

MOBILE

## Christie's revamps real estate magazine via iPad app

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By TRICIA CARR

Auction house Christie's is offering luxury real estate seekers a digital version of its print magazine through a new iPad application.

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**Luxury Daily**

Issues of Christie's International Real Estate magazine are now available for free through the new app for iOS 5.1 or later, while a one-year U.S. subscription is \$40. Luxury marketers often position a branded magazine on the iPad to reach young, tech-savvy affluent consumers.

"Print has historically been and continues to be a powerful medium in the marketing of luxury properties," said Paula Schaefer, chief operating officer of **Christie's International Real Estate**, New York. "The new technology allows a broader audience of digital readers to appreciate the content in a very rich digital platform.

"The content of the magazine captures the unique lifestyle that our brand represents – fine art and fine real estate," she said. "We are excited to be able to have the content available in a digital format."

Apple Store real estate

Christie's International Real Estate magazine is published quarterly with new issues

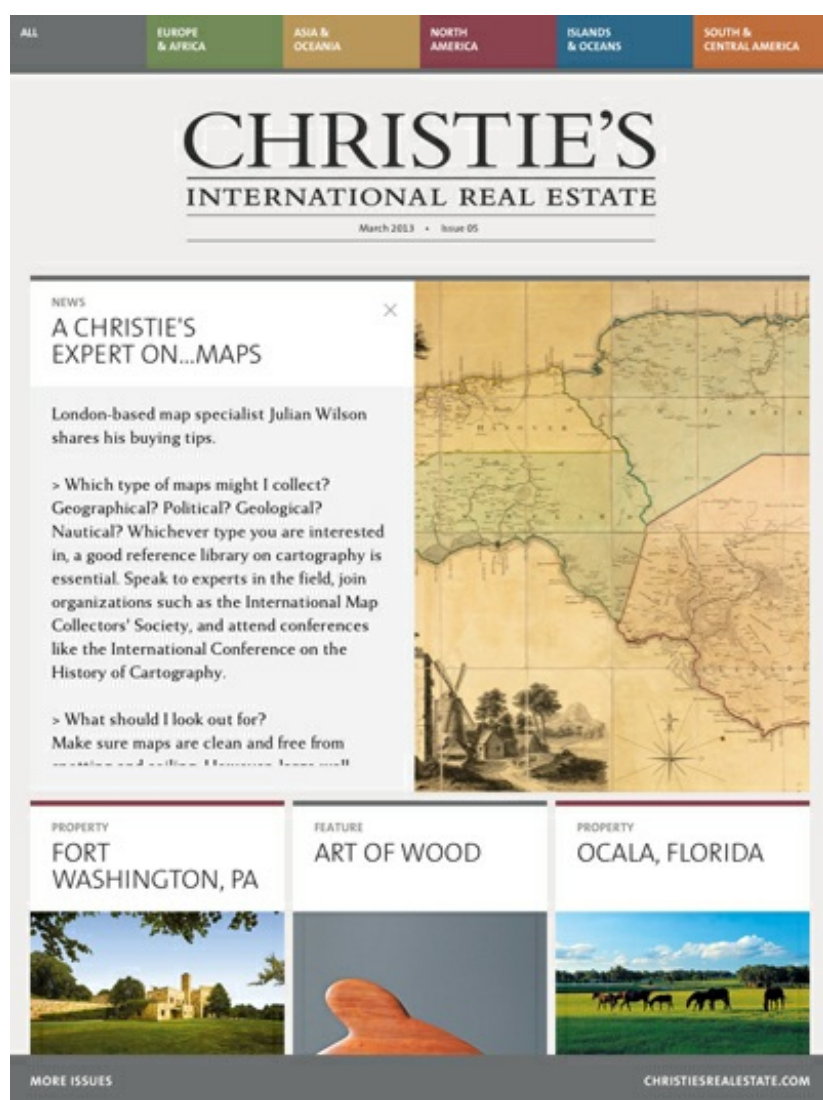
released in March, June, September and December. It comprises content on art, design, fashion, travel, sports and other areas as well as luxury real estate listings.

The print edition has a circulation of 80,000 copies. A one-year U.S. subscription is \$40, a one-year Canadian subscription is \$68 and a one-year international subscription is \$74.

Through the new free iPad app, consumers can download issues of Christie's International Real Estate magazine and read the content in a new format.

Each issue available on the app contains the stories from the print magazine that includes short news pieces, lifestyle features and property listings.

The main page of each issue on the app is arranged in a patchwork format. The news features expand to be read on the main page, while longer features open in a new window.



### *News story*

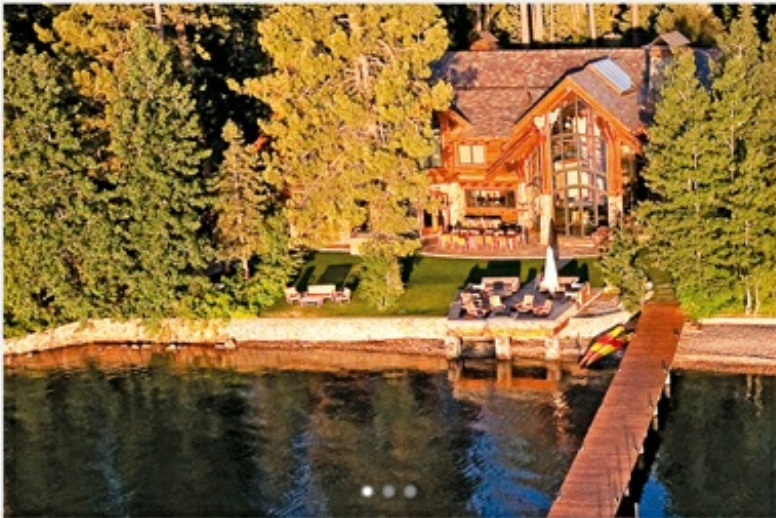
Real estate listings on the digital version are picks from Christie's International Real Estate network. Consumers can email the property broker or link directly to the listing online.

PROPERTY



# LAKESIDE PARADISE

TAHOE CITY, PLACER COUNTY



This truly unique estate is located on Lake Tahoe's idyllic west shore. A stone drive leads to the fully furnished main residence, which offers seven bedrooms and eight baths. The impressive living room features soaring ceilings, a wood-burning fireplace, and floor-to-ceiling windows that frame lake and High Sierra mountain vistas. The kitchen is equipped with state-of-the-art appliances, and adjoins a family room that features a full bar. The main floor also includes a dining room, home theater, billiards room, fitness center, and wood-paneled office. Vaulted ceilings adorn the second-story master suite, while the enclosed west suite and separate two-bedroom guesthouse provide additional accommodation. This is glamorous yet relaxed lakeside living in a truly custom home.

## FACT SHEET

- > 12,000 sq ft residence, offered fully furnished
- > 1.5 acres of spectacular land, including 180 ft of lake frontage
- > 145 ft pier with boat lift and rock cribbed slip
- > Gated grounds include a 500 sq ft deck and spa facilities

**OFFERED AT** US\$16,800,000

## Listing

Consumers can browse each issue from the main page or view articles by region including Europe and Africa, Asia and Oceania, North America, islands and oceans, and South and Central America.

The new magazine app is part of an overall digital push by Christie's.

"Just this month, we launched a new site with more languages, more currencies and more analytic features," Ms. Schaefer said.

"While print is our heritage, digital is where the new generation of luxury buyers are gravitating," she said.

## Magazine mavens

Christie's and other luxury marketers are targeting iPad users since affluent consumers have been fast adopters of new technologies, per Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

For example, Swiss watchmaker Blancpain is engaging watch enthusiasts and broadening its audience through a new interactive iPad app for its lifestyle-focused magazine.

The Blancpain Library app is dedicated to the “Lettres du Brassus” print magazine and incorporates interactive elements to enhance the reader experience ([see story](#)).

Consumers of luxury goods, services and media are taking in more content on the go, so luxury marketers need to continue to be present on the devices that are most used by their target audience.

“If magazines are going to survive, they will simply have to embrace mobile devices,” Ms. Adhami said.

“Magazines are a very vivid, visual and tangible medium,” she said. “When it comes to leisurely browsing, the kind that consumers have been trained to do for years with existing magazines, the simple added screen real estate of the iPad and other tablets allows users to garner more of this traditional experience.”

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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