

PRINT

## Kalamazoo Outdoor Gourmet, Sherle Wagner join Veranda's portfolio of luxury advertisers

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By JOE MCCARTHY

Home brands Kalamazoo Outdoor Gourmet and Sherle Wagner have joined as advertisers in the July/August issue of Veranda, which affirms the publication's reputation as a strong advertising platform in the luxury home industry.

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Tiffany & Co., Mercedes-Benz, P.E. Guerin and Elizabeth Locke are among the other advertisers in the issue that threads its "The New Chic" theme throughout the entire issue. Securing exclusive advertisers signals that luxury brands trust in Veranda's capacity to access affluent consumers.

"Premium home brands advertise in Veranda because we have the most affluent audience of home design enthusiasts and top interior decorators," said Katie Brockman, associate publisher of [Veranda](#), New York.

"Our readers look to Veranda for design inspiration and the best products and know that they can trust us when it comes to the best quality," she said.

"Across categories, luxury brands advertise in Veranda because they know that we generate sales."

**Veranda** has a total circulation of 489,890 The median household income of its readers is \$110,157.

### Opening windows

Subzero begins the magazine with a two-page ad on the inside cover for its dual-refrigeration refrigerator.



*Subzero ad*

Sherle Wagner, a company that makes high-end artisan bath fixtures, accessories and door hardware, follows with a Veranda-exclusive two-page spread portraying its heritage and use of gold.



*Sherle & Wagner ad*

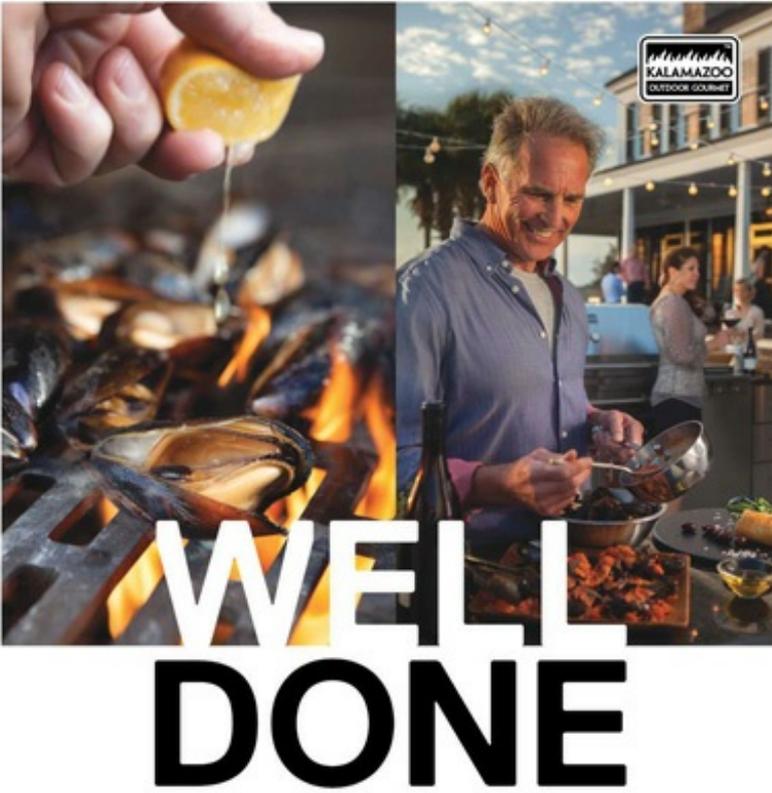
Tiffany & Co. stakes its position next to the first table of contents with an ad for its Elsa Peretti Bone Candlesticks.



*Tiffany & Co. ad*

The second table of contents is mirrored by an ad for Pierre Frey's fabrics and wallcoverings.

Kalamazoo Outdoor Gourmet, purveyor of high-end outdoor kitchen equipment, has an exclusive advertisement in this month's issue.



**THE KALAMAZOO OUTDOOR KITCHEN**

Gather around the fire in a way that few can. Pioneers in the art and science of outdoor living, Kalamazoo creates rare outdoor kitchens one family at a time. Our eighty-five-piece collection includes technologies you won't find anywhere else—from our Hybrid Fire Grills to freezers that withstand desert heat. Crafted by hand, our products create spaces that are truly remarkable—yet truly yours. Discover the fire within.

SAVOR.KALAMAZOOGOURMET.COM | 855.857.8509



MADE IN USA

*Kalamazoo Gourmet Outdoor ad*

Other advertisers in the front of book section include Gloster, Bevolo, Giati Elements, Elizabeth Locke, Exquisite Surfaces, Rocky Mountain Hardware, P.E. Guerin, Bernhardt, Stroheim, Rubelli Venezia, Rosecore carpets and Belgard hardscapes.



*P.E. Guerin ad*

The advertisements cease in the feature section, which details a variety of home projects including a 1970s remodeled home, a home on Long Island that features minimalistic

designs, a restoration on a Greek Revival-themed home in Virginia and the inspiration found in the ruins of a French mansion.

Each story is accompanied by a number of images.

On the back cover, Mercedes-Benz touts its 2014 E-class.



And it thinks fast, too.  
The new 2014 E-Class.

Sporting a clean, lean shape and a more aggressive-looking grille, the new E-Class screams performance. Yet it moves with a quiet intelligence: constantly watching and analyzing. Then if it senses that you aren't responding to a danger, it does. This is a car that thinks on its wheels. Eleven of its driver assist systems are new or vastly improved. Innovations like a revolutionary stereoscopic camera, Cross-Traffic Assist, Pedestrian Recognition and Steering Assist are making their debut in the E-Class. Making it perhaps the most technologically advanced car on the road. Without a doubt, it is the most intelligent, most exhilarating E-Class ever. [MUSA.com/E-Class](http://MUSA.com/E-Class)

 Mercedes-Benz  
The best or nothing.

### *Mercedes-Benz ad*

#### New ads

For companies such as Kalamazoo and Sherle Wagner, advertising in Veranda gives them access to a coveted consumer group.

"Kalamazoo previously had targeted a primarily male demographic, but women are equally involved in the decision-making process for buying high-end products," Ms. Brockman said.

"Veranda gives our advertisers excellent exposure to very affluent consumers."

In a magazine dedicated to lush images, ads find an effective station alongside featured stories or other ads.

"Veranda has a very affluent readership compared to other shelter magazines, and we knew that we could hone in on the exact demographic that we want to reach," said Steven

Adolph, president of [Kalamazoo Outdoor Gourmet](#), MI.

"Another reason that we advertise with Veranda is because, editorially, the magazine does an incredible job with the art of outdoor living," he said.

"They show readers how to seamlessly bring the indoors outside, which resonates perfectly with our brand."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/u9vdmB0ntGk>

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