

MEDIA/PUBLISHING

## Robb Report appoints former British edition editor to helm US title

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*Robb Report covers the affluent lifestyle. Image credit: Robb Report*

By STAFF REPORTS

Lifestyle magazine *Robb Report* has named Paul Croughton its new editor in chief.

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Mr. Croughton was most recently the editor of the British edition of *Robb Report*, where he oversaw the international title's launch. At the U.S. publication, the editor will lead *Robb Report's* print and digital operations, drawing from his more than 20 years of media experience.

### Crossing the pond

Mr. Croughton's resume includes positions at national magazines and newspapers. He began his career at men's style publication *Arena* before joining *The Sunday Times*.

The editor has also contributed to titles including *WSJ Magazine*, *The Observer* and *The Telegraph*, as well as Mr Porter's editorial platforms.

Mr. Croughton was formerly partner and editor at Brave New World, the creative and digital agency that launched *Robb Report* in the U.K. in 2016 through a joint venture with Robb Report Media ([see story](#)). He was founding editor of the title, which *Robb Report* credits with opening the door for further European expansion.



*Robb Report UK. Image credit: Robb Report*

Along with his editorial experience, Mr. Croughton has acted as a television presenter and host. His past appearances include hosting Apple's "Meet the Makers" podcast.

"Paul is a world-class editorial talent, as well as a top creative, interviewer and host," said Jay Penske, chairman/CEO of Penske Media Corporation (PMC), *Robb Report's* parent company.

"He brings personality, smarts and charisma, along with a fresh perspective to *Robb Report's* already authoritative luxury content," he said. "We've been following his career for some time, and his wealth of expertise along with his deep understanding of digital and the continuous evolution of the landscape, made him the perfect candidate to lead *Robb Report* into the future."



*Paul Croughton. Image courtesy of Robb Report*

At *Robb Report*, Mr. Croughton succeeds Brett Anderson, who left the title after more than a decade earlier this year. From July, the editor will be based in the magazine's New York offices.

"The end goal has got to be for *Robb Report* to be an essential part of our audience's lives, day in, day out," Mr. Croughton said. "That's the big picture. And that means not just providing content but going above and beyond that.

"We're fortunate enough to have an audience that is hugely influential, knowledgeable and resourceful and they've already invited us to be one of the few sources of information and entertainment that they trust," he said. "So that's a great place to start from.

"From there I think *Robb Report* as a brand has huge potential to grow in a multitude of areas, from retail to services, and for me that was one of the biggest attractions of the job."

Now into its fourth decade, Robb Report has been expanding its editorial offerings. Earlier this year, it launched a female-focused title *Muse* ([see story](#)).

Robb Report has also been embracing new forms of digital content. The magazine recently rolled out an exclusive series that dives into the history behind some of the most sought-after works of art and other expensive collectibles.

The series, called the "Secret Histories of Rare Treasures," is produced by Robb Report Studio and debuts on Facebook's new on-demand video platform Watch. Robb Report's series is one of the first major luxury content creations for Facebook Watch and will serve as a barometer for both the platform and its luxury potential ([see story](#)).

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