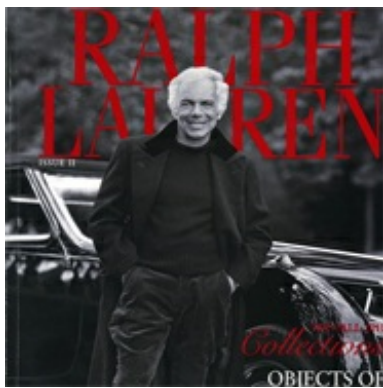


PRINT

Ralph Lauren complements iPad sponsorship with Vanity Fair supplement

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By RACHEL LAMB

U.S. fashion house Ralph Lauren paired its solo New York Times iPad application sponsorship with an exclusive Ralph Lauren magazine print supplement accompanying the October issue of Conde Nast's Vanity Fair magazine.

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The Ralph Lauren magazine includes the same features as the iPad app, but is a print publication. Both Vanity Fair and Ralph Lauren are using one another's audiences to reach an expanded number of consumers.

"Ralph Lauren is a long-term partner with Vanity Fair and a great global luxury brand," said Edward Menicheschi, vice president and publisher of Vanity Fair, New York.

"As such, it was natural for Ralph Lauren to want to tell this story in partnership with Vanity Fair," he said.

Vanity Fair has a ratebase circulation of 1,125,000. The average household income of the monthly magazine's readers is \$78,187.

The October issue includes a cover story featuring actress Angelina Jolie and stories such

as “Riding China’s Supertrains,” “Hemingway’s Lost Love Letters” and “What Happened to Conrad Black in Prison?”

Ralph Lauren was unable to respond by press deadline.

Desired channel

Ralph Lauren bought the entire ad sponsorship in the New York Times iPad app for the month of September, which is the first time that a brand has made this buy ([see story](#)).

Where the iPad app has videos and interactivity to display the brand’s modernity, having a complementary print magazine showcases Ralph Lauren’s traditional side of advertising.

“Approximately 90 percent of engagement is still happening in the traditional way in print rather than the non-traditional mobile form,” said Adam Krumwiede, executive vice president and group media director of Gotham Direct, New York.

“It’s really magazines that capture the majority share of spending in terms of marketing, advertising and building luxury brands,” he said.

“[Print] is still able to convey [brands] in a full-color process and relay them in units that glorify them and bring them to life in a way these consumers desire and that luxury brands have enjoyed over time.”

The Ralph Lauren magazine – the second edition – features a table of contents that lists branded products such as accessories, the home collection and apparel.



The accessories section of Ralph Lauren magazine

The magazine also boasts lifestyle featurettes such as tailoring and craftsmanship details, poems, Ralph Lauren’s car collection and the Saint German restaurant in Paris.

Ralph Lauren magazine is 80 pages on medium-stock cover paper and glossy content paper.

The issue features products such as the double-wrap chunky chain ID bracelet, the jade velvet Jene sandal, chandelier earrings, the slim classique watch with Pave diamonds and the emerald alligator ricky bag.

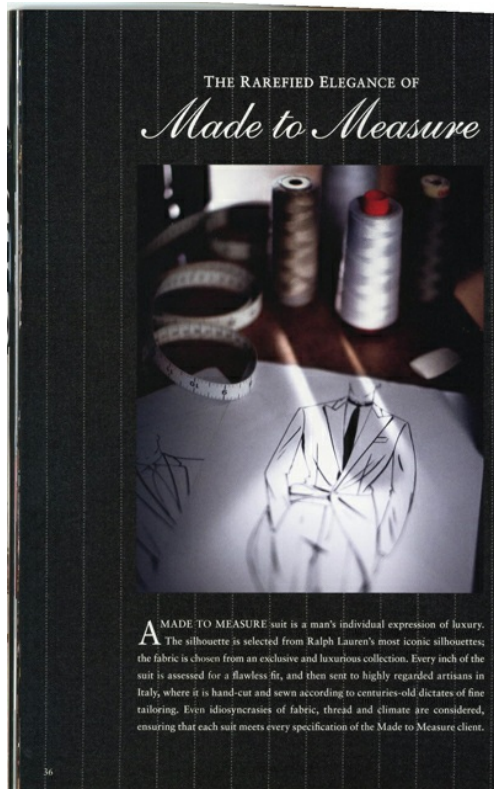
Even though mobile can offer more interactivity such as videos and tapping functions, Vanity Fair subscribers and Ralph Lauren enthusiasts are able to view a more traditional type of advertising with the print supplement.

In addition, Ralph Lauren takes up a tri-fold ad in the inside-front cover of Vanity Fair this month.

Tailor-made

Many luxury brands tend to lean toward print advertisements not only because it is a tried-and-true marketing vehicle, but because this type of advertising is one of the most effective.

Both brands and consumers would be hard-pressed to find a way to showcase products as beautifully or as tastefully as a well-organized print ad.



Tailoring section in Ralph Lauren magazine

Additionally, print, as opposed to mobile or other digital ads, can be held by consumers so that they feel a physical connection.

Reading a magazine is often thought of as an indulgent activity – consumers need to literally take the time and willingly look through the pages as opposed to an after-thought tapping on an ad in an app.

Another sheer advantage that print magazines have is audience size.

The total paid subscription chunk for Vanity Fair is 854,534 and total paid circulation is

1,198,618.

This reach gives a large breadth of consumers who have access to Ralph Lauren magazine and other branded content, not to mention the other luxury brands that advertise in Vanity Fair.

“The kind of editorial that brands associate with and the environment and relationship is the real power of magazines,” Mr. Krumwiede said. “This is how consumers become intimate with the celebrity stars of today.

“Print campaigns need to build an audience over time because we are not as interactive with print as we are with TV or online, so there is more content being consumed on those channels,” he said.

“The print audience is going to be slower to build, but that means brands can really build the reach and find their core consumers, and I think that Ralph Lauren is a testament to that.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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