

MEDIA/PUBLISHING

Robb Report's sophisticated redesign speaks to quest of innovation, personal best

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Robb Report's June 2017 issue is the first to feature its new illustrated cover concept; Image courtesy of Robb Report

By JEN KING

Lifestyle publication Robb Report has undergone a 360-degree brand refresh to further establish the title as the "manual of modern luxury."

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The refresh includes a redesigned print magazine, timed to drop with Robb Report's annual "Best of the Best" listorial, now in its 29th year, and a new, fully responsive Web site. The magazine sector is currently booming with niche publications, giving publishers added incentive to ensure that their title stands apart from the crowd.

"Robb Report has 41 years been the authority on luxury. The new tagline merely underscores the fact that the brand not only showcases the latest and most beautiful products and designs, the finest destinations and the leading services, but the brand also presents its audience with useful tools for evaluating their purchase options," said Brett Anderson, editor in chief of [Robb Report](#), New York.

"Our content encompasses both the aesthetic merits of the subjects we cover and our audience's practical needs, which we've further emphasized in many of our new formats," he said. "The new design emphasizes classic style lightened with a bit of whimsy.

"The illustrated covers are a departure from most newsstand magazines covering lifestyle, but we believe that this approach enables us to more thoughtfully communicate the themes of each issue in a more sophisticated manner. Also, the larger format and heavier paper stock set Robb Report apart from most other titles."

Freshening up

Robb Report was launched more than 40 years ago and now counts international editions in 17 countries and nine languages under its fold.

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 marked its largest October issue, also its anniversary collector's edition, in nearly a decade in October 2016 ([see story](#)).

Two months later, Robb Report was acquired by Penske Media Corporation, the publishers of WWD, Variety and other audience-focused brands ([see story](#)).

With its new owner's support, Robb Report's evolution was set under way and includes a sophisticated redesign of its print and digital platforms. Refreshing its image is seen as an ongoing quest for innovation and personal best, qualities that align with Robb Report's advertising partners and affluent readers.

Robb Report's June edition is the first to hit newsstands with the design updates.

Key features of the redesign include an expanded trim size. Robb Report has increased its size to 9 11/16 x 11 3/4 inches from its previous 8 1/4 x 10 3/4 inches.



Robb Report's new print edition is a larger format, printed on heavier paper stock; Image courtesy of Robb Report

Robb Report's June issue is the first to unveil the publication's new illustrated covers, an industry-first. Robb Report's cover concept will work to express facets of luxury through thoughtful illustrations.

As for the scope of the publication's content, Robb Report's coverage will be broadened to include auction and secondary market happenings as well as its take on historical pieces and collectibles.

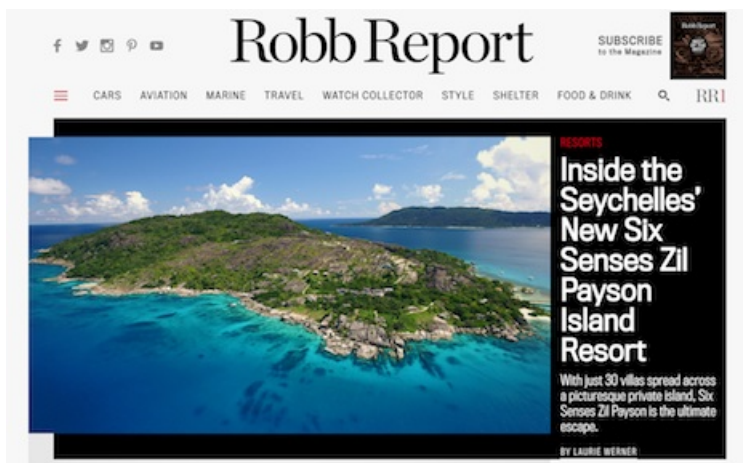
Included in the refresh are a number of new editorial sections that will strengthen Robb Report's coverage. The editorial sections will showcase tastemakers, craftsman and collectors in addition to noteworthy products that may interest Robb Report's audience.

Going forward, Robb Report issues will also include more original photography and deeper content, shared between the print and digital properties.

Robb Report's digital overhaul includes a redesigned homepage, an important channel for all Penske Media Corporation titles. According to comScore, in 2016 PMC-owned titles reached more than 179 million visitors online.

The publication's Web site is now fully responsive and optimized for smartphones, tablets and desktop view.

"Like the new print edition, the Web site gives greater play to imagery: the pages boast larger image galleries, cleaner clearer graphics and fonts and a little more white space, which allows each story some breathing room," Robb Report's Mr. Anderson said. "Also, the new platform loads much faster, which makes for a better user experience all around."



Robb Report's Web site is now fully responsive and optimized; Image credit: Robb Report

An expansive online photo gallery has also been launched to showcase the visuals and imagery that define the luxury sector.

"Having a visually more intuitive site and faster load times, as well as a robust mobile version of the site, are critical, in our opinion, to serving today's digital audiences," Mr. Anderson said. "Users want to be able to find the material most relevant to them quickly and easily."

"We've considered several factors that affect usability. Our digital newsletters, for instance, use algorithms to populate users' individual editions of Robb Report Insider with content customized based on their interests," he said.

"So, each user receives a bespoke newsletter. It's very much in keeping with the philosophy of the brand."

Robb Report will soon launch a microsite devoted to the publication's signature event series including the Car of the Year franchise, Culinary Masters and Health & Wellness Summit.

Best of the best ad pages

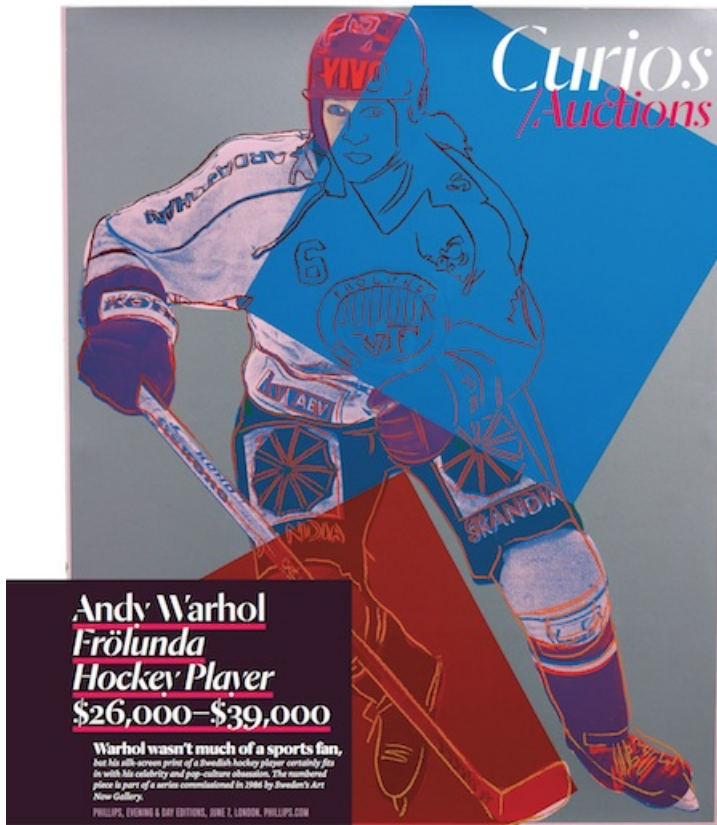
As the "manual of modern luxury," Robb Report's "Best of the Best" issue examined products and services defined by "precision. passion. ingenuity. soul. without compromise."

Robb Report's advertising partners lent support to this definition by placing campaigns that aligned with the content found throughout the 324-page June issue.

The June issue began with an inside front cover effort placed by Swiss watchmaker Patek Philippe.

Jewelry and watch brands dominate the front of the book with campaigns by Audemars Piguet, Blancpain, Chopard and Martin Katz. Automakers also sought attention from Robb Report's early ad space pages with spots from Lamborghini and Aston Martin present.

Opposite the table of contents, Dior promoted its high-jewelry as did British jeweler Graff.



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Robb Report's content additions includes a section on the auction market; Image courtesy of Robb Report

Others seen throughout the issue included Peninsula Hotels & Resorts, McLaren, Wheels Up, The Luxury Collection, Faberge, Jetsuite and Armani Hotels in Dubai, United Arab Emirates, among others.

Robb Report's June issue concluded with an inside back cover placement by Emirates airline with the outside bought by Herms for its men's timepieces.

"The Best of the Best issue is one of our most important statements during the course of the year the issue in which the editors honor the brands and individuals who have pushed the boundaries of design, technical innovation, creativity and quality of service, setting new standards for their industries," Robb Report's Mr. Anderson said.

"We felt that this was the perfect issue with which to reveal our new look and feel, both in print and online," he said.

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