

PRINT

Chanel, Hermès target affluent Town & Country readers with two-page spreads

December 4, 2012



By ERIN SHEA

Luxury marketers such as Chanel, Hermès, Estée Lauder, David Yurman, Dior and Rolex are targeting the affluent readers of Hearst's Town & Country magazine with two-page advertisement spreads in the 168-page December issue.

[Sign up now](#)

[Luxury Daily](#)

The two-page ads cover a variety of products including jewelry, apparel, beauty and fragrances. Most of the advertisements feature women's products since women make up the majority of Town & Country's audience.

"Town & Country reflects sophistication and passion for life without a bias," said Chris Ramey, president of [Affluent Insights](#), Miami. "The magazine allows brands to create and build a relationship with grace.

"A two-page spread greatly enhances the messaging and is more likely to disrupt the reader's rhythm," he said. "Therefore, an advertiser is more likely to make a connection."

Mr. Ramey is not affiliated with Town & Country, but agreed to comment as an industry expert.

[Town & Country](#) did not respond before press deadline.

Two is better than one

The majority of the front-of-book ads in the December issue of Town & Country were two-page spreads.

Front-of-book advertisers such as Chanel, Hermès, Estée Lauder, David Yurman, Dior, Rolex, Bulgari and Dolce & Gabbana all had two-page advertisements.

Chanel took the inside cover and first page showing off its white gold and diamonds Camélia Brodé watch.



Chanel ad

Hermès flaunted its colorful scarves on the following two pages.



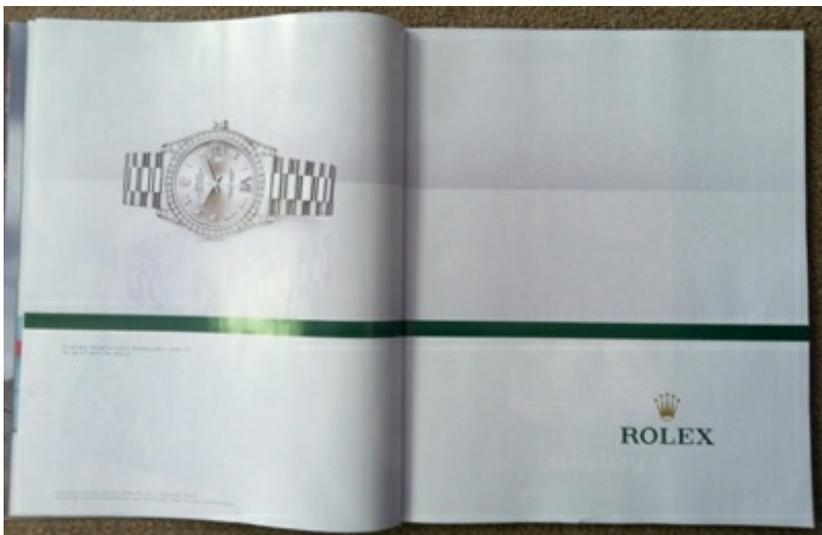
Hermès ad

Estée Lauder, David Yurman, Dior and Bulgari all placed two-page advertisements before any content in the magazine.

Dior's ad showed off its campaign with Marion Cotillard.



Right after the masthead page, Rolex placed a simple two-page ad showing off its Oyster Perpetual Datejust Lady 31 watch in 18 karat white gold.



Rolex two-page ad

Rolex also placed another single-page ad further into the magazine opposite editorial content.

The ad featured the Oyster Perpetual Cosmograph Daytona watch. It also mentioned Wempe as a Rolex retailer.



Rolex single-page ad

Other advertisements in the current issue of Town & Country were for jewelry or watches. Luxury marketers such as Fendi, Harry Winston, DeBeers, David Webb, Fabegé and Graff placed single page advertisements showing off jewelry and watches.

The cover story featured Kick Kennedy and her experience in Hollywood and her family life.

Another feature piece titled "The Dante Code" looks into the mysteries of the Mona Lisa and *The Divine Comedy*.

Toward the end of the magazine there is a section titled "Holiday Masterpiece" that shows off holiday food items including everything from vegetables, meats and cheeses.

Showing off more jewelry, Coomi takes the inside of the back cover featuring its Antiquity Coin Collection set in 20 karat gold and diamonds.



Coomi ad

A Louis Vuitton ad for L'Invitation Au Voyage is on the back cover.



Louis Vuitton ad on the back cover

In previous issues of *Town & Country*, luxury marketers took out two-page ads and sometimes even a third single-page ad.

Marketers including Cartier, Oscar de la Renta, Carolina Herrera and Harry Winston were doubling up on ad placements in Hearst's *Town & Country* not only in the October issue, but in the fall/winter Weddings publication released at the same time ([see story](#)).

However, while most of these marketers use multiple platforms to their campaigns, the print ads are just a part of the message.

"Successful marketing depends upon multiple media," Mr. Ramey said. "The art is in the balance of all media channels to successfully connect and create a relationship with the best prospects and clients."

Luxury showcase

Town & Country magazine boasts a large affluent audience and serves as a lookbook for luxury marketers.

The magazine has a total reader base of 695,000, with the majority being women. Women make up 69 percent of the reader base, while men make up 31 percent, per Hearst.

The magazine's audience has an average household income of \$280,786 and a median household income of \$159,194.

The audience is also highly educated as 82 percent of its readers have a college degree.

“Town & Country is Hearst’s luxury book,” Mr. Ramey said. “It doesn’t pursue the aspirational market, it is simply about living a life of abundance without having to prove it to anyone.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/s2DzB-TN1t8>

© Napean LLC. All rights reserved.

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