

PRINT

## Robb Report awards Porsche's 918 Spyder as 2015 Car of the Year

March 6, 2015



*Robb Report's March 2015 cover*

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By JEN KING

Ralph Lauren, Hermès and Zegna were among the luxury brands to rally behind the 2015 Car of the Year in Robb Report's special March issue.

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As one of the publication's primary pillars, Robb Report's content often revolves around the automotive industry and its news and standout models. Advertisers are attracted to issues that will generate a high volume of readers due to a listorial or special issue that selects the exceptional such as the year's top model of automobile or an attractive travel destination or hotel.

"The March issue had a total of 74 advertisers in the print and portrait view of the tablet edition. Seventeen of these advertisers placed spread creative," said John C. Anderson, Ph.D., New York-based senior vice president of digital at Robb Report. "A total of 8 of the advertisers enhanced their ads with interactivity to be included in the Landscape view of the tablet edition.

"Supporting the fashion theme of the issue, a total of 13 fashion, 18 watch and eight jewelry brands placed ads in the issue," he said. "Half of the fashion advertisers placed

spreads (6 of 13).

"The travel (8) and marine (8) categories were also very well represented as there was a special Yachting Lifestyle Advertising section included in the issue. Six of the marine brands had spreads that included an ad and advertorial page."

**Robb Report** has a total monthly print circulation of 105,000.

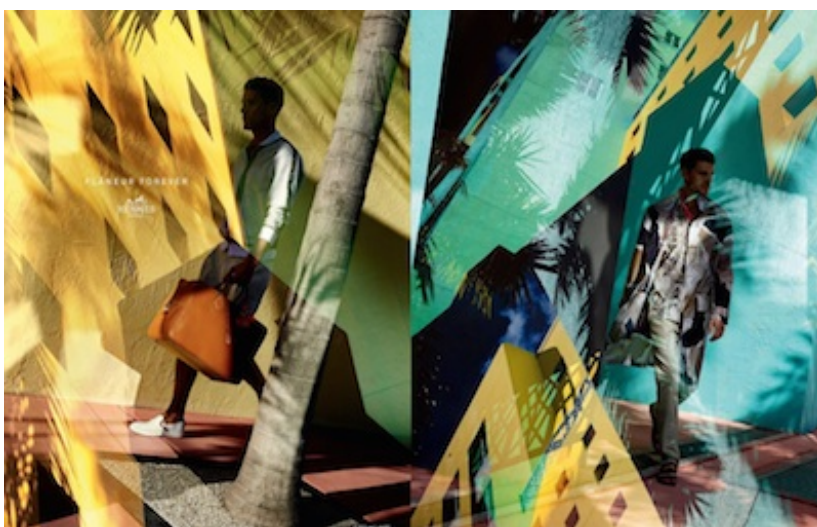
Start your engines

The 168-paged March edition of Robb Report opened with two full-page spreads by lifestyle brand Ralph Lauren placed in the inside front cover. The advertisement showed Ralph Lauren formal wear, casual apparel, footwear and accessories.



*Ralph Lauren's inside front cover ad*

This ad was followed by the latest campaign effort by French leather goods and accessories maker Hermès. For Robb Report, Hermès focused on its menswear collection.



*Hermès ad*

Additional campaigns showing off menswear included efforts by Ermenegildo Zegna and Dolce & Gabbana. Also, Bulgari and Ulysse Nardin promoted its wares in Robb Report's front of the book ad space.

The menswear trend was also reflected by department store chain Barneys New York who highlighted brands carried at its locations, Sartorio Incotex and Barton Perreira.



*Barneys New York campaign*

Robb Report's table of contents was framed by efforts placed by Gucci and Dior. The ads are similar in format with a man holding a briefcase under one arm while wearing a patterned suit.



*Gucci effort placed opposite the table of contents*

Within the well, advertisers such as Richard Mille timepieces, jeweler Van Cleef & Arpels and safe and watchmaker Buben & Zorweg also appeared. The travel and hospitality sector was represented by Honda Jet, Lexus, NetJets, the Ritz-Carlton and XOJet.

XOJet partnered with Robb Report for the 2015 Car of the Year and placed a advertising effort before the start of the publication's content for the award. In the effort, an XOJet private plane is seen with a Lamborghini Huracan LP 610-4 along with text that reads "Here's to the rare occasions when getting there truly is the best part."



*XOJet ad*

Also seen were efforts by Berluti, Isaia, Franck Muller, Backes & Strauss, Bell & Ross, Graff Diamonds and a Hublot effort placed within the Yachting Lifestyle advertising section. For the promotion, Hublot included its Fuente cigar-inspired Classic Fusion ForbiddenX timepiece.

Primary content in the issue revolved around the 2015 Car of the Year listing which placed the Porsche 918 Spyder, Ferrari California T and the BMW i8 models in the top three.

"Each year Robb Report stages a Car of the Year event in which six groups of 26 judges drive each of the nominated cars," Mr. Anderson said. Each judge rates the car on 15 different dimensions ranging from performance, interior, exterior, fit and finish, fun and appropriateness as a daily driver. The judges are also asked to make their first, second



and third choice for Car of the Year and to indicate which car they feel under performed.

"The cars are not rated against each other but against the promise made by the manufacturer. The judges are all active car enthusiasts who can afford to purchase these unique automobiles, and many have serious collections themselves," he said. "As such, when our readers and visitors see the results of the Car of the Year, they know that the ratings were made by enthusiasts like themselves, rather than the editorial team. During the Car of the Year event, Robb Report's editorial team along with a Twitter amplification team were constantly sending out tweets and posting on social media about the event, the cars and the judges experience with them.

"This social media was linked to the fans and followers of many of the manufacturers, giving them exposure as the process was unfolding. Each participating brand benefits with the wide range of exposure in print, on RobbReport.com, through social media and at the event itself in providing unique and interesting information about the autos. Each brand is also provided with links to the review of their vehicle to share with their fans and followers."

As with many March editions across publication genres, Robb Report's issue included coverage of the latest spring fashions.

Best of the best

Robb Report often curates lists that capture the reader's interest through exclusives and top tier products.

For example, luxury advertisers such as Mercedes-Benz and Ermenegildo Zegna looked to Robb Report's January edition to share their 2015 debuts with the imprint's affluent audience.

Robb Report's 128-page issue provided readers with a "Private Preview" of 18 debuts from brands that respect the publication's main pillars of automotives, horology and men's apparel. Although the debuts featured are not exclusive or considered private for Robb Report's audience, readers may feel that the magazine is providing insider knowledge to ensure that its readership is in the know ([see story](#)).

Also, Chanel, Porsche and Blancpain were among the luxury advertisers supporting the primary pillars of Robb Report in the imprint's December holiday edition.

Each month coverage in Robb Report along with its advertisements touch upon the interests of its readerships, namely fine watches, jewelry, automobiles and travel. For the annual December holiday issue, Robb Report shares with readers a collection of "Ultimate Gifts" that go beyond the wares typically covered in editorial and its ad space to give its audience a taste of "wishful fantasy" ([see story](#)).

Likewise, the March issue reflected these topics, among others that may appeal to the affluent reader.

"The March issue covers two important categories each year – the best of the best in new

automobiles and the news in spring fashion for men," Mr. Anderson said. "This year's spring fashion coverage features lightweight menswear designs from Stefano Ricci, Brunello Cucinelli, Hermes, Giorgio Armani, Ermenegildo Zegna and more.

"There are additional stories on spring sportswear from Brioni, Vuitton, Kiton and other leading brands as well as a review of sleep new raincoats for spring," he said. "As with each issue, not only does the March issue reveal the selection of the judges from the 13 brands for car of the year, but has separate stories on the 1960s Porsche RS 60, the Porsche Carrera GT Gemballa Mirage GT Carbon edition and the three-wheeled Polaris Slingshot."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/dRPJALgJSM8>

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