

PRINT

W's 8pc ad page boost indicative of luxury revival

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By RACHEL LAMB

Given the support of advertisers including Christian Dior, Marc Jacobs, Tom Ford, Chanel and Louis Vuitton in addition to W magazine's 8 percent ad page increase from last year, it is likely indicative that consumers are ready to spend again.

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Luxury Daily

In addition to fashion labels, advertisers in W also include cosmetics, fragrance and hospitality brands. All of these together make it easier for consumers to envision a lifestyle.

"The affluent consumers were affected less during the recession, and while they are recovering, they are returning to their typical lifestyle," said Dalia Strum, president of Dalia Inc., New York.

"The middle class lost 23 percent of their net worth during the recession, while the upper class lost 12 percent," she said. "While that is a lot of loss, the losses incurred by affluent consumers were in the form of stock declines and diminished property values.

"They were affected less from their day-to-day as compared to the declines suffered by middle-income and low-income consumers."

Ms. Strum is not affiliated with W, but agreed to comment as an industry expert.

Condé Nast owns W.

Scent of success

Dior took up a front-inside cover tri-fold ad centered around its new autumn/winter 2012 campaign. It features four ads of three models in the Palace of Versailles.

The four-page ad has two color and two black-and-white spreads.



Dior ad

Another spread is from Marc Jacobs. The two-page ad shows two women decked out in the new collection on what appears to be a desert.

Chanel has a black-and-white ad for its fine jewelry collection.

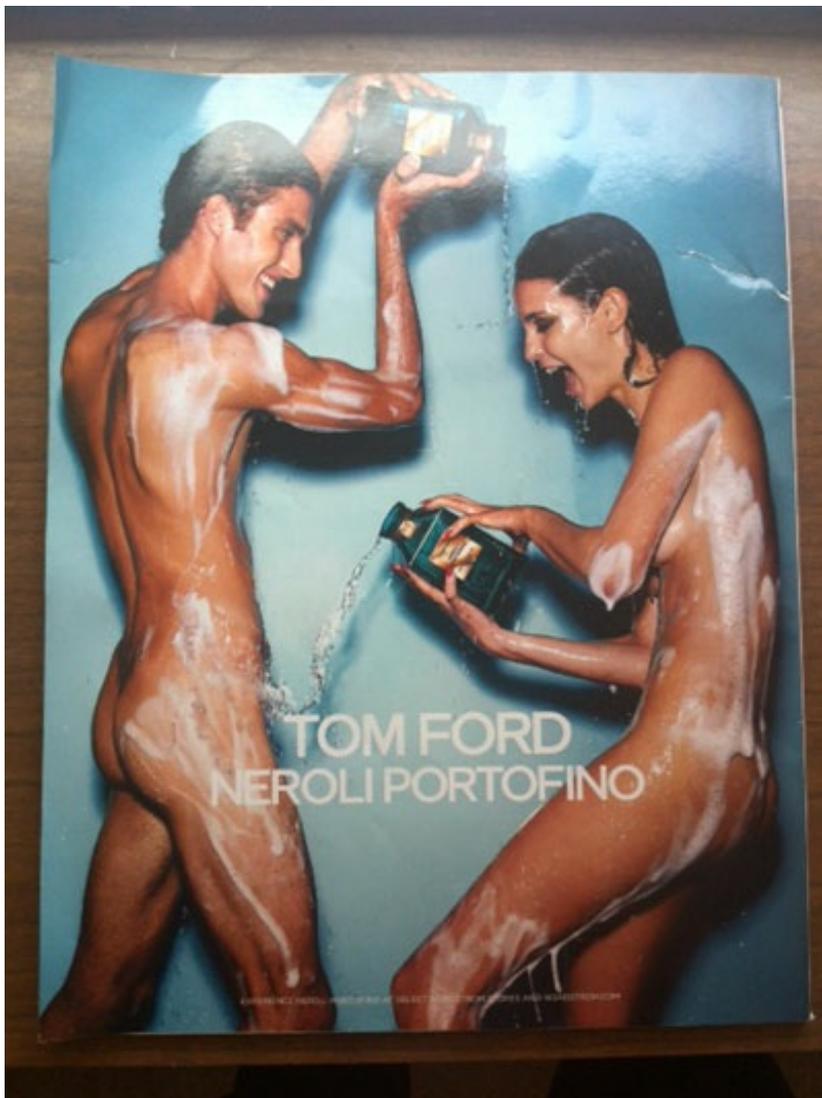
The first page is a woman sitting in a library wearing the 1932 collection. The second is a close-up of a piece from the collection.

There are also hospitality ads. The Dorchester Collection's Le Meurice hotel and The Cosmopolitan are present in this section.



Dorchester Collection ad

There are also many fragrance and cosmetics ads. Tom Ford fragrances picks up the back page of the magazine, and other marketers include Lancôme, Olay and L'Oréal.



Tom Ford ad

W is ahead of all other publications in its comp set, per W.

W is up 14 percent, while Harper's Bazaar is up 6 percent, InStyle up 5 percent, Vanity Fair up 3 percent, Elle up 2 percent and Vogue up 2 percent.

Target practice

Even though fragrance and cosmetics brands took most of the real estate in the May issue, many of the ads were still from high-end apparel, accessory and jewelry brands.

This is probably signifying that consumers who read the magazine are both aspirational, who can benefit from the less-expensive products, as well as affluent, who can afford to buy watches, apparel and jewelry from luxury marketers.

Depending on what kind of customers they want to reach, marketers should spread certain products to certain magazines.

For example, marketers are looking to entice summer travel via hospitality, private jet and lifestyle ads in the Robb Report May issue ([see story](#)).

In addition, marketers including Jaguar, Ritz-Carlton and Porsche took out ads in Private Clubs magazine for maximum exposure to a group with an average net worth of \$2.2 million ([see story](#)).

Consumers looking at certain publications are looking for a lifestyle experience and ads serve as a huge part of that.

"The affluent consumer market is now leading in the rise of consumer spending," Ms. Strum said. "As W magazine caters to the luxury demographic, advertisers are aware of this uptick in spending and are eager to reach them."

Final Take

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