

PRINT

Robb Report expands collectables coverage via revamped Collection supplement

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Robb Report's updated Collection, October 2014

By JEN KING

CurtCo Media's Robb Report recently redesigned its Collection supplement magazine to reflect the rising interest in collecting art, antiques and automobiles among affluent individuals.

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Luxury Daily

Launched in 2001, Collection was the first “new” publication produced by Robb Report's parent company to accompany the primary magazine. Now, the revamped Collection has a stronger editorial focus with visuals meant to educate and inspire wealthy readers' passion for collecting.

“Collection expands the territory of Robb Report on a number of fronts,” said Michalene Buscio, editor of **Robb Report's Collection**, Los Angeles. “By looking at collecting all of its guises and motivations, our coverage ranges from some of the world's most highly valued collections to the personal obsessions of noteworthy individuals.

“We examine collecting as a legacy, a social pursuit, an investment, an expression of provenance and history, and simply a massive amount of stuff you have to live with,” she

said. “And because you can’t separate the collection from the collector, our coverage also focuses more closely on people, as we meet the dedicated and slightly obsessed individuals who animate every collection.”

Treasure troves

Robb Report’s Collection publishes six times a year and alternates with the distribution of the imprint’s shelter supplement, Home & Style.

To give Collection a new look and feel, the logo’s design was updated as were the imprint’s departments and content categories. Collection’s interior pages were updated as well to be consistent with redesign of Robb Report and Home & Style.

In the past Collection’s content focused primarily on automotives. In the last issue under the old design, Collections celebrated the 100th anniversary of Italian automaker Maserati with a cover story.



Prior to redesign, Robb Report Collection from August 2014

Now, content will extend into other product categories. For instance, the cover of the relaunched Collection, which was distributed with Robb Report’s October edition, is dedicated to artwork.

The supplement magazine’s cover features the details of four “craquelure” works by artist

Ed Moses. But, the content does not diverge too far from what Robb Report readers expect and continues to cover automobiles and fine wines to appeal to all interests.

“We want the mix to be dynamic and surprising from issue to issue, so while we have identified core areas of interest to our readers—automobiles, art, and wine—we also cover niche areas of collecting, ranging from original Apple 1 computers to the mechanical rubber Godzilla that is the obsession of international architect Dan Mies,” Ms. Busico said.

Content in the 112-page of October’s Collection includes a piece on extreme art experiences found within hotels, a Dallas man who has a collection of 500 classic automobiles and is putting approximately a third to auction and a look at prized vintages of Portuguese wine.

On Par

Magazines must understand the passions and interests of readers to create relevant content. With a true understanding of its readers, a magazine becomes a trusted source whether the audience is interested in collecting vintage Apple computers or learning about the latest fashion trends of the season.

Robb Report has excelled at this notion of always serving the readers’ interests in each issue.

For example, Breguet, American Express’ Inspirato and Maserati looked to the advertising pages of Robb Report’s August issue to embody their audiences’ shared interests.

On the issue’s cover, horology, travel and automobiles were all represented, so it makes sense that brands within this sector would look to Robb Report to promote their wares. When the advertisements align with the content seen in a publication, the read is more concise and the ads become less of a distraction ([see story](#)).

Also, private aviators such as Gulfstream, NetJets and Sentient Jets aimed for brand awareness by participating in Robb Report’s Private Aviation Buyer’s Guide included in the October issue.

The buyer’s guide content was likely appreciated by Robb Report’s core audience, who may have found the industry knowledge useful for future private aviation purchases. Since private aviation is misunderstood by most consumers, Robb Report’s guided advice was likely more trusted than if the brand’s had provided the content elsewhere ([see story](#)).

Collection serves to aid aspiring and established collectors in the same way Robb Report’s flagship publication does.

“To put it another way, Collection complements Robb by profiling noteworthy individuals through their collections, and by being more service oriented, since the publication is dedicated to finding and acquiring rare and one-of-a-kind objects,” Ms. Busico said.

“And because it is a publication aimed at enthusiasts of all kinds, it has a slightly less

formal and more relaxed voice,” she said.

“So in addition to the provenance and connoisseurship that Robb Report specializes in, Collection is equally interested in the roar of the engine and the thrill of finding an elusive piece of artwork or rare bottle of wine.”

Final Take

Jen King, lead reporter on Luxury Daily, New York

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