

PRINT

## Departures rounds out year with 12pc ad revenue increase

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By TRICIA CARR

The November/December issue of American Express Publishing's Departures is rounding out a successful calendar year for the publication during which it saw ad revenue rise 12 percent and ad pages grow by 2 percent.

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Advertisers present in the holiday issue including Michael Kors, Richard Mille and Mikimoto are three of the 78 new advertisers that took out placements in Departures this year. Next year, Departures will move into a 900,000 rate base effective with the January 2013 issue which is a 2.9 percent increase from the current 875,000 rate base.

"True luxury marketers are benefitting from affluent consumers' desire to purchase goods and services that reflect their lifestyle and incorporate the hallmarks of luxury - pedigree, craftsmanship, quality, and, of course, impeccable service," said Steven DeLuca, senior vice president and publisher of [Departures](#), New York.

"Luxury is about places and things that make you feel good," he said. "We carry a mix of luxury travel, apparel and retail, high-end watches and jewelry, automotive, and home.

"These categories reflect the type of experiences and products that our readers want to learn more about during their purchase decision-making process."

Departures is sent to 1,111,424 American Express Platinum and Centurion card members with an average household income of \$619,000.

### Holiday hits

The holiday issue of Departures is the November/December issue. The cover features model Darla Baker shot in New York-based department store Bergdorf Goodman as well as the line “winter thrills!”

The magazine begins with a four-page ad from Richard Mille. It is printed on a tri-fold page on the inside front cover.



*Richard Mille ad*

Other front-of-book advertisers include Hermès, David Yurman, Patek Philippe, Devi Kroell, Estée Lauder, Chanel and Barneys New York.



*Barneys ad*

Oscar de la Renta, Rolex, Cartier, Chopard, Tourneau, Bottega Veneta, Van Cleef & Arpels, Piaget and Forevermark are among the advertisers in the table of contents and opening features.



*Bottega Veneta ad*

The Blackbook travel section includes advertisers such as Bulgari, Michael Kors, Blancpain, Tom Ford, Neiman Marcus, NetJets, Fendi and Waldorf Astoria.

A few pages later is an advertorial called “The Artisans” that appears exclusively in the December issue of Departures.

Department store chain Saks Fifth Avenue is partnering with the magazine to raise awareness for its hand-tailored fall menswear collections through the advertorial as well as event in Bal Harbour, FL. The efforts showcase brands such as Canali, Corneliani, Kiton, Ralph Lauren, Saks Fifth Avenue Private Label and Tod’s (see story).



*Saks advertorial*

Key editorial towards the back of the magazine includes features on after-hours at Bergdorf, rugged menswear, seasonal jewelry, the state of the art market and travel destinations such as St. Barths and Colombia.

Tiffany & Co. takes up the back cover of the magazine with an ad for its latest collection.



### *Tiffany ad*

Revenue generator

Departures is ending the year on a high note since the magazine saw ad revenue rise and a growth in ad pages in 2012.

Previously there was a 46 percent increase in ad revenue and a 43 percent increase in pages in 2011.

Also, ad revenue for Departures.com increased 144 percent in 2012.

Meanwhile, Departures is embarking on its first brand extension. A second publication will come out once a year and focus on architecture, design, home furnishings objets d'art and entertaining.

The first issue of Departures Home + Design will be published in May and, like its parent magazine, will be distributed to American Express Platinum Card and Centurion members.

The 500,000 copies that will go into circulation will target affluent consumers and designers who are located in the top home and design hubs in the United States, per Departures ([see story](#)).

“Our readers – Platinum Card and Centurion members of American Express – are primed to make purchases,” Mr. DeLuca said. “Our connection to this exclusive group of individuals who are seeking insider knowledge about where to go next and how to live the right life is an unmatched value proposition for our partners.”

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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