

MOBILE

## Robb Report takes advantage of iOS 5 with annual subscription, Newsstand addition

November 4, 2011



By RACHEL LAMB

Luxury lifestyle magazine Robb Report is making available an annual subscription to its iPad edition as well as the inclusion on the App Store Newsstand for consumers who have Apple's latest iOS 5 software.

[Sign up now](#)

**Luxury Daily**

Robb Report readers previously could only download one edition at a time, but are now able to buy a subscription for \$49.99. This is a 48 percent discount off of the single-issue price of \$7.99, claims the publication.

“Robb Report wants its readers to be able to subscribe and read its magazine in any format with which they are most comfortable,” said John C. Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of Robb Report.

“Until now, Robb Report has only been able to offer its readers single issues through the iTunes store,” he said. “Now readers will be able to subscribe for the iPad edition on an annual basis through iTunes.”

CurtCo Media owns [Robb Report](#).

Robb Report's iPad supplement is a digital version of its print publication, whose readers have an average household income of \$554,192.

The print Robb Report has a circulation of 102,419.

Crown jewel

The new digital endeavors coincide with the release of Robb Report's November issue.

The is the watch and jewelry edition and features brands such as Tiffany & Co., Patek Philippe, David Yurman, Bulgari, Stephen Russell and Chanel in both ads and editorial.



### *Tiffany in Robb Report's November issue*

In addition, there is a feature on the “first drive” of the Maserati 2012 GranTurismo MC.

Robb Report's iPad editions often feature exclusive content and other messages. November's tablet version incorporates a new hidden message feature that offers a one-of-a-kind introduction to the new Maserati model.



### *Robb Report's feature on Maserati*

For a while, the publication's strategy has been to build its digital strategy and the subscription process is just another way to do so.

Robb Report may be trying to build itself up as tech-savvy and in line with the newest technology by including itself in the Apple Newsstand for iOS 5 users.

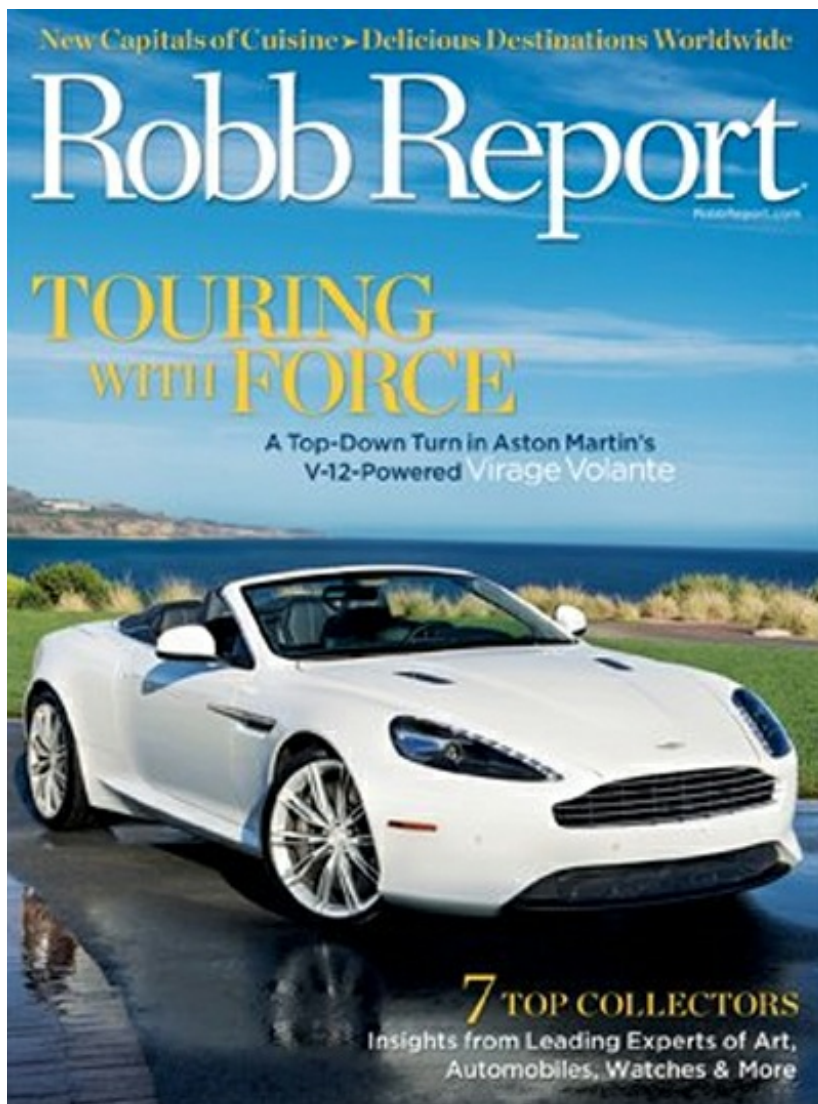
Not too many luxury-focused publications in the United States have accessed Newsstand. The other major publications selling in Apple Newsstand are Allure, Brides Glamour, Self, GQ, Golf Digest, The New Yorker, Vanity Fair and Wired.

Therefore, real estate in the not-yet-crowded Newsstand may help Robb Report get more eyeballs in that particular mobile channel.

App for that

Robb Report has been amping up its digital presence for some time now.

In fact, the title has experienced significant growth since becoming available in Apple's App Store earlier this year, according to the brand.



*October issue of Robb Report*

In addition, Robb Report readers can access content on Zinio, Nook and eventually Kindle Fire.

The publication seeks to continue its digital strategy and has plans to boost its presence in the future.

“There is only one Robb Report monthly iPad edition, [but] we will have several special-topic Robb Report apps in the future,” Mr. Anderson said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.