

PRINT

## Tiffany, Clive Christian show off home decor in interior-themed Architectural Digest

July 11, 2013



By JOE MCCARTHY

Tiffany & Co., Clive Christian and Bernhardt lead a band of home design advertisers that likely signals a resurgence in home decor interest in Architectural Digest.

[Sign up now](#)

[Luxury Daily](#)

The August issue ties together content with the "Living with Color" theme that is picked up and exploited by various home advertisers. By connecting with a magazine's content on multiple levels, advertisers increase the chance that readers interested in the articles will find their ads appealing.

"Architectural Digest is the dominant design book for not just advertisers but for sophisticated taste makers," said Chris Ramey, president of [The Home Trust](#), Miami, FL.

"The presence of an ad in Architectural Digest defines the type of company that you are," he said.

"The increase in ad pages are a direct result of the luxury home furnishings industry returning."

Mr. Ramey is not affiliated with Architectural Digest, but agreed to comment as an industry

expert.

**Architectural Digest** did not comment by press deadline. The magazine has a total print circulation of 819,155. The median household income of its readers is \$93,852.

Furnish the furniture

After a two-page Cadillac ad, Tiffany follows with an ad for Elsa Peretti Bone Candlesticks.



*Tiffany ad*

The Ritz Carlton continues with an ad for its rewards credit card.



*Ritz Carlton ad*

Kitchen Aid shows off its refrigerator's Preserva technology next to the table of contents.

BRING THE

# WHOLE FISH

HOME

A woman in a red dress is standing in a modern kitchen, preparing vegetables on a countertop. In the background, a large stainless steel KitchenAid refrigerator is visible. The kitchen has dark wood cabinets and a white countertop. The overall scene is clean and professional, typical of a high-end home furnishings advertisement.

With our refrigerator's Preserva™ technology, your most daring ingredients stay fresher longer. Ideal temperature and humidity levels make for crisper produce and more flavorful food; an advanced air filter absorbs strong smells and our savvy storage options make sure that big fish will fit. So grab the lemons, the fennel and the flat-leaf parsley, and roast that snapper Mediterranean-style. Because when all your greatest feasts start fresh, there's so much more to make.

Find more information and culinary inspiration at [kitchenaid.com](http://kitchenaid.com).

**KitchenAid**

*KitchenAid ad*

Another home furnishing ad by Bernhardt follows.



*Bernhardt ad*

Subzero takes the back cover.



### *Subzero ad*

The majority of the front-of-the-book editorial content ads are for home furnishings. Some advertisers include, Rosecore, Clive Christian, The Overture Collection and La Cornue.

One featured story provides a look at a New York penthouse that assimilates midcentury modernism, Japanese minimalism and Art Deco aesthetics.

Other featured stories include designer Miles Redd's renovation of a vacation home, the restoration of a neglected 1930s limestone chateau and designer Aerin Lauder's three new collections.

In the lines

Home furnishing seems to be an apt advertising choice for brands occupying space in Architectural Digest. The magazine's content skews toward big-hearted, imaginative takes on interior design, which may elevate the appeal of certain ads.

Previous issues of Architectural Digest have featured a more diverse medley of brands.

For example, 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.

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 ([see story](#)).

Similarly, Cartier, Rolex, David Yurman and other luxury advertisers aimed at the affluent female readers of Architectural Digest.

The 188-page May issue is filled with advertisements from jewelry brands along with ads from furniture makers and interior designers. Since the Architectural Digest reader is likely interested in other luxury products, this placement could be beneficial for advertisers other than home brands ([see story](#)).

The prevalence of home furnishing ads may have more to do with market trends than magazine content.

"The entire category is returning," Mr Ramey said. "The best brands design brands are advertising again."

Final Take

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

Embedded Video: [//www.youtube.com/embed/Fgi\\_UyL0KVE](https://www.youtube.com/embed/Fgi_UyL0KVE)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.