

PRINT

## Luxe Interiors + Design notes momentum with New York market growth

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*Luxe Interiors + Design on Apple mobile devices*

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By JEN KING

Clive Christian and Roche Bobois are among the high-end home furnishings manufacturers taking advertising pages in luxury shelter magazine Luxe Interiors + Design's growing New York edition.

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In January, Luxe Interiors + Design announced that its New York regional imprint, launched in 2011, will raise its rate base by 30 percent for the spring 2014 issue. The Sandow-owned, regionally-specific quarterly publication reaches 14 United States markets, including a national title resulting in a reach of 535,000 readers.

"Luxe Interiors + Design has had consistent growth on the advertising front, with a 23 percent increase in advertising revenue for the New York edition's 2014 spring issue vs. spring 2013, well above the industry average," said Sharon Summer, publisher of **Luxe Interiors + Design New York**, New York. "For year-to-date, including the upcoming summer issue, out in July, versus the same period last year, the New York edition has experienced a 29 percent increase in ad revenue."

“As the largest network of regional shelter magazines serving 14 key U.S. design markets, Luxe Interiors + Design delves deeply into covering local regions as well as what’s happening on the national design scene,” she said.

“[Also,] as a brand, we give voice to a vast array of architects and designers, and we feature more projects than any other shelter brand.”

### Spring in New York

Luxe Interiors + Design was launched in 2005 with its Colorado imprint. The publication has expanded to include titles for Chicago, Florida, divided into two editions - Palm Beach and Miami - due to growth, the Pacific Northwest, Arizona, Los Angeles, Orange County, CA, San Diego, New York, Austin/San Antonio, Dallas/Fort Worth and Houston in addition to its national-serving imprint.

Each year, Luxe Interiors + Design features 145 homes spread between 40 issues annually. Luxe Interiors + Design will debut its San Francisco title in July with the summer 2014 issue.

**luxe.**  
interiors + design



*National edition of Luxe Interiors + Design for spring 2014*

For marketers, Luxe Interiors + Design is an attractive media buy due to its reader audience. The average net worth of a Luxe Interiors + Design reader is \$11.7 million and 44 percent of that audience owns at least two homes while 12 percent owns at least four.

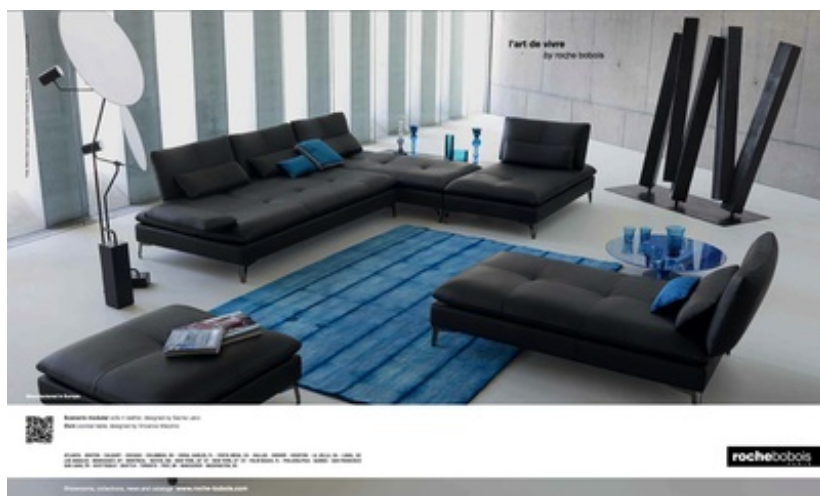
The New York edition of Sandow’s Luxe Interiors + Design has been especially

successful with distribution to the Tri-State area. Luxe Interiors + Design New York's rate base increased by 30 percent in 2014 and its ad paging between 2012 and 2013 grew by 48 percent.



*New York edition of Luxe Interiors + Design for spring 2014*

New York's edition of Luxe Interiors + Design opened with a inside front cover effort from Roche Bobois for its L'Art de Vivre collection.



*Roche Bobois inside front cover effort*

Italian leather goods maker Poltrona Frau included an effort for its Ginger chair designed by Roberto Lazzeroni. The ad was placed opposite Luxe Interiors + Design's "Must-Haves"

section to ensure readers take notice.



*Ginger ad by Poltrona Frau*

Also in the front of the book was a kitchen spread by interiors brand Clive Christian.



*Clive Christian kitchen design campaign*

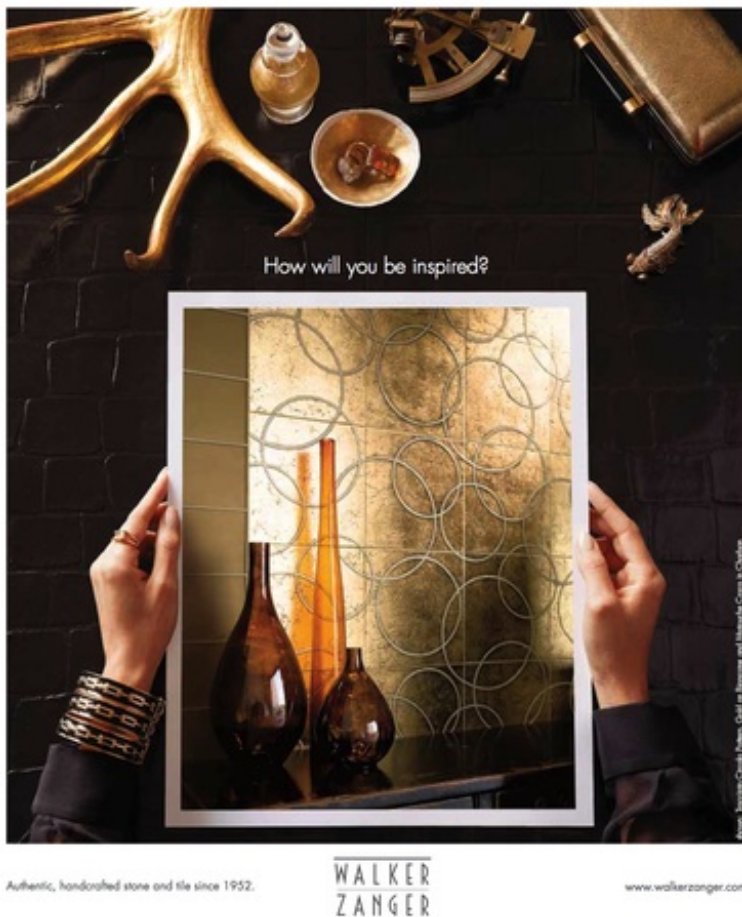
For a splash of color, fabrics brand Perennials featured patterned umbrellas opposite the Editor's letter.





*A spot by Perennials*

Also, handcrafted tile maker Walker Zanger took an approach similar to Poltrona Frau's by showing off its products opposite the "On Trend" section of Luxe Interiors + Designs.



### *Walker Zanger effort*

Joining in

Sandow publications cater to an elite demographic of readers that mass imprints may be unable to access.

For example, 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.

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 ([see story](#)).

To ensure that its marketing partners reach its target audience, Sandow has also devised an exclusive newsstand element to its media portfolio.

MediaJet, a newsstand found in private airports nationwide, captures the attention of ultra-affluent travelers by monopolizing the space with exclusive publications.

Launched in 2009, MediaJet provides high-end publications to 7.8 million discerning travelers who are frequently in and out of private jet terminals. To match the sentiments of these readers, MediaJet places only imprints that properly align with the exclusive lifestyle of private jet travelers ([see story](#)).

The success of any publication is based on relevant content that will engage and interest its ideal audience.

“[Luxe Interiors + Designs’] spring New York edition featured a 24-page special section called 'Buying by Design,' which focuses on the intersection of real estate and trade professionals, including interior designers, architects and builders,” Ms. Summer said.

“The interaction of these various professions fuels powerful and positive results for the homeowner,” she said.

“Editorial content in this issue really focuses on the energy of color, creativity and composition, showcased through our features on homes across the Tri-State area, from the sleek and stylish Southampton retreat which graces our cover, to a bright and modern Park Avenue apartment.”

Final Take

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

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