

PRINT

Ralph Lauren, Hermès lead Departures' increase in luxury advertisements

October 7, 2013



By JEN KING

Ralph Lauren, Hermès and Louis Vuitton placed advertisements for apparel and accessories in American Express Publishing's Departures as the magazine continues to capture more luxury advertising dollars.

[Sign up now](#)

[Luxury Daily](#)

The October "African Now" issue hit mailboxes shortly after Time Inc. bought American Express Publishing for an undisclosed price. Departures is complimentary for American Express Platinum and Centurion card members, allowing the publication to reach a wide audience of high-net-worth individuals that attract luxury advertisers.

"The October 2013 issue carries 154 pages versus 143 in the same issue last year and paging is up 8 percent and revenue is up 10 percent," said Steven DeLuca, senior vice president and publisher of [Departures](#), New York.

"October is our annual Destination issue and this year the focus is on Africa," he said. "We are very proud of this issue on both the editorial and publishing sides.

"On the ad front, the marketplace rallies around this issue because it becomes a keepsake for our readers and a few clients take the opportunity to customize their ads for the destinations we feature."

Departures is sent to 1,111,424 American Express Platinum and Centurion card members with an average household income of \$619,000.

Walk on the wild side

October's 280-page issue is dedicated entirely to travel destinations in Africa, a region that has seen significant growth in the luxury sector in such countries as Morocco and South Africa. The issue is likely to stand out due to its black-and-white action shot of a rhino running and its colorful, African-bead spine.

The issue begins with a two-page ad for Ralph Lauren's menswear.

Hermès follows with an ad for its scarf collection in its "A Sporting Life" campaign.



Hermès' A Sporting Life ad

High-end jewelry and timepieces appear throughout the front of the book from brands such as Patek Philippe, Chanel and Chopard.



Chopard ad for its L.U.C collection

Both menswear and women's wear is found throughout the front of the book with brand such as Louis Vuitton that placed two back-to-back ads, Bottega Veneta and Ferragamo.



Ferragamo ad

To remain aligned with the publication's travel theme, many hotels placed ads in this issue. Hotel brands found in the issue include Leading Hotels of the World, the Dorchester Collection and St. Regis.



Dorchester Collection ad

Other travel related ads include Cox & Kings, a travel coordinator specializing in cultural and wildlife adventures in places such as Africa, Saudi Arabia and North Africa.

An ad for the Royal Mansour, a luxury hotel in Marrakech, Morocco, stands apart from

other hotel ads by using thicker paper with gold embossed text and a secured flap that opens to a courtyard fountain.



Ad for the Royal Mansour in Marrakech, Morocco

Featured content takes readers on an African adventure with articles exploring Kenya, Cape Town, Ethiopia, the Serengeti plains, Namibia and the Kalahari desert. Additional content includes a feature on safaris and saving the African rhino, this month's cover face.

Luxury increase

Departures has been steadily increasing its luxury ad space to appeal to more of its high-net worth audience.

Indeed, the magazine continued to add new high-end apparel and accessories brands such as Valentino, Ralph Rucci and Moncler as a way to connect the dots between travel, fashion and lifestyle.

Advertisements from men's and womenswear lines are featured among travel and transportation ads in the 220-page September fall fashion issue. By increasing its reach in fashion, Departures is likely to attract fashionable readers interested in the jetsetter lifestyle ([see story](#)).

Similarly, Hermès, Brioni and Ferragamo are among menswear brands pushing collections toward Bloomberg Pursuits' affluent male readership as the magazine looks to increase its apparel ad inventory.

Timepiece advertisements for both men and women also make up a large portion of ad space in the autumn issue of the publication. Choosing ads that display the sensibilities and interests of a readership creates a more engaging read ([see story](#)).

That said, when an acquisition occurs, such as Time Inc.'s full ownership of Departures and its siblings, publications need to ensure that the quality does not suffer and readers enjoy the same experience.

"Time Inc. and American Express have always had a big stake in Departures' success and

that partnership will continue," Mr. DeLuca said.

"Departures remains an exclusive benefit of the Platinum Card and Centurion membership," he said. "Time Inc. will continue to provide the media expertise needed to produce the highest quality publication in the country and American Express will deliver the exclusive membership access that makes our value proposition so tantalizing to marketers.

"Our success over the past three years, a revenue increase of 95 percent, is proof of a great working relationship that will only continue."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/e4EGOG1RW-k](https://www.youtube.com/embed/e4EGOG1RW-k)

© Napean LLC. All rights reserved.

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