

PRINT

Tatler school guide supplement boosts newsstand sales 14pc

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By RACHEL LAMB

Condé Nast's high-society magazine Tatler released its annual Schools Guide boasting advertisers such as Ralph Lauren, Burberry and Giorgio Armani that helped to boost the magazine's sales 14 percent.

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This is the ninth year that Tatler has produced the school guide with its October issue. Many luxury marketers capitalized on the added publicity and advertised in both the regular issue and the supplement.

“For advertisers, the supplement ticks all the boxes,” said Patricia Stevenson, publishing director of Tatler, London. “This year has been incredibly supported by many of the major children’s fashion brands.

“Editorially, we have introduced fashion and family travel to complement the school reviews,” she said. “For the October issue, our aim is to entertain and amuse and make our readers laugh.

“Tatler connects luxury brands with the wealthiest audience in Britain, a readership that takes its cue from the exclusively high-end focus of our editorial.”

Tatler has a circulation of 88,700. The average household income for this group is

\$185,258.

School tales

The October issue features cover star Cat Deeley, Britain's scariest dowagers and autumn fashion.

This issue also debuted the fashion flipbook, where readers can make 251 fashion looks across 12 pages.



Louis Vuitton ad

Advertisers include Louis Vuitton, Dolce & Gabbana, Prada, Chanel, Versace, Tiffany & Co., Bulgari, Fendi, Miu Miu and Michael Kors.

Brands are using their own means to make their ads stand out in the populated issue.

For example, Fendi's ad is towards the middle of the book which could make it harder to see. However, the brand used thick-stock paper for one of its pages that makes the ad easier to find.

Meanwhile, children's apparel and accessories labels including Ralph Lauren, Burberry Children, Armani Junior, Dolce & Gabbana and Fendi took up real estate in the Tatler School Guide 2013.



Fendi in the Tatler school guide supplement

The school guide lists the top prep and public schools in Britain. It also includes school

fashion and the “it” list that includes family travel and fashion tips.

A little extra something

Many luxury-focused publications are using supplements to drive sales during key times of the year.

If the supplements become a regular edition to a particular issue, such as Tatler’s school guide, it could help sales for that month.

For example, advertisers including Gucci and Hermès are scoring optimum placement in the September issue of Condé Nast’s W magazine, but other marketers including La Mer and Fendi are taking up room in the complimentary Trends supplement.

The Trends supplement breaks down the hottest fall trends paired with advertisers from luxury beauty and skincare brands ([see story](#)).

A supplement implies that a publication is an authority on that certain subject. For W, it is fashion and for Tatler, high-end lifestyle and family trends.

Therefore, brands that take advantage of the additional marketing opportunity get to not only seem like an authority as well, but get additional eyes during a time where there are more readers than usual.

“Tatler’s Schools Guide has established itself with both readers and the schools as the definitive guide to prep and public schools in Britain,” Ms. Stevenson said.

“Capturing the ethos of the schools, it is an indispensable reference for both our local and international readership,” she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York