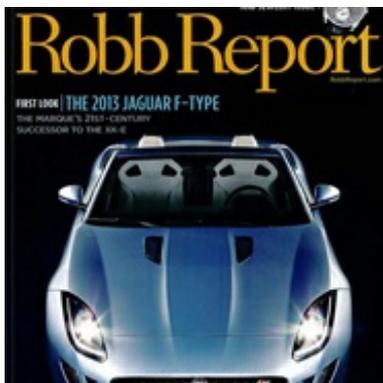


PRINT

Luxury brands target high-net-worth shoppers via Robb Report November issue, supplements

November 15, 2012



By TRICIA CARR

Tiffany & Co., Hermès, David Yurman, Chanel, Inspirato and Roger Dubuis are pushing products and services in the November issue of Robb Report, while other luxury advertisers scored tailored exposure in the “Host’s Guide” and “Exceptional Properties” supplements.

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Luxury Daily

At a time when high-net-worth consumers are seeking holiday gift ideas, high-end jewelry, watches, spirits and travel brands are targeting Robb Report readers through the latest issue. In particular, the Host’s Guide Holiday 2012 boasts quite a few spirits advertisers, some of which took out placements in both the main issue and seasonal supplement.

“The holiday season is very important for luxury brands,” said John C. Anderson, Los Angeles-based senior vice president of digital at CurtCo Media, publisher of Robb Report. “It is partially for this reason that the November issue features popular gift items and experiences such as watches, jewelry and travel.”

Watch it

The cover story of the November issue of Robb Report is a first look at the 2013 Jaguar F-

Type. The cover also alludes to an extreme skiwear feature inside.

Front of book advertisers in this issue include Tiffany & Co., Hermès, Patek Philippe, DeLeón Tequila, David Yurman, Chanel, Richard Mille, Inspirato, Roger Dubuis, Leviev, Chopard, Louis XIII de Rémy Martin, Lugano, Corum, Blancpain, Sicis Jewels, Jaeger-LeCoultre, Ascot Chang, Graham, Hublot, Gilan and Glashütte.

In fact, Inspirato's ad positions its club membership as the "ultimate holiday gift."



Tiffany ad

"The November issue features jewelry and watches as a major theme," Mr. Anderson said.

"As a result, in order to reach the Robb Report audience interested in these types of luxury products, approximately 40 percent of the advertising in this issue is from jewelry and watch manufacturers," he said.

Within the table of contents are watch ads from Cartier, Girard-Perregaux, Carl F. Bucherer and Ermenegildo Zegna.



Zegna ads

The first editorial features in the issue focus on holiday gifts and newly-opened international hotels.

Next, the "Front Runner" section shows the latest in luxury product releases, jewelry, art, auto, boating, motorcycles, sport, spas, travel, wardrobe, spirits, wine, collectibles, home electronics and home.

There are watch and private jet ads throughout these pages from brands including Audemars Piguet, Harry Winston, Piaget, Bell & Ross, NetJets, Montblanc, Urwerk, FlightOptions, A. Lange & Söhne and Parmigiani Fleurier.

Also, the "Impeccable Timing" watch guide shows timepieces from some of the brands that are featured as advertisers such as Cartier and A. Lange & Söhne.

The "Deco Deluxe" jewelry guide also features brands that are advertisers such as Chanel and Lugano.

Later on in the issue, Land Rover placed a horizontal-facing ad within the extreme skiwear feature.



Land Rover ad

A Caribbean travel feature called "The New Mustique" is broken up with ads from Molina, The Macallan and The Ritz-Carlton.

"With the approaching holiday season, a number of resorts saw Robb Report as an important venue for advertising their properties," Mr. Anderson said.

Yacht providers Benetti, Atlantis, Azimut, Riva, Pershing and CRN are featured in a special advertising section.

Towards the back of the book is a showcase of the Audi RS 5.

Watchmaker Ulysse Nardin's ad appears on the back cover.



Ulysse Nardin ad

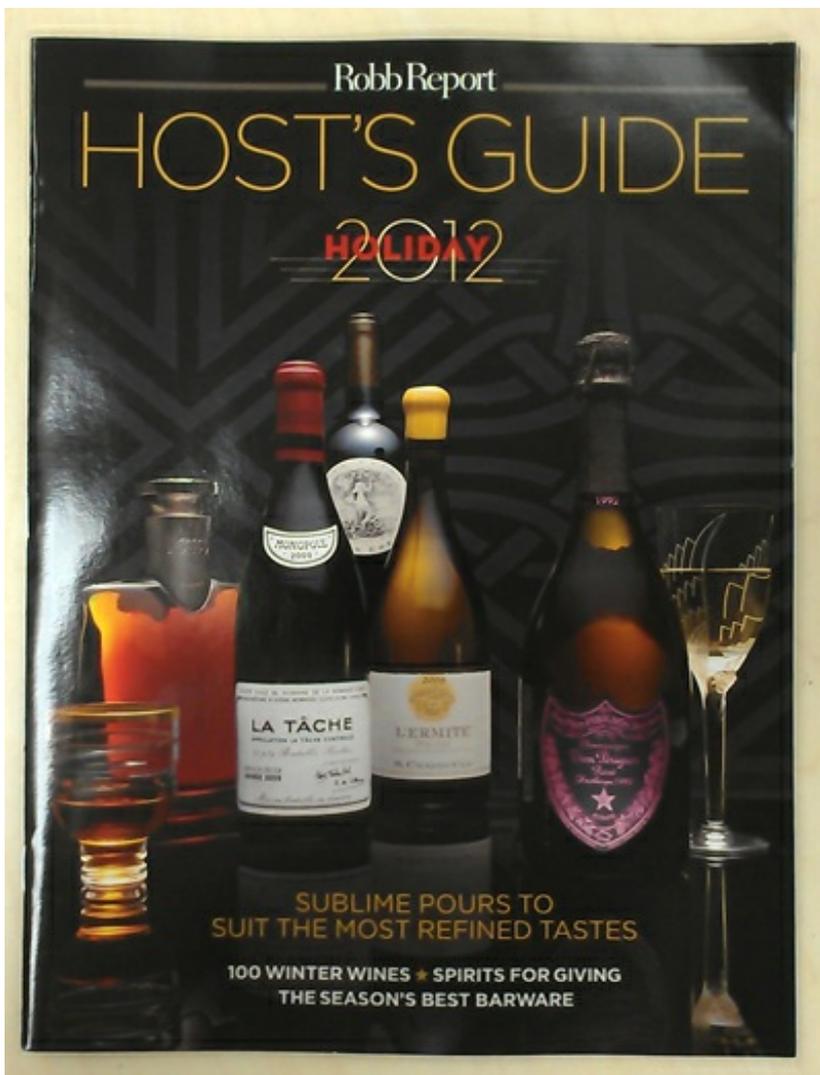
"This time of year is ideal for brands that have a highly-seasonal component," said Courtney Albert, management consultant at [Parker Avery Group](#), Atlanta.

"Jewelry is one that quickly comes to mind," she said. "Many consumers are willing to splurge for gifts not only on their families and friends, but also themselves."

Being seen

The November issue comes with two supplements.

The Host's Guide Holiday 2012 supplement is a showcase on spirits. Editorial includes stories on four Scottish spirits that mark the British Queen's 60th anniversary on the throne, high-end barware, 100 winter wines, spirits for giving and seasonal beers.



Host's Guide

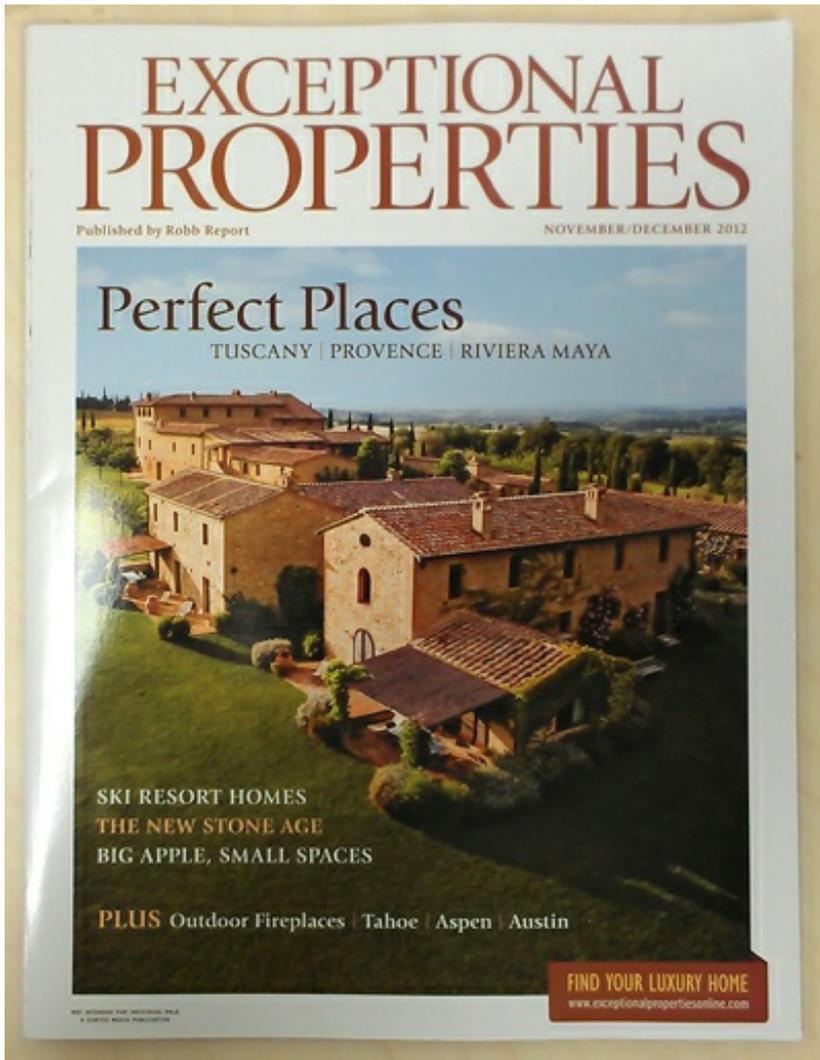
Ads for Louis XIII de Rémy Martin, DeLeón Tequila and Dom Pérignon appear in this supplement as well as the main issue.



Louis XIII de Rémy Martin ad

An ad for Macallan which is also featured in the main issue is shown on the back cover. Additionally, the November/December issue of Exceptional Properties is included with

the November issue of Robb Report. It focuses on the best international real estate and communities.



Exceptional Properties

The cover story is “Perfect Places” which features homes in Tuscany, Provence and Riviera Maya.

Advertisers in the supplement include Snell Real Estate, Trump International Hotel & Tower Chicago, Hacienda Beach Club & Residences and Little Palm Island Resort & Spa.



Trump ad

“The November issue of Robb Report continues its concentration on quality, craftsmanship and connoisseurship,” Mr. Anderson, said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily

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