

MEDIA/PUBLISHING

Robb Report adds Swedish title to growing international portfolio

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Sweden is Robb Report's 18th international market

By STAFF REPORTS

Lifestyle publication *Robb Report* is expanding its global presence to Sweden with the launch of its 18th international edition.

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In March, *Robb Report Sweden* will launch a print edition and a corresponding Web site. This latest launch joins other recent additions from the Penske Media-owned *Robb Report*, including editions in Australia, Germany and the United Kingdom ([see story](#)).

Scandinavian source

Robb Report Sweden, published through an international licensing deal, will be on newsstands this March, with an initial circulation of 22,000. In 2018, the magazine will be published on a quarterly basis, while the following year will see the title release bi-monthly editions.

Karl-Henry Edström, who was most recently international director at Hotelier International, will be the magazine's publishing director.

"We are pleased to introduce *Robb Report* to the region in 2018, and honored to leverage the expertise and history of the iconic US edition of *Robb Report*," Mr. Edström said in a statement. "With support from the brand's executive leadership across department, as well as its roster of pre-existing international partners, we look forward to introducing an inspiring and influential product to the market, one that is assured to be like none other currently available in Sweden."



Robb Report presents a luxury lifestyle. Image credit: Robb Report

Now more than 40 years old, *Robb Report* has revamped its branding following its acquisition by Penske Media Group. A joint venture between Rockbridge Growth Equity and PMC, *Robb Report* is now published in nine languages.

"*Robb Report* is a top title for luxury consumers and media partners for a reason: we are serving the tremendous interest in luxury content and experiences with style and substance," said Kevin LaBonge, vice president, global partnerships and licensing, PMC. "We are looking forward to working with Karl-Henry and his team to make *Robb Report* the go-to resource for luxury in Sweden, just as we have in 17 markets around the world."

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