



## Innovation

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# Pullman launches a new generation magazine

**100 pages, over 60,000 copies, eight international columnists who write for top press glossies such as Vogue, GQ, Vanity Fair, or even the New York Times, to name just a few; a partnership with The Economist.; an elegant layout that captures the mood of the times with a blend of feature articles and high quality photo reports...**

The first issue of the Pullman magazine will be a collector's item. It will feature unmatched articles on Pullman hotels and resorts and also on the brand's sources of inspiration. The magazine, which is designed for Pullman's guests and partners, is a first for the brand and coincides with the drive to accelerate its transformation, which notably the move to revamp its identity.

*The Pullman Magazine* takes readers on a journey via Bangkok, London, Paris, Shanghai and New-Delhi. As well as promoting the Pullman product, it makes a point of featuring investigative articles and testimonials that encapsulate the brand essence: upscale, cosmopolitan, vibrant, a stylish way of reconciling business with leisure.

The latest Pullman network news also features in the magazine, introducing guests to brand innovations, as well as recent and upcoming hotel openings. An iPad version of the magazine is also available (download on App Store), and includes a film.

### **Within easy reach**

In the hotels, the new magazine is available in all the rooms placed on a coffee table or desk. It is also available in the public areas as well as in the *Chill Out spaces*, in all Pullman's hotels and resorts around the world.

*The Pullman Magazine* represents a new standard for the brand and is more than just a magazine for seasoned travelers used to the glossy press. It has been designed as a fully-fledged content platform which will be available in a dedicated section of Pullman's new website from next September.

[Find out more on Pullman](#)