

PRINT

Dior, Chanel dominate ad pages in royal baby-themed Tatler

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By ERIN SHEA

Christian Dior, Chanel, Harry Winston, Van Cleef & Arpels and other luxury jewelry advertisers are dominating Condé Nast-owned Tatler's royal baby collector's edition.

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The 192-page June special edition contains luxury brand ads for eyewear, jewelry and fragrances. With the excitement surrounding the arrival of the Duchess of Cambridge's baby, advertisers in this issue are likely to get more exposure compared to previous issues.

"Following on from the success of the Jubilee issue last June and the huge interest in the royal family, we decided to dedicate this issue to the imminent arrival of the royal baby," said Clare Schifano, associate publisher at Tatler, London.

"Also, we have a wonderful 15-page, baby-shower-themed jewelry advertorial supported by top-end jewelry brands including Harry Winston, Van Cleef & Arpels and Patek Philippe," she said.

Tatler has a total readership of 158,000 adults with a median age of 46 and an average household income of approximately \$179,726.

Baby shower

The baby-themed magazine is filled with luxury jewelry ads.

Dior has a tri-fold ad on the inside-front cover to show off its haute joaillerie collection.



Dior's tri-fold ad

The brand has another seven pages in the front of book. These ads feature its women's handbags, J'adore fragrance and its watches.



Dior watch ad

Other front-of-book advertisers include De Beers, Louis Vuitton, Tiffany & Co., Chanel, Dolce & Gabbana, Rolex, Patek Philippe, Cartier, Ralph Lauren, Fendi, Prada, Bulgari, Jimmy Choo, Boucheron, Chloé, Graff, Piaget, Gray & Farrar and Mandarin Oriental.



Chanel ad

Following the magazine's About Town section is a 15-page promotional feature from luxury jewelers to welcome the royal baby.

Brands included in this section are Harry Winston, Patek Philippe, Boodles, Wempe, Van Cleef & Arpels, Audemars Piguet, Moussaieff, David Morris, de Grisogono, Adler, Backes & Strauss, Chatila and Nourbel & Le Cavalier.

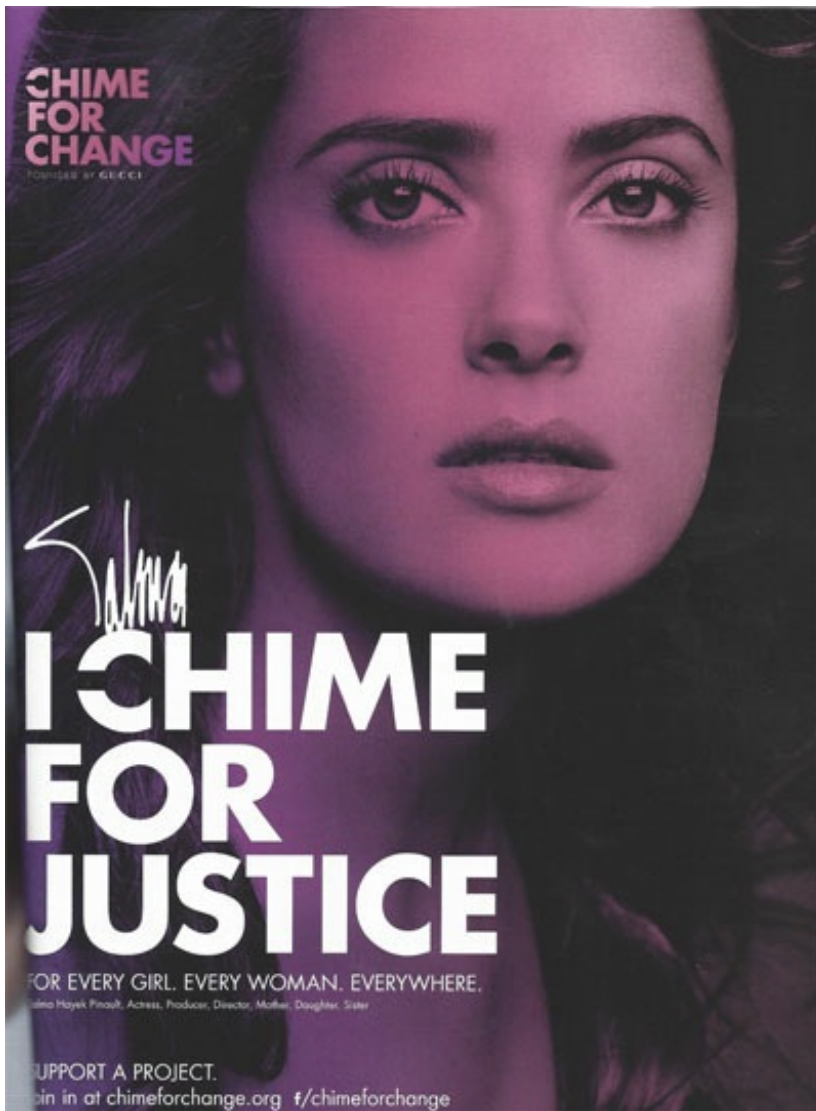


Promotional section

Featured articles cover cutting-edge fashion, the threats of global climate change, media personality Brian Sewell, glassmaker heiress Clarissa Pilkington's farmhouse, Tatler's gym awards 2013 and a special section on private boats.

Additionally, special-edition content includes a countdown to the royal baby's arrival, the Duchess of Cambridge's mother and other royal families.

Also, Gucci's Chime for Change, the Waldorf Astoria and Leading Hotels of the World's Bahia Del Duque Resort have ads in-between the featured content.



Chime for Change ad

Chanel takes the back cover with an ad for its La Montre Première watch.



Chanel watch ad

Since Tatler has a large affluent audience, luxury brands want to get as much exposure as possible to keep their brands top of mind with readers.

“Tatler attracts many luxury advertisers as we have such an affluent audience, so we regularly see brands such as Dior and Chanel promoting more than one product in a single issue to capture this audience,” Ms. Schifano said.

Special edition

Publishing a special edition of a magazine can attract more advertisers since the issue is likely to be seen by more consumers and will not be disposed of as quickly as other issues.

Other publications have offered special editions and have seen a boost in the number of advertisers in that issue.

For instance, luxury advertisers such as Chanel, Dior, Marc Jacobs, Salvatore Ferragamo, Saks Fifth Avenue, Neiman Marcus and Louis Vuitton helped to boost the much-hyped 40th anniversary collector’s edition of Condé Nast’s W up 105 percent in ad pages from the year-ago period.

The issue was also 25 percent larger in trim size since last year and boasted four different

covers that each represented a decade of the magazine with actresses Scarlett Johansson, Keira Knightley, Rooney Mara or Mia Wasikowska ([see story](#)).

Also, Hermès, Versace, Neiman Marcus, Saks and other luxury advertisers chose placements beyond front-of-book in the 916-page September issue of Condé Nast's Vogue to grab attention from readers who delved into the 120th anniversary content ([see story](#)).

These special editions are more valuable to both consumers and advertisers.

“Collector's editions are always valuable to our advertisers as they sell incredibly well, always gain a huge amount of attention from the press and are held onto by our readers,” Ms. Schifano said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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