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 and passion among a discerning audience that has a myriad of passion points. Across many 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 Portfolio

ROBB REPORT MAGAZINE

ROBBREPORT.COM

SPECIAL EDITIONS

SOCIAL MEDIA

INTERNATIONAL

EMAIL MARKETING

EXPERIENCES & EVENTS
The Global Authority

GLOBAL SOPHISTICATES

WORLDWIDE CIRCULATION: 614K+
EDITIONS: 17
LANGUAGES: 10
COUNTRIES: 29

LEARN MORE ABOUT OUR INTERNATIONAL EDITIONS BY CLICKING HERE.
Print
READERS WITH A PASSION FOR LUXURY

AVERAGE AGE: 47
MALE/FEMALE: 75%/25%
AVERAGE HHI: $717K
AVERAGE HNW: $3.1MM
AUDIENCE: 347K

AUDIENCE PROFILE REFLECTS MAGAZINE.
Host’s Guide

BY ROBB REPORT

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 and prompt purchases for stocking cellars year-round.

# 2021 Print Rates

## Advertising Rates (Gross)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$41,225</td>
<td>$37,100</td>
<td>$34,225</td>
<td>$32,240</td>
<td>$28,845</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$34,225</td>
<td>$31,145</td>
<td>$28,400</td>
<td>$26,700</td>
<td>$23,945</td>
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<tr>
<td>1/2 Page</td>
<td>$26,800</td>
<td>$24,390</td>
<td>$22,255</td>
<td>$20,915</td>
<td>$19,135</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$20,385</td>
<td>$19,095</td>
<td>$17,430</td>
<td>$15,900</td>
<td>$14,260</td>
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</tbody>
</table>

## Advertising Rates (Net)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$35,040</td>
<td>$31,535</td>
<td>$29,090</td>
<td>$27,335</td>
<td>$24,520</td>
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<tr>
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<td>$29,090</td>
<td>$26,475</td>
<td>$24,145</td>
<td>$22,695</td>
<td>$20,355</td>
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<tr>
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<td>$22,780</td>
<td>$20,730</td>
<td>$18,920</td>
<td>$17,780</td>
<td>$16,265</td>
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<tr>
<td>1/3 Page</td>
<td>$17,325</td>
<td>$15,765</td>
<td>$14,395</td>
<td>$13,515</td>
<td>$12,120</td>
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</tbody>
</table>

## Premium Positioning

<table>
<thead>
<tr>
<th>POSITION</th>
<th>GROSS</th>
<th>NET</th>
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</thead>
<tbody>
<tr>
<td>Cover 2 Spread</td>
<td>$97,015</td>
<td>$82,455</td>
</tr>
<tr>
<td>Cover 3 Spread</td>
<td>$89,370</td>
<td>$75,965</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$51,215</td>
<td>$43,530</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$62,486</td>
<td>$53,110</td>
</tr>
</tbody>
</table>

**NOTE:** Clients must confirm their cover positions 60 days prior to space close deadline.
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 percent. Resolution for all artwork should be 300 dpi.

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

**Print Specifications**

Space Unit | Trim Size | Bleed | Live Area
---|---|---|---
2-PAGE SPREAD* | 19.375” × 11.75” | 19.625” x 12” | 18.75” x 11.125”
FULL PAGE* | 9.6875” × 11.75” | 9.9375” x 12” | 9” x 11.125”
1/2-PAGE SPREAD* | N/A | N/A | 18.2” × 5”
1/2 PAGE HORIZONTAL | N/A | N/A | 8.1875” × 5”
1/3 PAGE VERTICAL | N/A | N/A | 2.45” × 10.45”

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

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT:**

Adeline Saez
asaez@pmc.com
+1.646.356.4794
RobbReport.com

**DIGITAL PROFILE**

RobbReport.com inspires an extraordinarily desirable audience of affluent, young and sophisticated consumers by providing engaging, exclusive and relevant content about the topics that are most important to them.

The dedicated digital team provides an exclusive experience for its readers by creating digital-only stories and daily site updates designed to keep the site content fresh and relevant.

<table>
<thead>
<tr>
<th>AVERAGE AGE:</th>
<th>41</th>
<th>UNIQUES:</th>
<th>3.6MM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE/FEMALE:</td>
<td>79%/21%</td>
<td>VISITS:</td>
<td>4.6MM</td>
</tr>
<tr>
<td>AVERAGE HHI:</td>
<td>$813K</td>
<td>PAGE VIEWS:</td>
<td>8.3MM</td>
</tr>
<tr>
<td>AVERAGE HNW:</td>
<td>$3.3MM</td>
<td>PVS/UNIQUE:</td>
<td>2.3</td>
</tr>
</tbody>
</table>

**#1**

HIGHEST HOUSEHOLD INCOME
ACROSS 163 WEBSITES MEASURED BY IPSOS

YEAR OVER YEAR UNIQUES: +117%
YEAR OVER YEAR VISITS: +120%
Discovers

**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, such as branded banners, email marketing, and social posts.

Robb Report offers creative services, including photography, videography, design and copywriting.

To see more examples of past custom content partnerships, click [HERE](#).
Nexus
EDITORIAL ALIGNMENT

Robb Report has signature editorial themes throughout the year that provide our advertising partners opportunities to strategically align with authentic, authoritative content.

These include tentpoles such as:

BEST OF THE BEST
CAR OF THE YEAR
HOST’S GUIDE
THE ULTIMATE GIFT GUIDE

TO SEE MORE ABOUT PORSCHE’S PARTNERSHIP AROUND OUR DESIGN ICONS THEME IN OCTOBER 2019, CLICK HERE.
Your brand’s custom content is placed directly within the article page format of RobbReport.com, offering the opportunity to tell your brand’s story within the context of Robb Report content.

To create this native reading experience, Robb Report works with your brand team to craft an article that will resonate with and delight our digital audience.

Page is supported by native traffic drivers and the article page is road blocked with your brand’s banner ad creative.

Voice programs are scalable.

To see more examples of past custom content partnerships, click HERE.
Video Wall Unit

Larger-scale digital capability offers brands the opportunity to showcase their video directly above the navigation bar on RobbReport.com.

For the ultimate page ownership experience, the video unit may be packaged with left and right panels, as shown here.
Site Wrap

Raise awareness by visually taking over RobbReport.com and putting your brand front and center for our exclusive audience.

Receive 100 percent exclusivity with above-the-fold branding. High-impact unit offers proven strong click-through rates and high engagement.
Mobile Display

RobbReport.com is mobile-optimized to deliver a premium, seamless user experience via mobile devices.

Digital partnerships integrated on both desktop and mobile reach Robb Report’s entire digital audience.

Mobile-only partnerships are available.

Opened in 2016, and featuring a design inspired by the Kennedy compound in Hyannis Port, Thanda Island is set in the protected Shungimbili Marine Reserve, between mainland Tanzania and Mafia island. As no fishing is allowed in reserve waters, Thanda (which is known locally as Shungimbili) and its neighboring islands have become a refuge for over 280 species, while the surrounding coral reefs have also been able to recover. Under the direction of resident marine biologist Rianne Laan, the resort’s team continually conducts research and conservation endeavors, from underwater monitoring to the protection of marine life.
Robb Report Connect

PROMOTIONAL EMAIL

120,000 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 that specifically asks to hear from our partners.
Robb Report Daily

NEWSLETTER

120,000 Daily Subscribers

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

Email is exclusive. Partner owns both banner positions: one (1) 970x250 and one (1) 300x250. Sold in three- or seven-day bursts.
Each Tuesday, Robb Report’s Travel newsletter reaches an audience of consumers looking for inspiration on where to travel next. Featuring news on new hotel openings, yacht charters and international boutiques that are a must-visit in 2021, Robb Report’s Travel newsletter is a must-read.

Email is non-exclusive; however, exclusive buy-out opportunities are available.
Robb Report's unique storytelling reaches its passionate community of socially connected luxury enthusiasts across many platforms.

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

Robb Report continues to gain more fans and followers, totaling more than 1.1M 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 PERCENT 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.
2021 Digital Specs

Contact Ad Operations at adops@robbreport.com

FOR ADDITIONAL INFORMATION, PLEASE CLICK HERE
RR1 is a private membership club that brings 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 exclusive invitations, coveted benefits and personalized gifts from the world’s superlative luxury brands. 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.

To learn more about RR1, click here.
Experiences & Events

Robb Report Virtual Summit: Automotive Excellence
Travel virtually to the headquarters of the world’s top auto marques for an insider’s look at the newest supercars, hosted by Robb Report’s automotive editors
TIMING: MARCH 11
LOCATION: VIRTUAL

Robb Report Virtual Summit: Art of Luxury
Join leaders from the fields of fashion, travel, automotive, retail, the arts, real estate, food, and more at this immersive exploration of the future of luxury
TIMING: APRIL 8
LOCATION: VIRTUAL

Robb Report Virtual Summit: Watch Works – Horological Journey
Interact with the world’s top watch brands for exclusive previews of their newest offerings from the comfort of your own home
TIMING: MAY 6
LOCATION: VIRTUAL

California Coastal Rally
Robb Report goes on the road for its first-ever rally, featuring breathtaking scenic drives along the coast, luxurious accommodations, world-class meals, exceptional wines, unique and captivating stops, engaging special guests, and a remarkable assembly of vehicles from the private collections of RR1 members
TIMING: JUNE 6-10
LOCATION: CALIFORNIA

Dream Machines – Las Vegas
Go full throttle at Dream Machines: Land & Air and test out the performance of machines, gadgets, wings, and wheels for fun, adrenaline-driven adventures in the desert
TIMING: AUGUST 25 – 29

Culinary Masters – San Diego
Join master chefs Daniel Boulud, Thomas Keller, Jérôme Bocuse, and many others, for an incredible gourmet dining experience and weekend of activities like no other, benefitting a worthy cause
TIMING: SEPTEMBER 24 – 27

Red Sea Week
Well-traveled and ultra-affluent tastemakers explore the Red Sea region over the course of this unique experience. Guests take part in a series of engaging events highlighting the stunning surroundings and culture, featuring high-profile culinary masters, artists and entertainers that surprise and electrify guests.
TIMING: OCTOBER 21-26

Car of the Year – Napa Valley
Now in its 19th year, guests have the opportunity to act as a Robb Report automotive editor - test-driving and judging the world’s top upcoming luxury performance cars for the coveted title: Robb Report Car of the Year
TIMING: NOVEMBER

Car of the Year – Boca Raton
Robb Report’s annual East Coast edition of the flagship event: Car of the Year in sunny South Florida
TIMING: DECEMBER

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.