

PRINT

Tatler guides consumers through holidays with themed ads, supplements

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By RACHEL LAMB

Upscale jewelers such as Tiffany & Co., De Beers and Cartier are tapping into consumers' holiday spirit with festive advertisements in British society magazine Tatler's December issue that also features a Christmas shopping guide, party guide and a list of the most eligible people in England.

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Luxury Daily

Luxury brands from all industries benefit from both the editorial and ads in the issue since most products listed in the guides are luxury items. Tatler is \$5.99 per issue, but the December issue is only available in Britain at this time.

"These specials collectively add to the wonderful mix of editorial that we publish with every issue to give the reader a calendar of regular features that they can look forward to throughout the year," said Clare Schifano, associate publisher at Tatler, London.

Tatler readers are 86 percent women with an average household income of \$201,972.

Little tattle

As always, big-name luxury brands took the prime front-of-book real estate in Tatler's December issue, and many of them with holiday themes.

There are 177 ad pages in this issue.



Tatler's Little Black Book

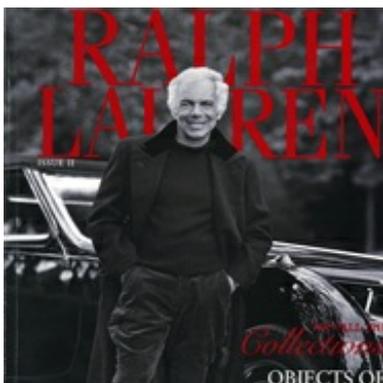
Turning a new page

Luxury-focused publications usually incorporate supplements in key production months to pique consumer interest or draw specific attention to a luxury brand.

For example, Bloomberg Markets is reaching out to its affluent audience with Bloomberg Pursuits, a lifestyle magazine focusing on luxury automakers, homes, wines, fashion and boats that will go out with the original Markets issue twice next year ([see story](#)).

Additionally, lifestyle magazine Robb Report is targeting wealthy travelers with a private aviation sourcebook in the print and mobile editions of its September issue ([see story](#)).

Also, 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 Condé Nast's Vanity Fair magazine ([see story](#)).



Ralph Lauren Magazine supplement in Vanity Fair

Many luxury brands tend to lean toward print ads 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.

Marketers can amp this feeling through a focused supplement that offers exclusive products. This is especially true if the supplement itself is exclusive because it will likely be read by consumers who look forward to its arrival each year.

Indeed, it is just as important that luxury brands appear early on in a publication so that as many eyeballs as possible see the brand.

"It is incredibly important to these luxury brands that they appear as early as possible in a title that guarantees to connect their brands with a high-net-worth audience," Ms. Schifano said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily

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