

ADVERTISING

Fashion marketers expand ads in niche publications to display lifestyle

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By JEN KING

Apparel and accessories marketers are increasing their presence among publications that do not typically focus on fashion as a way to define the fashion sector as a keynote of a luxury lifestyle.

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Publications across the board have always featured apparel and accessory brands among its themed advertising space as a way to appeal to a greater number of readers. The trend toward an increased assortment of themed and fashion advertising allows publications to bolster the lifestyle it projects to readers.

“As these niche publications try to expand their readership fashion is a relevant topic and they can capture more of an individual's reading time with additional areas of interest, said Marie Driscoll, CEO and chief consultant at Driscoll Advisors, New York.

“Moreover, a pure-play fashion magazine might be too deep a dive for the average reader, who wants a sprinkling of fashion with business and politics,” she said.

Adding up ads

Apparel and accessory ads are found in nearly every publication. Niche publications have begun to increase the presence of luxury fashion brands to appeal to a particular set of

readers while maintaining a specific persona.

For instance, Condé Nast's June issue of *Architectural Digest* increased its luxury brand ad space by 43 percent compared to the year-ago period ([see story](#)).

Although the publication is focused on interior design elements, luxury apparel and accessory brands are featured among the ad space to elevate the homewares featured.

Brands such as Dior, Cartier, Louis Vuitton, Chanel and others all took out ad space as a way to embody the lifestyle emitted by the interior designs found in the featured content and its accompanying ads.



Louis Vuitton ad in Architectural Digest

The increase of fashion-focused ads may help *Architectural Digest*'s influence among affluent consumers and will likely result in the readers becoming interested in the featured brands.

A cohesive display of the connection between travel and lifestyle appears in American Express Publishing's *Departures* magazine.

The publication is able to accentuate the link between travel and fashion through themed content balanced by fashion and travel ads.

Fashion marketers should look to place ads in travel oriented magazines to spark the interest of consumers who may be shopping for a trip. Consumers seeking to look the part for a specific destination may be inspired to purchase from brands highlighted in issues exploring similar locations.

The September issue of *Departures* saw an increase of 10 percent in ad revenue and 8 percent in paging. These increases are bolstered by the continuing support of luxury fashion brands.

New ads featured in the issue include Valentino, Ralph Rucci and Moncler among other high-end men's and women's fashions ([see story](#)).



Valentino ad in Departures

These brands are likely attracted to this publication as it appeals to affluent readers with a desire to live a jetset lifestyle.

While September issues are traditionally centered on fall/winter collections, some publications sought to use the coveted issue as a platform to highlight trends among its readers.

For instance, Robb Report, which has a large audience of affluent men, increased its fashion section in the September issue as a way to cater to a readership that is now increasingly invested in personal style and fashion.

The ads found in Robb Report supports the notion that fashion is increasingly important among readers and is a valuable tool for publications wishing to project a particular lifestyle amid its readers.

Featured fashion ads include Ralph Lauren, Hermès, Tom Ford and other male fashion brands in addition to an expanded fashion spread highlighting men's fall/winter collections ([see story](#)).



Tom Ford ad in Robb Report

Publications that appeal to reader trends create a more engaging experience that better reflects the interests of its readership.

“Fashion brands want to connect with their consumers in a variety of touch points, said Betsy Csatorday, senior vice president and strategy director at [Atelier](#), New York.

“Affluent consumers who buy fashion also travel and are interested in home decor, so advertising in those types of titles give fashion brands an additional opportunity to connect with their consumer,” she said.

Elevation

Apparel and accessory brands should branch out to niche publications that do not focus on the fashion sector as a way to stand out.

“The combination of excessive messaging and a media-savvy consumer makes it harder than ever for advertisers to get noticed, said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

“Catching that consumer in an unexpected place can be a tremendous help in breaking through to deliver a brand’s message,” she said. “Think about it – as you are flipping through a fashion magazine, you are bombarded with fashion image after image in both editorial and advertising content.

“Now, flip through a Robb Report – that same image that may be lost among the pages of Vogue suddenly stands out.”

Brands may benefit from the increased interest through brand elevation as well as the accurate display of a total lifestyle if placed in an appropriate publication.

“A luxury brand should compare the reader demographics of the publication as a first check gate, said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta.

“This examine includes household income, hobbies, and location, etc.” she said.

“There is an opportunity created to capture more ad sales revenue by approaching brands that might not be a primary focus of the magazine, but have some subset of the same target readers or demographics.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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