

PRINT

Departures boasts 14pc ad revenue increase for January/February issue

January 11, 2013



By TRICIA CARR

Cartier, Breguet, Porsche, Bentley Motors and Louis Vuitton are among the luxury advertisers in the January/February issue of American Express Publishing's Departures magazine that marks a 14.4 percent increase in ad revenue compared to the year-ago period.

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Departures also saw a 3 percent ad page increase in the January/February issue compared to last year's edition. The cover story is The Departures 100 list that presents "the people, places and things that matter in 2013" throughout the entire front of book.

"I'm proud of the wide range of luxury businesses we have in this issue," said Steven DeLuca, senior vice president and publisher of [Departures](#), New York.

"New advertisers Bentley, Cancun, Cunard, Arizona, the Quin hotel, The World and Stefano Ricci join Louis Vuitton, Cartier, Breguet, Porsche, Rolex, Waldorf Astoria and many others," he said.

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

A world of ads

Cartier starts off the January/February issue with a two-page spread that presents a necklace and ring from the Panthère de Cartier collection. The theme of the ad is the French jeweler's "Winter Tale" campaign ([see story](#)).



Cartier ad

Next are two-page spreads from Breguet, Porsche and Richard Mille.

In fact, Porsche's ad pushing its Panamera Platinum Edition vehicle also appeared in the January issue of Condé Nast's Architectural Digest to which it is a new advertiser ([see story](#)).

Later on, Bentley, a new advertiser to Departures, took out an ad adjacent to the letter from the editor.



Bentley ad

Watchmakers Rolex, Ulysse Nardin and Parmigiani Fleurier as well as travel brands Cunard, JW Marriott and Waldorf Astoria are also present through the first few pages of the magazine.

The Departures 100 list begins on page 29. It comprises snippets of information that are numbered, along with images. There are a random number of items on each page.

TAG Heuer starts off the feature with a left-page ad next to the story's cover page.



TAG Heuer ad

Advertisers present throughout the feature include the Quin, Crystal Cruises, The Leading Hotels of the World, NetJets, The Luxury Collection, Stefano Ricci, St. Regis, Trump Hotel Collection and Oberoi Hotels and Resorts.

St. Regis, for instance, took out two ads within the list. One is its ongoing brand awareness campaign and the other pushed its new Bal Harbour, FL, property.



St. Regis ad

The remaining pages of the magazine contain features on Yellowstone National Park, Shanghai, Chanel Fine Jewelry, winter handbags and Australia.

The back cover of the issue features an ad from Louis Vuitton that shows creative from the multichannel “L’Invitation au Voyage” brand awareness campaign ([see story](#)).



Louis Vuitton ad

Counting from 1 to 100

The Departures 100 list features 108 news briefs selected by the magazine's editors. It takes up the entire front of book in the magazine that is typically the Blackbook section.

Items on the list include international destinations, notable people and new products.

For instance, the No. 4 item on the list is "The sedan with a Champagne bar." Departures writes, "It's called the 'Cool Box' and it's just one of the \$40,000 worth of upgrades in the Audi A8 L W12 customized sedan we test-drove."



The Departures 100

Another item on the list is Dorado Beach, a Ritz-Carlton Reserve in Puerto Rico, which is described as “a slam dunk of sophisticated glamour, specially the four-room Su Casa, with its impeccable décor, spit-polish staff, Slim Aarons-like pools (yes, plural) and proximity to the best golf courses anywhere.”



The Departures 100

Capping the list at No. 108 is the Eagle Club, Wasserngrat Park, Gstaad, Switzerland.

Front-of-book features are customarily formatted as short, news-oriented blurbs that make for an ad-friendly environment.

In this case, readers are likely compelled to finish browsing *The Departures 100* and view all of the ads while they read.

“This is an exciting issue because our editors created a completely new theme issue, *The Departures 100*, for our readers,” Mr. DeLuca said “As our editor in chief Richard Story explains it, it is an anti-list and does not actually cover 100 things – it is 100, give or take a few.

“To be exact, it has 108 suggestions, in no particular order, of the people, places and things our readers need to know for the year ahead,” he said.

Final Take

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