

PRINT

## Rolex, Tous geotarget New Yorkers via Manhattan magazine print ads

October 11, 2012



By RACHEL LAMB

Brands including Rolex, Tous, Tourneau, Aria Resort & Casino, Royal Salute, Fairmont Hamilton Princess and Casa de Campo are targeting affluent New Yorkers via advertisements in Modern Luxury's Manhattan magazine.

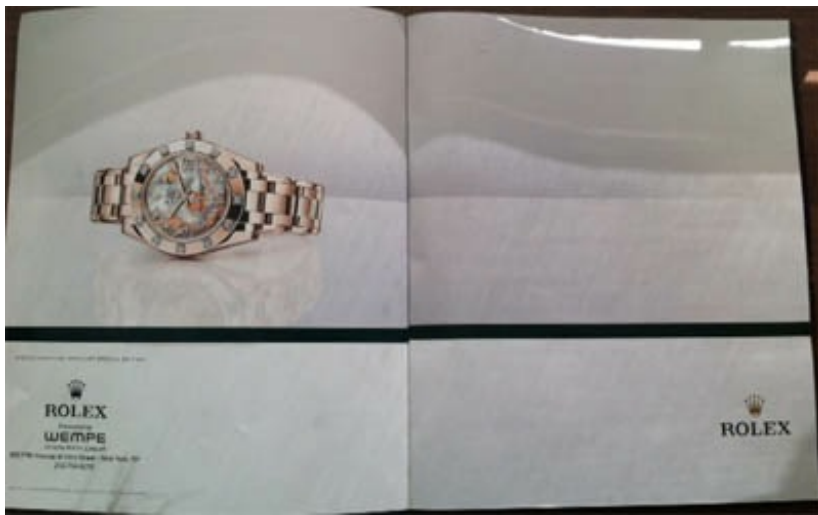
**Sign up now**  
**Luxury Daily**

The region-specific magazine is featuring "Breaking Bad" actor Aaron Paul, religion and reason in New York and a courtside look with Venus Williams. Modern Luxury's publications focus on specific cities throughout the United States, ensuring a targeted environment.

**Manhattan magazine** was not available for comment before press deadline.

City living

Rolex is the first ad in this issue. It is a two-page spread featuring the Oyster Perpetual Datejust Special Edition.

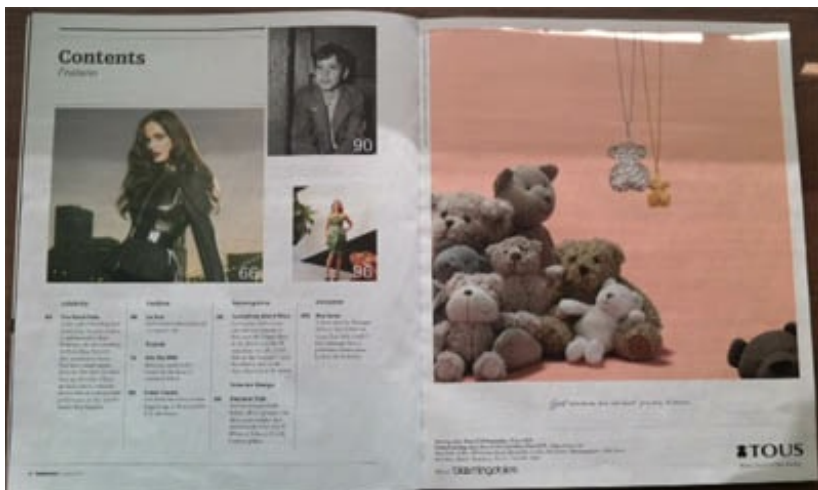


### *Rolex ad*

Another ad is for the Aria Resort & Casino. The Las Vegas hotel features a couple in their room overlooking the city.

Consumers can also scan a QR code that links to an optimized site with exclusive content.

Jeweler Tous has a one-page ad that features stuffed bears complemented with teddy bear charms. This is part of the Tous “beary sweet n’ chic” collection.



### *Tous ad*

Tourneau’s ad features Edifice’s solar-powered, atomic timekeeping watch.

There are other jewelers including Links of London, Effy and Pomellato next to key editorial features and the back cover.

Meanwhile, hospitality brands take up a considerable amount of real estate. Fairmont’s Hamilton Princess, The Cosmopolitan and Casa de Campo are just some of the hotel brands featured in October’s issue.



### *Cosmopolitan ad*

#### Niche rich

Many luxury brands are taking advantage of specific audiences through advertising in niche publications.

For example, advertisers including Louis Vuitton, Cartier, Hermès, Ralph Lauren, Ermenegildo Zegna, Dolce & Gabbana, Burberry and Salvatore Ferragamo are targeting the 60 percent male audience of WSJ. Magazine's October men's style issue ([see story](#)).

Also, Giorgio Armani, Ermenegildo Zegna, Tod's and Louis Vuitton are just some of the advertisers in Fairchild Fashion Media's new M magazine that is geared towards an affluent male audience ([see story](#)).

Indeed, marketers including Chanel, Hermès, Ermenegildo Zegna, Salvatore Ferragamo, Burberry and Rolex advertised in Manhattan's September issue ([see story](#)).

Since Manhattan is trying to target a very specific audience, it makes sense that it attracts brands that wish to connect with the same readers.

#### Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.