

PRINT

Patek Philippe, Bulgari contribute to Architectural Digest's 8.5pc ad page increase

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By TRICIA CARR

Patek Philippe, Land Rover, Bulgari and Bottega Veneta kick off the new celebrity-focused March issue of Architectural Digest that boasts cover stars Sir Elton John and his partner David Furnish.

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The issue has nearly 80 ad pages, which means an 8.5 percent increase compared to the March 2012 issue. A distinguishing factor that could broaden readership of this particular issue is the focus on the homes of celebrities including fashion designer Stefano Pilati, comedy actor Will Ferrell and singer-songwriter John Legend.

“The March issue represents a broad cross section of luxury advertisers from automotive to jewelry and watches, beauty and fashion to financial and technology, and of course high-end home furnishings,” said Giulio Capua, vice president and publisher of Architectural Digest, New York.

“This diverse assortment underscores Architectural Digest's position as the international design authority, chronicling how design impacts all aspects of high-end culture,” he said.

Architectural Digest has a total circulation of 819,155. The median household income of

its readers is \$93,852.

Home for advertisers

Patek Philippe, Land Rover, Sub-Zero & Wolf, Bulgari and Hunter Douglas each took out two-page spreads in front of book.

Next, Bottega Veneta, Flos, La Mer, Harry Winston, Blancpain, Van Cleef & Arpels, Fendi Casa and other ads lead up to the front-of-book Discoveries section while Cadillac placed a spread among these pages.

Clarsonic's two-part ad is next. The first part is a two-page spread and the other is a one-page ad, all in the Discoveries section.

Ads from home brands such as Baker, Michael Amini, Schumacher and Janus et Cie follow.

Mini editorial features on personalities in the home and design field are split up by ads including those from Jenn-Air and Maxalto.

Crystal Cruises took out an advertorial in that is surrounded by home-brand ads that leads into the travel and estate sections of the magazine.

On page 95 begins the full-length features. The homes of Sir Elton John and Mr. Furnish, Mr. Pilati, Mr. Ferrell and Mr. Legend and fiancé Christine Teigen are shown in multi-page image spreads.

Other features include those on new furniture designs from fashion designer and artist Ralph Pucci and the redone penthouse of writer Jay McInerney.

The back cover of the magazine shows a watch ad from jeweler David Yurman.

Digesting content

Architectural Digest is likely tapping award season to increase readership of its May issue.

Other luxury-focused magazines are certainly taking this approach.

For example, Gucci, Christian Dior, Prada, Louis Vuitton, Giorgio Armani, Miu Miu, Chanel, Bottega Veneta, Donna Karan and other luxury brand advertisers grace the first pages of the annual Hollywood issue of Condé Nast's Vanity Fair.

Brands such as Chanel, Versace and Barneys New York went beyond two-page spreads to push the breadth of their spring collections to the affluent readership of Vanity Fair ([see story](#)).

Architectural Digest indeed achieved greater exposure this month when NBC network's "Today" morning show invited editor-in-chief Margaret Russell to reveal March's celebrity content.

"On the advertising front, we are pleased to see continued growth as the high-end housing market continues to recover," Mr. Capua said.

“Luxury marketers are also drawn to March as this issue is distributed in the Architectural Digest Greenroom at the Oscars, and who wouldn’t want their message in front of all of Hollywoods biggest stars?” he said.

Final Take

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