

MEDIA/PUBLISHING

Robb Report reflects on best of the best in October anniversary issue

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Robb Report's October 2016 cover

By JEN KING

Breguet, Rolls-Royce and Ralph Lauren were among the first advertisers to celebrate life at its very best as lifestyle publication Robb Report commences its 40th anniversary in its October issue.

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Robb Report Volume I, Issue I first appeared on newsstands in 1976 with a concentration on luxury fineries within the automotive, watches and jewelry, apparel and accessories, spirits and travel categories. Flash forward 40 years, and Robb Report's core pillars remain the same as it marks its largest October issue, also its anniversary collector's edition, in nearly a decade.

"This edition is the absolute best of the best. It represents our steadfast and ongoing commitment to quality, craftsmanship and rarity across the board with regards to content, the contributors and our brand partners," said David Arnold, executive vice president and publishing director of **Robb Report**. "This notion of best of the best' extends beyond just our print product into our digital platforms where we'll continue our 40th Anniversary content push on Robbreport.com and via our social media channels.

"We continue to focus on the best in class in luxury in both goods and services, while continuing to differentiate what is luxury in the marketplace," he said. "Robb Report is the only brand that discerns the difference of true luxury, when everyone claims the moniker of luxury.

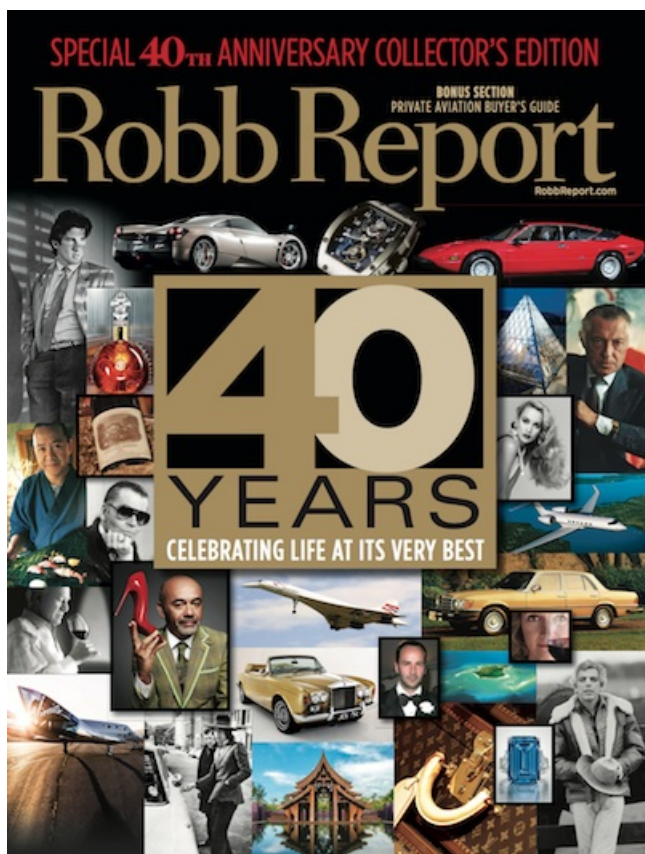
"Our audience has relied on Robb Report for four decades to filter out what's of note, and our partners look to us for an audience that understands and appreciates true luxury, not luxury in a generic fashion. In a sense, we filter both sides of the equation."

Celebrating Robb Report

October's **Robb Report** closed with a 30 percent year-over-year growth. The publication is also up 70 percent in ad pages, year-over-year.

The anniversary collector's edition also sees the second installment of the magazine's revamped design aesthetic. Robb Report first debuted the refresh in its September fall fashion issue.

On the cover Robb Report placed "40 years. Celebrating life at its very best" at the center of the page. Surrounding the text was a collage of imagery reflective of the Robb Report reader interests such as fine timepieces, classic cars and notable players in the luxury realm including Tom Ford, Ralph Lauren, Karl Lagerfeld and Christian Louboutin.



Robb Report's 40th anniversary cover, October 2016

"This edition celebrates the fact that there is a discerning customer that is wanting to pay a premium price for luxury," Mr. Arnold said. "We continue to generate interest beyond our current readership given our unique and unwavering commitment to what is our core competency."

Robb Report's October issue opened with an inside front cover effort placed by Swatch Group-owned Breguet.

The front of the book ad space was continued by advertisements for Rolls-Royce's Dawn, Ralph Lauren, Tod's and John Varvatos. Representing the watches and jewelry pillar were Harry Winston and Blancpain.

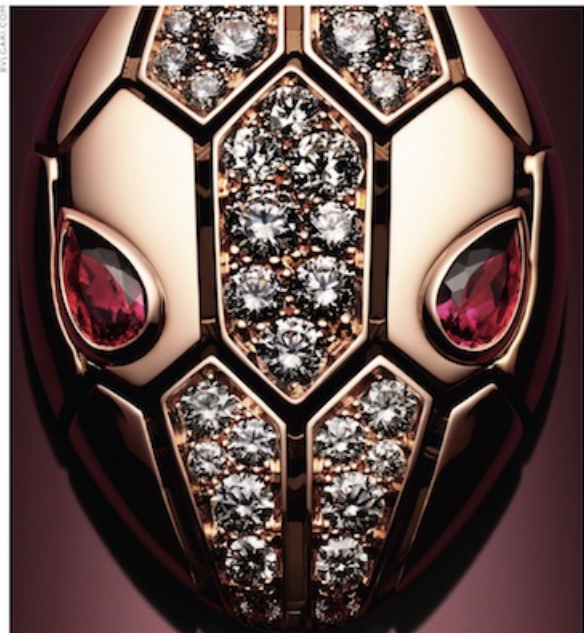
Hudson Yards, the soon-to-be-completed retail and residential space in New York, was also promoted. The property opted to inspire Robb Report readers with its residential tower, rather than its retailing options.



Breguet ad, as seen in Robb Report October 2016

Opposite the table of contents, jewelry Bulgari featured a bejeweled Serpenti. The table of contents continued with advertising placed by Dolce & Gabbana for its #Napoli eyewear for men.

Continuing on into the content well were ads taken by Salvatore Ferragamo, Ermenegildo Zegna and Brunello Cucinelli.



BVLGARI
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SERPENTI

Bulgari campaign, as seen in Robb Report October 2016

Watchmakers and jewelers De Beers, Richard Mille, Parmegiani, De Grisogono, Ulysse Nardin and Gemfields all jockeyed for readers' attention.

Also seen in proximity were travel and hospitality groups including Taj Hotels & Resorts, The Luxury Collection, Four Seasons, The Ritz-Carlton and Giorgio Armani's branded hotel property in Dubai, United Arab Emirates.



Salvatore Ferragamo

888-FERRAGAMO - FERRAGAMO.COM

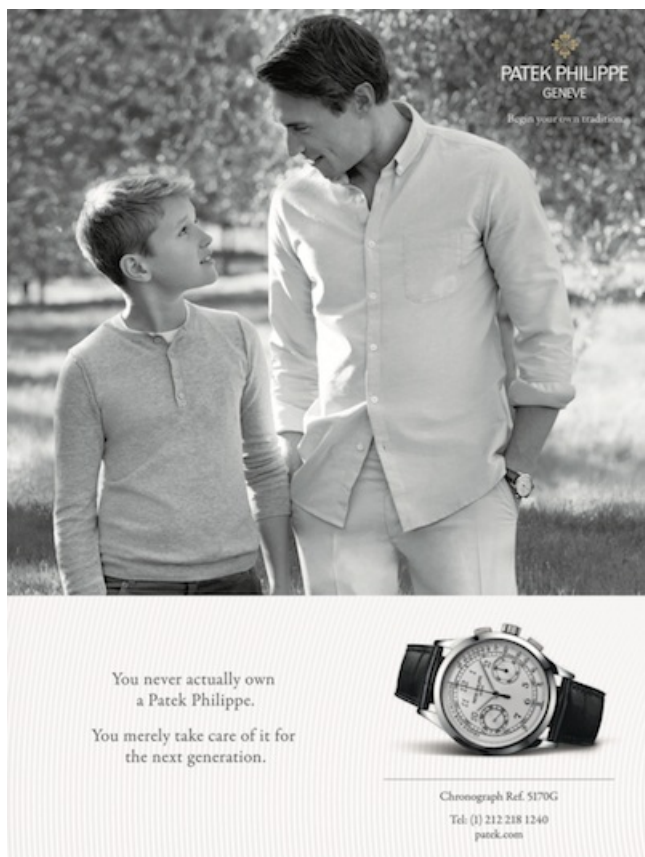
Ferragamo campaign, as seen in Robb Report October 2016

The October edition also included a bonus section for Robb Report's readers. The section, dedicated to private

aviation and positioned as a buyer's guide, also featured a bevy of industry providers.

Those placed in support of the aviation buyer's guide included JetSmarter, Sentient, Wheels Up, Delta Private Jets, Gulfstream and Flexjet, among others.

Robb Report's anniversary issue concluded with an inside back cover advertising Trump Hotels' Washington property while the outside back cover shows an ad for Patek Philippe watches.



Patek Philippe ad, as seen in Robb Report October 2016

40 years in the making

The 40th anniversary of Robb Report's debut issue also coincided with the publication's expansion into two new markets.

As part of its celebrations of success, Robb Report will launch the Australian and German editions of its magazine. The additions bring the publication's global footprint up to 17 international editions.

Robb Report Australia was officially announced July 22 during an invitation-only soiree at the the Pier One Sydney Harbour Hotel.

To produce the regional market title in Australia, Robb Report is working with Sydney-based finance and wealth advisory firm Kanebridge, Ltd. The intel into Australian wealth and consumer behavior in the country will help Robb Report curate content ideal to that market ([see story](#)).

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

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 ([see story](#)).

"We're continuing to evolve, just as luxury continues to evolve and the landscape shifts," Mr. Arnold said. "We understand that people are focused on the experiential and that technology continues to disrupt.

"Robb Report is doubling down on its brand in a time where that tends to be the opposite, and we look forward to the continued growth and evolution of Robb Report's product and audience, both from a print and digital standpoint," he said.

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