

MOBILE

Tablet magazine readers younger, richer than ever: Condé Nast

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By RACHEL LAMB

Luxury marketers need to take advantage of the younger and richer readership of tablet magazines, but they need to act fast since this may not be the majority demographic for very long, according to research from Condé Nast.

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Condé Nast is now revealing metrics for advertisers in its publications including total issues opened, total content views and average time spent on ads in seconds. During the research, Condé Nast found that the current readership of digital magazines is young and affluent - the exact audience most luxury brands aim to reach.

“[The] demographics are younger and wealthier, but I think that this is something that is temporary,” said Scott McDonald, senior vice president for research and insights at Condé Nast, New York. “Eventually, tablets will become very popular and the adoption rate is accelerating like a rocket.

“As tablets come down in price and reach a broader audience, I would expect that the demographic premium that we see now on digital will converge with the print audience,” he said. “[Therefore], this is a particularly advantageous time for luxury marketers to be in digital editions in magazines because they have a unique opportunity to engage with young, rich readers in a real way.”

Condé Nast publishes titles including Vogue, W, Vanity Fair, Glamour, The New Yorker, Wired and Architectural Digest.

Current metrics include impressions on the iPad and Amazon Kindle Fire and eventually will include the Nook.

Inspiration, not aspiration

Condé Nast is offering a variety of new metrics for advertisers.



Bottega Veneta digital ads

For example, advertisers will now be able to count the number of unduplicated readers who have accessed the latest digital edition, total number of sessions to the issue, average session length in minutes, average reader length in minutes and total content views.

There is also opportunity for marketers to buy premium ads with Condé Nast.

Marketers that invest in links, premium or premium plus advertising will be provided number of unduplicated readers who have accessed a given ad, total number of ad engagements and average time spent on the ad in seconds.

Luxury brands including Burberry, Fendi, Ralph Lauren, BMW, Audi, Mercedes-Benz, Gucci, Chanel, Bottega Veneta, Ritz-Carlton, Mandarin Oriental, Giorgio Armani, Prada, Tod's, Yves Saint Laurent and Oscar de la Renta are just some of the brands that have digital ad placement in Condé Nast publications.



YSL digital ads

Engage the page

Tablet readers look through digital magazines as if they would print publications, leafing through them and stopping to read content and look at ads.

Interactivity and editorial on tablet advertisements in digital magazines increase the time spent on them by readers by considerable amounts, according to research from Condé Nast.



Armani digital ad

Therefore, luxury brands could consider making their ads interactive to engage the young, rich demographic looking at their ads.

Indeed, some luxury mobile marketing experts believed that luxury brands not using interactivity in their ads could be missing out on opportunities to engage tablet readers ([see story](#)).

Premium ads with links and 360-degree rotations are compelling and popular solutions

for luxury marketers looking to spice up their advertisements on mobile versions of magazines.

In fact, ads with 360-degree rotation saw four to five times more engagement than other ads, according to Mr. McDonald.

In addition, static ads that had content allowed readers to spend more time with the placement in digital editions.

“When you think about television advertising, consumers may be partially attentive or glazing over commercials,” Mr. McDonald said. “[But] with digital ads you’ve got that one-on-one interaction with someone who you already know is interested in you.

“I don’t know where else you’d get that opportunity, especially with that premium demographic,” he said. “The situation does speak very specifically to luxury marketers.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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