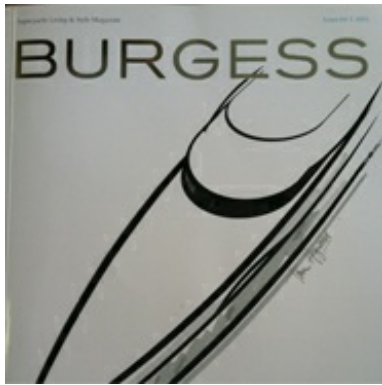


PRINT

Rolls-Royce, Bentley target yacht aficionados in annual Burgess magazine

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By ERIN SHEA

Rolls-Royce, Bentley, Graff and other luxury advertisers are targeting ultra-affluent yacht aficionados in the annual edition of Burgess Superyacht Living & Style Magazine.

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Luxury Daily

The 224-page magazine published by yacht management company Burgess is mailed to a number of high-net-worth individuals around the world. Advertising in a niche magazine with an ultra-affluent readership helps luxury marketers reach their core audience.

“Traditionally, advertising in a niche publication that reflects a brand’s target audience lifestyle and interests has been a good strategy for luxury marketers,” said Elspeth Ross, strategist at [Siegel + Gale](#), London.

“Obviously there is a cache to be garnered from associating a brand with high-class pursuits, wealth and success,” she said.

“One would assume that people who can afford to go shopping for super yachts probably have a spare dime or two for other luxury items, like a Rolls-Royce or a diamond watch.”

Ms. Ross is not affiliated with Burgess, but agreed to comment as an industry expert.

Burgess, which did not respond by press deadline, does sales and purchases, new constructions, charter, charter management and operational management for super yachts.

Place to be seen

The 2013 issue is the ninth edition of the magazine.

The majority of the magazine lists out information about yachts that are for sale and expert advice on purchasing a super yacht, but there are also luxury brand ads.

Rolls-Royce took the inside cover with an ad for its Phantom Drophead Coupé vehicle.



Rolls-Royce ad

Graff placed a two-page spread in front of book while most of the luxury advertisers placed single-page ads.



Graff ad

St. Regis New York, Bentley Motors and Leading Hotels of the World took out ads in front of book as well.



Bentley ad

The back section of the magazine offers Burgess' own Charter Directory, which lists out more than 100 super yachts available for sale and charter.

In addition to yacht information, articles cover various travel tips and locations such as Monaco, the Maldives, Turks and Caicos, Baton Rouge, the South Pacific and other destinations.

Also, the Burgess company, its CEO and its services are mentioned throughout the magazine.

The magazine's target audience make it an attractive place for luxury marketers to place ads.

"Burgess' magazine is a strong vehicle for advertising to some of the world's highest net worth customers," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"Given the fact that it is an annual publication that is heavy in editorial content, it is somewhat of a collector's item that will find itself on the shelves of these individuals," she said.

"The combination of the reader profile and the longevity make it a sensible media buy."

Niche market

Luxury marketers that advertise in niche publications can benefit since the audience is more likely to be their target consumer.

Other luxury marketers have advertised in specific publications to reach an affluent audience.

For instance, South Florida's Aventura Mall upped its lifestyle efforts via a new annual glossy magazine called "Styled" that featured luxury advertisers and fashion content.

The inaugural issue of Styled is a 176-page, oversized glossy magazine. The publication

reaches local consumers through direct mail and international visitors to the area through distribution at nearby hotels such as Fontainebleau Miami Beach and Turnberry Isle Miami as well as area businesses.

Advertisers included Rolex, Christian Dior, Emilio Pucci, Herve Leger, Turnberry Isle Miami, Hugo Boss, Etiqueta Negra, Missoni Burberry, Diane Von Furstenberg, YSL and Dior ([see story](#)).

Also, former Niche Media CEO Jason Binn launched a new magazine this fall in collaboration with Gilt Groupe titled DuJour that targets 3 million of Gilt's ultra-affluent consumers, an audience responsible for spending more than \$600 million annually, through national and city-specific content.

The publications covers topics such as fashion, travel, fine dining, beauty, nightlife, art, entertainment, business, culture, home, real estate, health, spirits, technology, finance, sports and politics. It also reports on the top U.S markets such as New York, Los Angeles, Chicago, Miami, Dallas, Las Vegas and San Francisco ([see story](#)).

Placing advertisements in magazines such as these can be smart investments for luxury marketers.

“Niche print tends to be a particularly effective vehicle for luxury marketers,” Ms. DeMaso said.

“When you are targeting a small percentage of the population, advertising in these smaller, more focused publications can prevent using excess budget,” she said.

“In many ways, it is more like a direct marketing effort than a general advertising one.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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