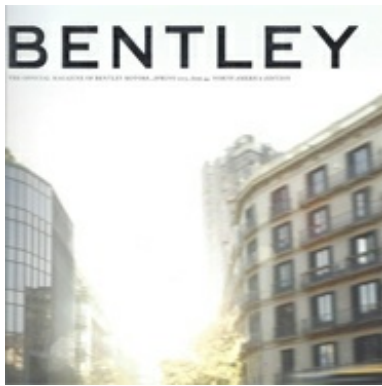


MAIL

Clive Christian, Chopard target Bentley owners in automaker's spring magazine

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By ERIN SHEA

Clive Christian, Chopard, Y.Co Yachts, Ulysse Nardin, Breitling, St. Regis and other luxury advertisers are targeting Bentley owners and enthusiasts in the spring issue of the automaker's North American magazine.

Sign up now

Luxury Daily

Many of the advertisers took out two-page spreads featuring large images and paragraphs of text to show off high-end products in the 92-page oversize magazine. Male-targeted watch advertisements are also very prominent since this magazine is aimed at their audience.

"This magazine takes premium ads from a range of luxury industries, from watches to yachts to private jet companies to property developers and travel destinations," said Julia Marozzi, editor and head of lifestyle communications at **Bentley Motors**, Crewe, England.

"Watchmakers are attracted to high-luxury bespoke car magazines because of the demographic," she said.

"Brands such as Chaumet, Bacs & Strauss and Breitling – our watch partner – add value to the magazine as they are products that Bentley owners may purchase and are in the same high-luxury category, with emotional value and engagement."

Bentley magazine is sent out to approximately 48,000 customers worldwide and is given out to brand partners such as St. Regis, zai skis and Lalique. The spring issue is issue No. 44.

High status

The readers of Bentley's magazine are ultra-affluent consumers who are interested in other luxury products.

Many of the ads in this issue show watches or travel destinations and accommodations.

Front of book advertisers are Clive Christian, Y.Co Yachts, Bovet, Ulysse Nardin, Breitling, St. Regis The Residences at Bal Harbour, Franck Muller, Carl F. Bucherer, Gulfstream, Embraer Executive Jets, Burgess yachts, Kiton and Cornello Cappellini.



St. Regis ad

The features in the magazine showcase Bentley vehicles, Bentley owners and other high-status stories.

The first story chronicles motorsport writer Dan Prosser's journey in a Bentley GT Speed Convertible from San Francisco to Las Vegas. The article includes multiple images of the vehicle in action.

Next, there is a short profile piece on jewelry designer Monica Vinader who has worked with clients such as Elle Macpherson, Claudia Schiffer and Keira Knightly.

Another profile piece features Brunello Cucinelli, Bentley owner, fashion label founder and businessman.

Other stories include those on traveling to Mozambique, Bentley's relationship in providing transportation for the Queen of England, luxurious accommodations in the Seyvhelles' Desroches Island and author Nick Foulkes' insights on luxury hotels.

In addition to these features, Bentley takes up most of the editorial content discussing its own products.

Special sections in the magazine are dedicated to the new Flying Spur vehicle, professional driver Andy Green's attempt to break a new speed record in a Bentley, the partnership between Bentley and Lalique to create a limited-edition fragrance and a chronicle of a day-in-the-life of Bentley's chief driving instructor Tim Oakes.



Lalique Bentley fragrance

Spirit Yachts, Lloyds TSB Private Banking, Central Bespoke, St George's The Tower in London, Viceroy Hotels' Sugar Beach residences in St. Lucia, Du Parc private residences in the Swiss Riviera, Christophe Claret, Global Jet and Cvstos placed ads between the magazine's content.



Spirit Yachts ad

An ad for Backes & Strauss takes up the inside of the back cover, while a Chopard ad is placed on the back cover.



Chopard ad

Niche interests

Since Bentley magazine is a niche publication, advertisers who take out placements in this issue know that they are reaching an ultra-affluent audience.

The kinds of ads in this publication are similar with other publications from high-end brands.

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

The 224-page magazine published by yacht management company Burgess is mailed to a number of high-net-worth individuals around the world ([see story](#)).

Also, South Florida's Aventura Mall upped its lifestyle efforts via a new annual glossy magazine called "Styled" that features 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 include Rolex, Christian Dior, Emilio Pucci, Herve Leger, Turnberry Isle Miami, Hugo Boss, Etiqueta Negra, Missoni Burberry and Diane Von Furstenberg ([see story](#)).

Advertising in a niche magazine, especially one that is aligned with a luxury brand such as Bentley, can help add value to the advertisers.

“Our advertisers come to use because of the quality of the magazine, editorial content, production values and for inclusion as part of the Bentley family,” Ms. Marozzi said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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