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Robb Report continues to wow with Ultimate Gift Guide in December edition

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Robb Report's December 2015 cover

By JEN KING

Hermes, Chanel and Bulgari were among the brands that strove to become part of a "holiday extravaganza" in the December issue of Robb Report.

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The affluent lifestyle magazine's December issue included Robb Report's annual gift guide that takes its primary pillars of automobiles, travel, fashion and jewelry/watches to new heights with presents aimed to wow. While not all gift guide items were obtainable, even for the wealthiest of the publication's readers, the advertising space was attractive for marketing partners pushing more subdued merchandise as Robb Report's audience tuned in to see the extravagance that made this year's list.

"Each year, we push ourselves to come up with even more imaginative and irresistible gifts," said Brett Anderson, editor in chief of **Robb Report**. "With this year's holiday package certainly our best we've gathered 31 of the rarest, most radical, and most luxurious gifts available more, in fact, than any other Gift Guide selection we've compiled in the past.

"We've absolutely raised the bar for next year, which will be a celebration in its own right as we'll be marking our 40th anniversary," he said.

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

Adding ads

The December edition of Robb Report saw a 23.33 percent increase in advertising pages when compared to the November issue of the same year. Year over year, the December 2015 book has increased in size by 2.57 percent and has increased its ad pages by 2.06 percent.

Robb Report December opened with an inside front cover advertisement by Swatch-owned watchmaker Breguet and was followed by a two-page spread placed by Hermes.



Breguet's inside front cover effort

The front of the book was dominated by jewelry and watch brands including Ralph Lauren, Chanel, David Yurman, which placed its first color ad campaign ([see story](#)), Blancpain, Ulysse Nardin, Dior and Audemars Piguet.



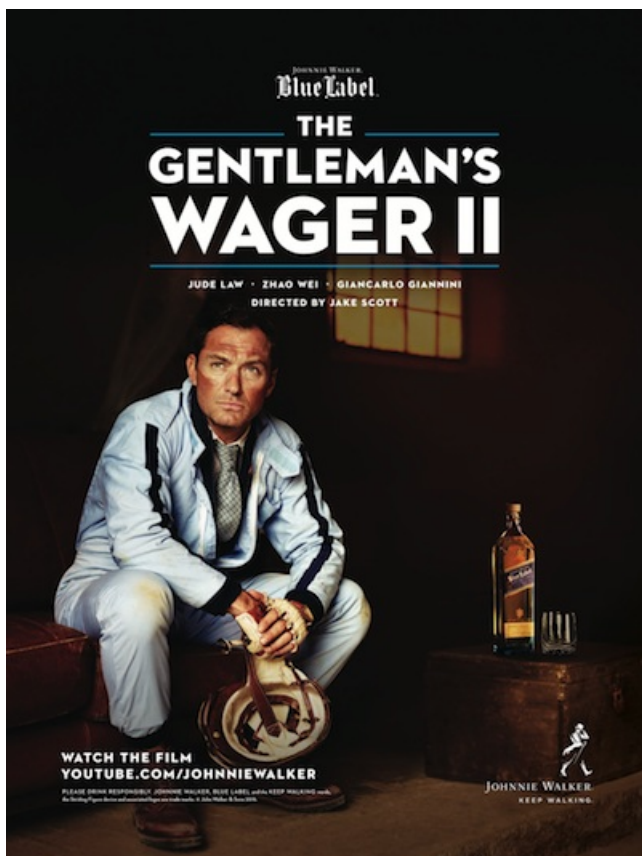
David Yurman, holiday 2015 campaign

Also seen in the front of the book were campaigns placed by Royal Mansour hotel in Morocco, Vertu smartphones, Hublot and Kiton menswear.

Opposite the table of contents Bulgari showed off its Lucea watch collection.

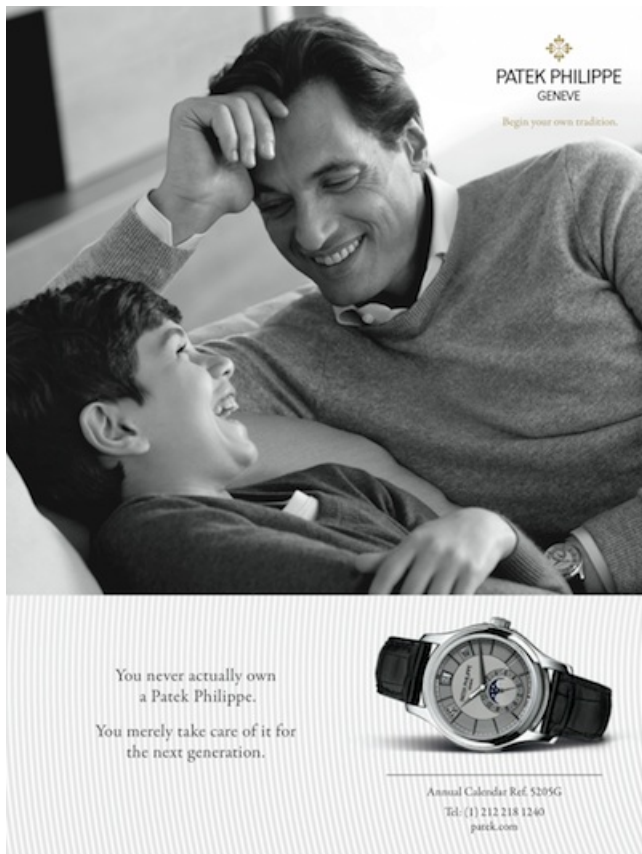
Within the well pages of December's Robb Report brands such as Jaeger-LeCoultre, TCS Travel, who has an excursion program with the publication, Richard Mille and Luxury Collection were seen.

St. Regis, furrier Blackglama, Scotch whiskey Johnnie Walker Blue Label, Isaia menswear and Waldorf Astoria were also present. Additional ads were placed by Patron Tequila, showing off its collaborative bottle with France's Lalique ([see story](#)), Stefano Ricci, Armani/Casa residences and Four Seasons.



Johnnie Walker Blue Label campaign

The final ad seen in Robb Report's December issue was on the outside back cover. Here, watchmaker Patek Philippe shared its "You never actually own a Patek Philippe. You merely take care of it for the next generation" mantra, a perfect encapsulation of the holiday gifting spirit.



Patek Philippe outside back cover

Robb Report's December issue hit newsstands Dec. 1, just days after the publication announced Stephen Colvin as its new CEO. Mr. Colvin was previously the COO and president of digital at Robb Report, joining the publication in February 2015.

Bill Curtis, the previous CEO of Robb Report will continue at the publication as vice chairman of the board of directors and will continue as a consultant to the business, as well as significant stockholder.

Robb Report was acquired by Detroit-based private equity firm Rockbridge Growth Equity in December 2014 ([see story](#)).

Extreme gifting

The December issue also included the publication's annual gift guide chock full of the most extravagant gifts available anywhere, spread among three dozen pages. Inspired by the holiday season, featured gifts range from experiences to limited-edition and one-off products from a number of sectors.

For instance, the Ultimate Gift Guide opened with a \$30 million yacht, a 344-foot vessel designed by Blohm + Voss. Other items included a bespoke tailoring experience by Isaia for \$40,000, a 2 person submarine costing \$1.5 million, a whiskey distillery trip listed for \$2.5 million, a \$250,000 safari getaway and other items varying in opulence.

Now in its 32nd year, the Ultimate Gift Guide, which was curated by Robb Report editorial team, offered readers the most items and experiences ever included. The awe-inspiring collection of gifts put forth for the December issue were likely to inspire purchases or ideas across categories.

"The December issue of Robb Report is one of the most eagerly anticipated issues of the year," said David Arnold, senior vice president and group publishing director at Robb Report.

"The issue celebrates the world of holiday giving and gifting, as seen through the eyes of our expert editors, across every luxury category," he said. "Our readers read the issue from cover to cover.

"It's hard to surprise our audience of affluent and discerning readers, yet our issue does just that as the unimaginable is discovered within the pages of our Ultimate Gift Guide. It is also the perfect "packaging" for our advertising partners to display their best-of-the-best of the season, and quite possibly, the year."

Final Take

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