

what niche publishers can learn
from regional publishers

eric holden

MODERN **LUXURY**

MEDIA





Brides



Front Desk



Interiors



In-Room CityGuide



The Men's Book



Tourbillon International
Grand Complications, Jewelry International, Watches International

basics

keep it simple

THE DRINKS ARE ON US

AN INSIDER'S GUIDE TO OUR THIRSTY NEW DRINKING SCENE

Instant-classic cocktails • Argument-starting wines & beers • New-school bar masters
Detour-worthy wine shops • The tasting lounge takes off • Downtown Napa blows up

San Francisco



CUP RUNNETH OVER:
Old-school drinks are one of the hot new things in the Bay Area's cocktail scene. This by-the-book mint julep from the Alamo is served in the traditional silver cup. You'll have to go to Kentucky to find one as smooth.
SEE PAGE 83



MANHATTAN

BEST OF THE CITY 2010!

101 WAYS TO START THE NEW YEAR WITH A BANG

+PLUS

- What's Perfect About NYC*
- Dining Smart: Know Your Meat!*
- Lit City's Four Best New Authors*
- Biennial Fever Grips Art Season*
- Lake Bell's Rock 'n' Roll Romp & all the Best Fites!*

MODERN LUXURY™

MICHELLE MONAGHAN

some of us are

b2b
consumer
vendors
digital

we're all way
more similar than we think

today were going to talk about:

1. controlled vs paid
2. national vs local mix
3. selling against the audience
4. digital initiatives
5. becoming a marketing partner

controlled vs paid

well, at first it seems so obvious...



controlled vs paid

that an audience invested in a
product is that much more engaged
and thus valuable

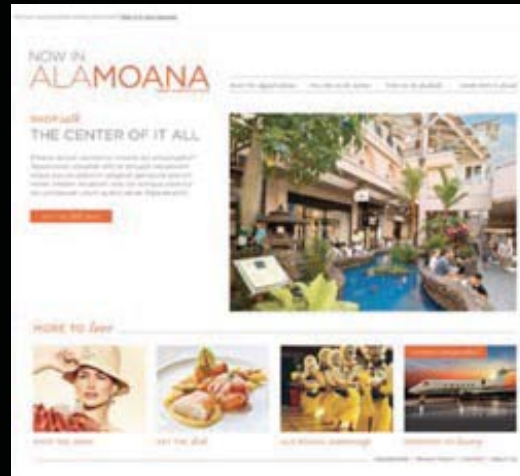
controlled vs paid

chasing after subscribers costs...



controlled vs paid

in truth, does the marketing partner really care, as long as you deliver *the* audience they want?



MODERN LUXURY

MEDIA



controlled vs paid

...but it can be any niche audience

we're all way
more similar than we think

controlled vs paid

selling against audience...

national vs local mix

this is a strange one

national vs local mix

but it is huge transformation in the
industry today

livingsocial 



ESPN

710 
ESPN
EXPERIENCE SPORTS

GoogleTM

ZAGAT

GILT
G R O U P E

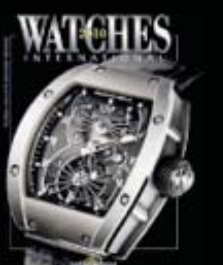
GILTCITY

national vs local mix

modern luxury media is in a variation
of this exact same boat

national vs local mix

only we're going from regional
to national



national vs local mix

30/70

national vs local mix

50

selling against the audience

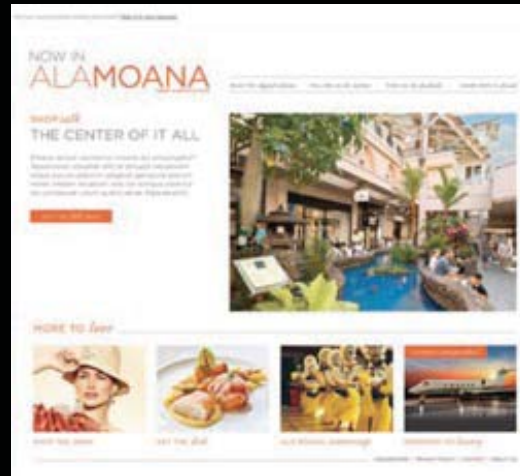
circulation...?

selling against the audience

audience



bulu
pulu

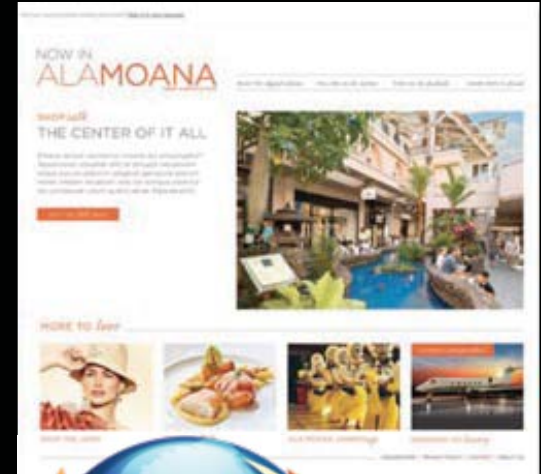




bulu



HBO



PlayStation™



selling against the audience

research

audits

engagement

marketing results

digital initiatives

here's where keeping it simple goes out
the window

digital initiatives

outbound email

web

apps

mobile

digital initiatives

endless reincarnation of content...



次は絶対コレが現ハワイトレンド
ファッション
ホーム
グルメ
アウトドア
の最新ライン

ハワイ MODERN LUXURY
秋のホーム&ファッション特集
DOR-LA SHANGHAI
PLUS
スマホが伝授、秋の鉄則!
ハワイで
なぜコーデ
もう行った?
スパ・レポート
のボードキングに
クローズアップ
カウアイでみつけた
1つのノースショア
サンフランシスコ探訪
ユリーVS パチンコ
パーティー情報も満載!

PLUS
スマホが伝授、秋の鉄則!
ハワイで
なぜコーデ
もう行った?
スパ・レポート
のボードキングに
クローズアップ
カウアイでみつけた
1つのノースショア
サンフランシスコ探訪
ユリーVS パチンコ
パーティー情報も満載!

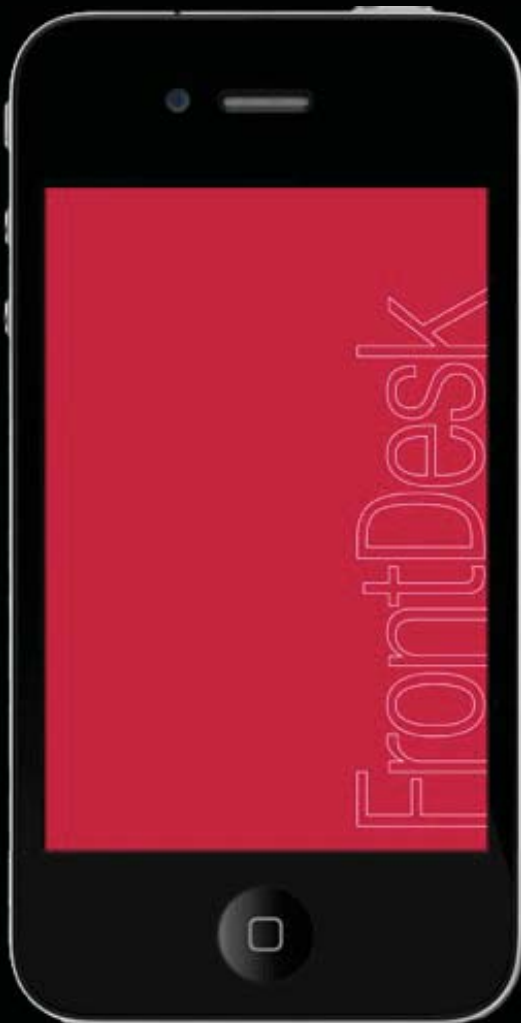
ハワイを満喫
ハワイ情報も満載!

digital initiatives

at my company, we do all this why?

digital initiatives

because we have to...



digital initiatives

we've at least gotten to the point where
we pay for the infrastructure

digital initiatives

but is that a goal?

digital initiatives

at modern luxury media, it's to drive
the print business

digital initiatives

...that should be true at *any* print based
business

becoming a marketing partner

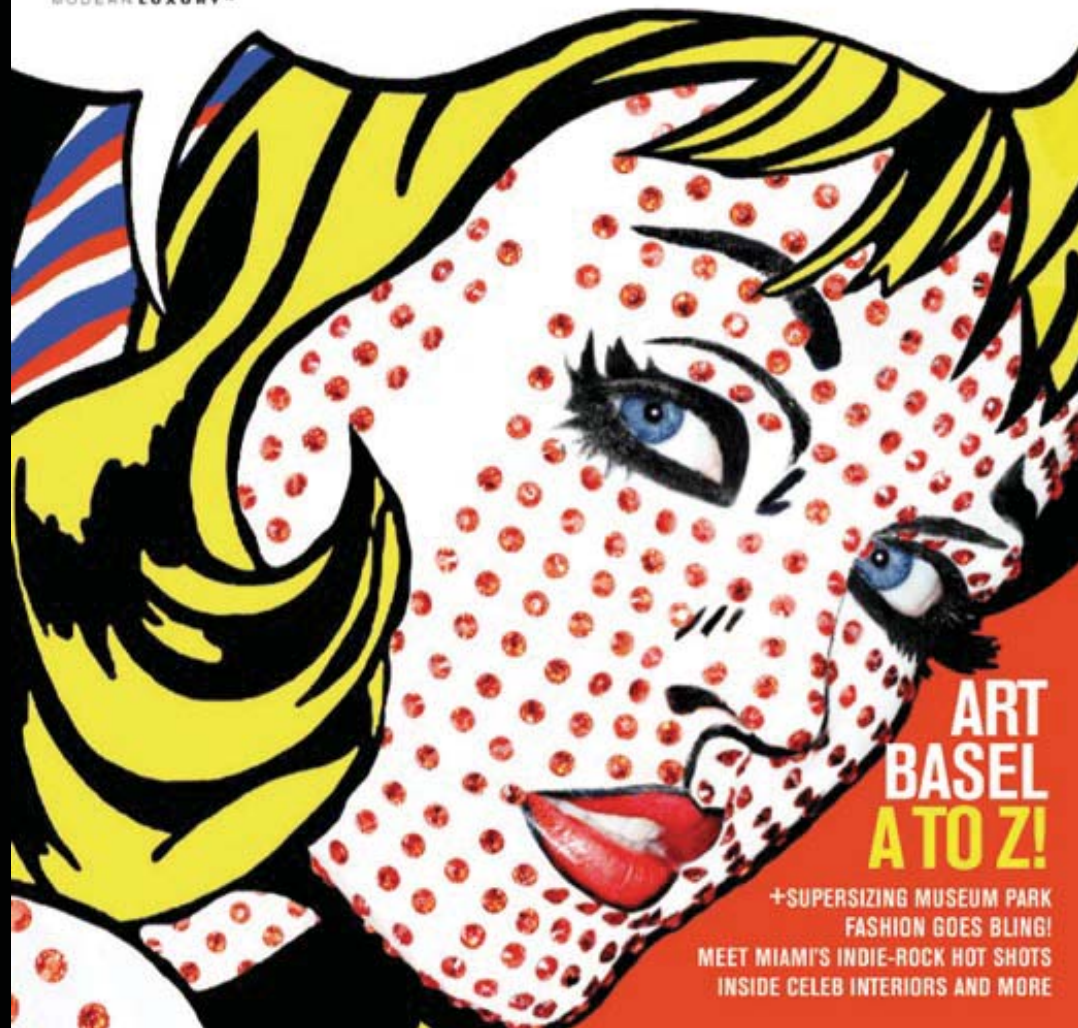
it's not traditional publishing anymore

becoming a marketing partner

we're in a transformational time..

MIAMI

MODERN LUXURY™

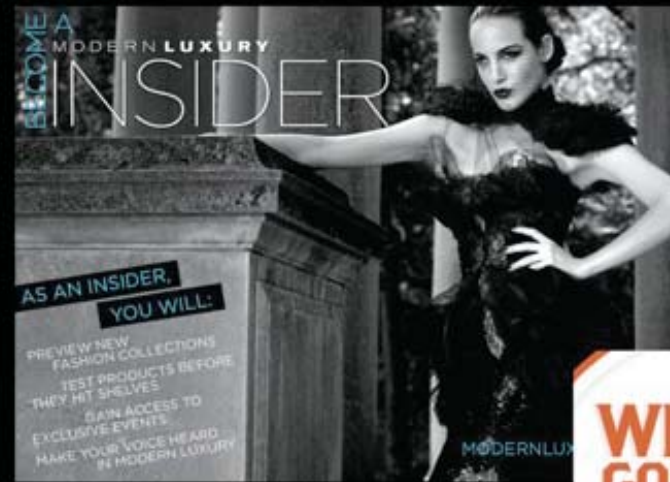


**ART
BASEL
A TO Z!**

+SUPERSIZING MUSEUM PARK
FASHION GOES BLING!
MEET MIAMI'S INDIE-ROCK HOT SHOTS
INSIDE CELEB INTERIORS AND MORE

becoming a marketing partner

really, paper is on the way out



This incredible package created for you and a partner in culinary crime, will include a luxury hotel stay at The Grand Cellar in coastal San Diego and, of course, the appropriate gourmet journey through the best that the city has to offer.

Meet the chefs. Forage with the farmers. And, only if you want to, dine with Troy at his favorite spot, INCRE. Troy takes no offense should you ever feel and enjoy the trip to yourself.

The Grand Cellar
377-1111
thegrandcellar.com

offer to help your advertiser by any means possible

becoming a marketing partner

rate card *everything*



becoming a marketing partner

what is our industry's biggest threat..?

PARK & BOND

GILT
Taste

becoming a marketing partner

today is the day of ...

becoming a marketing partner

brand journalism

&

content marketing

becoming a marketing partner

if you can't beat them... we'll have to
join them

in truth, and in closing

we're all way

more similar

than we all think

what niche publishers can learn from
regional publishers...

Q&A