

PRINT

Robb Report launches German edition to reach rising affluent audience

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Robb Report September 2015 cover

By STAFF REPORTS

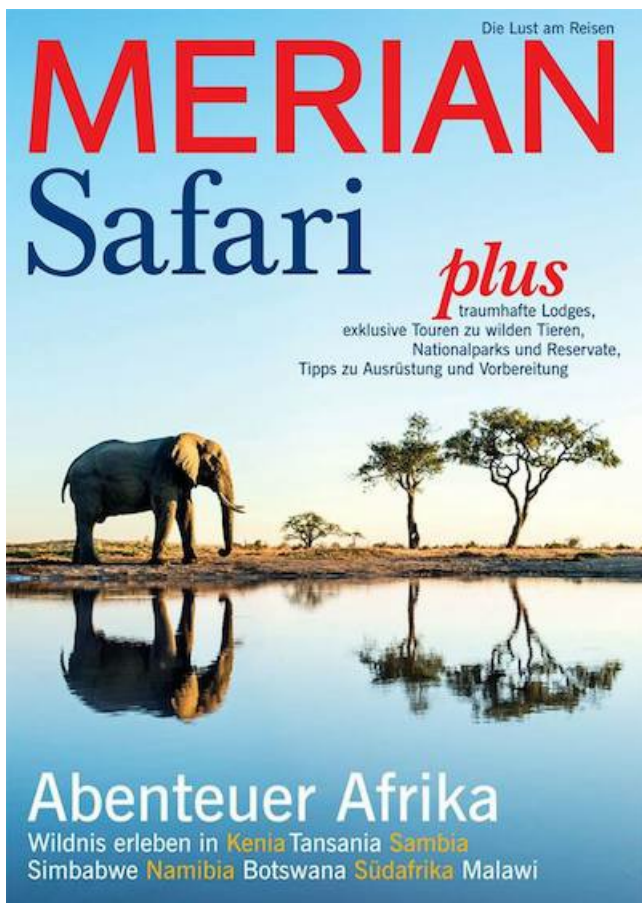
Lifestyle publication Robb Report is expanding its brand voice to Germany with the launch of a licensed title produced by publishing house Jahreszeiten Verlag.

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Robb Report Germany will be available on newsstands in October, joining 14 other international versions of the magazine. This German edition of the publication will help Robb Report reach an affluent audience in their native language.

International appeal

Jahreszeiten Verlag publishes premium magazines including A&W Architektur & Wohnen, Der Feinschmecker and Merian. This experience with high-end titles gives the publishing house an expertise that will translate to bringing Robb Report to a German audience.



Cover of Merian magazine

"Germany has been at the forefront of Robb Report's international priorities for a while, as the country is home to a burgeoning affluent demographic that appreciates the Robb Report lifestyle - a celebration and passion for the best of the best," said Stephen Colvin, CEO of Robb Report Media, in a brand statement. "Once conversations were initiated with the publishing professionals at Jahreszeiten Verlag, we knew we had found a partner that understood the Robb Report brand aesthetic and essence, and could properly, and flawlessly, curate our unique content and tone for Germany's audience of discerning consumers."

Under the deal, the German publishing house will handle distribution and sales of Robb Report Germany, while BM Brand Media will be in charge of marketing.



Robb Report Germany executives; from left: Robert A. Crozier, executive vice president managing director for Robb Report International; Steven Colvin, CEO of Robb Report; and Peter Rensmann, managing director of Jahreszeiten Verlag

At launch, Robb Report Germany will have a circulation of 100,000 copies.

Peter Rensmann, managing director of Jahreszeiten Verlag, said in a statement, "Until now, Germany has not had a luxury magazine covering multiple subjects. But it does have a large and significant target group of educated people with strong purchasing power that enjoy a sophisticated lifestyle and the beautiful things in life.

"They are looking for inspiration, entertainment and expert advice. Robb Report is filling this gap in the market by offering its readers the best of the best in every respect. Furthermore, we plan to launch the brand Web site the same

day the magazine hits newsstands, ensuring that Robb Report Germany is holistic and interconnected across platform and medium."

In 2014, Robb Report was sold to Detroit-based private equity firm Rockbridge Growth Equity for an undisclosed sum. Rockbridge plans to double Robb Report's number of international titles to 30 and strengthen its digital footprint in the industry ([see story](#)).

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