

PRINT

Robb Report sheds the winter blues with February travel issue

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By JEN KING

The Ritz-Carlton and American Express' travel club Inspirato were among the travel and hospitality marketers targeting Robb Report readers looking for an exotic escape from the dull winter months.

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Luxury Daily

Robb Report's February issue of 128 pages scours the globe for the most exclusive travel destinations that will appeal to the sensibilities of affluent travelers. February is an ideal time to promote travel for publications as many wealthy readers have just received holiday bonuses and are looking for places to rejuvenate and unwind.

"There are a total of 51 advertisers, 14 spreads, in the February issue," said John C. Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of **Robb Report**. "Over 17 percent of the editorial in Robb Report magazine focuses on travel, with coverage of grand openings of new properties in every issue.

"All of these advertisers are seen in print and in the portrait view of the tablet edition," he said. "However, eight of these advertisers enhanced their ads with interactivity to be included in the landscape view of the Robb Report application.

"The readers of Robb Report are travelers, not simply people who go on vacation. They

like to plan experiences that they can do with the family or add to a business trip. Robb Report likes to give them as wide a range of choices, early in the year to stimulate their creative planning.”

Travel and temptations

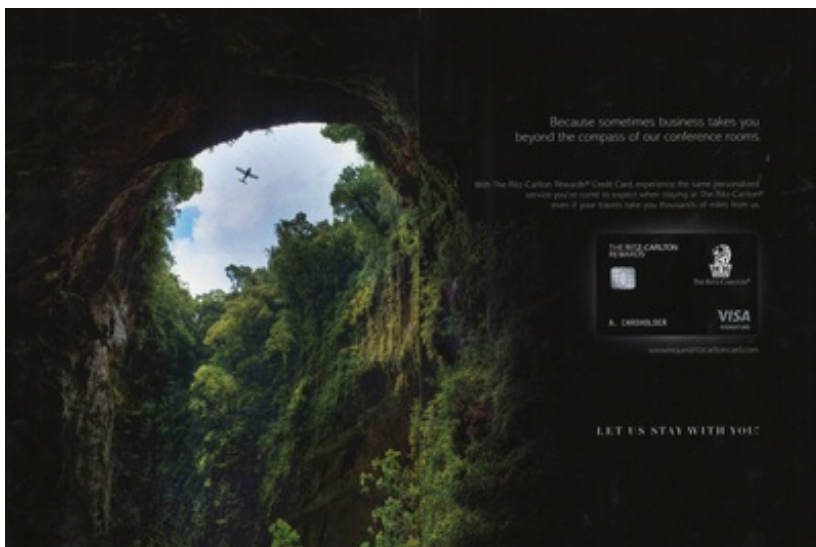
As seen in last month’s Robb Report, Swiss watchmaker Breguet placed an advertisement for its “Le Réveil du Tsar” men’s watch. Placing an ad in the same location in multiple issues of a publication can help keep a brand or specific product top of mind among readers.



Breguet ad

Breguet’s inside front cover effort was followed by Tiffany & Co. promoting its collection of yellow diamond rings.

The Ritz-Carlton Rewards credit card is the first travel-specific ad found in the February issue of Robb Report. The ad boasts that card members will receive the same customer service they would receive while staying at Ritz-Carlton hotel property.



The Ritz-Carlton Visa credit card

Additional front of the book ads in the February issue included watch campaigns from Hermès, Ulysse Nardin, Richard Mille and Chopard. Lugano Diamonds also placed an ad

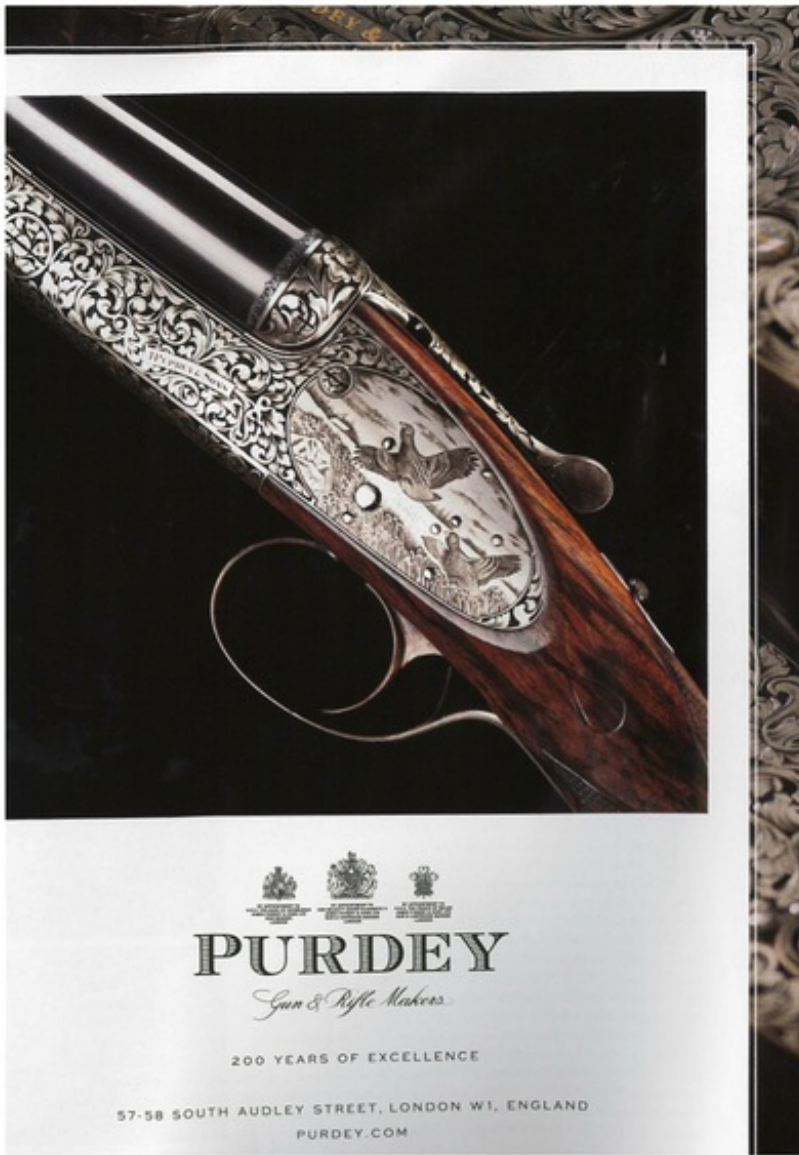
in the front of the book likely as a subtle reminder that Valentine's Day is nearby.

Mixed among the wristwatch efforts, American Express promoted its members travel club, Inspirato. The full-spread ad features a couple about to surf opposite a property on the Peninsula Papagayo in Costa Rica.



American Express' Inspirato

After the table of contents, the reader came across ads such as Richard Mille-authorized retailer Vault in Miami, shooting apparel brand Purdey, Bell & Ross, Jaeger-LeCoultre and the Miami Yacht Show Feb. 13-17.



Purdey ad

To coincide with the travel theme of the issue travel and hospitality marketers looked to promote both services, properties and transportation. The issue featured efforts from NetJets, Lexus and Cessna Jets on the inside of the back cover.

Morocco's Royal Mansour Resort aimed to stand out among other hoteliers in the issue by placing a booklet ad that appears to be a door that is opened by the reader. Opening the flap shows the interior of a room at the property with the distraction of much text.



Royal Mansour insert

The issue featured the grand openings of nine properties around the world, adventurous excursions to partake in while away, ten epic adventures in far off places such as Nepal and the Maldives and a guide to Thailand's most exclusive archipelago by yacht.

Well-informed

Robb Report strives to keep its readers informed of the most unique and exclusive experiences but does not stop at hobbies and leisure.

For instance, readers of Robb Report can now gain insights from leading healthcare professionals in a seasonal "Health & Wellness" supplement that delves into subjects such as unlocking cures to genetic diseases, the future of food and opulent wellness retreats.

The 132-page January/February "Luxury Preview" issue contained 54 advertisers ranging from watches to automotive, 13 of which placed spreads. Eleven ads featured links, slideshows and videos that can be accessed on the tablet edition ([see story](#)).

Even with serious topics like health and wellness, Robb Report does not skimp on the extravagant.

For example, 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.

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 ([see story](#)).

Since publications do not exist in a vacuum, they must always acknowledge the evolving interests of readers.

"For the average Robb Report reader, over the past five years their focus has shifted from

consuming luxury to experiences,” Mr. Anderson said.

“The travel issue showcases 10 very unique experiences in countries around the world that we believe will resonate with the desire for special, exciting travel, from surfing in the Maldives, heli-skiing in Alaska, cycling in Chile, mountain biking in Colorado and Utah to heli-fly fishing in New Zealand,” he said.

“Wherever our readers travel, they are interested in quality accommodations. This is why the travel issue features nine grand opening in cities on all continents.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/T9lGJqLODv0](https://www.youtube.com/embed/T9lGJqLODv0)

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