

PRINT

## Gucci, David Yurman target affluent Hamptonites in Beach magazine

August 6, 2013



By JEN KING

Gucci, David Yurman and others are targeting the affluent vacationers of Long Island's East End by being featured alongside local businesses frequented by Hamptons regulars in the third issue of Modern Luxury's *Beach* magazine.

[Sign up now](#)

[Luxury Daily](#)

The August issue features actress Emily Mortimer on the cover along with jewelry, fashion, automotive and local businesses advertising throughout. Advertisers are likely targeting affluent residents who frequent both Manhattan and the Hamptons as many featured advertisers have multiple locations in the area.

“August was a very successful issue and a great representation of our evolving local partnerships and the overall acceptance of Beach magazine,” said Matthew Carroll, senior vice president and group publisher at [Modern Luxury](#), New York.

“We carried more than 90 advertisements, of which 70 percent were supported by local business owners living throughout the community,” he said. “Cristina Cuomo and her team have done an incredible job crafting an editorial product that is smart, sophisticated, relevant and absolutely beautiful.

“Our focus is to produce the best and most authentic product for the affluent residents

who live out east both seasonally and all year long.”

Cristina Cuomo is editor in chief of Modern Luxury's *Manhattan* and *Beach* magazines.

*Beach* magazine is available digitally and via select newsstands with content focusing on the affluent population of Long Island, New York's Hamptons region.

Out east

The third issue of *Beach* magazine opens with a two-page advertisement for Trump Hotel Central Park being followed by an ad for local realtor Saunders.

Fashion label Gucci and fine jewelry designer David Yurman are featured before two additional local businesses, Bruce D. Nagel Architecture and the Montauk Yacht Club, are advertised.



*Gucci Fall 2013 ad*

Throughout the 184 pages of *Beach* magazine, local businesses are juxtaposed with well-known brands. This allows the publication to highlight the local culture of the Hamptons while remaining relevant to those unfamiliar with the area.

Chopard, Tommy Hilfiger, Acqua di Parma and Fendi open the issues editorial content with single-page ads.



*Chopard ad*

Local businesses represented in the advertising pages include Breitenbach realtors,

Brunello Cucinelli and Corcoran realtors.



*Bruce D. Nagel ad*

Featured content is broken down into various sections that encompass Hamptons lifestyle. These sections include Resortist, Cultured, Feast, Style Sheet, Brood, Playbook, main features, Fictionist and Laugh Out Loud.

The August issue's front content includes creative cocktail recipes, a look at the state of Hamptons real estate market, a history of the many local vineyards in the area and summer fashion must-haves according to Cornelia Guest, Dianne Vavra and Linda Wells.

Interspersed between the featured content are ads for Porsche of Southampton, Douglas Elliman real estate, Mark Borghi fine art gallery, Blaze Makoid among other local businesses' ads.



**Amazingly light, considering the weight it takes off your shoulders.**

Escape to new realms of performance in the 2013 Boxster. A two-seat tribute to record-setting roadsters of the past. But like nothing you've seen before. With its push-button retractable roof and athletic mid-engine balance, the new Boxster connects you to every subtle nuance of the pavement. And the sheer ecstasy of open roads ahead and open skies above. Porsche. There is no substitute.

**Experience the 2013 Porsche Boxster.  
From Further Lane to Gin Lane, that's Hamptons style.**

Porsche of Southampton  
705 County Road 19A  
631.283.0888  
porscheofsouthampton.com

Porsche recommends **Mobil1**

View Boxster  
Lease Offer

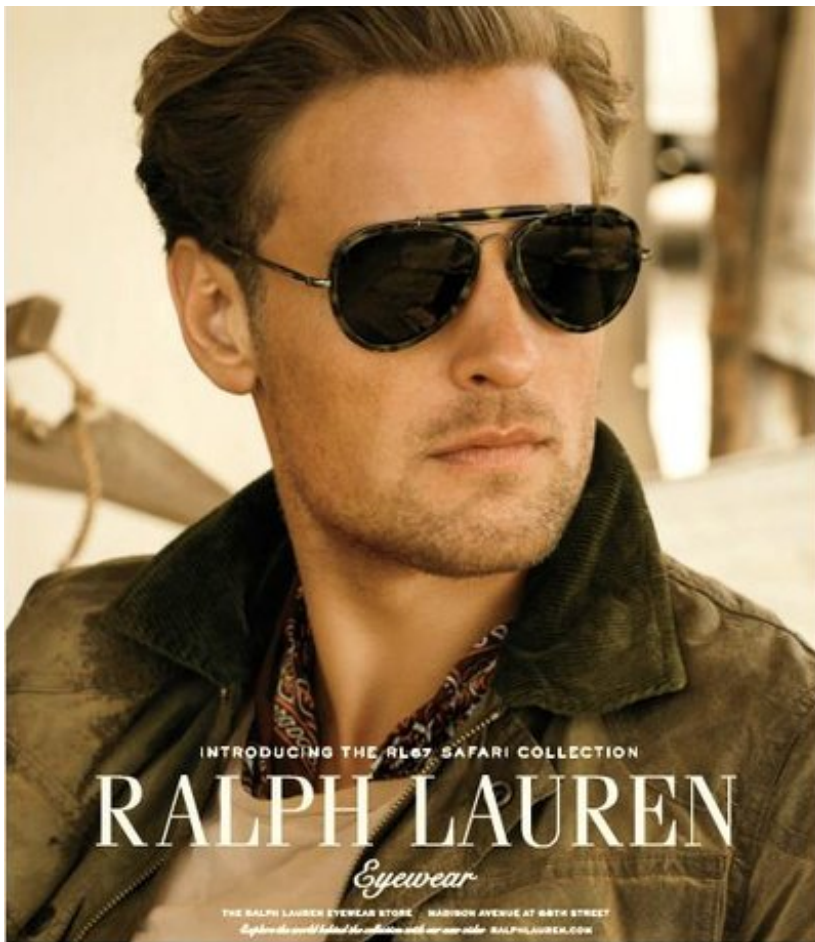


### *Porsche ad*

Featured in the August issue is an interview with actress Emily Mortimer of HBO's Newsroom, beach-ready recipes from chef's Daniel Bouloud, Eric Ripert, Tom Colicchio and Claudia Fleming and a look at lunch at T.R. Pescod's North Sea, NY, home.

Additional content also includes event happenings around the Hamptons, restaurant reviews and author-submitted essays.

An ad for Ralph Lauren eyewear is found on the back cover.



### *Back cover*

The digital edition of *Beach* magazine can be downloaded at <http://media.modernluxury.com/digital.php?e=HAMP>

The look of a lifestyle

Brands that portray a lifestyle image can benefit from ads placed in leading publications read by affluent consumers.

For example, watchmakers Breguet, Richard Mille and Blancpain honor their brands' innovation in their ads and help set the tone for the 124-page innovation-themed issue of *Robb Report*.

Featuring timepiece ads alongside leisure ads is effective for brands wanting to establish a visual interpretation of the lifestyle associated with its products. The August issue ties this together further by featuring various aspects of luxury lifestyle in the publication's feature story ([see story](#)).

Similarly, Cartier, Breitling and other luxury watch advertisers are targeting affluent, male auto enthusiasts in Bentley Motors' North American 2013 summer magazine.

This 92-page, oversize issue ties ads to male-oriented hobbies that appear throughout the magazine. The ads included in the issue are for private jets, timepieces and antiques which connect the ads to the magazine's features ([see story](#)).

Publications that target a very specific readership may benefit from featuring ads of local businesses as a way to better understand their readers.

“Jewelry, accessories, fashion, travel, home design, landscaping and real estate are important categories of business and each has significant influence within the Hamptons economy,” Mr. Carroll said.

“True to form and consistent with our 45 sister publications, *Beach* represents the best of both local and national businesses and brands,” he said. “We have an extremely strong sales and marketing team in place and the scale of our company allows for lots of conversations and many great ideas.

“I expect our business to grow across all categories because ultimately, businesses want to be connected with media partners who represent quality, who can afford to invest and will commit to reader service and authoritative content.”

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/kyux1fJ7hdQ](https://www.youtube.com/embed/kyux1fJ7hdQ)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.