

Robb Report

ITALIA

MEDIA KIT **2024**

BFC Media: the leading publishing group for information on personal business and financial products



BFC Media is the leading media&digital company providing information on **personal business and financial products.**

The company was founded in 1995 on the initiative of Denis Masetti.

The joint-stock company was listed on the “FTSE AIM Italia” indices and later on the “AIM Italia of the Italian Stock Exchange” until the new corporate structure decided to delist as of July 21, 2023.

It publishes the magazines **Forbes, L'Espresso, Robb Report, Bluerating, Private, Asset Class** and also controls **ITE** (Investments and Trading Events), which organizes ITForum, the largest Italian event dedicated to the world of trading and investment.



EVENTS | MAGAZINE | DIGITAL

BFC Media, thanks to an agreement with the American group Penske Media Corporation, presents the Italian edition of **Robb Report**, a reference point for the world of **luxury and lifestyle**.

A cross-media project that includes, in addition to the magazine, the robbreport.it site and exclusive experiences.

A magnifying glass on Italian beauties and an opportunity to live unique and unforgettable experiences.



The Brand

Founded in 1976 by Robert L. “Rusty” White, Robb Report originally consisted of a paper newsletter sent to all Rolls-Royce owners in the United States. The project gradually became more and more important until it became a real media, capable of adapting and anticipating new forms of communication. The choice to address a specific target characterized by a high spending capacity has made Robb Report a very interesting communication vehicle for all the top brands in the luxury world.



Luxury Without Compromise

Luxury Without Compromise is our guideline for offering readers and followers an exclusive editorial product.

IL PROGETTO ITALIA

Through the **Robb Report Italia** system we will present the made in Italy excellences of **luxury and good living: jewelry, cars, homes, hotels, clothing, watches and art**.

Exclusive and quality images, high definition videos and constantly updated news are the ingredients of the mix between information and entertainment at the base of our project.

The choice to distribute the magazine not only through “conventional” channels such as newsstands, but also through an innovative and targeted policy - large hotels, golf clubs, airports, selected bookstores and a leading list - allows us to reach those targets, both Italian and international, who are not only able to appreciate the products we are talking about, but also to bear the costs necessary to purchase them.



MAGAZINE

Robb Report Italia is the reference quarterly for the luxury and good living market. The public, both Italian and international, expresses a shared appreciation for quality, taste and exclusivity. The contents and images make it a product to be consulted and kept.

DIFFUSION



20.000
TOTAL COPIES



100.000
READERS



10.000
SOLD COPIES



3.000
SOLD
SUBSCRIPTIONS



2.000
EVENT COPIES



6.000
OPINION LEADER

LE USCITE

March

SPRING EDITION

June

SUMMER EDITION

September

AUTUMN EDIZION

December

WINTER EDIZION

TARGET

Robb Report provides a discerning audience with an authoritative voice and in-depth analysis on every aspect of the global luxury market.

70%

MALE READERS

30%

FEMALE READERS

years old

35-55

PRIMARY TARGET

years old

25-65

SECONDARY TARGET

THE COMMUNITY

RobbReport.it is the online newspaper that offers all lovers of the world of luxury, in all its forms, an intelligent study, anticipations on future trends and precise indications on how to best live their passions.

WEBSITE

100.000	UNIQUE USERS PER MONTH
200.000	SESSIONS PER MONTH
600.000	PAGES VIEWED PER MONTH

RobbReport.it is optimized for mobile devices to provide users with a premium, seamless experience.

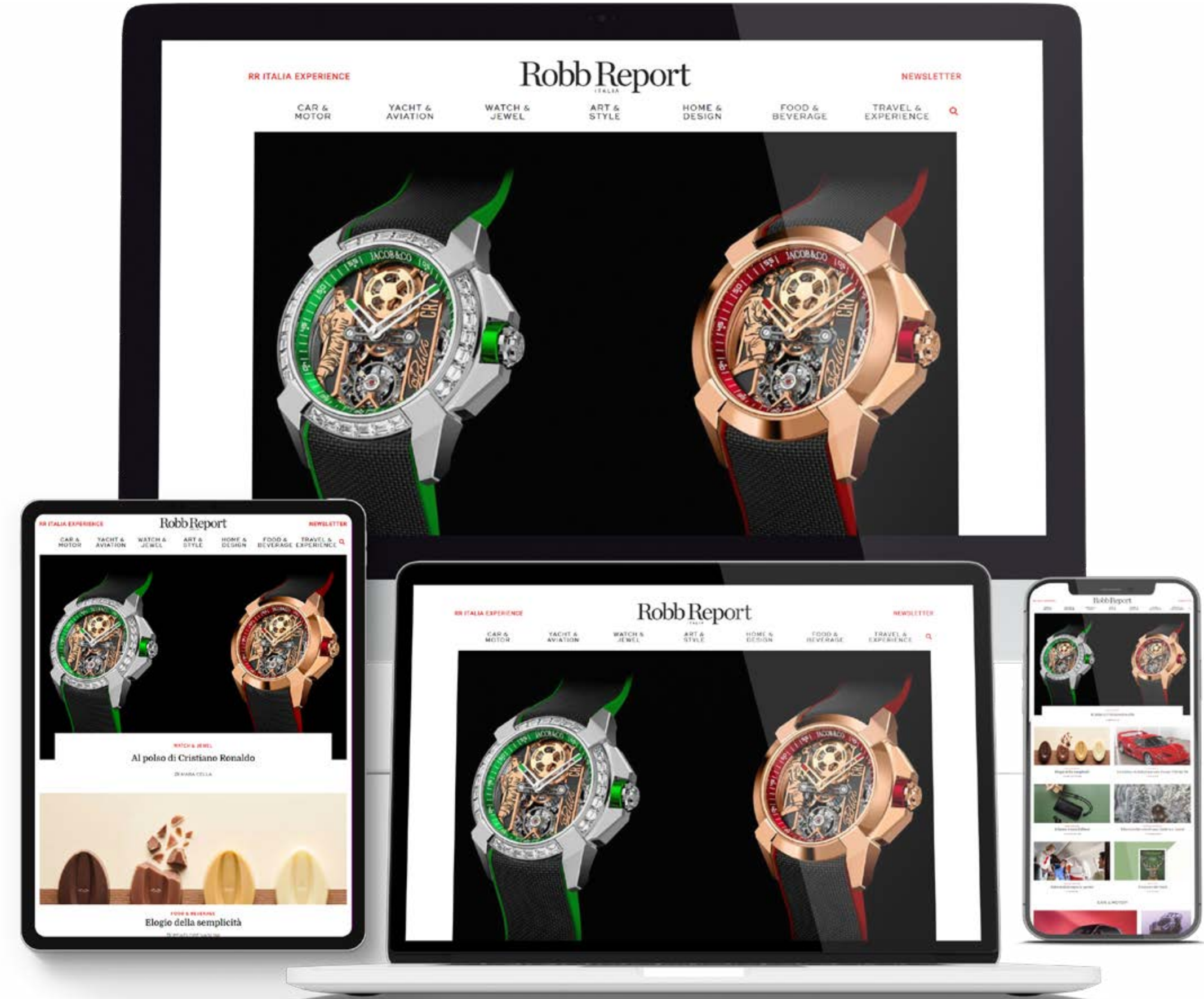
SOCIAL

+10.000	FOLLOWER
+200.000	REACHES PER MONTH
4,47%	ENGAGEMENT REACH PER MONTH

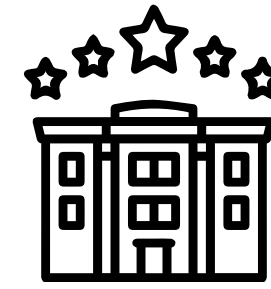
NEWSLETTER

+10.000	SUBSCRIBERS
18,24 %	AVERAGE OPENINGS
8,95 %	AVERAGE CLICKS
27,88%	CTOR

A newsletter sent on Saturday morning that summarizes the main news of the week just ended and anticipates the appointments of the next one.
A database of profiled contacts that allows direct mail activities on targets of sure interest.



DISTRIBUTION



Grand Hotel Royal Courmayeur
Podere Cavaga
Aspria Harbour Club Milano
Autoavanti Monza
Autoavanti Bologna
Borgo di Luce Golf Resort&SPA - Sicilia
Riva Toscana Golf Resort & SPA
MIRA Alagna Mountain Resort & SPA
Armani Hotel Milano
Excelsior Hotel Gallia
Palazzo Parigi
Principe di Savoia
Milan Marriott Hotel
AC Hotel Firenze by Marriott
Rome Marriott Park Hotel
JW Marriott Venice Resort & Spa
Villa Cora
Hotel L'Orologio Venezia
Hotel L'Orologio
Morgantini

Four Seasons Hotel Firenze
SpinTO
Terrazza OTIUM c/o Green Pea
Lefai Resort Garda e Dolomiti
Grand Hotel Tremezzo
Hotel Cipriani Venezia, Portofino
Milano, Torino, Roma
St. Regis Firenze, JW Marriott Venezia
Lungarno Collection Firenze
Park Hyatt Milano
Palazzo Montemartini
Gritti Palace
Grand Hotel Imperiale
Principe
Cà di Dio
da definire
Hotel Cristallo
Hotel Danieli
St. Regis Venezia
St. Regis Roma

PRESS FORMATS

Robb Report has distinctive and exclusive editorial content throughout the year that gives our advertising partners the opportunity to achieve their communication goals.

1 PAGE

SINGLE 10.000€

DOUBLE INNER PAGE

SINGLE 18.000€

COLUMN AGAINST COLOPHON

SINGLE 5.000€

INTERNAL FRONT COVER + I ROMAN

SINGLE 18.000€

BACK COVER

SINGLE 12.000€

LEAF 2 DOORS

SINGLE 25.000€

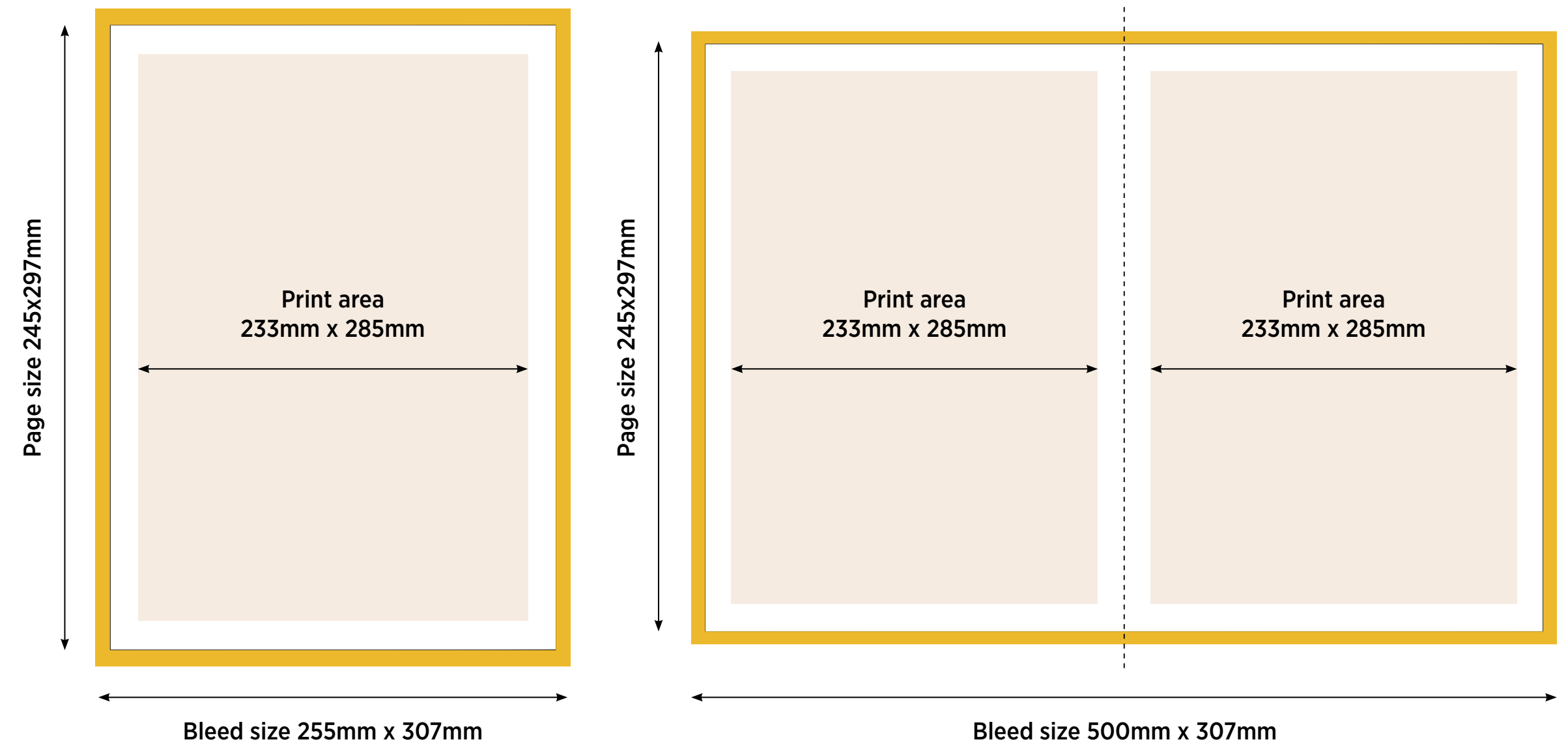
LEAF 3 DOORS

SINGLE 32.000€

PRINT SPECIFICATIONS

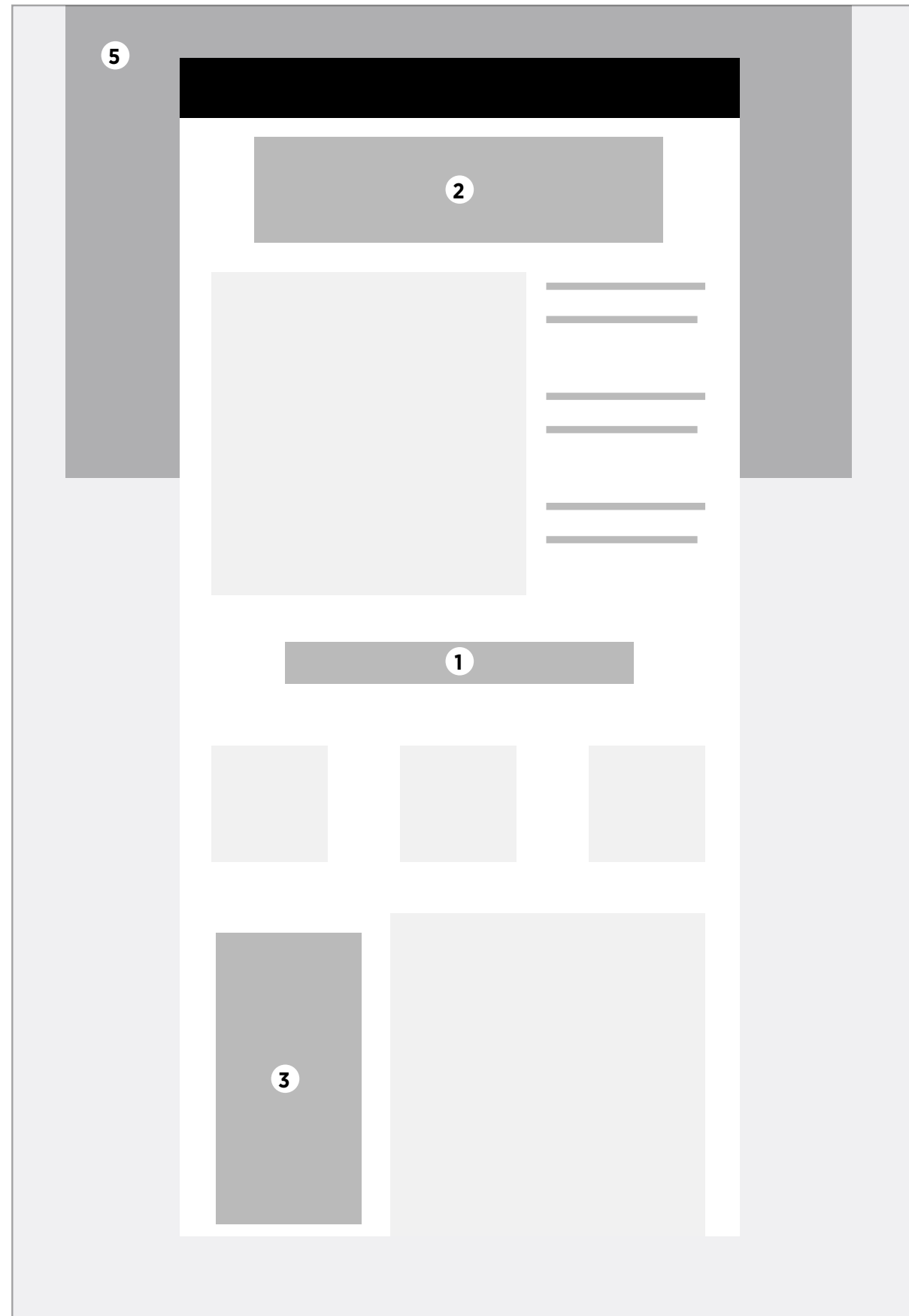
ADV	PAGE SIZE	PRINT AREA	BLEED SIZE
1 page	(245mm x 297mm)	(233mm x 285mm)	(255mm x 307mm)
Double page	(490mm x 297mm)	(386mm x 285mm)	(500mm x 307mm)

Creativity should be provided in high-resolution four-color (CMYK) PDF format.

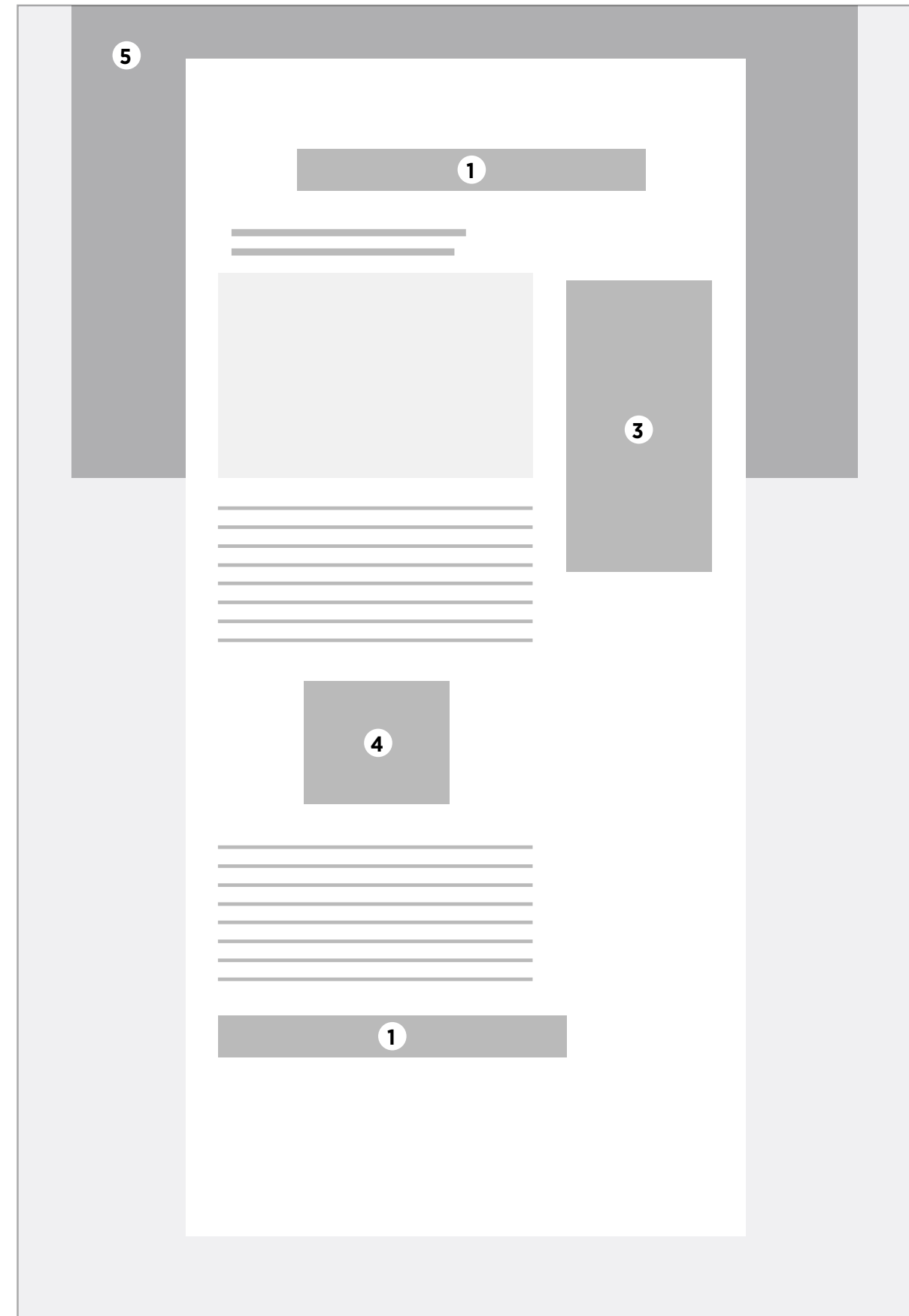


ONLINE ADVERTISING FORMATS

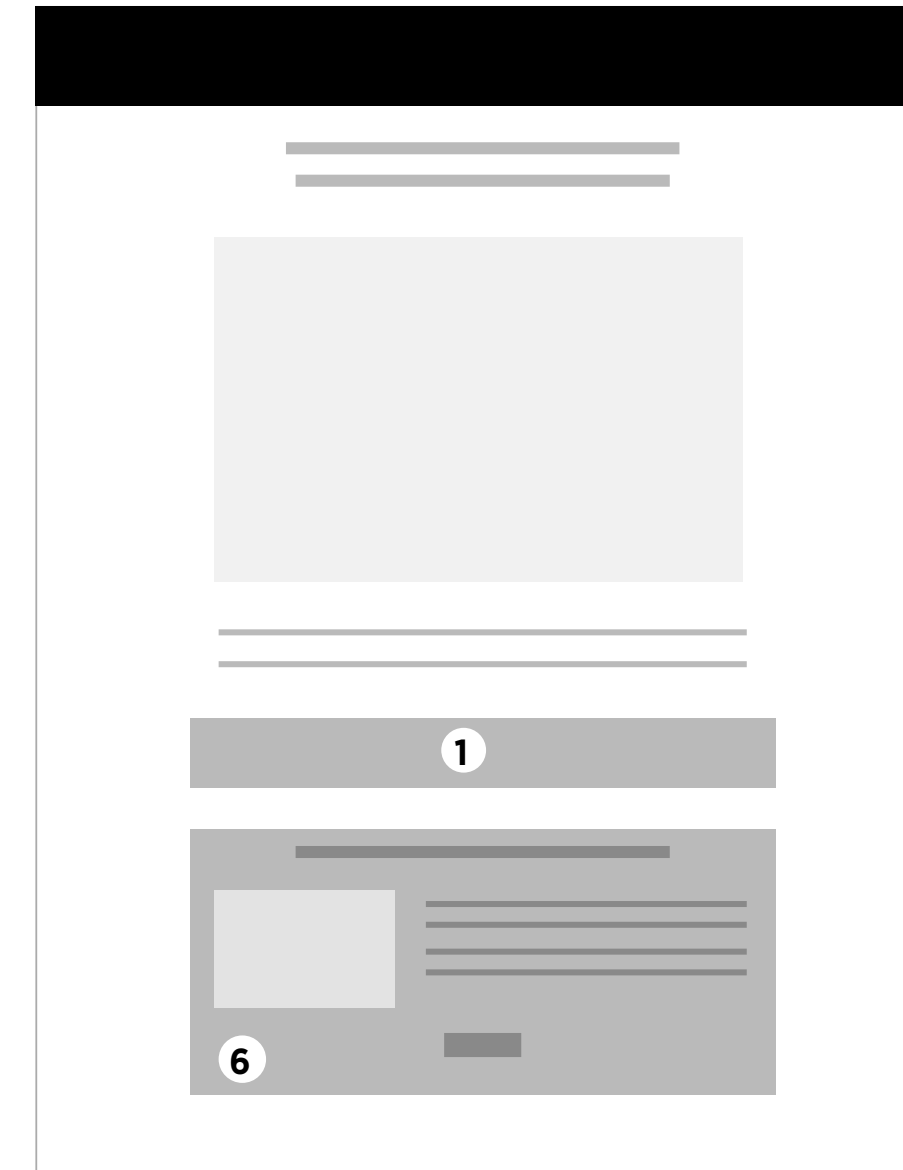
HOME PAGE



ARTICLE



NEWSLETTER



WEB CPM
12,00 EURO

1 LEADERBOARD

DIMENSIONS: 728x90 px

2 MASTHEAD

DIMENSIONS: 970x250 px

3 TOWER

DIMENSIONS: 300x600 px

4 BANNER BOX (MOBILE)

DIMENSIONS: 300x250 px

5 SKIN

6 NATIVE ADV

Provide title, image 600x450, max 150kb, text 140 characters including spaces and URL

Robb Report

ITALIA