

PRINT

Chanel, Patek Philippe tap March/April Veranda for timepiece push

February 20, 2013



By TRICIA CARR

Luxury jewelry advertisers along with high-end home brands are targeting readers of Veranda's March/April issue, which saw a 4.29 percent increase in ad pages since the year-ago period.

[Sign up now](#)

Luxury Daily

Chanel, Rolex, Tiffany & Co. and Patek Philippe are pushing jewelry and watches in a magazine customarily dominated by ads from home and design brands. Advertisers in new categories are looking to Veranda to align with the interests of today's affluent consumer after the magazine shifted its front-of-book editorial to have a lifestyle focus.

"In 2012, the front of the magazine was redesigned and newly reflected our readers' lives beyond just their homes," said Kate Kelly Smith, senior vice president and publishing director at Hearst Design Group and publisher of Veranda, New York. "Categories such as jewelry, watches, fashion and beauty are featured in ways that resonate with our readers and drive sales.

"Retailers took note and the ad pages are following suit as we enter into 2013," she said. "We had more than 80 new advertisers in our January/February issue, and more than 22 new advertisers in March/April."

Veranda has a total circulation of 489,890. The median household income of its readers is \$110,157.

Taking ad-vantage

There are 93.88 ad pages in the March/April 2013 issue of Veranda. This marks a 4.29 percent ad page increase over last year's March/April 25th Anniversary Issue, which follows a 28 percent increase in ad pages in the January/February 2013 compared to the year-ago period.

French fashion house Chanel starts off the issue by taking up the first two-page spread beginning on the inside-front cover. The ad features the new campaign for the J12 Chromatic.



Chanel ad

Next are front-of-book advertisers including Hunter Douglas, Janus et Cie, Hearts on Fire, P.E. Guerin, Phillip Jeffries, Rolex, Christofle, Tamara Comolli, Tiffany, Ann Gish and Alfonso Marina.



Rolex ad

Starting off the front-of-book content is an ad from jeweler Elizabeth Locke that sits

adjacent to the first page of the Style section.



Style section

Throughout the Style, Home and Life sections are ads from high-end home brands such as Lalique, Donghia, The Urban Electric Company, Carl Moore Antiques and Stroheim.

The ads fizzle out in the image-focused features that take up the remaining half of the magazine.

Swiss watchmaker Patek Philippe closes out the issue with a back-cover ad for its new women's Twenty-4 steel watch and white gold ring.



Patek Philippe ad

Spring has sprung

The editorial theme of the March/April 2013 issue is “Modern Romance.” It is the first in a series of themed issues, per Dara Caponigro, editor in chief of Veranda, New York.

Features in the issue include those on designer Frank Babb Randolph’s Georgetown, Washington home; the Atlanta home of Veranda contributing editor Danielle Rollins; updates to interior designer Pamela Pierce’s home; interior designer Mimi Williams’ high-rise loft remodel; interior designer Juan Montoya’s Upstate New York home; and the Lake Geneva garden of Chopard’s co-president and artistic director Caroline Scheufele.



Garden feature

“To celebrate Chopard’s 150th anniversary, [Ms.] Schefule created a glittering menagerie of jewelry, including everything from jeweled elephants and monkeys to sparkling butterflies and birds,” Ms. Caponigro said. “We photographed the pieces among the hundreds of flowers in her garden.

“It is pure romance, with a modern twist,” she said. “We will be doing more features in this vein, focusing on the people behind luxury brands and how they live.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

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