Robb Report
2019 Media Kit
Robb Report

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, heritage, taste, and fine design. It is the brand the most successful people rely on to discover the ideas, opinions, products, and experiences that will matter most to them.

Robb Report is synonymous with affluence, luxury, and the best of the best.

Robb Report: Luxury Without Compromise.
Driving Discovery & Passion

Robb Report’s editors drive discovery & passion among a discerning audience who have a myriad of passion points. Across platforms, Robb Report chronicles the best and most exciting developments in:

ART - DESIGN & INTERIORS - JEWELRY
FOOD & DRINK - STYLE - TRAVEL
WATCHES - WHEELS, WINGS & WATER
# The Robb Report Brand

**Remarkable Consumers**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Average Age</td>
<td>44</td>
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<tr>
<td>Male/Female</td>
<td>79%/21%</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$484K</td>
</tr>
<tr>
<td>Average HNW</td>
<td>$2.8MM</td>
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</table>

The Robb Report Portfolio

Robb Report Magazine

robbreport.com

Special Editions

Social Media

International

Email Marketing

Experiences and Events
The Global Authority

Remarkable Consumers

Global Circulation: 660K+
Languages: 11
Countries: 30

Learn more about our global editions by clicking here.
<table>
<thead>
<tr>
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2019
Print Editorial Calendar
Q1 - Q2

JANUARY
The Adventure Issue
When you think of adventure you automatically think of new destinations, grand expeditions, daring adrenaline sports or trips that propel you from your comfort zone—but to Robb Report, 'adventure' means all that and more: the jump from high-profile career to pursue a new low-stress calling, bold concepts in motors or aviation inclusive of all the gear needed. Plus, the second-life gap year—why let the kids have all the fun?

Space Close, November 21, 2018
Materials Close, November 27, 2018
On Sale, January 1, 2019

APRIL
The California Destination Issue
Robb Report enters a California state of mind, with a Destination Issue dedicated to this forward-thinking locale. Never before have the editors of Robb Report tackled the golden state and what it brings to our collective ethos, encompassing art & culture, style & design, technology, innovation, and cuisine.

• Spring Edition of Muse
• Flying Privately Special Section
Space Close, February 20, 2019
Materials Close, February 25, 2019
On Sale, April 2, 2019

FEBRUARY
Car of the Year
While other magazines might hold Car of the Year awards, no other title invites hundreds of readers to the streets of Napa Valley, Boca Raton and Abu Dhabi, to ride and review the best sports and luxury marques of the year. Only one can be named the Robb Report Car of the Year.

Space Close, December 22, 2018
Materials Close, December 28, 2018
On Sale, February 5, 2019

MAY
The 30 People, Places, & Things You Need to Know Right Now
The hot list. The most vital PPT (People, Places, Things) in the luxury world, and why they’re so important. From the people behind the coolest kitchen in America and the new beachside hotel that has become the new standard bearer for six-star service, to the must-have app business and the group of women who are changing the face of real estate.

Space Close, March 20, 2019
Materials Close, March 26, 2019
On Sale, May 7, 2019

MARCH
Spring Fashion
Robb Report looks at the designs, trends and quirks that mark the Spring/Summer collections for 2019. In addition to fashion shoots featuring the key brands in the luxury fashion arena, our editors provide practical advice and tips on how best to wear the new styles: how to beat the heat; what to wear to work; and how to look sharp even round the pool. Robb Report’s “Styling Notes” helps readers determine which trends to adopt, and just as importantly, which to leave to the fashion pack.

Space Close, January 23, 2019
Materials Close, January 28, 2019
On Sale, March 5, 2019

JUNE
Best of the Best
Robb Report’s signature editorial event, the Best of the Best awards has been running for 31 years and recognizes those at the very pinnacle of their industries. From cars, boats and planes to style, jewelry, watches, food & drink, travel, art and design, Robb Report scour the globe for the finest people and product. For those with discerning tastes and demanding lives, this is the only benchmark of quality that matters.

Space Close, April 19, 2019
Materials Close, April 26, 2019
On Sale, June 4, 2019
2019 Print Editorial Calendar

**JULY**

**Food & Drink**
Just as dining out and hosting are central to the lives of our readers, food and drink plays a vital role in Robb Report. For this Culinary special, Robb Report discovers what connects the best chefs working in America today. Plus, this issue examines the extraordinary global rise and fall of molecular gastronomy, and we go in search of the world's best breakfast.

*Space Close*, May 22, 2019
*Materials Close*, May 27, 2019
*On Sale*, July 2, 2019

**OCTOBER**

**The Icons Issue**
Robb Report pays homage to the designs that still feel as vital and fresh now as they did in the 60s, 70s, 80s—or even the 50s—when they were first created. Robb Report highlights 10 design classics that will remain influential for years to come, and our editors show readers how to invest in them now.

*Space Close*, August 20, 2019
*Materials Close*, August 26, 2019
*On Sale*, October 1, 2019

**AUGUST**

**The Future Issue / Dream Machines**
Robb Report examines the concept cars, boats and planes that will be coming around a corner near you soon. It also investigates the latest tech, robotics and A.I. changing the face of business and pleasure for future generations. Robb Report goes crystal-ball gazing across numerous themes, speaking to the most innovative minds in the industry and persuading them to tell us what the future holds. This is Luxury 3.0.

*Space Close*, June 25, 2019
*Materials Close*, July 1, 2019
*On Sale*, August 6, 2019

**NOVEMBER**

**Watch & Jewelry**
Robb Report unveils the latest watch and jewelry innovations and designs, as well as the names you need to know. From pioneering newcomers to old-establishment brands, its lists of products and people will surprise you.

Special Editions:
- *Host's Guide*
- *Digital Exclusive: Watch Collector*

*Space Close*, September 23, 2019
*Materials Close*, September 27, 2019
*On Sale*, November 5, 2019

**SEPTEMBER**

**Fall Fashion**
Ask men which is their favorite season for fashion and they'll say Fall. The Autumn/Winter collections mean a return to layering, statement coats, sumptuous fabrics (velvet is back), and plenty of boots and scarves. With the help of Robb Report's "Styling Notes," readers discover how to blend the key pieces of the new season into their existing wardrobes, helping them stay cool, not out in the cold.

*Space Close*, July 22, 2019
*Materials Close*, July 29, 2019
*On Sale*, September 3, 2019

**DECEMBER**

**The Gift Guide**
Robb Report’s annual compilation of the most remarkable gifts in the world-created exclusively for our readers by some of the most prestigious luxury houses around. Whether they be unique cars, jewelry, watches, or art, Robb Report reveals the presents you never knew you needed, or were even possible.

*Space Close*, October 21, 2019
*Materials Close*, October 25, 2019
*On Sale*, December 3, 2019

Editorial content subject to change.
New In-Book Departments

Robb Report has refreshed and re-imagined the departments leading in and out of the feature well.

Structured to draw readers in and keep them wanting more, these new departments feature a stronger point of view supplied by a mix of voices that are new and classic—including renowned columnists and luxury industry specialists.
**The Duel**

- Two topical people, places, or things go head-to-head with a side-by-side comparison

**Objectified**

- One hot luxury object, photographed up close and personal
The Goods

• Designed to deliver great product, sharp ideas, and fascinating people, The Goods is the new home for quick stories and mini features that cover everything from travel, style, watches, food & drink, as well as art, interiors & design.

The Answers With...

• A quick-hit Q&A with a luxury thought leader
• The first 12 answers appear in print, with the subsequent 25+ answers available online at RobbReport.com.
• Rapid response answers to questions such as Dylan or Bowie? Drive or be Driven? What’s the last thing you added to your collection? This series unearths gut-reaction answers designed to uncover the subject’s personality.
Dream Machines
• This new section is the gearhead’s go-to for the best and latest in cars, bikes, boats, planes, and tech.

Field Notes
• Our new columns section, Field Notes is full of informed, erudite, and unexpected opinions written by experts.
• Our cadre of smart and entertaining columnists is a mix of classic Robb Report voices, as well as new personalities.

The Business
• There’s no reason why all business coverage must be serious. The Business comes after the feature well and provides a new destination where Robb Report casts its expert eye on the business of luxury.
• The Business includes perceptive CEO profiles, investigations, and analysis.
Muse by Robb Report

Women shape opinions, culture, economy, and our world. Today’s leaders in business, the arts, science, and social change are intrepid, innovative and highly original visionaries — women who seek not only to cultivate their own talents and broaden their horizons but also motivate others to undertake their own voyages of discovery.

Muse by Robb Report is a unique forum in which these influential personalities — trailblazers, tastemakers, idealists, and disruptors — share their views and values on topics ranging from style, design, the arts, travel, wellness, wealth management, and philanthropy. Meet the modern Muse.

- Print magazine accompanies the April and October issues of Robb Report
- Digital channel online at RobbReport.com/Muse
- Bi-weekly email newsletter
- Social Media @MusebyRobbReport
Host’s Guide

Robb Report’s discerning editors craft a complete annual guide to the best wines, spirits, brews, cuisine, and entertaining necessities for carrying even the busiest host through a year of entertaining with confidence and style.

Showcase what makes your product a welcome and necessary addition to every festive gathering. The Host’s Guide offers an opportunity for our partners to both inspire immediate holiday gift giving, as well as prompt purchases for stocking cellars year-round.

## 2019 Print Rates

### ADVERTISING RATES (GROSS)

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### ADVERTISING RATES (NET)

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### PREMIUM POSITIONING

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<td>Cover 4</td>
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NOTE: Clients must confirm their cover positions 60 days prior to space close deadline.
Print Specifications

All ad submissions must be PDF-x1a files / Ads can be uploaded to https:// PMC.sendmyad.com

All artwork must be CMYK or Grayscale. RGB, index and LAB colors are not acceptable.

Files with PMS colors will not be accepted without prior notification. Our maximum ink density is 300%. Resolution for all artwork should be 300 dpi.

All fonts must be embedded for proper reproduction. True Type fonts are not acceptable for printing.

<table>
<thead>
<tr>
<th>SPACE UNIT</th>
<th>TRIM SIZE</th>
<th>BLEED</th>
<th>LIVE AREA</th>
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<td>2.45&quot; x 10.45&quot;</td>
</tr>
</tbody>
</table>

*Please include .25" (7mm) safety in the gutter for perfect binding.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

John Cross
jcross@PMC.com
+1.646.356.4844

Ann Leonard
aleonard@PMC.com
+1.646.356.4897
RobbReport.com inspires the most desirable audience of affluent, young, and sophisticated luxury consumers with engaging and exclusive content.

Our dedicated digital team of writers and editors provides daily reviews, updates, and opinions on the latest happenings in all things luxury.

AVERAGE AGE: 38
MALE/FEMALE: 78% / 22%
AVERAGE HHI: $555K
AVERAGE HNW: $3.1MM

UNIKES: 820K
VISITS: 1.1MM
PAGE VIEWS: 3.7MM
PVS/UNIQUE: 4.5

SOURCE: IPSOS AFFLUENT SURVEY, DOUBLEBASE 2018. AUDIENCE PROFILE REFLECTS ACCESSED WEBSITE IN THE PAST 30 DAYS. ROBBREPORT.COM TRAFFIC: GOOGLE ANALYTICS AVERAGE FOR 2H 2018. #1 RANKING FOR HIGHEST MEDIAN PERSONAL INCOME AND CONCENTRATION OF TOP MANAGEMENT AMONG ALL 228 WEBSITES MEASURED.
Discover

**Native Content**

- An immersive, highly visual and engaging digital environment that is dedicated to telling your brand’s story
- Programs are scalable and include supporting traffic drivers, including branded banners, email marketing, and social posts
- Robb Report offers creative services, including photography, videography, design, and copywriting
Voice

NATIVE CONTENT

- Offers a native reading experience, with your brand's custom content placed directly within the article page format of RobbReport.com
- Voice programs are scalable, and Robb Report works with your team to craft an article that resonates with our digital audience
- Page is supported by native traffic drivers and the article page is road blocked with your brand's banner ad creative
• Nexus is a new opportunity for digital partners to exclusively own and align with Robb Report’s flagship editorial franchises and content initiatives
• Partners align their messaging within this editorial content through adjacent banners and integrated native content placements
• Both category and complete exclusivity is available
Crown Video Unit

• Introducing the next generation of Robb Report's video wall unit
• Revamped digital capability offers brands the opportunity to show their video in an even larger-scale way, directly above the navigation bar at RobbReport.com
• May be packaged with left and right panels, as shown here
Avalanche Unit

- This engaging banner transforms to reveal multiple products from a collection
- Users are drawn in and invited to scroll through the imagery in order to see and learn more
- Or, users click through to buy directly on your web site
Site Wrap

- Site Wrap package offers 100 percent exclusivity with above-the-fold branding
- Raise awareness by visually taking over RobbReport.com
- High impact unit offers strong click-through rates and high engagement
Mobile Display

- RobbReport.com is mobile optimized to deliver a premium, seamless user experience
- Digital partnerships integrated on both desktop and mobile reach Robb Report’s complete digital audience
- Mobile-only partnerships are available
Robb Report Connect

PROMOTIONAL EMAIL

Robb Report Connect
55,000 Opt-In Subscribers

Robb Report Connect emails are single-sponsor, dedicated emails that offer 100 percent share of voice as well as direct marketing access to a coveted audience who wants to hear from our partners.
Robb Report Daily

Delivers a timely and curated synopsis of the most relevant and interesting news in the world of luxury, including autos, yachts, fashion, watches, jets, travel, wines, and more.

Email is exclusive. Partner has both banner positions, one (1) 970x250 and one (1) 300x250.
Robb Report Travel

NEWSLETTER

Robb Report Travel
25,000 Travel Connoisseurs

Each Travel Tuesday, Robb Report’s Travel newsletter reaches an audience of Robb Report consumers who are looking for inspiration on where to travel next. With news on new hotel openings, yacht charters, and international boutiques that are a must-see, Robb Report’s Travel newsletter is a must-read.

Email is non-exclusive; however, exclusive buy-out opportunities are available.
Social Snapshot

Robb Report’s storytelling finds a passionate community of socially connected luxury enthusiasts across platforms.

- Luxury content is tailored to each platform’s audience, successfully navigating the algorithms helping us to gain and attract more followers, impressions, reach, engagement, and conversions.

Fans/Followers by Platform - Q4 2018

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Instagram</td>
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<tr>
<td>Facebook</td>
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<td>Twitter</td>
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<td>Pinterest</td>
<td>14K</td>
</tr>
<tr>
<td>YouTube</td>
<td>9.8K</td>
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Robb Report continues to gain more fans and followers, totaling more than 850K across all platforms.
Programmatic & Data Opportunities

Penske Media Corporation’s collection of websites includes: BGR, Deadline, Hollywood Life, IndieWire, Rolling Stone, SheKnows, TVLine, Variety, WWD, and more.

• RR inventory available on most exchanges/SSPs
• Full 100% URL transparency
• Deal types: Preferred, Private Auction, Programmatic Direct, Programmatic Guaranteed
• Available packaging: floor/fixed pricing, ROS, viewability, content targeting, rising stars, etc
• Available Targeting; device, content, ATF, geo, etc
• Behavioral & Audience targeting of 1st party proprietary data available on request (audience extension across all of PMC available)
• Note: certain custom units/placements may only be available through direct buys
Digital Specifications

Contact Ad Operations at adops@robbreport.com

PLEASE CLICK HERE
RR1 is a private membership club that brings the pages of Robb Report to life through extraordinary experiences. RR1 celebrates the art of connoisseurship and the never-ending quest for the best of the best. Members are offered special invitations, coveted benefits, and personalized gifts from some of the world’s superlative luxury brands. In addition, the RR1 team is dedicated to providing RR1 members with the best possible experiences that are tailored to their passions.

As part of this private community, RR1 members enjoy unparalleled experiences with a remarkable group of peers, while our partners gain direct access to one of the most affluent and discerning communities.
**Experiences & Events**

**Car of the Year**
Car of the Year offers the unforgettable opportunity to test-drive the newest luxury and high-performance vehicles of the coming model year during a multi-day extravaganza. These incredible driving experiences in Abu Dhabi, Napa Valley, and South Florida are complemented with extraordinary dinners paired with the finest wines.

**Timing & Locations:**
- Abu Dhabi: March 2-5, 2019
- Napa Valley: November 3-16, 2019
- Boca Raton: December 4-11, 2019

**Culinary Masters**
Robb Report brings together renowned master chefs—headlined by culinary visionaries Daniel Boulud, Thomas Keller, and Jérôme Bocuse—for a deliciously inspiring and masterfully crafted experience. Proceeds from this event’s live and silent auction benefit the nonprofit organization, the ment’or BKB Foundation.

**Timing & Locations:**
- New York: July 11, 2019
- San Diego: September 21-23, 2019

**Dream Machines**
The Dream Machines experiences provide guests with the opportunity to test out the newest in elite machines by top-tier makers such as gadgets, gear, wings, wheels, and watches for adrenaline-driven adventures in the desert.

**Timing & Location:**
- Las Vegas: September 4-7, 2019

**Musings, presented by Muse by Robb Report**
Musings is a speaker series that celebrates Muse by Robb Report. Part luxury, part thought leadership, Musings provides a unique live forum in which influential women–trailblazers, tastemakers, idealists, and disrupters–share their experiences, their insights, and their values.

**Timing:** Spring and Fall, 2019

**Location:** Live Stream Digital “Broadcasts” with opportunities for live events in New York, Los Angeles

*Minimum media commitment applies.*

**Bespoke Experiences**
Nothing compares to experiencing real luxury in person. Based on our partners’ goals, objectives, and target market, Robb Report crafts a bespoke experience that gives your brand unique moments to shine.

*Minimum media commitment applies.*

All event dates and content are subject to change.
Contact

212.201.1111
partnerships@robbreport.com

Follow Us –

Note: All dates, editorial themes, and events reviewed in this presentation are subject to change.