

PRINT

## Robb Report boosts international presence with British title

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Robb Report UK April issue

By STAFF REPORTS

Continuing its international expansion efforts, lifestyle publication Robb Report has launched a British edition.

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Produced as a joint venture between Robb Report Media and publishing house and creative agency Brave New World, Robb Report UK covers luxury living for an affluent audience, featuring topics ranging from automobiles, watches and apparel to food, travel and culture. With its April debut, this new edition brings Robb Report's total international publication count to 16.

### British voice

Robb Report UK will be headed by editor in chief James Collard, who is the former editor of Times Luxx. Paul Croughton, who previously worked at The Sunday Times and Arena, will serve as editor and digital editor.

For 2016, the magazine will be quarterly with a print run of 52,000. The first issue, priced at about \$8.60 on newsstands, will be available from April 21. A Web site is launching the same day.



Online (link in bio) and sale now: the launch issue of Robb Report UK featuring the world's finest cars, luxury travel, an ice-breaking superyacht, great British craftsmen, Lapo Elkann, skeleton watches and a Spanish red you need to try (and no, it's not Rioja). #watches #cars #travel #luxury #robbreportuk @robbreport @robbreportuk @lapoindependent @ferrari motorsport @montresbreguet

A video posted by Robb Report UK (@robbreportuk) on Apr 21, 2016 at 4:44am PDT

The introductory issue includes features such as a wealth report on Britain's classless rich, an interview with Fiat heir Lapo Elkann and Robb Report's annual Cars of the Year Awards.

"Our job at Robb Report is to discover and explain excellence, whether that's the most exciting super-car, handmade shoes or a really great wine all for a reader who wants the best and understands that quality is worth paying for," said Mr. Collard in a brand statement.

The publisher recently expanded its brand voice to Germany with the launch of a licensed title produced by publishing house Jahreszeiten Verlag.

Robb Report Germany will be available on newsstands in October, joining 15 other international versions of the magazine ([see story](#)).

Around the globe, Robb Report's total circulation is 580,000.

"We've been a strong international brand for many years now," said Stephen Colvin, CEO of Robb Report. "But launching a UK edition in the year Robb Report turns 40 is an important landmark given Britain's great luxury tradition and London's centrality in the marketplace today."

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