

MOBILE

Vogue Paris claims first magazine built for smartphones

July 2, 2013



By ERIN SHEA

Condé Nast's Vogue Paris launched its first full magazine for smartphone users by allowing readers to view all of its content through a mobile application.

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Readers can view the full issues, share pages, buy back issues and access Vogue Paris' Web site and Twitter account through the app. This app also gives advertisers an additional outlet to reach consumers.

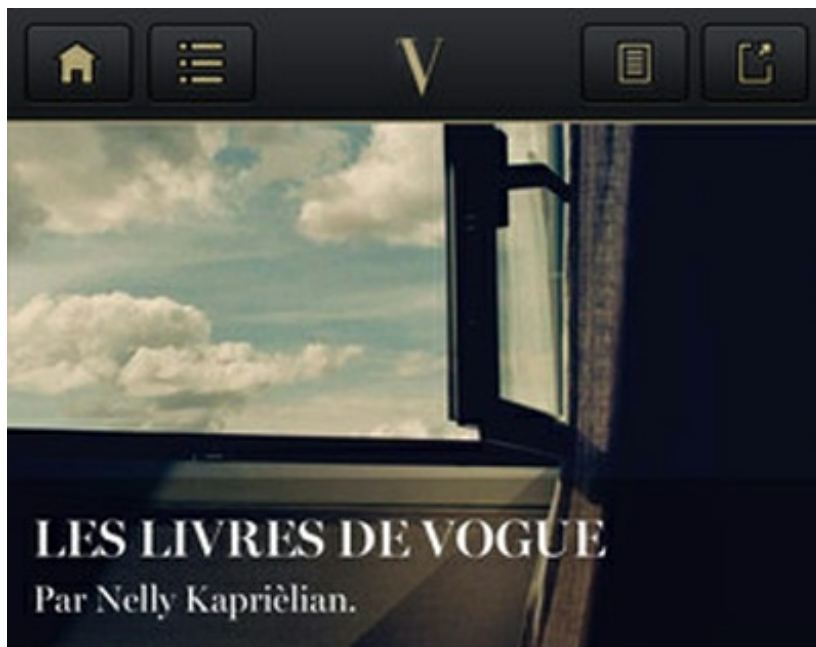
"It was a priority for us to be the first magazine on mobile, demonstrating once again our capacity to stay a step ahead," said Sarah Herz, digital director of **Condé Nast France**, Paris.

"We are very proud of this amazing new app and we believe that our younger readership particularly will be the perfect target for this new way of mobile reading," she said.

Vogue Paris app is available in the **App Store** and **Google Play**. The June/July 2013 issue is free, all other issues will be approximately \$4.69 each.

Magazine to go

The new Vogue Paris app allows readers to take Vogue with them through their smartphones.



La Reprise

Cet été, on glisse un seul livre dans ses bagages : les meilleurs romans de Patrick Modiano rassemblés en un volume. De Villa triste à L'Horizon, voyage dans l'œuvre hantée d'un de nos plus grands écrivains.

Villa triste, Rue des boutiques obscures, Accident nocturne, Dans le café de la jeunesse perdue, L'Horizon... Les titres des livres de Patrick Modiano sonnent comme des petits poèmes. L'auteur a réuni ses plus



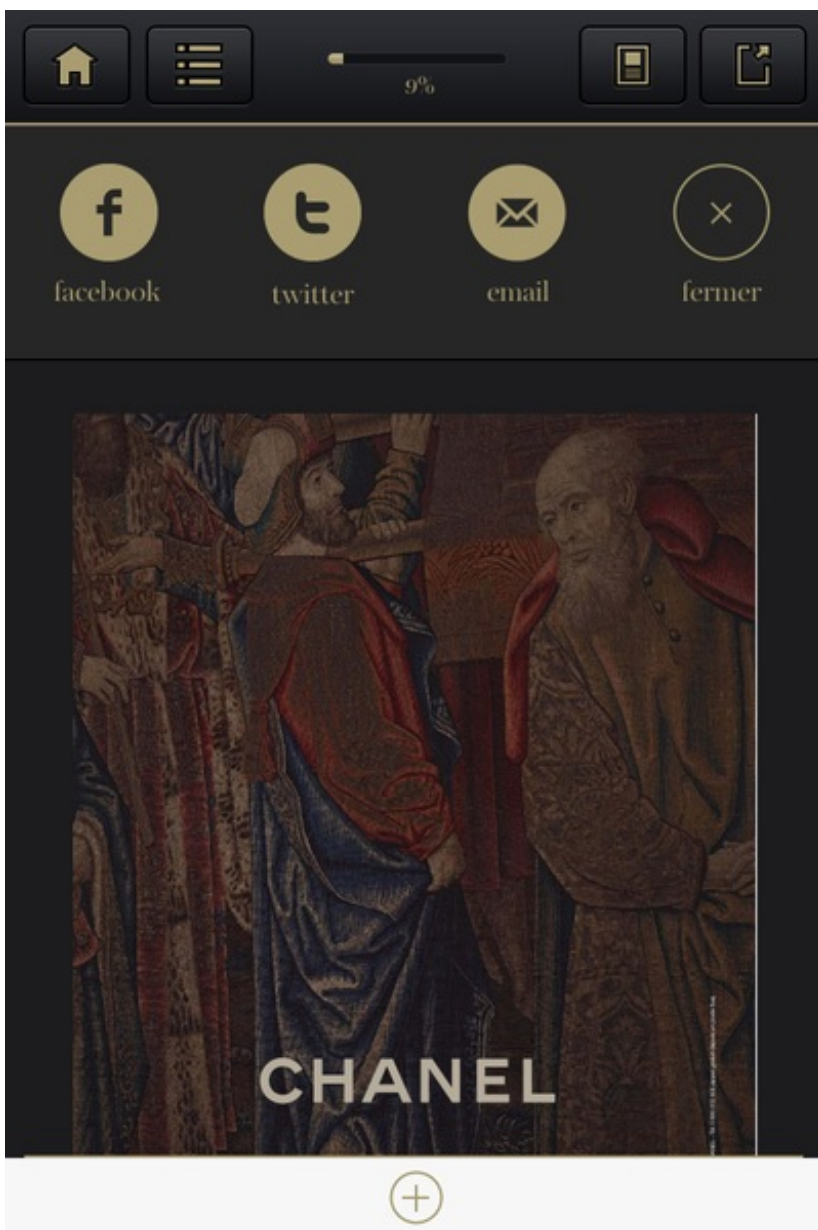
Content

Readers can read the content in either a portrait or landscape form and can further adjust by scrolling vertically or horizontally.



Landscape setting

In addition to magazine content, the app contains a sharing feature that allows consumers to share pages and images to Facebook, Twitter and via email in one click.



Sharing options

Consumers are also able to access the Vogue Paris Web site and the Vogue Paris Twitter account through the app.

Furthermore, back issues of the magazine can be purchased through the integrated newsstand in the app.

Since Vogue Paris readers are already accustomed to using mobile devices to interact with the magazine, it makes sense that this app would be developed.

"Twenty-five percent of our audience on Vogue.fr comes from mobile devices," Ms. Herz said.

"Our strategy is to provide readers with the means to follow the *Vogue* Paris brand wherever they are, at any time," she said.

Digital magazines

Many publications with a large number of affluent readers offer tablet editions to attract readers on multiple platforms.

High-end magazines are launching tablet editions left, right and center to stay relevant to their savvy readers. However, circulations of luxury-focused consumer publications rarely intersect between print and tablet, so advertisers should tailor campaigns to get the most from their ad buy ([see story](#)).

For instance, the diverse set of advertisers in Robb Report's April tablet edition suggested that luxury brands across all categories are looking to up mobile engagement with their target audience.

Barneys New York, Breguet, Delta Private Jets, Flight Options, Jet Aviation, Kalamazoo Outdoor Gourmet, Lamborghini, Land Rover and Sub-Zero chose to place ads in both the print and landscape tablet editions of Robb Report. The behavior of the audience consuming each medium hints that advertisers can get more attention if they push campaigns in both editions ([see story](#)).

Also, Auction house Christie's offers luxury real estate seekers a digital version of its print magazine through an iPad application.

Issues of Christie's International Real Estate magazine are available for free through the app for iOS 5.1 or later, while a one-year U.S. subscription is \$40. Luxury marketers often position a branded magazine on the iPad to reach young, tech-savvy affluent consumers ([see story](#)).

However, offering magazine content on a smartphone takes the display to a new level, requiring luxury advertisers to tailor their ads for multiple media.

Additionally, the Vogue Paris app is likely to gain more readers for the magazine and more eyes for advertisers.

“The Vogue Paris iPhone app is well designed and thought through to make high-quality images and text readily viewable on smartphones,” said Simon Buckingham, CEO of **Appitalism**, New York.

“You can flick through the magazine easily using the thumbnail navigation,” he said. “You can zoom into images and you can share photos and articles to Facebook and social networks.”

“The new Vogue Paris iPhone app makes high fashion highly viewable and maximizes the utilization of the smartphone's screen.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/moV8RBOzNHk](http://www.youtube.com/embed/moV8RBOzNHk)

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