

PRINT

Condé Nast Traveler heats up with 11pc paging increase in May edition

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Condé Nast Traveler May cover

By JEN KING

Omega, Dorchester and Chanel were among the marketers that vied for attention in Condé Nast Traveler's 18th annual "Hot List."

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The May issue of Condé Nast Traveler ranks 33 of the world's best new hotel properties by categories such as beach, design, food and family. Readers getting ready to schedule summer getaways will likely make good use of the ranking system.

"For the 2014 Hot List, we used the following criteria - A sense of place: a hotel that celebrates where it is in the world," said Pilar Guzmán, editor-in-chief of [Condé Nast Traveler](#), New York.

"A sense of personality: a hotel where it feels like every decoration has been hand-chosen by a person, not by a committee," she said. "A sense of intuition: a hotel where it feels like your needs are considered before you even know what they are."

Condé Nast Traveler is up 6.22 percent in advertisements for 2014 and the May issue saw an increase of 11 percent in pages from the year-to-date. Also, the imprint has seen strong gains in fashion and jewelry efforts being included in its issues.

Hot hot hot

The May edition totals 100 pages and includes high-end marketers such as jeweler Van Cleef & Arpels, watchmaker Tag Heuer, hotelier Waldorf-Astoria and automaker Cadillac.

The front of the book did not have an overwhelming amount of campaigns. On the second page, Switzerland's Omega promoted its Speedmaster Dark Side of the Moon watch with a full-page spread.

Following was an effort for Dorchester Collection. Although the Dorchester Collection has been getting a sizable amount of negative press due to its association with Brunei ([see story](#)), its presence in the Hot List May issue may serve to dilute the negativity.

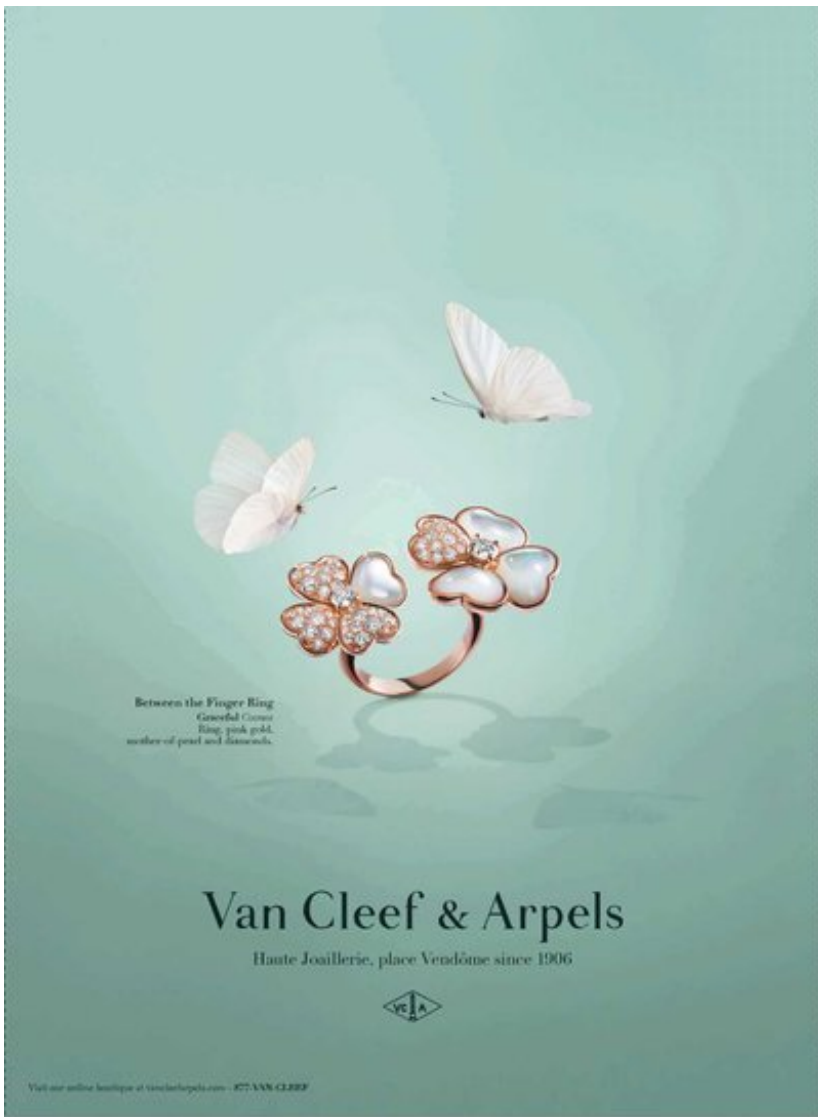
The table of contents, broken down into three sections, was framed by efforts for Chanel sunglasses, Prada eyewear as well as Dolce & Gabbana shades.

Set in between the abridged table of contents were campaigns from Rolex for its Oyster Perpetual Sky-Dweller as well as Cadillac's 2014 CTS Sedan.



Cadillac's CTS Sedan campaign

French jeweler Van Cleef & Arpels took the page opposite the letter from the editor to promote its on-trend collection of "Between the Finger" rings. The ad supported the brand's codes by featuring both four-leaf clovers and butterflies in the campaign.



Van Cleef & Arpels' effort

Hospitality advertisements included Mandarin Oriental's celebrity endorsement effort "He's a fan" featuring actor Morgan Freeman and a fold-out effort from hotelier Waldorf Astoria.



Interior fold effort by Waldorf Astoria

Additional efforts were seen from Tag Heuer, which featured celebrity ambassador Cameron Diaz, a fragrance strip for Hermès' men's cologne Terre d'Hermès, a Born Free Africa ad that showed model Oluchi Orlandi with sons Ugo and Marco with accessories by Diane von Furstenberg and Cartier's Haute Joaillerie campaign on the outside back cover.



Tag Heuer ad featuring Cameron Diaz

The main focus of the May issue revolved around the Hot List. Among the listees, selected by Condé Nast Traveler editors, were The Ritz-Carlton Aruba as best family hotel, Mandarin Oriental Pudong, Shanghai as best designed and Four Seasons Lion Palace in St. Petersburg, Russia as the best over-the-top property.

Condé Nast Traveler's full hot list can be viewed [here](#).

Multiple listings

A best of list helps a publication keep its content relevant and up-to-date while making sure its marketers have additional support.

For example, Christian Dior and Dolce & Gabbana were among the fashion marketers promoting fragrance and beauty collections in the April edition of Tatler to lend support to the magazine's annual Beauty Awards.

By relying on repetition and touting product range, luxury marketers aimed to be seen while reflecting branded looks created by the efforts included in the 224-page issue. By showing different aspects of a brand marketers are able to stay top of mind ([see story](#)).

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

The seventh annual jewelry promotion claimed 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](#)).

Condé Nast Traveler's selection of top new hotels from around the globe are a reflection of its reader's affinities.

"Hotels have the power to define good design," Ms. Guzmán said. "By virtue of the fact that they let you live in a borrowed space for a period of time, hotels go beyond decorative fantasies.

"They are places where you get to try on a new identity—a lifestyle or persona far different from your own," she said. "You may have a house filled with French Second Empire antiques but love spending a few nights in a monastic Temple Hotel in Beijing.

"Why? Because its an aesthetic departure from your regular life."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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