

PRINT

Robb Report features \$83M jet, \$92M yacht in December gift guide

December 2, 2013



By JEN KING

Breguet, Hermès and Ralph Lauren continued the holiday push in the 30th Annual Gift Guide found in Robb Report's December issue to appeal to wealthy subscribers as they browse the extravagant gifts featured in the publication.

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Luxury Daily

Due to magnitude of the gifts included in "21 Ultimate Gifts," brands featured elsewhere in the publication may have a harder time standing out. However, by positioning advertisements among such elaborate gift ideas, advertisers may simultaneously increase product options for readers who are in a gift-giving mood.

"The magazine had a total of 130 advertisers, 28 of which ran spread ads," said John C. Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of Robb Report.

"December not only provides our readers with the ultimate gift experiences but also fulfills their passions for automobiles, with feature stories about Rolls-Royce, Porsche and even a gift of a custom build Galpin Ford GTR1 Supercar," he said.

"Rounding out the coverage are stories on men's fashion, watches and, of course, the newest travel destinations."

Robb Report has a total monthly print circulation of 105,000.

Unwrapped

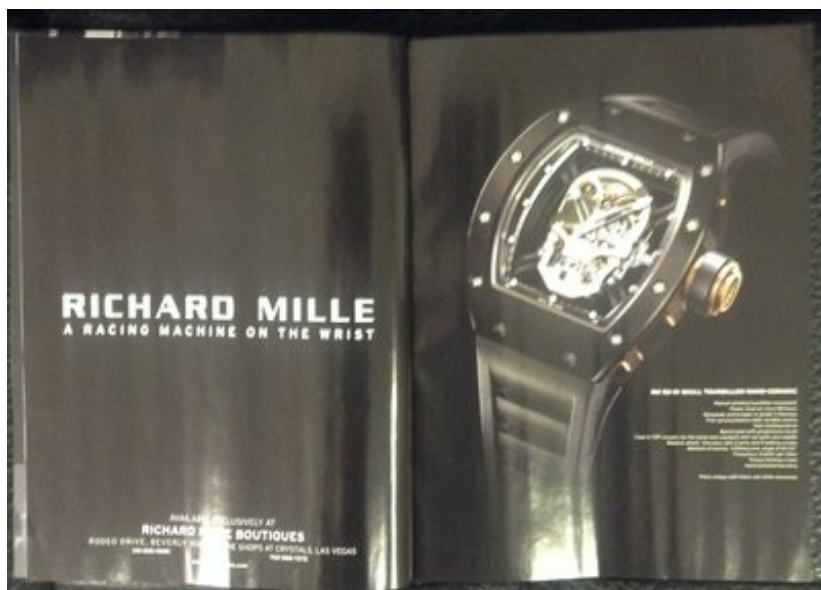
The cover of the December issue of 296-page Robb Report stayed true to its theme of gift giving with a red cover photo that looks like it is slightly torn, as if it were wrapping paper, to reveal a \$1.2 million Galpin Ford GTR1 Supercar. The model was part of the 21 Ultimate Gifts found within the issue.

Robb Report's December issue opens with an inside front cover ad from Swiss watchmaker Breguet's Classique Hora Mundi wristwatch.



Breguet ad

Fine watchmakers promoted their watches heavily in the front of the book where the majority of ads seen were for jewelry or timepieces. Front of the book watch ads included Richard Mille, Glashutte, F. P. Journe, Chopard and Jacob & Co.



Richard Mille ad

Timepieces designed by fashion houses such as Hermès and Ralph Lauren were also promoted in the front of the book. To distinguish itself from its competitors, Dior

promoted its VIII ladies wristwatch opposite the table of contents.



Dior VIII ad

Ulysse Nardin looked to stand out among other watch brands featured in the issue by including a ten-page mini-catalog near the publication's centerfold. The mini-catalog featured a range of Ulysse Nardin watches for men and women as well as a brief introduction highlighting its history and craftsmanship.



Ulysse Nardin mini-catalog

Although the majority of the ads found in Robb Report's December issue are for jewelry and watches, hospitality and luxury transportation brands were well represented.

Brands promoted from these sectors included Embraer Jets, American Express' Inspirato, NetJets, the Waldorf Astoria Hotel and Resorts, Flight Options, Jet Suites, St. Regis Hotel and Resorts, the Luxury Collection and Four Seasons' Bora Bora property.



Embraer Jets ad

The main feature of December's Robb Report was the 21 Ultimate Gifts. The included gifts looked back at the publication's 37-year history to give readers a sense of how luxury has evolved from a two-way desktop video phone for \$180,000 in 1987 to the custom private jet by Sky Yacht One for \$83 million featured in the 2013 guide.



Sky Yacht One

Robb Report sought to find the most unique, high-end gifts available on the market and in their efforts found gifts such as a \$30 million stadium simulator by Populous that projects an image of the owner's favorite sports stadium to emulate a real life experience.



Populous stadium projector

Additional gifts included in the gift guide were a one-of-a-kind, \$1.1 million wristwatch by De Bethune, a 14-night African safari and the currently unreleased Victor Hasselblad 1 camera to capture images of the trip for \$1 million and a 190-foot mega yacht designed by Bannenberg & Rowell Design starting at about \$92 million.



Bannenberg & Rowell Design yacht

Top-tier treasures

To appeal to the taste of affluent consumers, brands across the board, from publishing to retail, sought to create comprehensive gift guides that inspired wealthy consumers.

For example, department store chain Neiman Marcus set the tone for the holiday season through a charity initiative found within the 87th edition of its Christmas Book that calls for the retailer to donate a percentage of proceeds from its Fantasy Gift assortment to the The Heart of Neiman Marcus Foundation.

Connecting holiday shopping to the foundation that fosters art experiences for children will likely appeal to consumers looking to get into the holiday spirit. The elaborate gifts found in the pages of the Christmas Book's Fantasy Gift section is likely to inspire recipients to make a purchase, especially since it is linked to charity ([see story](#)).

As a way to counteract the over-the-top gift giving, philanthropy is seen as a generous civic act inspired by the holiday spirit.

For instance, Hearst Magazines' Town & Country took a different angle to prepare for the holiday season by dedicating its December issue to philanthropy to appeal to its core demographic which has increased its charitable tendencies in the past few years.

Although holiday gift-giving appears in two forms, a 127-item "Perfect Picks" gift guide and a separate 40-page supplement called "Light Up the Holidays," the issue's primary focus is charitable acts. Nonetheless, advertisers such as Chanel, Dior, Bottega Veneta and Patek Philippe featured advertisements in the 226-page issue ([see story](#)).

December issues are designed to pique the interest of readers by featuring unique product offerings ideal for the holidays.

"The December issue is one of the two biggest signature issues of the magazine, along with June's 'Best of the Best' issue," Robb Report's Mr. Anderson said.

"Each year the editors select 21 ultimate gifts, these gifts combine a unique product with an ultimate experience that would attract the attention and passion of our readers," he said. "Gifts range from incredible vacation experiences, the ultimate beverages, unique jewelry and unique transportation."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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