

PRINT

Gucci, Ralph Lauren reach wealthy Hamptons residents via new Modern Luxury magazine

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By TRICIA CARR

Advertisers such as Ralph Lauren, Gucci, David Yurman and Chloé are targeting affluent Hamptonsites via the first issue of Modern Luxury's Beach magazine.

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The new oversized publication that will publish five times per year covers fashion, art, architecture, music, food and drink, new ideas and trends with a slant toward the Hamptons, a region in Long Island, NY, known to have an affluent population. The June 2013 issue features actress Gwyneth Paltrow on the cover with advertisers that span the fashion, jewelry, beauty, automotive, real estate and home décor categories.

"The Hamptons is an incredible place," said Matthew Carroll, senior vice president and group publisher at **Modern Luxury**, New York. "There is an authentic appetite for modern luxury and after watching closely from the outside, we felt like 2013 was our time.

"Additionally, with Cristina Cuomo at the helm as editor in chief, we knew that we could create a clear alternative to what has existed and begin to develop a new and strong relationship with the community," he said.

Beach read

Modern Luxury's new magazine targets 30,000 residents and visitors to the North and South Forks of the Hamptons in Long Island, New York, as well as select parts of Manhattan.

The publication is also available as a digital edition at <http://modernluxury.com/beach> and via a mobile application.

Each issue of Beach will feature celebrity profiles, investigative stories, fashion news, restaurant reviews and essays that are split between the magazine's sections: Resortist, Cultured, Feast, Style Sheet, Brood, Playbook, main features, Fictionist and Laugh Out Loud.

The premiere issue contains stories that explore Ms. Paltrow's life from her new book to her summer Hamptons memories; the modern, energy-efficient Sagaponack residence by architect Blaze Makoid and landscape architect Jack deLashmet; and this season's glamour trends on actor and singer Ansel Elgort.



Feature story

Ralph Lauren, Saunders Hamptons real estate, Gucci, John Varvatos, Montauk Yacht Club and other advertisers start off the issue with ads at front of book.



Ralph Lauren

Advertisers with one-page placements include David Yurman, Mr Porter, TAG Heuer,

Chloé and BMW while real estate advertisers such as Corcoran Group Real Estate, Sotheby's International Real Estate, , Douglas Elliman Real Estate and Christie's International Real Estate each have multiple pages in the magazine.



Douglas Elliman ad

Local flavor

Luxury brands can target areas with a high concentration of affluent residents and tourists through print publications that are distributed in the area.

Another new magazine to pop-up recently is South Florida-based Aventura Mall's annual glossy magazine called "Styled" that features luxury advertisers and fashion content.

Advertisers in the first issue included Rolex, Christian Dior, Emilio Pucci, Herve Leger, Turnberry Isle Miami, Hugo Boss, Etiqueta Negra, Missoni and Ulysse Nardin.

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 ([see story](#)).

Luxury marketers should be sure that the audience to which localized publications are distributed is comprised of their target audience.

"Our Beach readers are active consumers who appreciate beauty, style, quality and culture," Mr. Carroll said. "While some escape to The Hamptons each summer weekend, many of our affluent readers appreciate the virtues of the East End all year long and have a true sense of community and family."

Final Take

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