

PRINT

## Robb Report Home & Style magazine debuts with above-expected ad page figures

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By TRICIA CARR

Robb Report is giving readers a glimpse at international luxury real estate in its new Home & Style magazine that complements the March “Car of the Year” issue.

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Ralph Lauren, Hermès, Ermenegildo Zegna, David Yurman, Tom Ford, Barneys New York, Chanel and other luxury brands placed ads in the main issue of Robb Report, while jewelry, travel and home advertisers took up the majority of the ad pages in the new book. Home & Style is Robb Report’s take on architecture, home products, furnishings and interior design via a bimonthly magazine.

“We projected a 50/50 book for our debut issue based on a 124-page book size,” said Trae Walker, publisher of Robb Report Home & Style, Gainesville, FL. “The sales outperformed that significantly and we didn’t reduce the edit.

“Totaling 152 pages, ads came in at 94.7 pages, or 62.3 percent,” he said. “We far outshot our goal of 65 ad pages, making our first issue a big success.”

CurtCo Media owns [Robb Report](#).

## Bonus book

The premiere issue of Robb Report Home & Style boasts looks at the world's ultimate estates on the cover.

Front of book advertisers are Christofle, Ddc, Manhattan House, Misahara, Inspirato and Timber Resorts.



### *Christofle ad*

There are two front-of-book sections that will likely reappear in future issues.

The “Design Seen” front-of-book section showcases new items and spaces by top interior designers. For example, one page explores high-end technology items for the home such as speakers and sound systems.

Next, the “Smart Showings” section features distinct real estate listings.

Advertisers among these first sections include Minotti, Thermador, P.E. Guerin and The Residences at Viceroy Anguilla.



### *P.E. Guerin*

The features in this issue include those on Los Angeles-based interior designer Joan Behnke; an Art Deco-inspired, modern home in London's Chelsea; a Miami-based condo; and a sleek Norwegian summer home.



### *Feature story*

Rather than limiting ads to front of book, they are shown throughout the issue's main articles.

Third-party real estate listings dominate the back of the magazine.

"The luxury home has always been an important aspect of the lifestyle that Robb Report celebrates," Mr. Walker said. "For our readers, their homes – invariably, they own several – are not showplaces so much as they are extensions and expressions of the owners' personalities and individual tastes.

"Our readers take a keen personal interest in every aspect of their residences, from the architectural appointments and materials to the objects and amenities that fill them," she said. "Thus, real estate, architecture, home technologies, and interior design have been important topics for the magazine throughout its 37-year history."

Home & Style is delivered to Robb Report subscribers and placed in certain newsstands and airport locations ([see story](#)).

### Main man

Robb Report's main March issue is centered on the annual Car of the Year picks.

This year, the Porsche 911 Carrera S reigned supreme, followed by the Bugatti Veyron 16.4 Grand Sport Vitesse, Ferrari FF, Audi S8, Mercedes-Benz SL63 AMG, BMW M5, Maserati Granturismo Convertible Sport, Bentley Continental GT V8, Rolls-Royce Phantom Series II Coupé and Aston and Aston Martin DB9.



### *Car of the Year*

Ralph Lauren, Hermès, Zegna, David Yurman, Tom Ford, Richard Mille, Inspirato, Gilan, Chopard and Cartier are among the front-of-book advertisers in the issue.



### *Ralph Lauren ad*

Porsche, Isaia, Land Rover, Brioni, Van Cleef & Arpels, Lexus, NetJets, Stefano Ricci, Maserati, Bentley, Cora, Bulgari and other advertisers lead into the Car of the Year story.

Barneys and Chanel end the magazine with ads on the inside back cover and back cover, respectively.

The Home & Style supplement adds to Robb Report's roster of publications, which could benefit advertisers all around.

"With the overwhelmingly successful launch of Robb Report Home & Style, we have established again that despite being a new title, marketers recognize the importance of aligning themselves with the top brands in a credible editorial environment," Mr. Walker said.

“No other magazine has the lineage Robb Report does in the luxury space and that credibility has helped elevate Home & Styles' position in the category,” he said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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