

PRINT

## Architectural Digest's 43pc ad page increase aided by luxury brands

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By TRICIA CARR

Louis Vuitton, Chanel, Christian Dior, Cartier, Omega and other luxury advertisers helped to propel the June issue of Architectural Digest up 43 percent in ad pages since the same issue last year.

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Fashion and jewelry brands took up quite a few advertising pages in the 182-page June issue. As the carefree months of summer approach, luxury brands are likely looking to trigger sales of their core lines among a broad audience.

“The June issue saw 19 new advertisers including Acura, Marriott International, Benjamin Moore, Louis Vuitton and Jeep,” said Giulio Capua, vice president and publisher of Architectural Digest, New York.

**Architectural Digest** has a total print circulation of 819,155. The median household income of its readers is \$93,852.

Chic at home

The cover story of the June issue is the update of Obercreek Farm, the Dutchess County, NY, home of architect Alison Spear and her husband Alex Reese. The front of the issue states, “The new country chic.”

Starting on the inside-front cover is an ad for Omega's partnership with the GoodPlanet Foundation to preserve the world's oceans. The spread shows the special-edition Planet Ocean GMT dual time zone watch, the proceeds of which support the organization.



*Omega*

Louis Vuitton, Cartier and Dior are among the remaining front-of-book advertisers with two-page spreads in the magazine.



*Louis Vuitton ad*

David Yurman, Mercedes-Benz, Rolex and Glashütte are among some of the first advertisers that are present from the table of contents to the main image-driven editorial features.



*Mercedes ad*

Also within the front-of-book editorial and advertising is an exclusive first look at the George W. Bush Presidential Library in Dallas, TX.



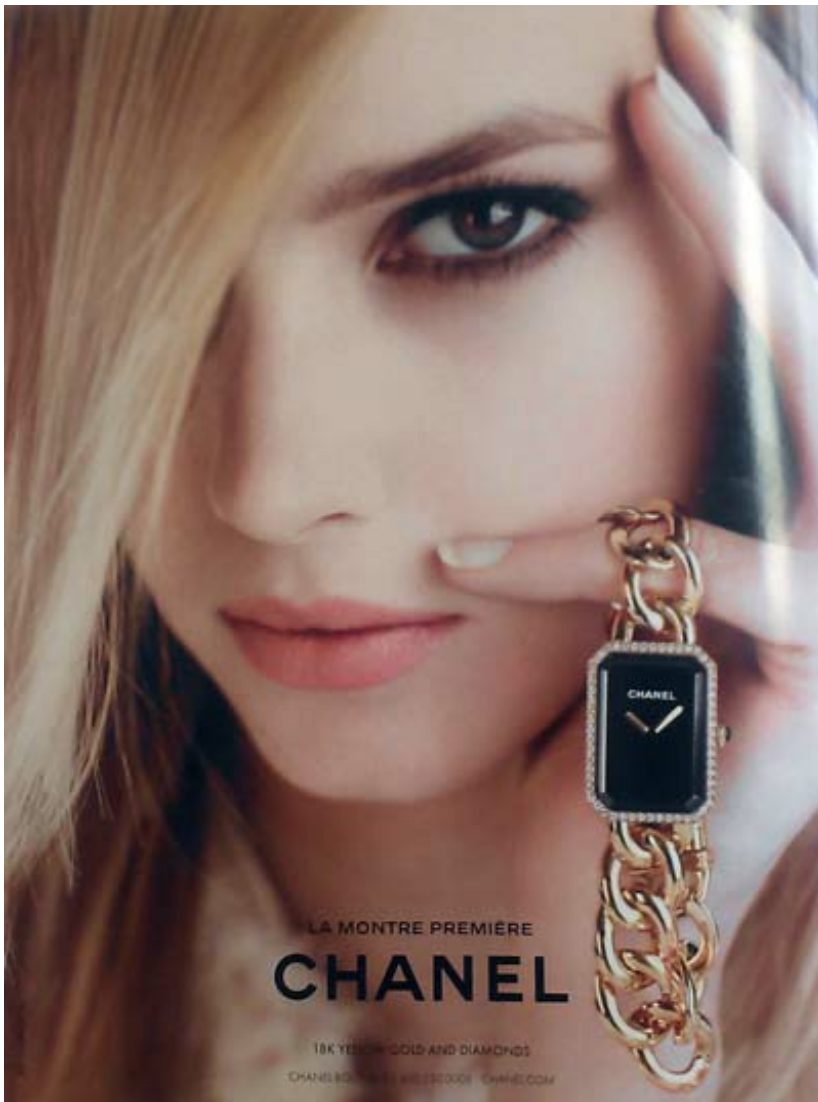
*Editorial*

This month's features include looks at a Montana lodge by architect Paul Bertelli and decorator Markham Roberts; a concrete, stone and glass Hamptons residence by architects Tod Williams and Billie Tsien; the restored Hillstead house in Claverack, NY, by decorator Bruce Shostak; the home of Knoll CEO Andrew Cogan by architect Michael Haverland; a refurbished plantation house in rural Virginia by designer Amelia Handegan; and a reimagined contemporary art-themed Connecticut home by designer Joe Nahem.



*Hamptons residence*

Chanel closes out the issue with the campaign for its new La Montre Première watch.



*Chanel ad*

With summer upon us

Luxury advertisers have not let up in their print advertising for the summer months.

Many advertisers in Architectural Digest's latest issue have ads in other summer

publications.

For example, Dior, Chanel and other luxury jewelry advertisers are dominating Condé Nast-owned Tatler's royal baby collector's edition ([see story](#)).

In addition, Rolex, Louis Vuitton and other luxury brands are targeting affluent readers of the Financial Times supplement called "Travel Unravalled," which is a special issue of "How To Spend It" ([see story](#)).

Also, Chanel other luxury advertisers are targeting the readers of Bloomberg Pursuits, approximately 60 percent of whom reside outside of the United States ([see story](#)).

The June issue of Architectural Digest is much stronger than last year's, per Mr. Capua.

"Total advertising pages reached 92.9, versus 64.7 pages in June 2012," Mr. Capua said.

"That's an increase of 28 pages, or 43 percent.

"We can attribute this marked increase to the power and influence of the Architectural Digest brand, which continues to attract luxury advertisers who want reach our audience," he said.

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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