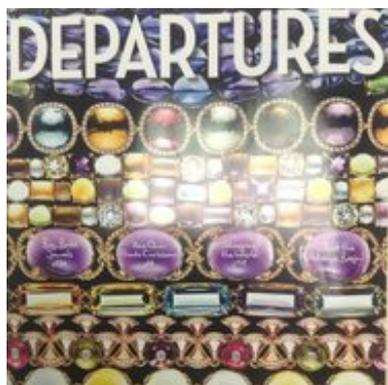


PRINT

Departures sees 17pc ad revenue gain for third consecutive year

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By JEN KING

Louis Vuitton, Hermes and Bottega Veneta led Time Inc.'s Departures magazine to a third consecutive year of advertising growth in its November/December issue as luxury brands continue to show up in large numbers.

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The Departures publication has seen a 12 percent increase in ad pages and a 17 percent gain in revenue over the course of 2013. These figures will likely continue as more advertisers place ads in Departures to better reach its high-net worth readership of distinguished travelers.

"The affluent travel and Departures is one of their bibles," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Travel magazines, regardless of whether it's Departures or Four Seasons magazine, allow marketers to go wherever their affluent prospects may be or want to be," he said.

Mr. Ramey is not affiliated with Departures, but agreed to comment as an industry expert.

[Departures](#), who was unable to comment before press deadline, is sent to 1,111,424 American Express Platinum and Centurion card members with an average household income of \$619,000.

A jewel in the crown

Departure's 266-page November/December issue features a series of bracelets and necklaces adorned with diamonds and gemstones.

The issue's featured articles appear in handwritten font that ends with "Let the holidays begin" to pique the interest of consumers beginning their holiday shopping.

The issue begins with an inside front cover ad for Louis Vuitton featuring actress Michelle Williams.

Front of the book ads vary between apparel and accessories brands, jewelry and high-end travel. These ads include fashion efforts from Hermes, Bottega Veneta, Michael Kors and menswear label Ascot Chang.



Bottega Veneta ad

High-end jewelry dominates the November/December issues with ads from Patek Philippe, David Yurman, Richard Mille and Bulgari, all before the table of contents. To display its strength among competitors Cartier placed an ad for its Paris Nouvelle Vague collection opposite the table of contents.



Cartier ad

Additional fine watchmakers and jewelers in the latest issue of Departures includes

Chopard, Mikimoto, Van Cleef & Arpels, Ulysse Nardin and Tiffany & Co. on the back cover.

In keeping with the holiday season, high-end retailers placed multi-paged ads on thicker, high-quality paper to stand out among other campaign efforts.

Neiman Marcus continued its “The Heart of Giving” campaign with an 8-page jewelry compilation ad that features pieces from Bulgari, Harry Winston, Bayco and Roberto Coin.



Neiman Marcus "The Heart of Giving" ad

New York-based department store Bergdorf Goodman took a similar approach with an eight-page high-jewelery ad that includes David Webb, G, Pomellato and Stephen Webster.



Bergdorf Goodman ad

Saks Fifth Avenue veered from the pattern with a multi-page ad offering readers a glimpse into the menswear labels the retailer carries. The four-page matte ad displays four different men's suits, but does not boast the names of the pieces like its competitors.



Saks Fifth Avenue "Look" ad

The issue also includes a new front of the book campaign for the Waldorf Astoria hotels and resorts, American Express's vacation club Inspirato, NetJets, Rosewood Hotels and a tri-fold ad for Regent Seven Seas Cruise line on the inside back cover.



Waldorf Astoria ad

Featured content in the November/December issue includes a photo spread titled "Pop Rocks," which features jewelry from brands that also have ads within the magazine such

as Bulgari, David Yurman and Tiffany.

Additional content includes a look at Caribbean vacations, a listing of the world's best boutiques from Hong Kong to Nantucket, MA, an in-depth report on the fragrance industry and the cultural movement occurring in Sydney.

Brilliant baubles

Many publications have used the holiday season as an opportunity to feature the most luxurious and lifestyle-affirming pieces.

For example, Chanel, Gucci and Ferragamo promote fine jewelry collections in Condé Nast-owned Tatler's 232-page November issue that features the highly anticipated Bond Street Jewelry promotion.

The seventh annual jewelry promotion claims to bring together the most influential jewelers on London's Bond Street and beyond. The publication's ability to attract so many high-jewelry ads bolsters its allure and luxury persona among consumers ([see story](#)).

In addition, Chanel, Louis Vuitton and Dior bolstered their fine jewelry and watch collections in Robb Report's "Special Watch and Jewelry" November issue that displays many leading jewelers.

The 244-page issue features advertisements from various watchmakers and jewelers that support the issue's content and reveal a market sector thriving with competition. Marketers see Robb Report as an attractive publication to present top collections to a discerning and affluent readership ([see story](#)).

Travel publications are ideal for marketers looking to promote gift items since many affluent individuals will travel during the holiday season.

"Consumers act differently when they travel," Mr. Ramey said.

"Tapping into a wallet more likely to be opened is good business," he said.

"In addition, being featured in November and December issues adds an important gifting component."

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