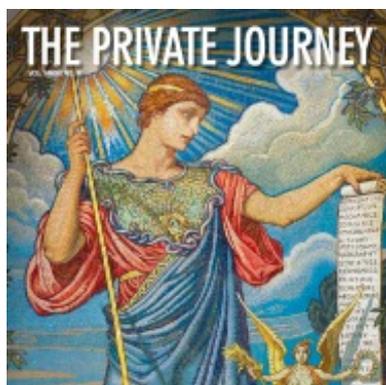


PRINT

Louis Vuitton, David Yurman hook super-affluents in The Private Journey summer edition

July 9, 2012



By RACHEL LAMB

Marketers including David Yurman, Leviev, Louis Vuitton, Christian Dior, NetJets and Hublot are reaching an exclusive audience of super-affluent consumers via the summer issue of The Private Journey, a magazine that targets consumers with an average household income of \$9.2 million.

[Sign up now](#)

Luxury Daily

Presumably in correlation to Independence Day, the summer issue centers on the United States, including editorial on the Library of Congress, The National Portrait Gallery, U.S. painter William Glackens and David and Sybil Yurman. The Private Journey is only available in private jets and terminals, allowing brands to market exclusively to their target audience.

“I think that the No. 1 value is that there is no waste,” said Jim Kerwin, founder/chairman of [the Private Journey](#), West Caldwell, NJ. “People bounce the words ‘luxury’ and ‘affluent’ around, but we truly deliver on that.

“I do not think that anyone delivers the audience of this high-net-worth customer as we do,” he said. “There are very few places that have a guaranteed affluent audience.”

The Private Journey has exclusive contracts at private jet terminals and aircrafts.

The average net worth of consumers who fly privately is \$89.2 million, according to Prince & Associates.

Sky-high bar

The Private Journey is published quarterly. The summer issue is 52 pages of advertising, editorial and editor-curated lists of luxury goods.

To create a lifestyle look-and-feel, many different kinds of luxury brands advertise in the issue.



David Yurman ad

Audemars Piguet, LeVie and David Yurman each take up real estate in the front of the book with two-page spreads.

In addition, watchmakers and jewelers including Hublot, Dior, Fred Leighton, Louis Vuitton, Corum and Chopard are spread throughout the book.

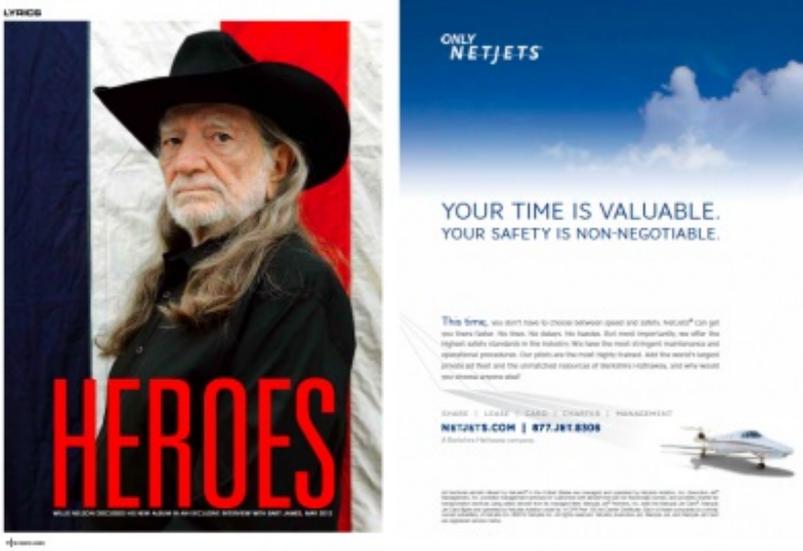


Dior ad

Travel, lifestyle and hospitality brands such as NetJets, HeliFlite, Rolls-Royce, One Thousand Ocean and the Fairmont Southampton are also included.

Likely to commemorate the Independence Day holiday, all editorial content is based around the U.S.

A cover story on the Library of Congress, the National Portrait Gallery, a revisit of Mark Twain's "The Adventures of Huckleberry Finn," the Teton Mountains in Wyoming and an exclusive interview with Willie Nelson are just a few of the features found in this magazine.



Willie Nelson and NetJets ad

Jetting off

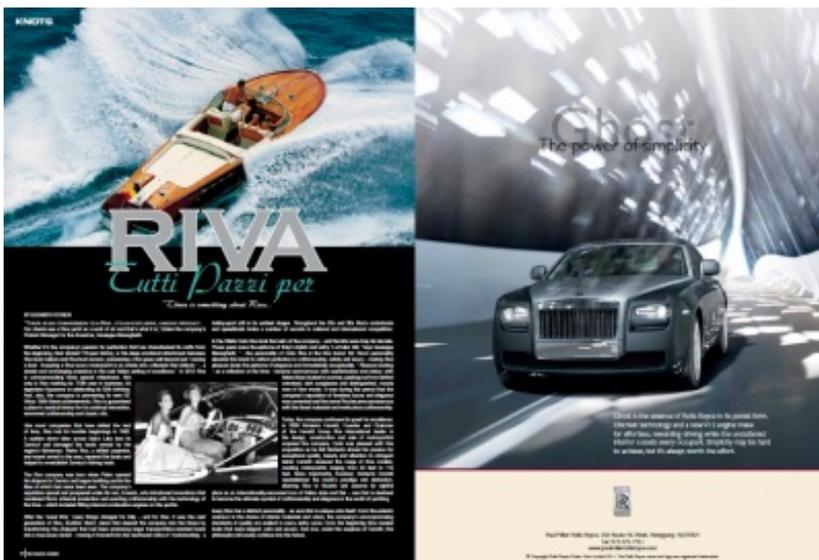
Both the content of editorial and advertisers in the Private Journey are what differentiates it from other publications.

Most magazines that have luxury marketers also include lower-end advertisers because even though they want to cater to an affluent audience, they still want to seem approachable for aspirational consumers.

However, this is not the case with the Private Journey.

"You will not find mass brands in the magazine," Mr. Kerwin said. "Harry Winston ads will not be next to mayonnaise or Geico.

"We would rather turn brands away than dilute the look of the issue," he said.



Ads in the Private Journey

However, private jet travel usually is not an industry that leaves room for aspirational consumers, so the marketers advertising in the Private Journey are surely hitting their target audience.

“We have a tremendous array of luxury advertisers, and we are very fortunate that we have the finest brands in the world that run with us,” Mr. Kerwin said. “Most brands are turned away because we believe in having real continuity in the editorial and with advertisers that run with us.

“We believe that we have created a luxury environment with paper stocks and the quality of production and edit, and we stand by it,” he said.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.