

MAIL

Sandow targets luxury homebuyers via sponsored tool kit

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By TRICIA CARR

Magazine publisher Sandow is eyeing wealthy consumers through the distribution of an interior design resource kit called LuxeBox to new owners and active buyers of homes that are worth \$1 million or more.

Sign up now

Luxury Daily

The publisher is targeting high-net-worth buyers as well as clients of partner brands of its Luxe Interiors + Design magazine through this effort. The purpose of LuxeBox is to build more one-to-one relationships with new homebuyers in the United States.

“Our goal with the LuxeBox is twofold,” said Michael J. Ruskin, vice president of sales at Sandow, New York. “For one, we want to provide a resource to high-end homebuyers that no one is currently providing in the market.

“For anyone looking to build, remodel or decorate a luxury home, they will come to rely on LuxeBox to provide them with the ideas and design professionals they need to help them fulfill their visions,” he said. “Second, we want to own the luxury home build, remodel and decorating markets.

“Because of the overwhelming interest from local marketing partners and vendors who have signed up to participate, the program has already become profitable and it is just the

beginning.”

Luxe Interiors + Design has a quarterly distribution of more than 450,000 to top U.S. markets.

Sandow brands include Culture + Commerce, Curator/, Fred Segal, Furniture/Today Group, Interior Design, Luxe Interiors + Design, Material ConneXion, NewBeauty, Spalook.com, Watch Journal and Worth.

Special delivery

LuxeBox is a customized package of tools and gifts that aim to assist affluent homebuyers in purchasing interior design products and services.

The 15-pound box is delivered to each consumer’s home or to clients of Luxe Interiors + Design’s partner brokerage firms and architects.



LuxeBox

LuxeBox contains a design portfolio, an Idea Case for the iPad, custom monogrammed stationery, a limited-edition Fred Segal throw, membership to Luxe Concierge, complimentary two-year subscription to Luxe Interiors + Design and a stainless steel measuring tape.

The enclosed portfolio comes with a linen-wrapped attaché. It features examples of work from high-end interior designers, homebuilders, kitchen and bath designers and furniture and accessories showrooms.

The Idea Case for the iPad is meant to be a personal portal for a consumer’s ideas, notes, magazine tear sheets and swatches.

Recipients who use the Luxe Concierge service have access to experts that connect them with design professionals that match their needs.

LuxeBox launched in New York, Palm Beach, Miami, Los Angeles, Dallas and Chicago in mid-December.

This month, packages will be distributed to consumers in Arizona; Colorado; Houston, TX; Austin, TX; San Diego; and San Francisco.

LuxeBox will be available to all affluent new homeowners in the top 20 U.S. markets by the

end of 2013.

The program was launched at this time to tap the rebounding housing market, per Sandow.



LuxeBox

Real estate boom

Just as the luxury real estate sector saw record growth towards the end of last year, marketers began to tap the renewed interest from affluent consumers by advertising in the surge of niche publication supplements.

The New York Post, The Wall Street Journal, Robb Report and Departures magazine each announced that they would add on to their real estate and home design content through new supplements that are aimed at wealthy readers ([see story](#)).

For example, American Express Publishing's Departures is embarking on a second publication that 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 ([see story](#)).

Also, Robb Report is pushing into the wave of new home and design content from top publications by providing its own take on architecture, home products, furnishings and interior design in a bimonthly magazine.

Beginning March 2013, Robb Report will publish its "Home & Style" niche magazine once every two months to enhance its existing coverage of luxury real estate ([see story](#)).

Much like the new glossy supplements, Sandow is targeting consumers who are interested in home design with a tactile approach.

"While many of our competitors are putting their money into digital, we have invested in the most offline marketing program you can think of," Mr. Ruskin said.

"We know that this audience appreciates something tangible and beautiful that they can

hold, much like our magazines,” he said. “This marketing effort provides a laser-beam focus.

“With LuxeBox, we have created the program that our advertisers have been searching for – one that will place them in front of their most valuable prospects.”

Final Take

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