

PRINT

Tiffany, Porsche lock spots in Robb Report's June Best of the Best issue

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Robb Report's June cover

By JEN KING

Patek Philippe, Dior and Ulysse Nardin competed for visibility in Robb Report's 26th annual "Best of the Best" June edition that lists the world's finest goods and services across industry sectors.

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The massive 316-page Best of the Best issue acts as a connoisseur's guide to the world of absolute luxury with sections dedicated to Wheels, Style, Journeys, Leisure, Home, Wings & Water and Global Perspectives. Imprints often publish lists of products to promote the lifestyle associated with its readership while listorials also act to reaffirm the audience's trust in the magazine's content and perspective.

"As the Best of the Best issue does not present a ranking of brands, but solely identifies the best of the best, it does not tell a brand where it stands versus its competition," said John Anderson, New York-based vice president of digital at CurtCo Media, publisher of [Robb Report](#).

"On the other hand, the editors describe the rationale for the selection of each winner, providing an indication of what it is about the quality, craftsmanship or uniqueness of the

brand that makes it worth special consideration by Robb Report's affluent audience," he said. "To a degree, this provides a standard against which other brands can gauge their position in the market for this audience.

"To be eligible to be considered for Best of the Best, the product must have been newly introduced or significantly updated since January 2013," he said. "Each of the six categories have slightly different criteria. Under the direction of Brett Anderson, editor in chief, the whole editorial team including contributing editors and writers review these products and properties to identify those that represent the best of the best in terms of quality and craftsmanship."

The Best of the Best issue is one of the most important of the year for Robb Report, which has a total monthly print circulation of 105,000. The magazine and the portrait view of the tablet edition included a total of 133 ads with 30 spreads and three 3-page gatefold ads. The landscape view of the table edition, which only includes enhanced interactive ads, featured 22 brands and one house ad.

Top of the crop

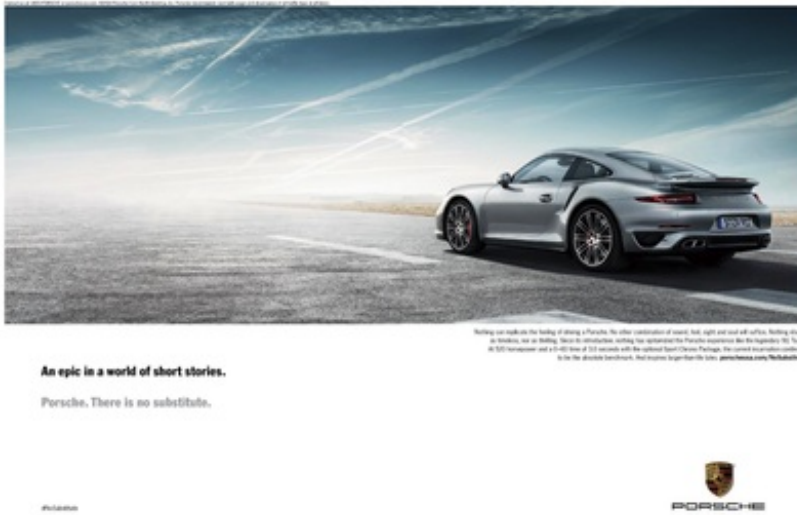
Patek Philippe opened the June issue with an inside front cover effort for its 175th anniversary. The left page shows the perpetual calendar of a Caliber 240 Q. while the right page is a letter from the watchmaker's president Thierry Stern.



Patek Philippe on the inside front cover

The front of the book included advertisements from leading marketers in the luxury realm. Efforts range from travel, jewelers and watchmakers, menswear and high-end transportation.

For example, in the front of the book Hermès, Ralph Lauren's Safari timepiece, Porsche and David Yurman appeared within the first few pages.



Porsche effort

Additional efforts before the table of contents were seen from American Express' Inspirato travel club, Stefano Ricci, watchmaker IWC, Aston Martin and Chopard.



American Express' Inspirato spot

Opposite the first section of the table of contents Harry Winston promoted its fine watches. The British jeweler looked to Robb Report to promote its Ocean Tourbillon Jumping Hour timepiece.



Harry Winston timepiece ad

The table of contents was broken into two additional sections with Mercedes-Benz showing off its E250 Blue TEC model. The final section of the content listings was framed by Christian Dior's Rose Dior Bagatelle collection of fine jewelry.



Dior fine jewelry ad

After the table of contents, marketers continued to jockey for readers' attention. For instance, in transportation, including jet aviation, automotive and yachts, Embraer, Gulfstream, Yachtbrasil, NetJets, Maserati, OceanCo, JetSuite, yacht builders Benetti, Hessen, Mangusta and Christensen, Sentient Jet, Rolls-Royce, Wheels Up and Jet Aviation all took pages in the Best of the Best issue.

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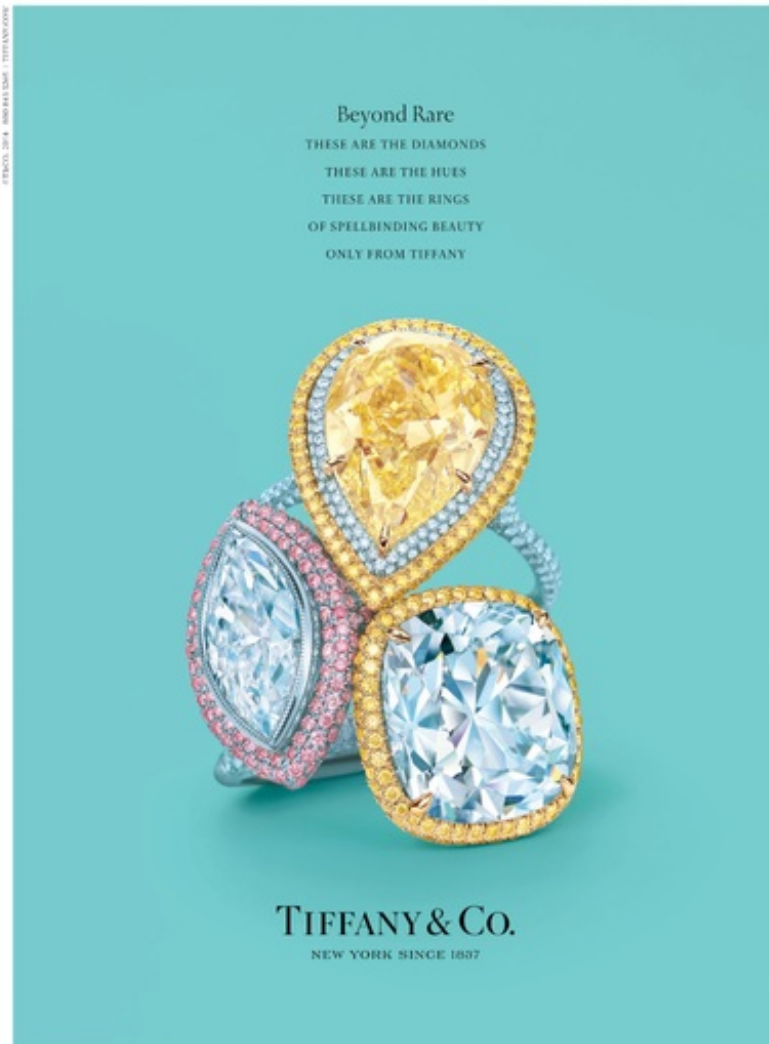
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Maserati Quattroporte effort

The sheer amount of ad space taken by this industry shows the importance of high-end transportation for affluent readers of Robb Report.

Additional ads were mainly jewelers and watchmakers with Jaeger-LeCoultre, Graff Diamonds, Jacob & Co., Ulysse Nardin, Gemfields, David Webb, Bell & Ross all looking to be seen. Tiffany & Co. closed out the June issue with an outside back cover effort for its diamond cocktail rings.



Tiffany & Co. spot on the outside back cover

The issue's content is almost entirely dedicated to the Best of the Best guide. Each of the categories are separated into subsections to make browsing the content easier for the reader. Those elected for Best of the Best are profiled in the issue and must abide by the guidelines for selection.

For example, in Wheels Robb Report elected automobiles and motorcycles such as the Porsche 918 Spyder and the Rolls-Royce Wraith and a Ducati Monster 1200 S.

The Style section focused on men's fashion and watches and women's watches and jewelry. Brands selected for menswear included Brioni, Tom Ford and Zegna while watchmakers and jewelers featured included Breguet, Piaget, Bulgari and Chopard.

In the Journeys section, broken down into resorts, hotels, golf courses and vacation homes, Robb Report included the LVMH-owned Cheval Blanc Randheli in the Maldives, the Ritz-Carlton in Kyoto, Japan and Donald Trump's The Blue Monster golf course in Miami.

Robb Report's Best of the Best listing also included a leisure section for international and domestic red and white wines, spirits, cigars and dining. Also, Home looked to interior design and accessories, art & collectibles and home entertainment.

Wings & Water was segmented to include sections on mega yachts, semi-custom yachts, production boats and business aircrafts. Lastly, Robb Report included a Global Perspectives section that included the Best of the Best selections from the publication's international imprints such as Turkey, India, Arabia, Russia, Brazil and Singapore.

Many of the brands selected to be included in the 2014 Best of the Best listorial also placed ad efforts in the June issue to further cement their placement among their competitors and to increase visibility.

Making a list, checking it twice

For affluent consumers, who are often extremely busy, having a trusted publication keep them aware of trends and hotspots is valuable. Robb Report frequently publishes lists to help readers keep up-to-date on what is considered to be the best of the best.

For example, American Express' Inspirato, NetJets and St. Regis were among the luxury travel and hospitality marketers featured in the May issue of Robb Report that included the inaugural listing of the world's top 100 resorts.

Once a stand-alone supplement, the 136-page "The World's Top 100 Resorts" issue focused on travel aligns with the publication's affluent readerships' interest in bespoke travel by promoting resorts in far flung locales, such as Botswana and Patagonia, that may be out of reach for general consumers. As a trusted source of information, including a listing of the world's leading hotel and resorts may lead to an increase of bookings at these properties by Robb Report's audience ([see story](#)).

Travel is a sector that often results in lists as planning a trip can be a daunting task for consumers.

The Ritz-Carlton and American Express' travel club Inspirato were among the travel and hospitality marketers targeting Robb Report readers looking for an exotic escape from the dull winter months.

Robb Report's February issue of 128 pages scours the globe for the most exclusive travel destinations that will appeal to the sensibilities of affluent travelers. February is an ideal time to promote travel for publications as many wealthy readers have just received holiday bonuses and are looking for places to rejuvenate and unwind ([see story](#)).

Being included in an annual listing produces significant brand recognition.

"Given the wide range of products identified in the best of the best issue, 175+ award winners, this information often provides an opportunity for the discovery for the readers of the issue in print, on tablet or through the Web site," Mr. Anderson said.

"This issue is kept and often referred to by readers throughout the whole year as a sourcebook on luxury products," he said. "Numerous brands, especially smaller or newer brands, have often reported significant changes in their sales and market share as a result of consumer discovering, directly related to having been selected as a Best of the Best winner.

“Winners can also use the Best of the Best trophy in their own marketing and communication materials to the luxury market.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/mVFimB7Toj4](https://www.youtube.com/embed/mVFimB7Toj4)

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