

PRINT

Architectural Digest ad fill rate jumps 112pc year over year

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By RACHEL LAMB

Luxury marketers such as Rolex, Chanel, Tiffany & Co. and Clive Christian have helped increase Condé Nast-owned Architectural Digest's advertising fill rate 112 percent year over year.

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The January issue of Architectural Digest contains the AD100 list, which is essentially a best-in-show compilation of interior designers and architects. The list is complemented by high-end advertisers in the jewelry, automotive, design and fashion segments.

“Editorially, we represent an environment of extreme integrity and authority, which is something all luxury marketers seek,” said Giulio Capua, vice president and publisher of [Architectural Digest](#), New York.

“By advertising in the pages of Architectural Digest, the world’s preeminent luxury brands add the overall environment that our reader expects to see, based on our international leadership position,” he said.

Architectural Digest has a rate-base circulation of 800,000. The median household income is \$99,065.

List of accomplishments

Since the AD100 list is such a widely-read issue by affluent consumers, many luxury brands are jumping on board when it comes to advertising.

For example, watchmaker Rolex took out a two-page spread in the front of the book showcasing its Oyster Perpetual DateJust Lady 31 watch using champion skier Lindsay Vonn as a spokesperson.

Additionally, Chanel fine jewelry is promoting its boucle de Camelia ring with a two-page, black-and-white ad.

Interior designer Clive Christian also took out an ad, as did multiple designers, architects and home-goods retailers such as Lee Jofa and Brown Jordan.

Jewelers such as De Beers, Cartier, Tiffany and Hublot also have real estate.



Cartier ad

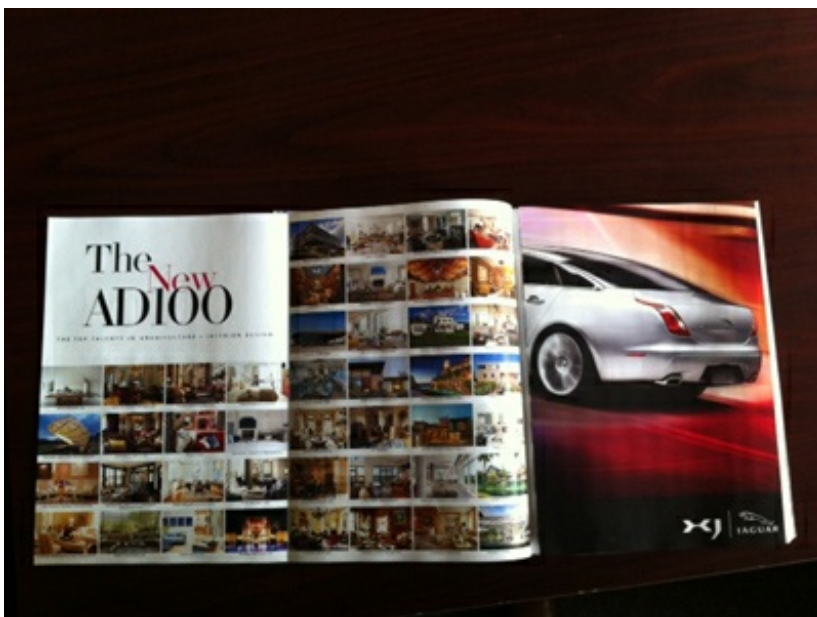
Automakers such as Cadillac and Range Rover have space, but Jaguar steals most of the attention by advertising on the AD100 list.

An ad for the Jaguar XK is on the page next to the AD100 main page. There is also a two-page spread of the Jaguar XJ that folds out to reveal the list.



Cartier ad closed

There are approximately 125 ad pages in the January issue of Architectural Digest. Comparing 2012 to 2011, 59 additional ad pages indicate a 112 percent increase, according to the publisher.



Cartier Jaguar ad

Furthermore, there are 92 additional ad pages, an increase of 36 percent, from the last AD100 issue.

Complementary

Luxury marketers are more inclined to advertise in special-issue versions of magazines.

For example, Chanel tapped Vogue for an exclusive Christmas-themed supplement of its No. 5 fragrance in the publication's December issue ([see story](#)).

Additionally, major luxury marketers such as Giorgio Armani, Louis Vuitton, Chanel, Christian Dior, Dolce & Gabbana, Hermes, Saks Fifth Avenue, Marc Jacobs and Yves Saint Laurent took considerable real estate in W magazine's September fashion issue ([see](#)

story).

If the editorial or general theme of the magazine appeals to affluent consumers, special issues are just a way to bolster that attraction.

“This issue represents a best-in-class environment in terms of both editorial content and high-end advertising,” Mr. Capua said.

“When an architect or interior designer is named to the AD100 list, it truly has life-changing implications in terms of recognition and commerce,” he said. “Not only does it signify that they have arrived and are among the industry’s best, [but] landing on the list often gets them jobs directly off of the pages of the magazine.”

Final Take

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