

PRINT

Robb Report introduces healthcare imprint with popular April Car of the Year edition

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Ferrari's F12 Berlinetta is Robb Report's Car of the Year

By JEN KING

Ralph Lauren, Ermenegildo Zegna and Barneys New York placed front of the book advertisements in the April “Car of the Year” issue of Robb Report to reflect the fashion sense of affluent men who are interested in automotive coverage.

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Luxury Daily

The Car of the Year title was determined by examining the design elements of 14 of the world’s best automobiles including Aston Martin, Maserati and Porsche. A special issue of any nature is an attractive read to subscribers who look forward to the annual coverage and allows for a collecting opportunity for the publication.

“Given the nature of the luxury automobiles included in the car of the year, the Robb Report audience is the perfect affluent audience for these vehicles – car enthusiasts with the ability to buy,” said John C. Anderson, New York-based vice president of digital at CurtCo Media, publisher of Robb Report. “In fact, frequently orders are placed by the people who participate and this is one of the main reasons that the manufacturers provide the cars for event use for two weeks.

“For the past 13 years, Robb Report has used a select set of car enthusiasts to rate the luxury autos included in the car of the year issue,” he said. "Each year, judges have the opportunity to drive 12 to 14 of the top new cars, just released or to be released over the roads of the Napa Valley.

“This year, six groups of 25 judges drove and rated the interior, exterior, fit and finish and performance of these luxury autos against the standards set by the manufacturer. The judges are chosen from a combination of individuals, who have purchased their judgeship at high end charity auctions and top Robb Report subscribers. The editors of Robb Report compile the ratings and comments of these 150 people to determine the winner and the rankings of the cars in the competition.”

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

In gear

Ralph Lauren’s Purple Label began the issue with men’s formal wear on the inside front cover of the issue. Andrew Lauren, first-born of label founder Ralph Lauren, models in that ad.



Ad for Ralph Lauren's Purple Label

Menswear continued in the front of the book with efforts being seen from Zegna’s Couture collection and suits by Kiton. Barneys New York also promoted Zegna menswear in addition to a Mark Cross leather duffle bag.



Barneys New York menswear ad

Watches and jewelry were well-represented in the front of the book, with campaigns from Tiffany & Co. for its yellow diamond cocktail rings and Martin Katz's sapphire offerings. Timepieces by Richard Mille, Ulysse Nardin and Hermès were also included in the ad space.

To build a connection to the main objective of the April issue of Robb Report, Chopard included its racing watch, the Mille Miglia GMT, designed especially for the Mille Miglia Race which the jeweler has been a sponsor and timekeeper for since 1988.



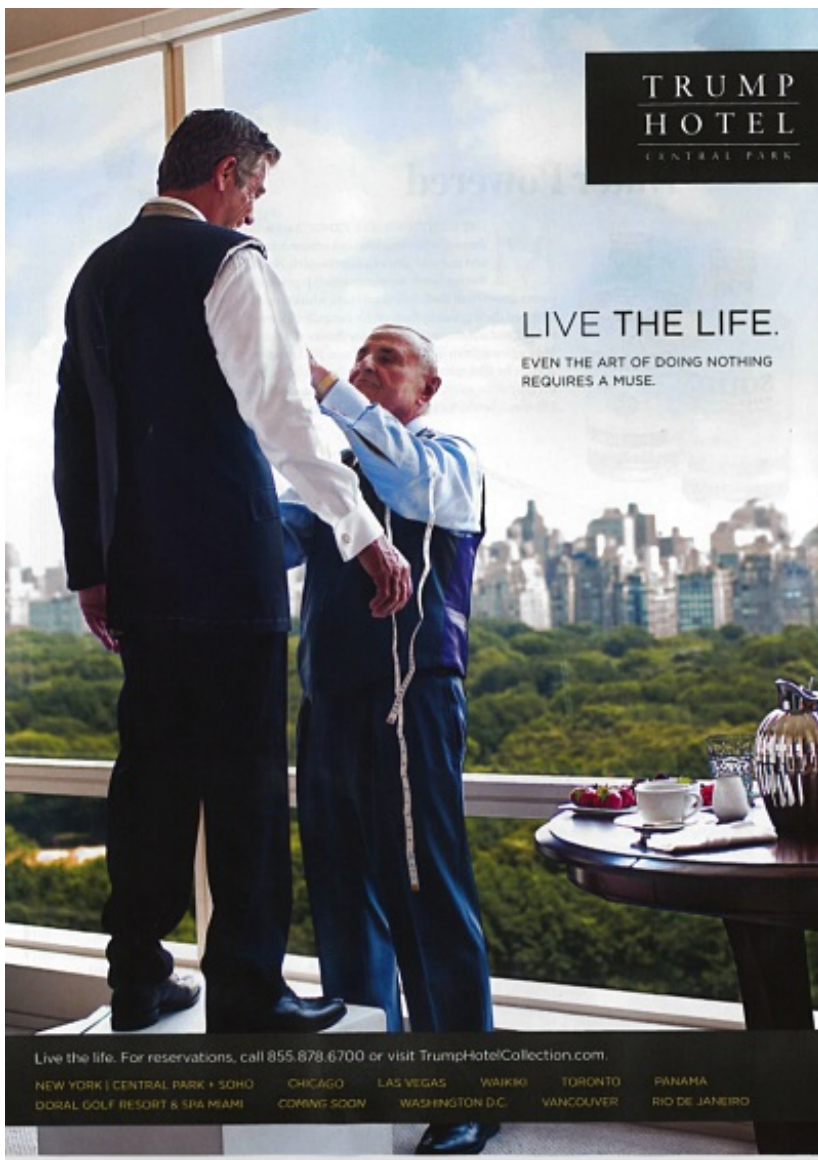
Chopard's Mille Miglia GMT watch effort

Lamborghini took a similar approach with an effort for its Aventador LP 700-4 Roadster among the content pages but placed before the beginning of the Car of the Year coverage. The model seen in the ad was ranked No.3 car of the year with one voter exclaiming that the automobile “is a grown-up’s amusement-park ride.”



Lamborghini Aventador LP 700-4 Roadster campaign

Additional ads seen in the April issue were divided between watches and jewelry, private aviation and hospitality brands such as Trump Hotels and Monaco tourism.



Trump Hotels' Central Park property ad

Mind and body approach

Robb Report's April issue also included an ad for CurtCo Media's newest imprint, Robb Report Health & Wellness.

The quarterly imprint and Web site is viewed as a guide to help Robb Report's sophisticated audience live healthier lives through features on medical advancements and tips for living well.

The quarterly publication will also give Robb Report readers access to cutting-edge information and care from top health-care professionals.

Health & Wellness is under the guidance of Dr. Jeanne Fontana who has extensive experience in the medical field and will act as the publication's Health & Wellness division president. Editorial operations will be controlled by editor Janice O'Leary, formerly the editor-in-chief of Niche Media's Boston Common.



Robb Report Health & Wellness spring cover featuring chef Wolfgang Puck

Robb Report Health & Wellness' spring issue includes a cover feature about chef Wolfgang Puck's new book about achieving a healthy, balanced lifestyle, reviews of fitness-themed resorts in Turks and Caicos, an interview with Lou Ruvo Center for Brain Health's founder, Larry Ruvo and a report on stem-cell therapies.

The mission of Robb Report Health & Wellness is to balance the physical and emotional well-being of readers so that they can optimize and enjoy life to the fullest.

"Everyone is interested in health & wellness," said Dr. Jeanne Fontana, **Robb Report Health & Wellness** division president, Malibu, CA. "The real question is why should our readers be interested.

"Robb Report Health & Wellness was created to educate affluent individuals so that they can take charge of, and prepare in advance for, the health challenges that may face them," she said.

"We hope that they will establish relationships with the best physicians and institutions before they need them, and that they will support those institutions to help ensure the continuing quality of service and research."

Robb Report hopes to change the attitude in which the affluent view health care.

“Our readers are often willing to drive their exotic car an hour and a half to a dealer to pay \$8,000 for new tires and an oil change, but if their insurance company tells them that they will not pay for the most promising new treatment or drug, they accept it,” said Bill Curtis, CEO of CurtCo Media, Malibu, CA. “We hope to change their attitudes to truly control their own healthy future, and be willing to pay for it.”

Stand alone supplements

Newspaper and magazine supplements have grown in popularity recently. Although the formula is traditionally considered an add-on, supplements are beginning to have a voice all their own.

Originally, Robb Report’s Health & Wellness acted as a supplement ([see story](#)).

Recruiting the right team helped to create compelling content.

“For over 10 years, Bill Curtis and Brett Anderson, editor in chief of Robb Report, have explored ways to include 'living well' in the magazine,” Mr. [John C.] Anderson said. “With changes in the healthcare landscape over the past two years, it was clear that not only was it the appropriate time, but that an occasional feature story on this topic would not do the issue justice.

“Therefore, a decision was made to build a team of experts – Janice O’Leary as editor, Dr. Jeanne Fontana as president and Kate Mullally as vice president of business development and partner relations,” he said. “Each of these key management team members have extensive experience in the healthcare field.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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