

العربية
Robb Report
A WORLD OF INFINITE LUXURY

2024 MEDIA KIT



Commitment to Connoisseurship

Since 2010

When seeking the very best life has to offer, true connoisseurs choose Robb Report Arabia.

Since 2010, Robb Report Arabia continues to deliver authoritative coverage of the luxury market. Pursuant to this mission, Robb Report Arabia explores the world's very finest products, services and experiences through uncommon insight and engaging editorial.

Dream Machines / Watches & Jewellery / Style / Home / Fine Dining / Travel



Mission Statement

To seek out, reveal and encourage ever-higher standards of excellence for goods and services that satisfy the tastes and surpass the expectations of the world's ultra-affluent.

To exceed the highest standards of written and visual journalism in all print and digital media.

To celebrate the heritage and tradition of the world's finest products while simultaneously reporting first on innovations that enhance living life to fullest.

To approach the subject of luxury with the highest standards of journalism, intelligence and refinement guided by a keen sense of elegance and good taste cultivated by active, successful affluents who wear their wealth well.

To guarantee for readers a stimulating experience, one that satisfies their inherent curiosity while respecting their intellect and sophistication when it comes to experiencing the very best life has to offer.

Robb Report Arabia is published and distributed monthly by Content Specialized Media, a subsidiary of Saudi Specialized Publishing Company, by Permission and License of Robb Report Media, LLC, USA.



Engaging with an Elite Audience

Across Multiple
Platforms

Robb Report Arabia is a journal of “living life to the fullest” speaking directly to an elite audience of affluent and discerning consumers who treat every aspect of life with the utmost passion.

Print / r rarabia.com / Social Media



Demographics & Print Reach

Long-Term Readers: Royalty, businessmen, senior executives, decision makers and takers in big organizations, ultra-affluent leaders and highly-cultured well-educated audience.

Demographic

18-34	35-49	50+
25%	50%	25%

Male / Female

75/25

GCC & International

Circulation: 30,000 copies per month



KSA

12,000
copies



UAE

12,000
copies



GCC & International

6,000
copies



Robb Report Arabia is distributed in VIP outlets in major cities in the Middle East & Around the World.
Our readers enjoy also reading Robb Report Arabia in the following luxurious destinations:

Airport Lounges:

AlFursan Golden Lounges, Riyadh and Jeddah Airports
Saudi Airlines VIP and First Class Lounges - Riyadh and Jeddah Airports
Emirates Airlines First and Business Class Lounges, Dubai Airport
Etihad Airlines First and Business Class Lounges, Abu Dhabi Airport
Al Dhabi Lounge, Abu Dhabi
Al Reem Lounge, Abu Dhabi
Al Dar VIP, Abu Dhabi
ADAC VIP terminal, Abu Dhabi
Diamond Lounge, Abu Dhabi
Royal Jet, Abu Dhabi
Al Bateen Private Jet lounges
Dubai Royal Air Wing
Jetex Terminals in Dubai, London, Marrakech,
Muscat, Salalah and Singapore

Hotels & Resorts:

KSA:

Mandarin Oriental Al Faisaliah Hotel, Riyadh
Four Seasons Hotel Riyadh
Rosewood Hotel, Jeddah
Assila, a Luxury Collection Hotel, Jeddah
Waldorf Astoria Jeddah (Qasr Al Sharq)
The Ritz-Carlton Hotel Riyadh and Jeddah

UAE:

Emirates Palace Mandarin Oriental, Abu Dhabi
Emirates Palace Hotel, Abu Dhabi
Four Seasons Hotel Abu Dhabi

The Ritz-Carlton Abu Dhabi Grand Canal
Anantara The Palm Resort, Dubai
Armani Hotel, Dubai
Jumeirah Hotels in Dubai (Dar Al Masyaf, Emirates Towers,
Jumeirah Creekside, Al Qasr and Mina A'Salam, Malakiyya Villas)
Mandarin Oriental Jumeirah Dubai
The Ritz - Carlton Dubai at JBR and DIFC
Four Seasons Dubai at Jumeirah Beach and DIFC
Waldorf Astoria Hotel DIFC - Dubai
St Regis Downtown Dubai and The Palm
Raffles The Palm Dubai
The Chedi Al Bait Sharjah
The Oberoi Beach Resort, Al Zorah - Ajman

Clubs, VIP Lounges and Centers:

The Arts Club Dubai
Dubai Mall VIP Lounge
The Els Club Dubai
Trump Golf Club Dubai
Bulgari Yacht Club Dubai
Avenue at Etihad Towers Abu Dhabi
ADGM, Abu Dhabi Financial Center
Office Tower at Etihad Abu Dhabi
Mohammed Bin Rashid Library



Editorial Calendar 2024

January

KSA: Ambitions of today, realities of tomorrow

With Saudi Arabia becoming a must-visit destination and setting itself the target of attracting 70 million international tourists a year by 2030, ambitious mega projects are carving the way forward. From Amala on the Red Sea and Soudah Development to Jeddah Central Project, The Rig and many others, Saudi tourism sector is to generate international bucket lists, and here where you can stay starting 2024.

The One Man Show

The story of three great dreamers whose pure passion for motorsports and pursuit of perfection were behind big brand names in the automotive world.

February

Car of the Year

Judged by Robb Report editors and readers, the Car of the Year issue celebrates the most innovative and luxurious vehicles at the highest end of the automotive market. Tested in two locations in the U.S, on track and on roads, these are the cars to collect and to cherish in the months ahead.

Gifts of Love

Whether it's a raw stone, a complicated timepiece, or a writing instrument that surpasses its purpose, give thoughtfully this season as you surf our guide to the finest creations worthy of the ones you cherish most.

March

Spring - Summer Style

The trends to know, the brands making waves and the people behind them in the world of men's fashion this spring/summer, all compiled in one issue.

An Escape Like No Other

For an unforgettable Eid holiday this year, here's our cheat sheet to top tailor-made luxury experiences from around the world.

April

Art & Collectibles

From Dubai Art to Diriyah Contemporary Art Biennale and Al Ula Art Festival, we explore the latest art news and the rapid expansion of the art industry in our region, while celebrating a new generation of local and regional artists in both the real and virtual worlds.

Health and Wellness

The best new ways to live healthier and longer, from experimental treatments and training regimens to wellness retreats and medical metric-tracking apps.



Editorial Calendar 2024

May

The Big Reveal

Worthy of the enthusiasts, connoisseurs, and collectors' attention, the can't-be-missed timepieces unveiled at Watches and Wonders Geneva this year.

The Dreamiest Stay

Whether it's a secluded villa in the middle of the desert or a palatial suite perched high above the city, what is it like to stay in the most luxurious accommodations at top hotels and resorts from around the Arab World?

June

Summer Getaways

Are you ready to explore beyond the well-worn paths? Lose the crowd at classic destinations this summer as we help you plan an escape to hidden gems with untouched beauty and unique adventures.

Style & Design

How does look and feel impact performance? Why do some categories take off while others remain undiscovered? Here we celebrate the unsung items that are the result of years of refining and meet the makers who are influencing the way we live.

July - August

Best of the Best

Robb Report's annual awards that have become the luxury benchmark across all industries. With several categories, including travel, dream machines, fashion, watches and jewelry, it remains the most powerful trophy to which brands and individuals aspire.

September

Fall Style

As we return to sumptuous fabrics, elegant tailoring and statement outerwear, this is your guide to dressing with intention, whatever you're doing.

KSA: The Way Forward

Join us as we celebrate the historical and cultural heritage of a kingdom that keeps drawing inspiration from a glorious past while embracing innovation for a flourishing future.

October

For Her

The very finest creations designed, in celebration of the feminine world, by top international and local brands.

Sailing The World

A marine special that highlights the work of big names and startups propelling the industry forward with their latest yachts and vessels, water gear and toys, as well as innovative design ideas and new sailing destinations.

November

Crafting Time

Front-line reporting on the latest horological news, products and ideas from pioneering independent watchmakers and decade-old brands alike.

Snow Ready

In this issue, usher in yet another season of snowy sojourns and waxed skis with a cherry-picked selection of newly minted luxurious abodes that are shaking up the scene high up on the slopes.

December

The Ultimate Gift Guide

Our annual Ultimate Gift Guide curates the most exceptional gifts on the planet—coveted objects and experiences designed by our editors and offered exclusively to readers.

In Every issue

Luxurious Selections

The latest news, finest products and most interesting people in the worlds of luxury.

Dream Machines

A celebration of all things mechanical: cars, boats, planes, bikes and tech, along with test drives of the latest vehicles on the market.

Style

From fashion shoots to features about watches and accessories, new trends, old craftsmanship and innovative sense of style, this is your guide to dressing with intention whatever the season is.

Profile

While celebrating inspirational stories of success, Robb Report Arabia's signature interviews encourage revelations and anecdotes on taste and lifestyle.

Travel

Here's where to go and why, what to explore and which properties to stay at.

Domain

All things design, including interviews with designers and architects, new residences and developments, plus the best of the best for your favorite spaces.

Genius at Work

From start to finish, a photo-essay detailing how the most extraordinary items in the world are created.

Field Notes

Essays and columns on the burning issues in luxury.





Digital Reach

RRArabia.com features stories that invite our sophisticated readership into a world of adventure and excellence. Leverage our voice to elevate your brand positioning among a successful and affluent audience.

Traffic

180K
Monthly
Previews

110K
Monthly
Users

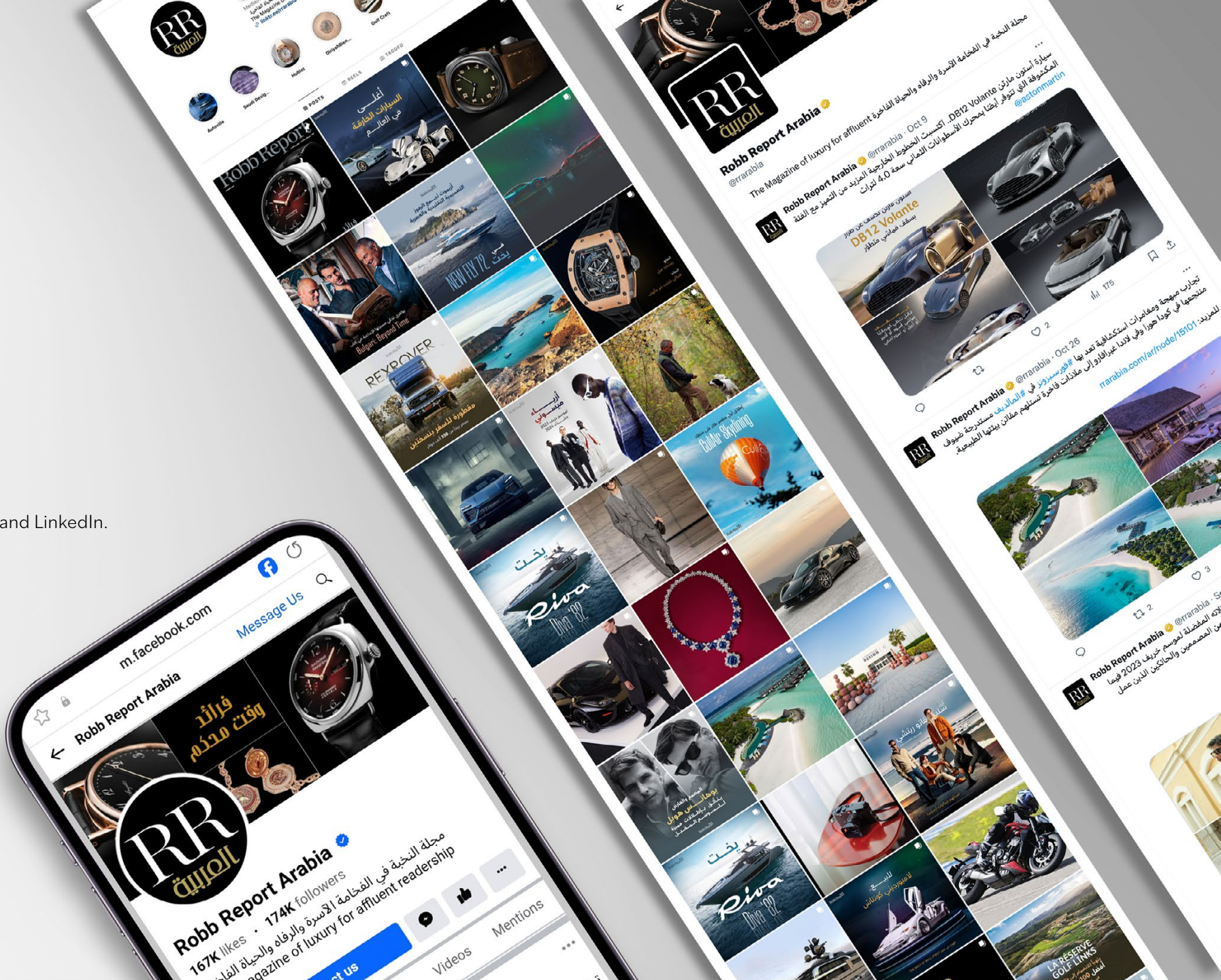
2
Pages /
Session

Social Snapshot

Robb Report Arabia's social platforms keep our loyal followers in-the-know at every moment.

Total Reach
15M+

Leverage social assets from Instagram, X, Facebook and LinkedIn.



2024 Print Rate Card

Spaces	(USD)	(SR)
Front Cover Gatefold	26,000	97,500
Inside Front Cover Spread (IFCS)	23,000	86,250
Inside Back Cover Spread (IBCS)	20,000	75,000
Inside Back Cover (IBC)	12,000	45,000
Outside Back Cover (OBC)	19,000	71,250
Pages Facing Index	10,000	37,500
Page (9-32)	9,000	33,750
Double Page Spread (2 - 17)	20,000	75,000
Double Page Spread (Inside)	14,000	52,500
Inside Page	7,000	26,250

Production Timeline

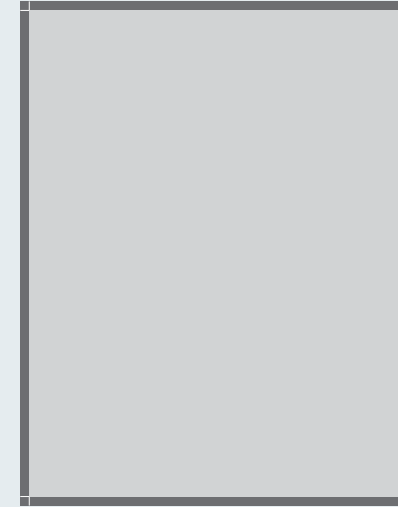
Publication Date: 1st week of every month.

Booking Deadline: 30 days prior the publishing date.

Material Deadline: 20 days prior the publishing date.

Print Specifications

Digital File Format, CMYK - PDF (high resolution, 300dpi)



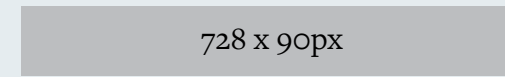
Full Page Trim Size : W 215 mm x H 275 mm
Full Page Bleed Size : W 225 mm x H 285 mm



DPS Trim Size : W 430 mm x H 275 mm
DPS Bleed Size : W 440 mm x H 285 mm

2024 Digital Rate Card

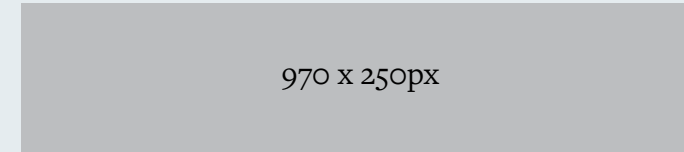
Desktop	Spec Sizes	Gross CPM (USD)	Gross CPM (SAR)
Leaderboard	728 x 90	30 \$	113 SR
MPU	300 x 250	30 \$	113 SR
Billboard	970 x 250	50 \$	188 SR
Halfpage	300 x 600	40 \$	150 SR
inRead Video	TBD	50 \$	188 SR
Native Ad	TBD	40 \$	150 SR
Home Page Takeover	TBD	3,000 \$/Day	11,250 SR/Day
Inside Page Takeover	TBD	2,000 \$/Day	7,500 SR/Day
Expandable Banners		Additional \$10 on CPM	Additional 38 SR on CPM
Associated Banners		Additional \$10 on CPM	Additional 38 SR on CPM



Leaderboard



MPU



Billboard



Half page





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