

Robb Report

THE MANUAL OF MODERN LUXURY

Published by Robb Report
and Brave New World

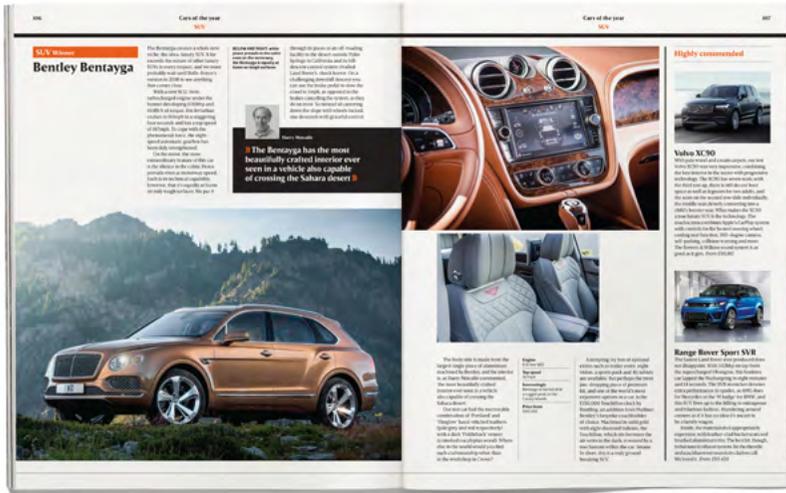


Introducing Robb Report UK

Since its launch in the United States 40 years ago, Robb Report has served as the definitive authority on luxury for ultra-affluent consumers. Robb Report not only showcases the products and services available from the world's most prestigious brands, it also delivers unique insights into everything from luxury cars, yachts and real estate to style, travel, art and fine wines.

For anyone seeking the very best that life has to offer, Robb Report is the essential luxury resource – today recognised globally via a series of highly influential editions published outside America, including in Russia, China, Mexico, Brazil and India.

Robb Report UK – launched in April 2016 alongside a fast-paced digital edition – has quickly established itself as a leading authority on all aspects of luxurious living, with evocative writing from leading experts in their fields, and rich photography that captures the sophistication and excitement of a life well lived.



The pursuit of excellence

Robb Report UK curates the best the world of luxury has to offer – providing an unparalleled depth of expertise and breadth of coverage, with a particular focus on the following:

- Cars, both new and classic
- Private aviation and yachts
- Style, from bespoke tailoring to the finest accessories
- Travel and adventure
- Watches and jewellery
- Home entertainment and personal technology





In Every Issue

Frontrunners

A fast-paced survey of the latest launches and developments in the worlds of wheels, wings and water, style, watches, jewellery, art, technology, dining, travel, and more.

How It Works

From the delicate workings of a tourbillon watch to the singular cut of a Savile Row suit, this section takes a highly visual and analytical look at the craftsmanship and technology behind truly extraordinary luxury products.

Columns

An expert take on all the trends and innovations of interest to connoisseurs and collectors – including style, travel, art and collecting, restaurants and wine, whisky and other premium drinks, cars, motorbikes, and more.

Style Q&A

A leading tastemaker shares the insights and choices that inform a life in style – from the watch on their wrist and the bespoke shoes on their feet to the books on their coffee table.

Robb Masters of Luxury

In each issue we meet a leading figure from the world of luxury – in a definitive interview that offers a unique insight into the luxury zeitgeist.

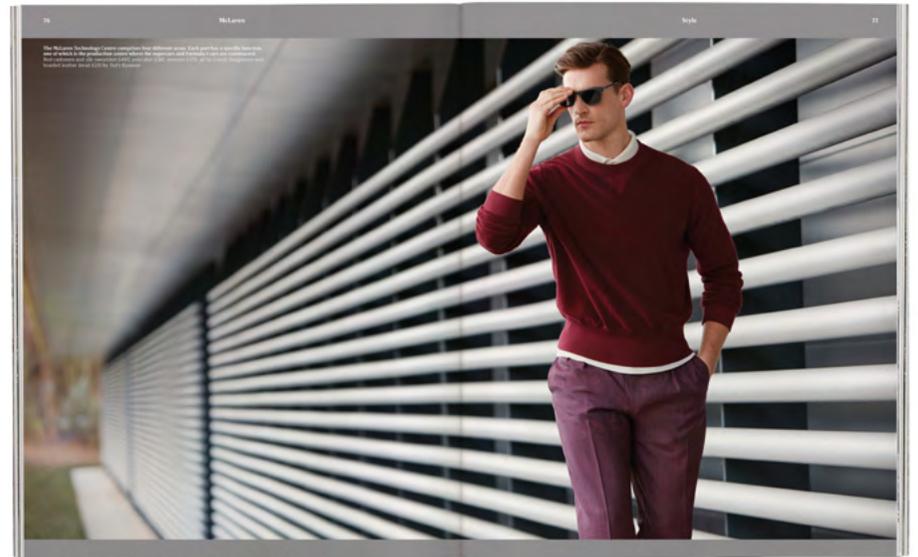
Robb Reportage

An in-depth trend feature. For example, the philanthropists combining conservation with Africa's coolest safari lodges. Or how F1 management skills are transforming the business world.

Back page: Downtime

A business titan, tastemaker or leading creative lifts the lid on their favourite way to switch off.





MADE IN ITALY
BY PIERLUIGI

1 **Wool spinning**
The process of spinning wool into yarn is a traditional craft that has been passed down through generations. It involves shearing the sheep, washing the wool, and then spinning it into yarn. This process is crucial for the quality of the final product.

2 **Woolen spinning**
The process of spinning wool into yarn is a traditional craft that has been passed down through generations. It involves shearing the sheep, washing the wool, and then spinning it into yarn. This process is crucial for the quality of the final product.

3 **TRIM FANS TO FABRIC**
The process of creating a trim fan involves a series of steps, from selecting the right materials to the final finishing touches. It is a delicate and time-consuming process that requires a high level of skill and attention to detail.

4 **A PRODUCTION LINE THROUGH PIEMONTE**
The process of creating a trim fan involves a series of steps, from selecting the right materials to the final finishing touches. It is a delicate and time-consuming process that requires a high level of skill and attention to detail.

The Alba white truffle
The Alba white truffle is a highly prized delicacy that is only found in the Alba region of Italy. It is known for its unique flavor and texture, and is a popular ingredient in many dishes.

II - SNIFFING OUT THE PRECIOUS TRUFFLE
The process of finding truffles is a traditional craft that has been passed down through generations. It involves using specially trained dogs to sniff out the truffles in the forest.

THE KENTON LAB PRODUCTION
The process of creating a trim fan involves a series of steps, from selecting the right materials to the final finishing touches. It is a delicate and time-consuming process that requires a high level of skill and attention to detail.

How it works
IN DETAIL

III Bertini, bespoke by hand to foot

In 1991 a young Italian, Alessandro Bertini, arrived in Paris to practice his craft as a shoemaker. In the years since, the Bertini workshop has grown to prominence in the city, having been bought by LVMH in the early 2010s, and expanding from its roots in the city to a network of stores and production facilities across Europe.

1. The fitting
The process of fitting a shoe is a crucial step in the shoemaking process. It involves measuring the customer's feet and selecting the right size and style of shoe.

2. The last
The process of creating a last is a crucial step in the shoemaking process. It involves selecting the right materials and creating a mold that will be used to shape the shoe.

3. Closing the upper
The process of closing the upper is a crucial step in the shoemaking process. It involves stitching the upper to the last and ensuring that it is properly sealed.

4. Construction
The process of constructing the shoe is a crucial step in the shoemaking process. It involves stitching the sole to the upper and ensuring that the shoe is properly assembled.

5. Final construction
The process of final construction is a crucial step in the shoemaking process. It involves finishing the shoe and ensuring that it is ready for sale.

6. Finishing steps
The process of finishing the shoe is a crucial step in the shoemaking process. It involves polishing the shoe and ensuring that it is ready for sale.

7. Parina
The process of parina is a crucial step in the shoemaking process. It involves treating the shoe with a special oil to protect it from water and wear.

Cars of the year
DESIGN

Rolls-Royce Dawn

The Dawn is a convertible that combines the luxury and craftsmanship of Rolls-Royce with the open-top driving experience of a convertible. It is a true masterpiece of design and engineering.

BMW as much as ever
The BMW is a car that has stood the test of time. It is a car that is known for its reliability and performance, and it continues to be one of the most popular cars in the world.

Mercedes-Benz
The Mercedes-Benz is a car that is known for its luxury and performance. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Aston Martin DB11
The Aston Martin DB11 is a sports car that is known for its performance and luxury. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Lagonda Taraf
The Lagonda Taraf is a luxury car that is known for its performance and luxury. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Highly recommended

Mercedes-Benz
The Mercedes-Benz is a car that is known for its luxury and performance. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Aston Martin DB11
The Aston Martin DB11 is a sports car that is known for its performance and luxury. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Lagonda Taraf
The Lagonda Taraf is a luxury car that is known for its performance and luxury. It is a car that has been a leader in the industry for many years, and it continues to be one of the most popular cars in the world.

Environnements

The pick of PAD
Time to add to your collection

CRYSTAL CLEAR
The clear glass is a new addition to the collection. It is a piece of art that is both beautiful and functional.

GREENING IN
The greening in is a new addition to the collection. It is a piece of art that is both beautiful and functional.

CHINA WHITE
The China White is a new addition to the collection. It is a piece of art that is both beautiful and functional.

LET'S GET DIRTY
The Let's Get Dirty is a new addition to the collection. It is a piece of art that is both beautiful and functional.

Environnements

Environnements

Environnements

Robb Report and Brave New World

Robb Report UK is published by Robb Report in partnership with the London-based publishing house and creative agency Brave New World. Launched in 2011 by founding partners Crispin Jameson (CEO and creative director), Gill Morgan (editorial director) and James Collard (style director), Brave New World has established itself as a leading luxury publisher, generating content for clients including Barclays Wealth, Valentino and Red Valentino, Goodwood, Graff and Soho House.

The Robb Report UK team

James Collard – Editor-in-Chief

A founding partner at Brave New World, James edited glossies in London and New York before joining *The Times*, where he edited *The Times Luxx*. A leading luxury journalist, James has written for *The New York Times*, *Condé Nast Traveler*, *The Telegraph*, *Mansion Global* and *Harper's Bazaar*.

Paul Croughton – Editor

Paul is head of digital at Brave New World, having previously led the special projects team at *The Sunday Times*. An award-winning writer on style and travel for numerous publications, he was acting editor of *Arena* magazine, content director for the launch of Haig Club, and is a regular host and moderator for Apple UK.

Rowena Ratnam – Publisher

Rowena has over ten years' experience working for some of the UK's leading titles (*Men's Health*, *Wallpaper** and *Esquire*) leading marketing, events and commercial partnerships. She also brings a deep understanding of working with brands, having most recently headed up all marketing and media planning for Tommy Hilfiger and Calvin Klein in the UK.

Contributors

Robb Report UK draws upon the extraordinary expertise and knowledge of a team of contributing editors and writers, all of whom are leaders in their fields, including: **Lucia van der Post** (luxury), **Ken Kessler** and **Alex Doak** (watches), **Erin Baker** (cars), **Stephen Bayley** (cars, design, luxury), **William Drew** (food, wine, restaurants) and **Lisa Grainger** (travel, lifestyle).



Reader Profile

Our mission

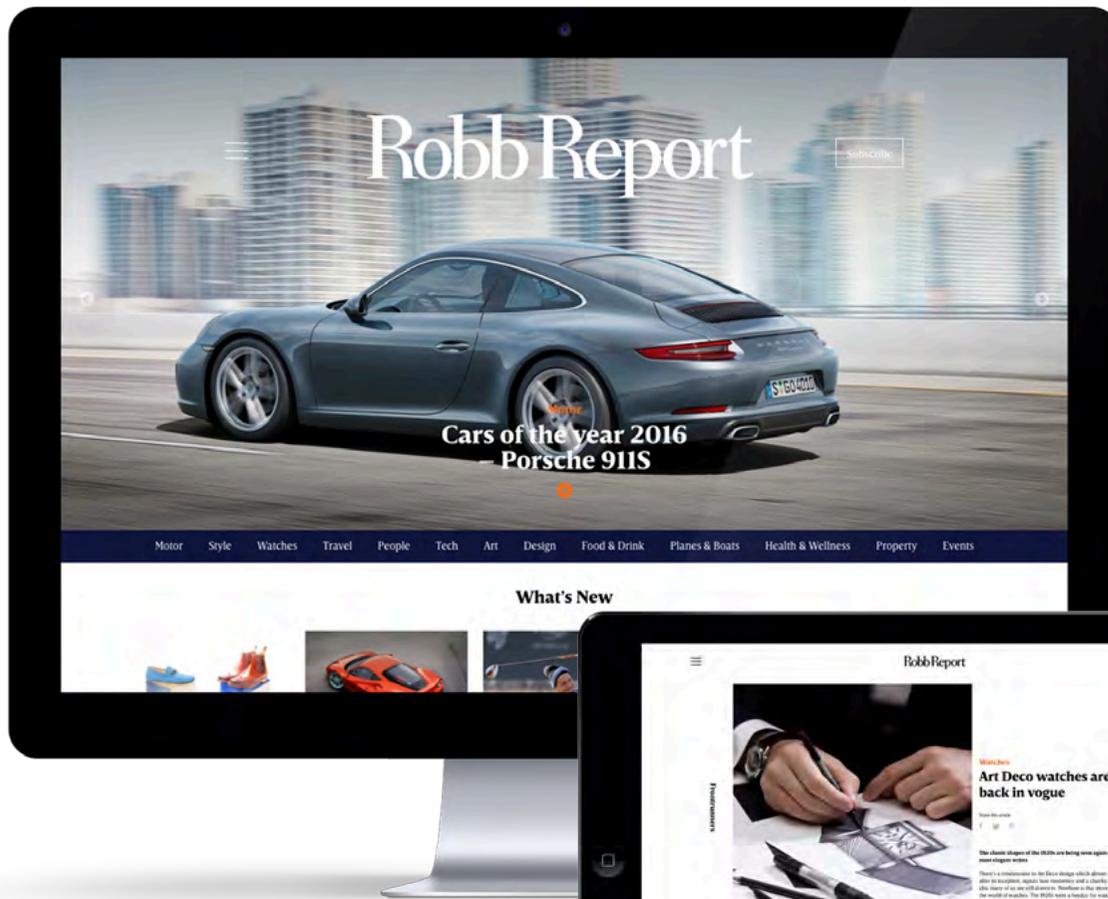
Robb Report UK speaks to a reader whose exceptional purchasing power is matched by a sophisticated and savvy understanding of the choices available to them. So while budget is never an issue when it comes to buying investment pieces or indulging in the passion points of a life well lived, the assurance of exceptional quality is key to our readers' decision-making. And quality will always trump trend or mere 'cool'. Whether they are chartering a yacht, choosing a watch, investing in wine, commissioning the best tailoring or a one-off piece of art, Robb Report UK provides the expertise, know-how and design smarts that will inform those choices.

Our audience

The Robb Report UK reader constituency is wealthy C-suite individuals – ranging from CEOs to High and Ultra Net Worth Individuals, aged from 30 upwards. They are entrepreneurial and high-achieving and driven by the pursuit of excellence, in their lifestyle as much as their work – which could be in anything from tech or fund management to sport, property, commerce, entertainment and the upper echelons of the City.

Reaching our audience

The print edition of Robb Report UK is distributed through a combination of subscriptions, targeted newsstand and free distribution in key locations and luxury hubs around London, the UK and internationally, as well as strategic partnerships to directly access a HNW and UHNW audience.



Digital

Robb Report UK is the definitive daily digital resource for a sophisticated and savvy audience keen to enjoy up-to-the-minute content from across the world of luxury – and across a range of platforms. Like its American counterpart, the digital Robb Report UK contains outstanding content, changing daily, and offers bespoke partnership opportunities for relevant luxury brands.



Events and experiences

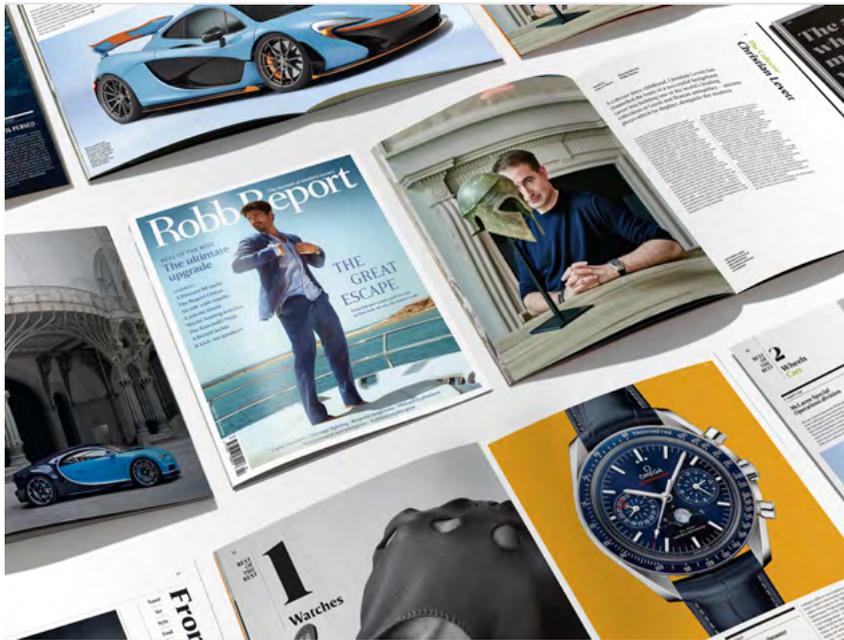
Robb Report UK will continue to create a programme of events, experiences and invitations, designed to allow the audience to engage more fully with the publication and with its partner brands. These encompass everything from connoisseurship evenings, drive days and one-of-a-kind invitations – drawing on Brave New World’s unique expertise in curating events for HNWI and UNWI – to big marquee moments, such as Cars of the Year, as pioneered by Robb Report US.



Editorial Calendar, 2017

Robb Report UK is published six times a year. Every issue will cover the luxury world across all core departments, but each will give special focus – both editorially and commercially – to time-relevant sectors.

Issue	On-sale	Theme
Issue 4	November 2016	Luxury gifting; wine & spirits; watches & jewellery
Issue 5	February 2017	Style; wellness; boats
Issue 6	April 2017	Cars of the Year; design
Issue 7	June 2017	Best of the Best; summer special; annual watch report
Issue 8	August 2017	Style; dream machines (tech)
Issue 9	September 2017	Bespoke style; art & collecting; private aviation
Issue 10	November 2017	Luxury gifting, wine & spirits; watches & jewellery special



Publishing Schedule 2016/2017



Issue	Theme	On-sale	Booking Deadline	Copy Deadline
Issue 4	Luxury gifting Wine & spirits Watches & jewellery	17 November 2016	4 October 2016	11 October 2016
Issue 5	Style Wellness Boats	2 February 2017	9 December 2016	21 December 2016
Issue 6	Cars of the Year Design	7 April 2017	17 February 2017	1 March 2017
Issue 7	Best of the Best Summer special Annual watch report	8 June 2017	17 April 2017	1 May 2017
Issue 8	Style Dream machines (Tech)	3 August 2017	14 June 2017	1 May 2017
Issue 9	Bespoke style Art & collecting Private aviation	28 September 2017	7 August 2017	22 August 2017
Issue 10	Luxury gifting Wine & spirits Watches & jewellery special	16 November 2017	27 September 2017	11 October 2017



Ratecard

AD SPACE	GBP
Inside Front Cover DPS	25,950
1st DPS	22,400
2nd DPS	21,550
3rd DPS	20,650
DPS pre TOC	19,900
DPS Front Half	18,950
DPS Run of Magazine	17,730
Outside Back Cover	16,450
Right Hand facing Editor's Letter (1st RHP)	12,650
Right Hand facing Contributors/TOC	12,650
Inside Back Cover	13,550
Single Page Front Half	10,750
Single Page Run of Magazine	9,850
Scent Strips	POA
Tip On	POA
Loose Single sheet Insert (Machine)	£68 per '000
Loose Single sheet Insert (Hand)	£88 per '000

For all advertising enquiries contact:

Tony Galaxis at EPN Communications Ltd
Tel: +44 (0)207 434 3038
Email: tony.galaxis@epncommunications.com