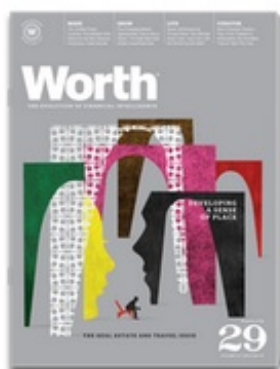


PRINT

## Worth magazine ties together travel, real estate to capture reader sentiment

May 29, 2014



*Worth's April/May cover*

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By JEN KING

Louis Vuitton, Hermès and Embraer are among the luxury marketers supporting the affluent lifestyle sensibilities of Manhattan-based readers of Sandow's region-specific, Worth magazine.

**Sign up now**

**Luxury Daily**

The 170-page April/May Manhattan edition of the regional imprint featured a mix of marketers that represent the daily lives and interests of Worth readers. The marketing partners reflect the affinities of Worth's readers who manage an average of \$200 million in assets.

"While our editorial content remains consistent across all editions, publishing 10 regional editions of Worth enables us to allow leading wealth advisors across the country, who manage at least \$200 million in assets, to market their expertise and services to high net worth individuals through our Leading Wealth Advisors section in the magazine," said James Dimonekas, president of **Worth**, New York.

"The LWA program is an annual, integrated marketing platform that includes an in-book spread featuring a custom illustration of the participating advisors, contact information,

an essay written by the advisor or team on a specific area of expertise and an online profile,” he said. “Even if an advisor only runs in a regional edition, contact information for any participant in the program is included in our national directory as well.

“Our advertising is up 27 percent in revenues for the first half of 2014 versus the same period in 2013.”

Available in 10 regions, as well as on MediaJet newsstands in private aviation terminals, Worth is a personal wealth publication geared toward C-suite executives, entrepreneurs and high-net worth investors. The imprint reaches more than 125,000 high-net worth households with a minimum net worth of \$5 million.

## **Worthwhile**

Worth magazine combines glossy and matte pages to enhance the sensory experience for its affluent readership. Louis Vuitton opened the April/May issue with an inside front cover effort on matte paper for its menswear and luggage.



### *Louis Vuitton's inside front cover effort*

Other efforts since in the front of the book include La Montre Hermès, The Towers Suites at the New York Palace, which just underwent a \$140 million renovation, and Embraer jets.

Against the table of contents Chopard featured its Mille Miglia GMT men's watch just as the racing season is gearing up.



*Chopard ad opposite the table of content*

After the fold, efforts from retailer Fred Segal and high-end smartphone manufacturer Vertu were seen. The smartphone maker included its ongoing Constellation effort which features a formally-dressed man with a rhino's head on a motorcycle in a stately home.

PHOTOGRAPHED BY KRISTIAN SCHULZKE



#### EXTRAORDINARY STRENGTH

A body made from a forged grade five titanium alloy, two-and-a-half times stronger than stainless steel, yet only half its weight. A virtually scratchproof sapphire crystal screen, protecting a 4.3" HD display. The Constellation is strong enough to survive a 200g steel ball being dropped on it from a height of one metre. Discover more at [vertu.com](http://vertu.com)

#### The new Vertu Constellation

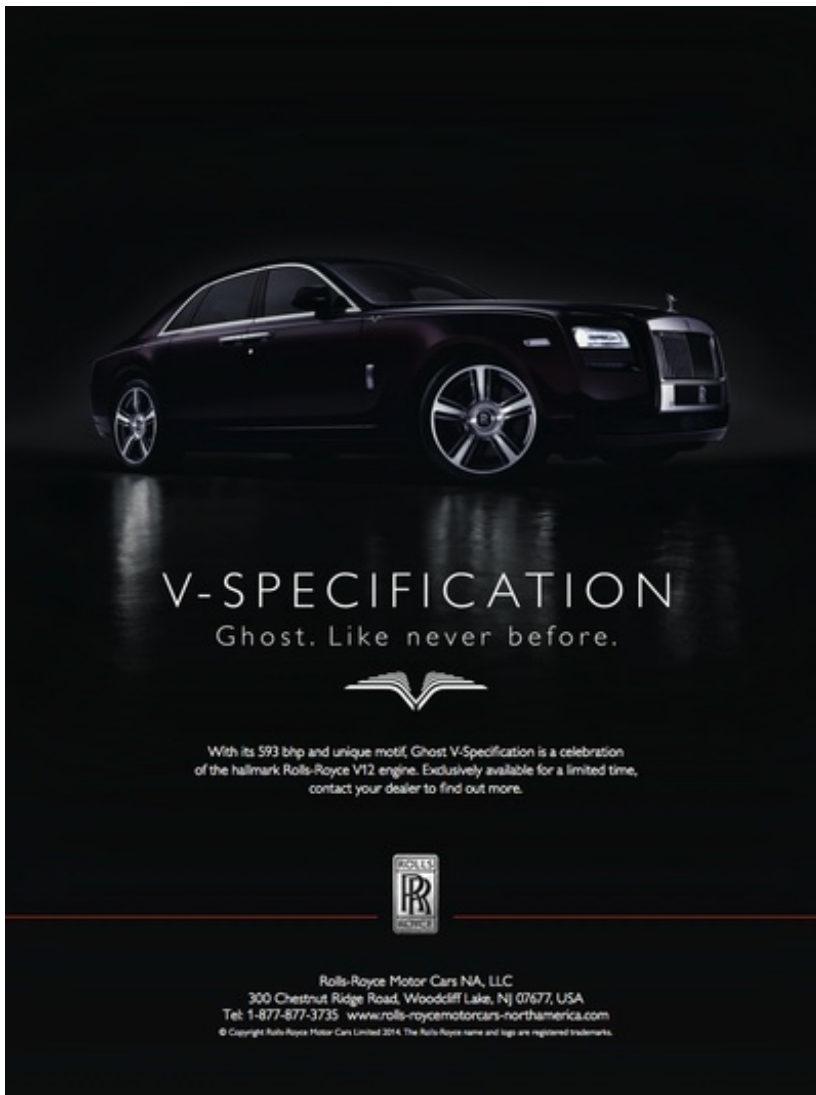
Madison Avenue, New York, 212 371 8701  
The Wynn, Las Vegas, 702 690 5700  
Rodeo Drive, Beverly Hills, 310 385 7547

**VERTU**

HANDMADE IN ENGLAND

### *Vertu's Constellation effort*

Additional efforts were seen by luxury transportation brands such as Aston Martin, Rolls Royce, NetJets, Pilatus Jets and Ferretti yachts. Rolls-Royce used Worth magazine to promote its V-Specification limited-edition Ghost model.

A dark, moody advertisement for the Rolls-Royce Phantom V-Specification. The top half features a side profile of the car, a dark Phantom, with its headlights and wheels catching some light. Below the car, the text "V-SPECIFICATION" is written in a large, white, serif font. Underneath that, in a smaller, white, sans-serif font, is the tagline "Ghost. Like never before." Below the tagline is a small, white, stylized logo consisting of two curved lines meeting at a point. Further down, a small block of white text reads: "With its 593 bhp and unique motif, Ghost V-Specification is a celebration of the hallmark Rolls-Royce V12 engine. Exclusively available for a limited time, contact your dealer to find out more." Below this text is the Rolls-Royce logo, a silver emblem with the letters "RR" and the word "ROLLS ROYCE" below it. At the bottom of the advertisement, there is a thin red horizontal line. Below the line, the following text is printed in a small, white, sans-serif font: "Rolls-Royce Motor Cars NA, LLC", "300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677, USA", "Tel: 1-877-877-3735 www.rolls-roycemotorcars-northamerica.com", and "© Copyright Rolls-Royce Motor Cars Limited 2014. The Rolls-Royce name and logo are registered trademarks."/>

V-SPECIFICATION

Ghost. Like never before.

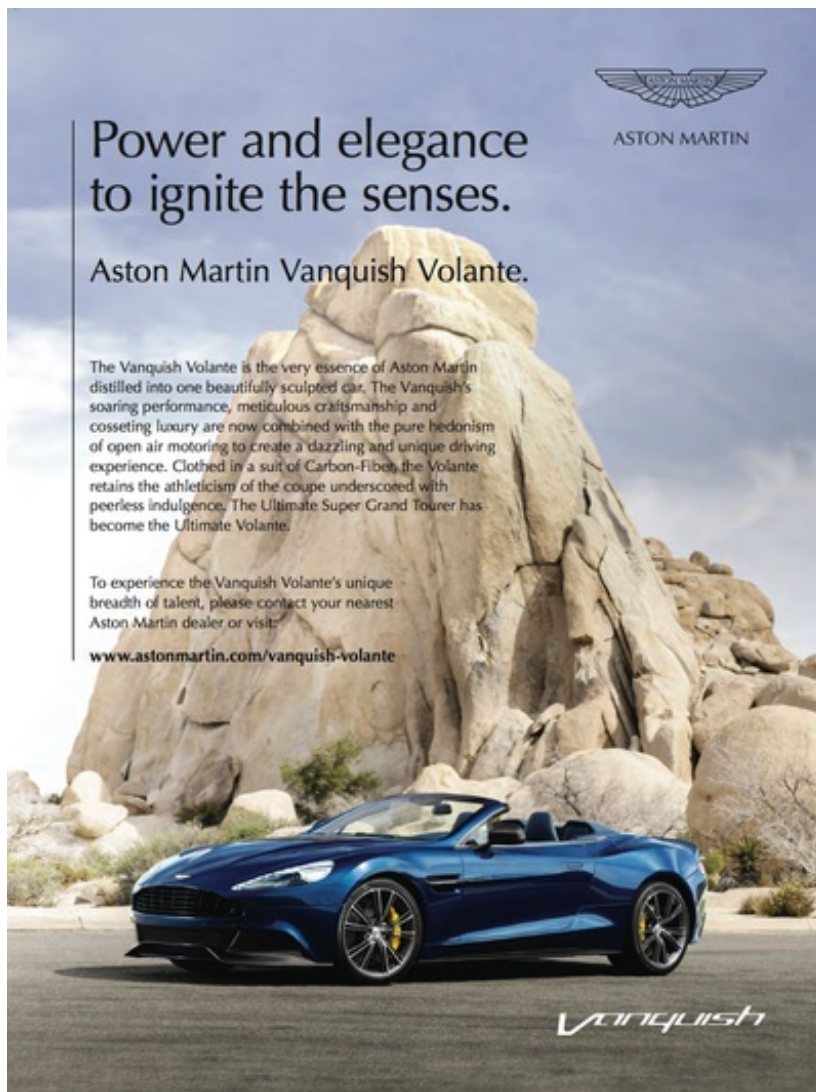
With its 593 bhp and unique motif, Ghost V-Specification is a celebration of the hallmark Rolls-Royce V12 engine. Exclusively available for a limited time, contact your dealer to find out more.

Rolls-Royce Motor Cars NA, LLC  
300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677, USA  
Tel: 1-877-877-3735 [www.rolls-roycemotorcars-northamerica.com](http://www.rolls-roycemotorcars-northamerica.com)  
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### *Rolls-Royce campaign*

Aston Martin took brand recognition a step further by placing two advertisements among the pages of Worth's featured content. The first effort, located opposite Worth's masthead, showcased the automaker's Vanquish Volante model.





### *Aston Martin's first effort opposite the masthead*

The automaker's second effort aimed to stand out further through its use of glossy paper rather than the matte texture of the first ad. Aston Martin promoted the new V12 Vantage S model among Worth's "Curator" section that lists luxury commodities by categories such as dress, historic, exotic and unspoiled.



### *Aston Martin's second ad in the glossy Curator section*

Worth's main content concerned "developing a sense of place" and was dedicated to real estate and travel. Additional content included the 10 best power lunch eateries in the "Make" section, four emerging market opportunities in "Grow," a look at if the FIFA World Cup in Brazil will be safe in the "Live" pages and men's summer fashions in the glossy "Curator" insert.

### **Blended sentiments**

Combining real estate and travel for the ultra-affluent talks to the demographic's penchant for vacation homes in exotic locales and business opportunities that come from visiting emerging markets.

London and New York were the highest-performing luxury markets in 2013 in the latest Christie's International Real Estate report.

The "Luxury Defined: An Insight Into The Luxury Residential Property Market" report examined the trends shaping the luxury real estate market and extrapolates on the performance of 10 high-performing locations. The growth in the luxury sector has been driven on three fronts by locals, foreign investors and millennials, and most buyers have been turning their sights to cities ([see story](#)).

Many publications become a trusted source to refer to as affluents plan trips or purchase a home in a new region.

For example, Bloomberg Pursuits' "The Future of Travel" edition included articles on Africa, Baku in Azerbaijan and Rio de Janeiro in Brazil, signaling that these locales are potential emerging markets ([see story](#)).

With the amount that affluent readers of Worth travel, the combined approach of real estate and travel in a single issue is understandable.

"Not only do our readers own primary homes but they also own second homes, invest in properties and have a discretionary income to travel so these topics are incredibly relevant to Worth's audience," Mr. Dimonekas said.

"And as our magazine is available at 200 FBOs around the country through Sandow's MediaJet newsstand network, we're able to reach high net worth individuals who travel by private jet," he said.

Final Take

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

Embedded Video: [//www.youtube.com/embed/lyn5lOXaaF8](http://www.youtube.com/embed/lyn5lOXaaF8)

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