

# Robb Report

MÉXICO

MEDIA KIT 2024



[robbreport.mx](http://robbreport.mx)

# Robb Report

MÉXICO

**Sophistication, avant-garde and the appreciation of luxury have been the hallmarks of Robb Report México since its birth.**

Backed by one of the strongest and most recognized brands in the industry worldwide, our publication has established itself as the iconic medium of luxury in Mexico, thanks to a careful selection of content that we present in different formats through all our platforms. We reach out to the players of this sphere. We appreciate the *savoir faire* and heritage of the great houses that make the luxury industry renowned, and we visualize the trends that mark the direction in which it is heading.

Robb Report  
MÉXICO

**DIGITAL**



# DIGITAL METRICS



## 700K

MONTHLY UNIQUES

## 1.7M

PAGE VIEWS

## 2.3MIN

READING TIME



### 230K

/ROBBREPORTMEXICO



### 4.5K

@ROBBREPORTMX



### 38.5K

@ROBBREPORTMX

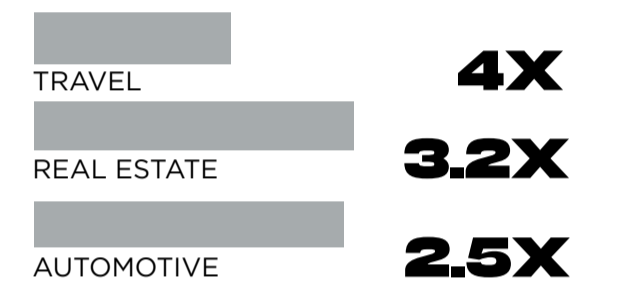


### 4K

@ROBBREPORTMX

HIGHLY RELATED AUDIENCE FOR MAJOR INDUSTRIES LIFESTYLE.

Vs Avg 100.



## INTERESES

 **53%**  
CARS

 **29%**  
GASTRONOMY

 **36%**  
ARCHITECTURE AND REAL ESTATE

 **42%**  
TRAVEL

 **40%**  
TECHNOLOGY

 **58%**  
WATCHES AND FASHION

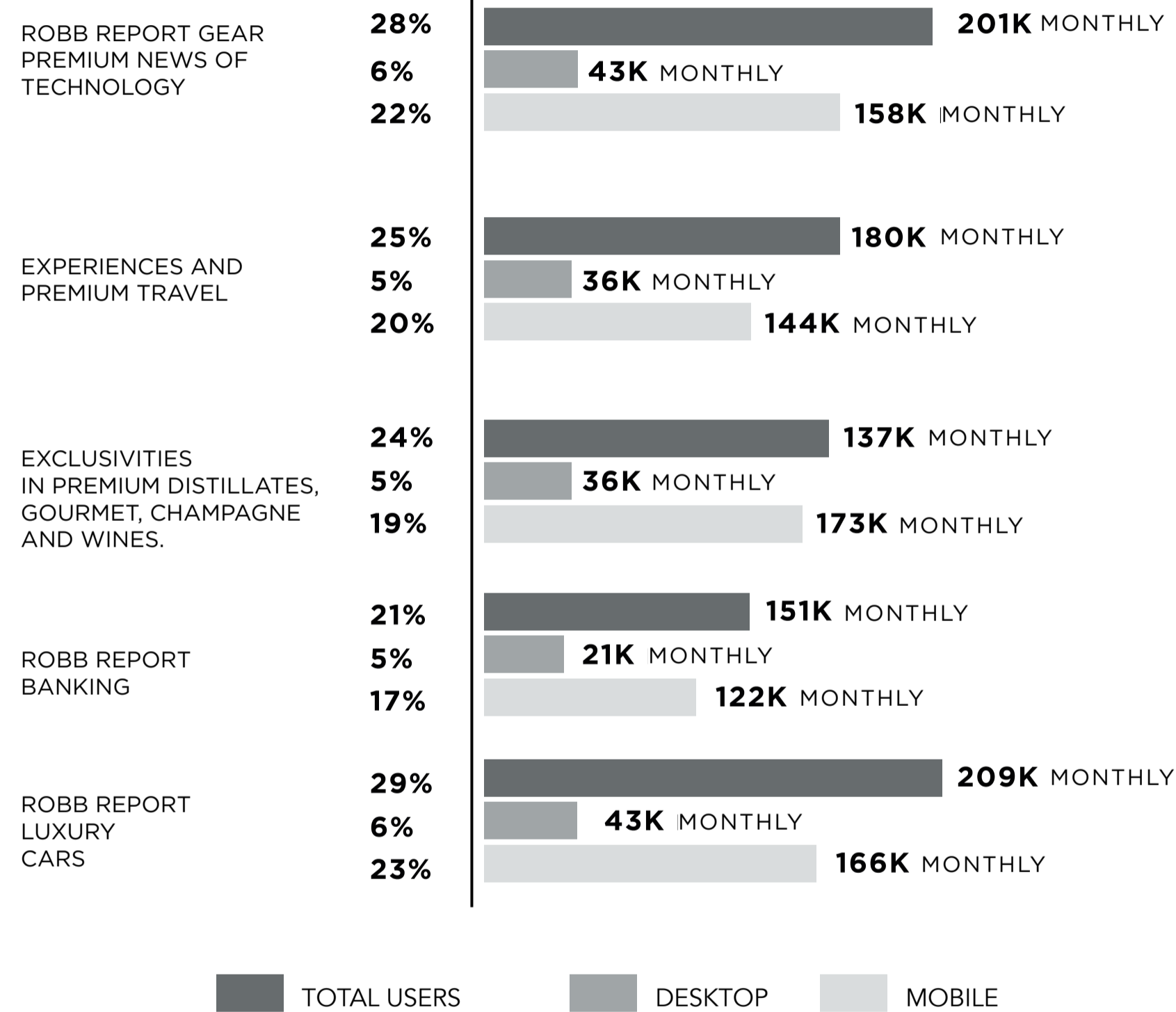
**53%**  
BUSINESSMEN AND "C" LEVEL EXECUTIVES

**20%**  
PROFESSIONALS IN CREATIVE AREAS

**19%**  
PROFESSIONALS IN TECHNOLOGICAL INDUSTRIES

**100% AUDIENCE**  
CONSIDERATION ACTIVEABLE VIA RETARGETING

**ROBB REPORT HAS HIGH AFFINITY TO THE LUXURY PRODUCTS OF THE CONTEMPORARY MAN AND USERS INTERESTED IN MOTORS, TRAVEL AND NEWS.**



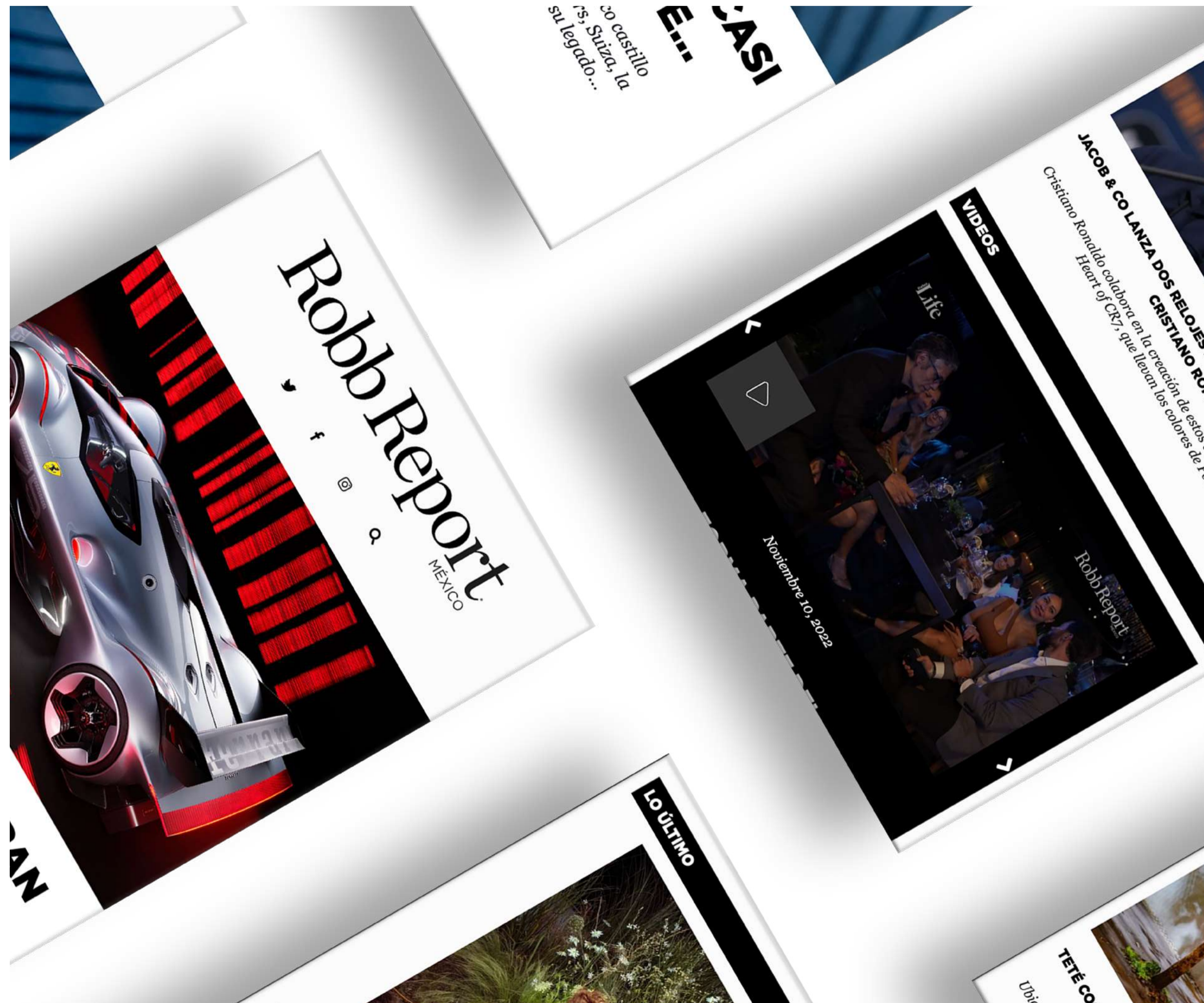
# DIGITAL INSIGHTS



\*Robb Report's audience are users who belong to corporate services areas, high affinity to ecommerce portals, high interest in the consumption of electronics, travel, health information, B2B, Banking, Fintech, Technology news, department stores, new car models. These are categories whose affinity index given by Comscore is above 100% interest.

Sources: Comscore, Analytics, DMP BLM

\*BLM already has more than 100 specific clusters and registry bases linked to its new solutions



# DIGITAL CHANNELS

## FOOD

Restaurant recommendations, exceptional pairings and the most expensive and desired labels in the world, among other pleasures.

## GEAR

The funniest and most curious side of gadgets and accessories that make our lives easier every day.

## GENTLEMAN

We advise regardless of the age, style or personality of the reader. We approach the world of fashion from the most inclusive side.

## LIVING

We approach architecture, design and interior design as a way of life, with infallible guides and advice for decorating your home.

## MOTOR

We love machines of any size and for any lifestyle... we highlight the best of cars, jets, yachts, motorcycles and any other modern toy.

## FOR HER

What they are obsessed with, from fragrances, fine watchmaking, jewelry, fashion and, why not, cars too.

## NEWS

We announce the most relevant things that dictate the luxury lifestyle agenda.

## SPORTS

Sports for everyone, from limited editions of sneakers to collaborations of great legends with luxury brands.

## TRAVEL

Destinations, hotels, trends and tips to never stop planning and taking those great trips.

## RELOJERÍA

A review of the masculine accessory par excellence, those pieces that take our breath away due to their innovation and limited edition series.

## WELLNESS

We seek the state of balance and harmony in different aspects of life, including physical, mental, emotional and social health with recommendations and special content.

JANUARY Trends	FEBRUARY Month of love and our passions	MARCH Travels through Mexico	APRIL Living Special: The art of living	MAY Wellness Issue	JUNE Essentials for men
<p>We know that if something obsesses the human being every January, it is the desire to know what awaits for him during the year, at least in the world of lifestyle, we can predict the future. This month we announce the most important products, trends and news, as well as the most relevant and disruptive launches, that high-end brands have to surprise us in the next 12 months.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• CES 2024</li> <li>• Design, Interior Design, Fashion and travel trends for the year</li> <li>• New launches 2024, what we can expect</li> </ul>	<p>A month to love and love each other. We will talk about how to treat our partners with the best gifts and experiences, at the same time we will propose some plans to escape the sweetness of those days and enjoy being single with friends. We also give free rein to our sporting passions with events like the Super Bowl, and the best accessories and fashion to continue taking care of ourselves throughout the year. We join the push that print will give to new talents, brands, designers, chefs, artists and philanthropists who will make people talk.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Valentine's day</li> <li>• Super Bowl</li> <li>• Golf</li> <li>• Fórmula E</li> <li>• Sneakers</li> </ul>	<p>The change of season represents an important change in the lives of our readers: new plans, new routines and new trips. At Robb we never stop longing to continue getting to know every corner of the planet and this month the recommendations of Robb places include safe destinations to enjoy activities in confidence with a single objective: to enhance the experience.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Spring break and holidays</li> <li>• Travel trends</li> <li>• Women's Day</li> <li>• The Oscars</li> <li>• Fashion Weeks</li> <li>• Spring/Summer Novelties</li> </ul>	<p>Mexico is positioned as a leading global creative power in architecture, interior design and design. All global gazes turn to our country as a style prescriber in l'art de vivre. Special Real Estate, Interior Design and Industrial Design.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Salone del Mobile in Milan</li> <li>• Watches novelties and Wonders</li> </ul>	<p>Luxury today goes hand in hand with well-being: a new wave of high-end brands are committed to health as a fundamental pillar of luxury. Today more than ever, luxury can be seen, touched... and felt.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Grooming products and perfumes</li> <li>• Gyms, clinics and wellness centers</li> <li>• Gifts for mom</li> <li>• Champions League Final / Monaco Grand Prix, Roland Garros</li> <li>• Whisky Month</li> </ul>	<p>In fathers' month we make a list of the best gifts for them. We highlight inherited tastes and luxuries, but also those that we will pass on to future generations. It is an ideal time to return to the key issues that are not only transforming the male universe but also their way of enjoying the world.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• International travel (summer vacations, the best hotels, airline services, premium experiences, summer clothing)</li> <li>• Cognac Month</li> <li>• Wimbledon</li> <li>• Masculine style</li> <li>• Experiences for him</li> <li>• Champions League final</li> </ul>
JULY Gastronomy and drinks	AUGUST Mexican luxury	SEPTEMBER Runways	OCTOBER Sustainable luxury	NOVEMBER Art Issue	DECEMBER Best of the best
<p>In the middle of the year we give ourselves license to indulge in worldly pleasures, highlighting the best of the gastronomic scene and the spirits industry. We talk about the restaurants you should know in Mexico and in the world, festivals, mixology and, of course, those liquid jewels that our reader knows how to recognize. For dessert, we made room to dazzle ourselves with some jewelry.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Tequila month</li> <li>• Trends and launches in jewelry</li> <li>• Spas</li> <li>• Private planes and yachts</li> <li>• Olympic month</li> </ul>	<p>Fashion, design, interior design, art and hotels that set the standard in the universe of exclusivity and high-end with a 100% Mexican tone.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Paris Olympics</li> <li>• Architecture</li> <li>• Rum month</li> </ul>	<p>Fashion becomes the focus of Robb Report in the most stylish month of the calendar: the new icons, the most desired brands and VIP passes to the most exclusive shows in the world.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Mexico as an inspiration in luxury fashion</li> <li>• Mexicans as ambassadors of luxury</li> <li>• Mixology</li> <li>• Wine and harvests</li> </ul>	<p>Luxury brands and houses with eco-souls that seek to improve the world and reconnect with eternal values. Because luxury today is sustainable... or it is not luxury.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• SIAR watch news</li> <li>• Month of gin and vodka</li> <li>• Mexican Grand Prix</li> </ul>	<p>Art as a luxury. We enter a labyrinth made up of artists, galleries, movements, auctions, led by experts and protagonists on the subject. And by the way we talk about those mechanical works of art that are cars.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Day of the Dead</li> <li>• Men's day</li> <li>• LA Auto Show (Cars of the Year)</li> <li>• Celebrity Art Collections</li> <li>• Mezcal month</li> </ul>	<p>In this we boast the most complete luxury gift guide in the country, seeking to satisfy all the profiles and tastes of readers, from adrenaline lovers and adventurers, to homebodies who love technology and the best spirits, because it is always time to celebrate with the best.</p> <p><b>Main topics:</b></p> <ul style="list-style-type: none"> <li>• Gifts for him/her</li> <li>• The best of the year by industry</li> <li>• The most disruptive brands of the year</li> <li>• Vacation plans in December</li> <li>• Champagne month, to close the year with bubbles</li> </ul>

# DIGITAL FORMATS

**ADVERTORIAL**



**ROBB REEL**



CLICK THE IMAGES



# DIGITAL FORMATS

## SET OF STORIES



## ROBB FACTS



# DIGITAL FORMATS

## ANIMATED XRAY



## STATIC XRAY



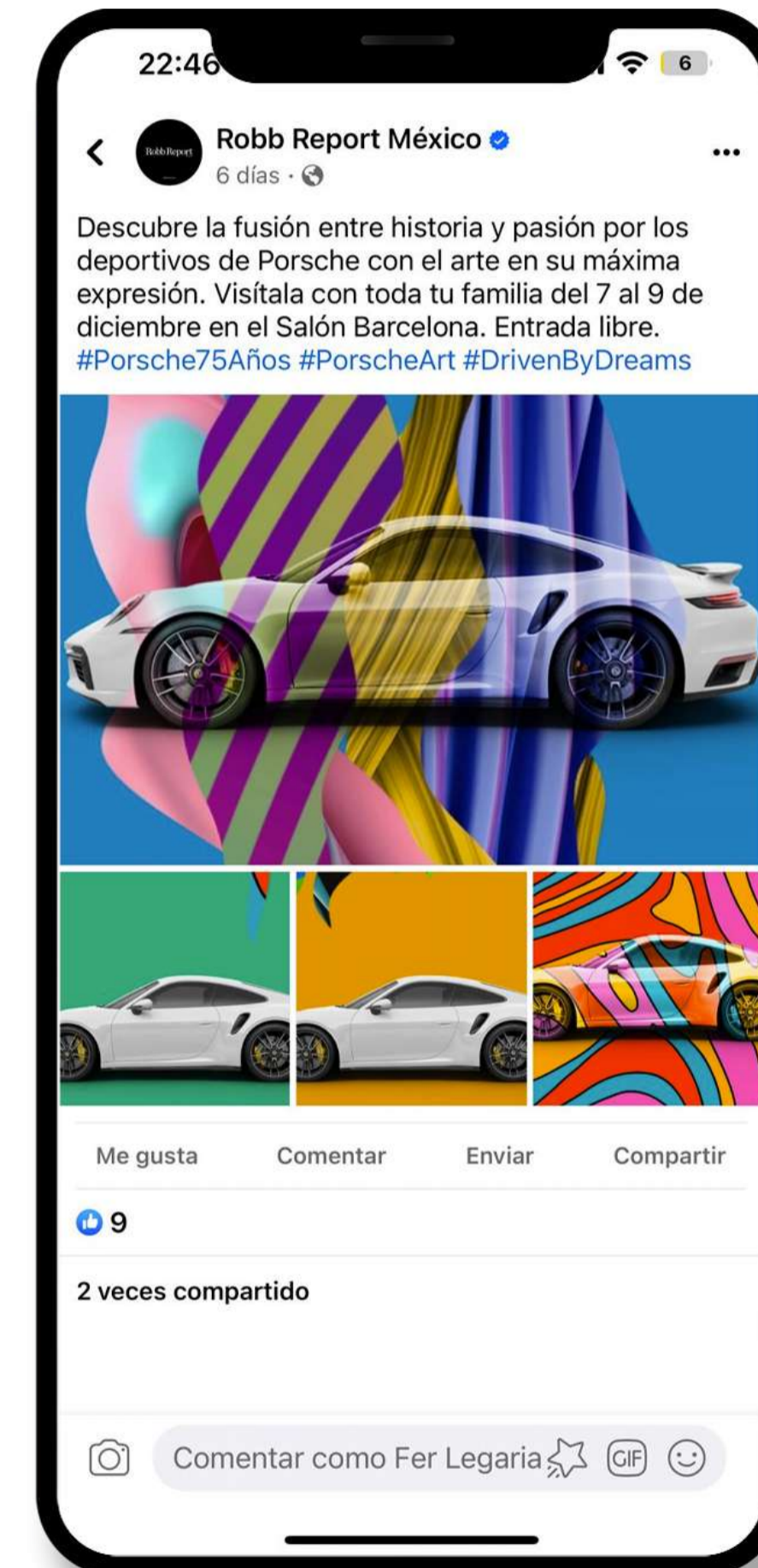
CLICK THE IMAGES

# DIGITAL FORMATS

## ROBB MINUTE



## PHOTO ALBUM



CLICK THE IMAGES

# DIGITAL FORMATS

**DIGITAL  
COVER**



CLICK THE IMAGE

# DIGITAL FORMATS

**FIGMA**



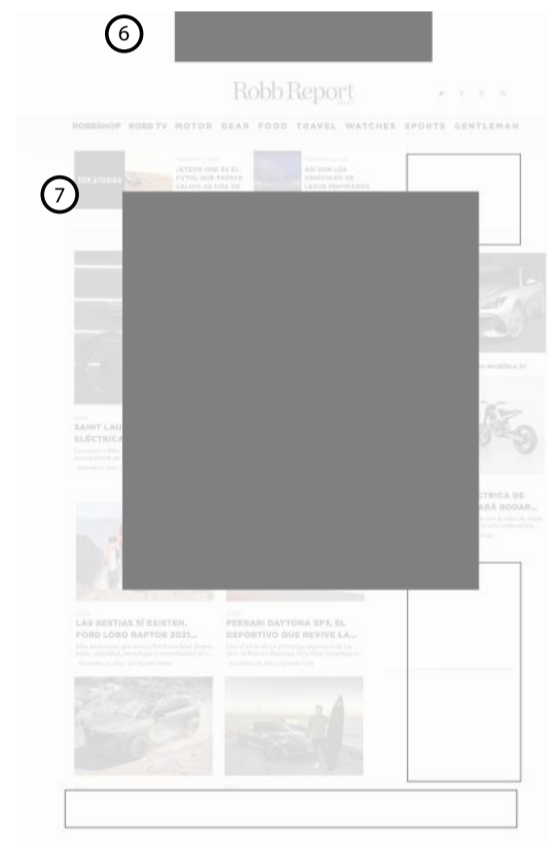
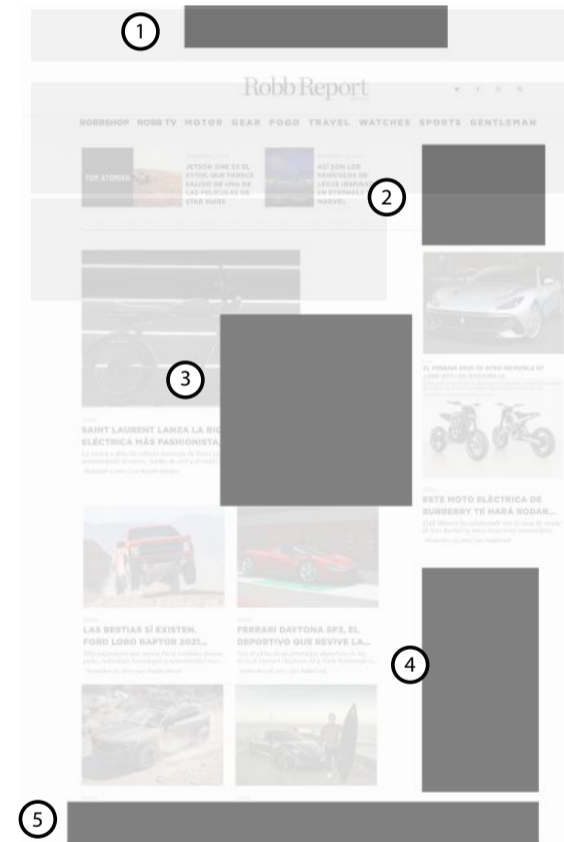
A new way to browse and consume content. Richwebnote, created, curated, designed to improve navigation, and present a topic in a more attractive way, through images, informative highlights, lists, infographics, and animations.

CLICK THE IMAGE

# DIGITAL FORMATS

## DISPLAY

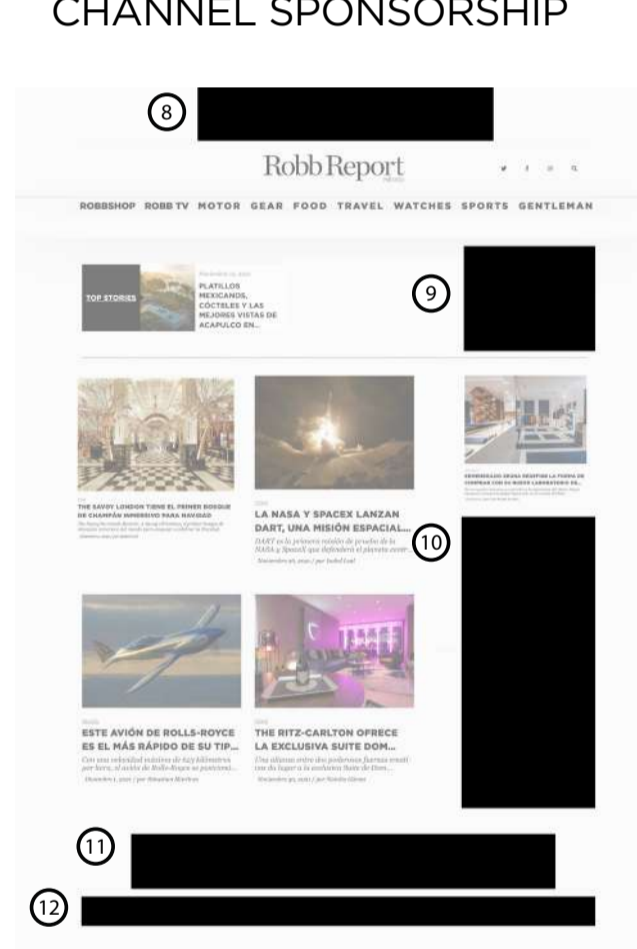
### DESKTOP & MOBILE



- 1. TOP SUPER BANNER
- 2. BOX BANNER
- 3. LAYER
- 4. HALF PAGE
- 5. FOOTER

- 6. BILLBOARD
- 7. TAKE OVER

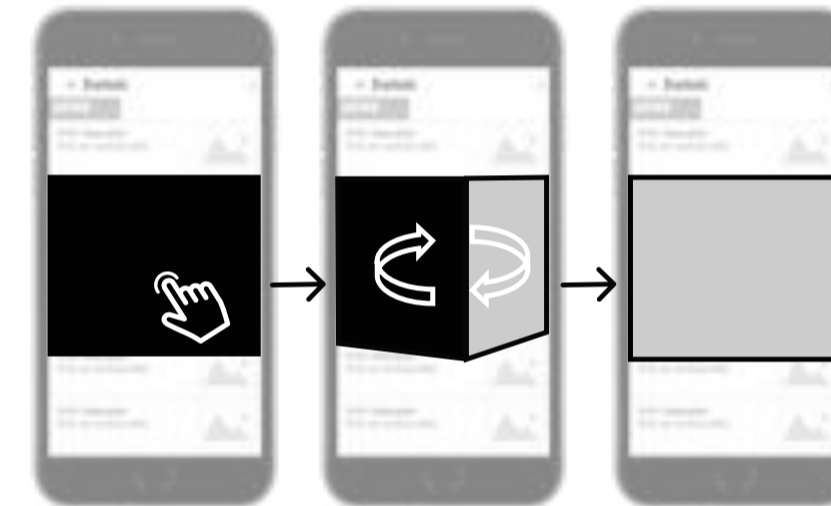
### CHANNEL SPONSORSHIP



- 8 & 11. SUPER BANNER
- 9. BOX BANNER
- 10. HALF PAGE
- 12. FOOTER

## RICH MEDIA

### SPIN CUBE



### PARALLAX

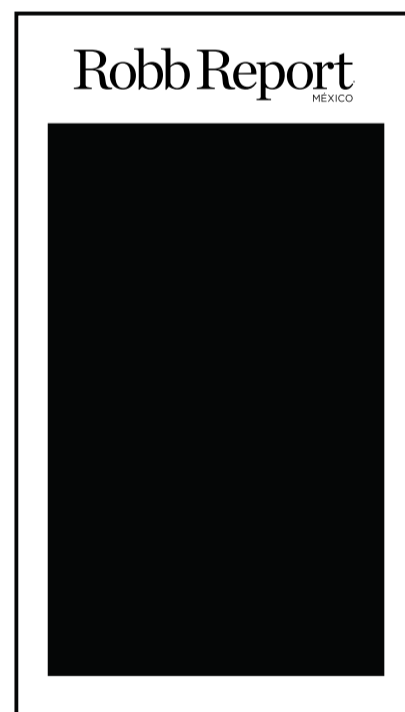


# DIGITAL FORMATS

## MAILING



Sponsorship of the most relevant news.



HTML sent to our subscribers.




**¡GRACIAS por ACOMPAÑARNOS!**

Tequila Patrón y Robb Report agradecen tu asistencia al Club de Robb este Día del Padre. Degustamos la Paloma Perfecta con Tequila Patrón Reposado y vivimos la emoción de la Fórmula 1 en el Gran Premio de Canadá.

La Paloma Perfecta puede ser la invitada a tus próximas reuniones:

 Tequila Patrón Reposado	 Jugo de toronja natural	 Jugo de limón y una pizca de sal
 Jarabe de Agave	 Shakea	 Top de agua mineral y decora con una rebanada de toronja

**¡Salud!**

Mantente atento a nuestros siguientes eventos y descubre mucho más en

[RobbReport.Mx](http://RobbReport.Mx)




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## EMAILBLAST

# DIGITAL RATES

FORMAT	MEASUREMENTS	SELECTIVE CHANNELS 2024	2024	OBSERVATIONS	
DISPLAY					
TOP SUPER BANNER DESKTOP/MOBILE	728*90 /320*50		\$342	\$305	CPM
BILL BOARD	970*250/ 320*100		\$464	\$525	CPM
BOX BANNER DESKTOP/ MOBILE	300*250		\$354	\$317	CPM
HALF PAGE	300*600		\$378	\$366	CPM
FOOTER	1100*50 + 728*50 + 320*50		\$391	\$354	CPM
LAYER DESKTOP/ MOBILE	400*400/ 300*400		\$842	\$769	CPM
TAKEOVER DESKTOP/ MOBILE	900*600/ 320*400		\$884	\$649	CPM

FORMAT	MEASUREMENTS	2024	OBSERVATIONS
CHANNEL SPONSORSHIP	728*90 + 300*250 + 300*600 + 970*90 + 320*100 + 1100*50 + 728*50+320*50 + parallax	-	To be quoted according to the channel
EDITORIAL NOTE WITH 3 POSTS INCLUDED	NA	\$66,000	*Price if the client provides the content
EDITORIAL NOTE WITH 3 POSTS INCLUDED + NEWSLETTER	NA	\$88,950	*Price if the client provides the content
ROBB REEL WITH CLIENT'S MATERIAL	NA	\$67,480	It's on IG and FB
ROBB REEL COVERAGE	NA	\$134,400	It's on IG and FB
PRE-ROLL	MP4 o VAST. Max 30 MB	\$616	CPM *Ten seconds of ad before our content
ROBB SESSIONS	NA	\$308,000	Custom Video Series
STATIC XRAY	NA	\$80,080	Static infographic
ANIMATED XRAY	NA	\$87,472	Animated infographic
EDITOR'S PICK	NA	\$90,000	Note
VIDEO IN-READ	1,280*720	\$778	CPM
ROBBSHOP		\$184,800	4 products
ROBBSHOP		\$308,000	8 products
NEWSLETTER	728*90 + 300*250	\$23,987	* 9,000 subscribers
EMAIL BLAST	600*800	\$35,978	* 9,000 subscribers



# DIGITAL RATES

RICH MEDIA SPECIALS			
BILLBOARD WITH VIDEO	Imagenes en alta y editables para materiales	\$666	<a href="https://app.screencast.com/mElWuZBxVeK2O?conversation=GJspdlW6ptS9ns8928lqWA">https://app.screencast.com/mElWuZBxVeK2O?conversation=GJspdlW6ptS9ns8928lqWA</a>
HALF BANNER WITH VIDEO	Imagenes en alta y editables para materiales	\$666	<a href="https://app.screencast.com/wd7cOeQWwoIRh?conversation=uzYeVpKq1iEwv3OF0m5iEa&amp;tab=Details">https://app.screencast.com/wd7cOeQWwoIRh?conversation=uzYeVpKq1iEwv3OF0m5iEa&amp;tab=Details</a>
BOX BANNER WITH DUO EXPERIENCE	Imagenes en alta y editables para materiales	\$666	<a href="https://partner.googleadservices.com/gampad/ads?gc-t=ZacusFnCNCQKe4oYeCpsCAkQFkoAWICAgODZ2M-qOHLgB4OHS44ME0glJdGV4dC9odG1s8AKsAvgC-gG-QAwGiAxMQRAlY-gEogICA4NnYyo4c4AEAyAOsAtAD-">https://partner.googleadservices.com/gampad/ads?gc-t=ZacusFnCNCQKe4oYeCpsCAkQFkoAWICAgODZ2M-qOHLgB4OHS44ME0glJdGV4dC9odG1s8AKsAvgC-gG-QAwGiAxMQRAlY-gEogICA4NnYyo4c4AEAyAOsAtAD-</a>

## SOCIAL MEDIA

FACEBOOK		
POST WITH CLIENT'S CONTENT	\$25,760	Photo or video
PHOTO ALBUM/ VIDEO GALLERY	\$24,472	Produced by us

\* Under editorial approval

INSTAGRAM		
POST WITH CLIENT'S CONTENT SUBJECT TO EDITORIAL APPROVAL)	\$37,352	Can be only one picture
PHOTO ALBUM/ VIDEO GALLERY	\$38,000	Produced by us
IG STORY	\$35,000	The client sends the assets *From 3 to 4 images

\*Build your packages with a better price • Prices do not include VAT • Rates subject to change without prior notice • Editorial products are recorded in CDMX, otherwise, they are quoted differently • Spaces subject to availability

Robb Report  
MÉXICO

# EVENTS



# EVENTS



**BRAND PARTNERSHIPS WITH ROBB REPORT WITHIN THE EXCLUSIVE CLUB DE ROBB, MASTERCLASSES, UNBOXINGS, AND SAMPLINGS ARE JUST A FEW OPTIONS AVAILABLE.**

- Virtual and in-person event formats.
- Private experience club with a variety of topics to reach the RR profile (sports, casino night, tasting of cigars and whiskey, food and drinks, shipowners to host a special guest, etc.).
- Activations by category during in-person events, mixology bar, technology and gadgets, vending machine, owner as host of special guests, etc.
- Curation and advice by the Robb Report team for participation in schedule with a spokesperson for your brand or editorial line for a masterclass guided by an expert from your brand.

## 2024 CALENDAR

**R**  
**CLUB DE ROBB**  
**ALWAYS ON**

**R**  
**WINE LOVERS**  
**TBD**

# CLUB DE ROBB

May your brand reach the highest level of luxury  
with events at its height





Tailor-made experiences where guests will enjoy activities such as tastings, gastronomy classes, casino nights, game nights, gadget presentations, among others.

**DATE:**

Always On.

**GUESTS:**

Between 20 and 50 high profile men.

**VENUE:**

Food & Wine Table or to be defined according to brand and client needs.

**PERSONALIZED EXPERIENCE**

- Personalized Robb's Club experience.
- Call by RR, 20 men.
- Catering + Venue for 20 guests.
- 1 digital note + amplification in RRSS (3 post).
- Creation of material design by RR.
- (STD, invitation, postcards for mention in RRSS).
- 2 printed page of content.
- 5 brand courtesy to assist the experience.
- Menu printed with the RR logo and the participating brand.
- Post-event coverage: 1 video memory of the event, uploaded to the site.
- Tagged mentions of the brand.
- Team service during the experience: hostess and RR ambassador team.
- Post-experience thank you mailing.

# CLUB DE ROBB



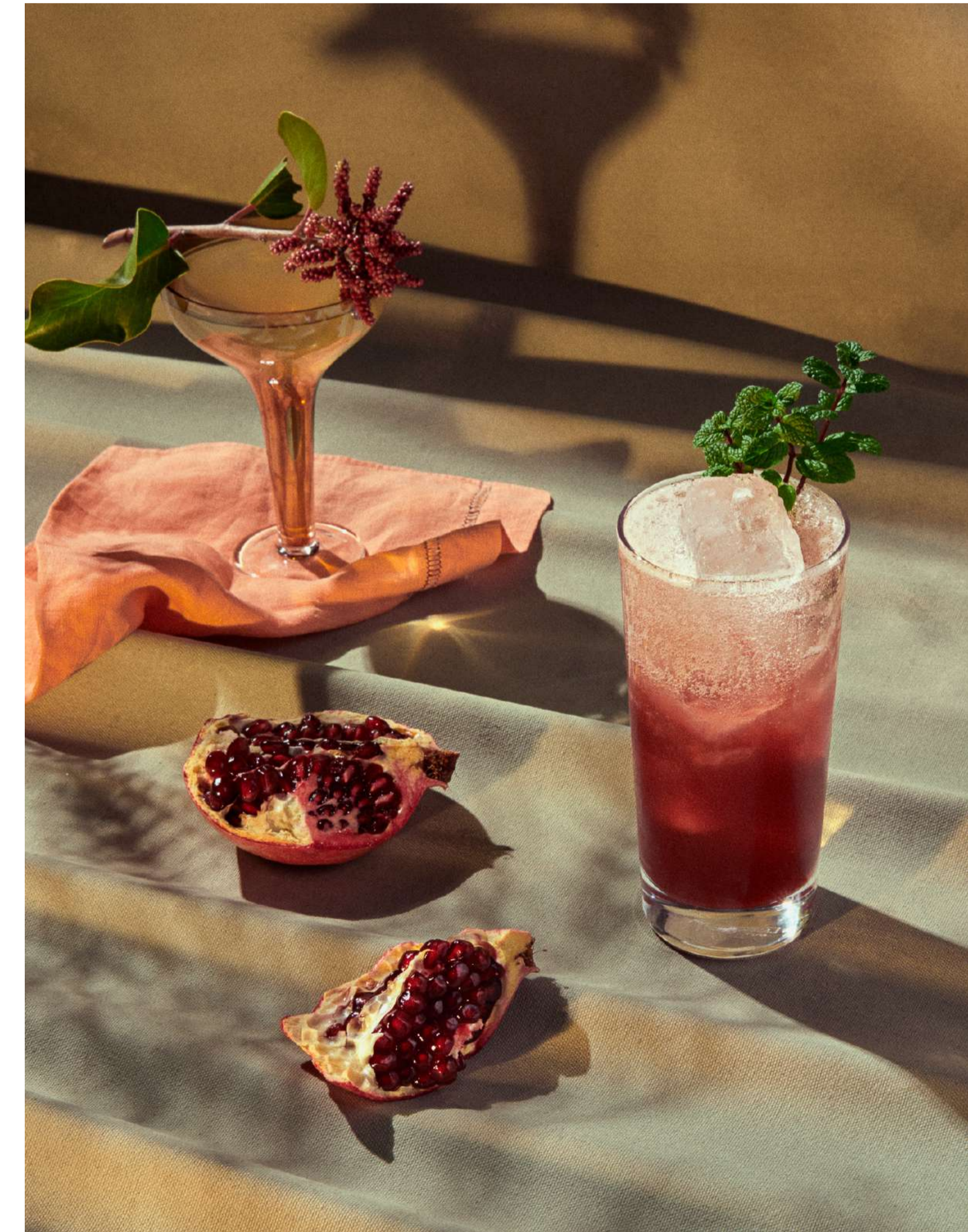
## DIGITAL SPECIAL

# THE BEST OF THE BEST SPIRITS AWARDS 2024

Every joy deserves a toast. We want to celebrate the new year with a trip around the world with the most recognized brands, wineries and distilleries around the globe; a global cocktail of drinks that invite us to toast the future. For this reason, Robb Report celebrates for the first time The Best Of The Best Awards for the best spirits of the year.

The distillation process consists of heating a liquid until its most volatile components pass into the vapor phase, which is subsequently cooled until these components are recovered in liquid form through a condensation process, in Robb Report we will do something very similar through of the distillation of the best jury, made up of the greatest experts in gastronomy and mixology in Mexico, and the condensation of their votes in different categories:

- Tequila
- Mezcal
- Whisky
- Cognac
- Burbujas
- Rum
- Vodka
- Gin



Robb Report  
MÉXICO

**PRINT**





# FIXED PRINT SECTIONS

## SHOWCASE

A first approach to the world of luxury through a powerful image that allows you to delight in the craftsmanship and technical skill that defines a high-end product.

## LUX REPORT

The latest news, the best products, the unmissable experiences and the most interesting people from the world of travel, style, food, drink, art and design.

## DREAM MACHINES

The celebration of one of the most important universes for man: the mechanical one. From the most impressive watches, cars, planes and boats to the most advanced gadgets.

## ROBB CLUB

The characters who best represent the DNA of Robb Report star in this space in which they answer a series of questions that reveal unique personalities and lifestyles.

## NOTES

In their own voice, through their talent with the pen, the protagonists of luxury dialogue with readers about trends in the most relevant topics of the premium universe.

## OBSESSIONS

The editorial team finds in this space a personal window to talk about those high-end products or experiences that keep them up at night.

## ROBB READER

The sought-after last page of the magazine is dedicated to a key figure in the luxury industry who tells us the most important details of the brand he represents.



# PRINT METRICS

**40K**

PRINTING

**3.9**

PASS ALONG

**156K**

TOTAL IMPACT

DEMOGRAPHICS

**39%**

WOMEN

**61%**

MEN



# DISTRIBUTION

## 64%

CONTROLLED DISTRIBUTION

## 6%

AGREEMENTS AND SUBSCRIPTIONS

## 30%

POINTS OF SALE

AEROBUTIKUES, CITY MARKET, FRESKO, H.E.B, HUDSON, SUPERAMA, SUPER CENTER.

## 72,207,000

NUMBER OF PEOPLE WHO SEE MAGAZINES DISPLAYED AT POINT OF SALE / CONTROLLED CIRCULATION



**SUPERMARKETS**

Average daily visits or trips

4,000

Total per number of daily branches/cars

2,400,000

**WEEKLY TOTAL**

16,800,000

**MONTHLY TOTAL**

72,000,000



**Sanborns**

**SANBORNS**

Average daily visits or trips

500

Total per number of daily branches/cars

9,500

**WEEKLY TOTAL**

66,500

**MONTHLY TOTAL**

285,000



**AMEX (CENTURION)**

Average daily visits or trips

3,500

Total per number of daily branches/cars

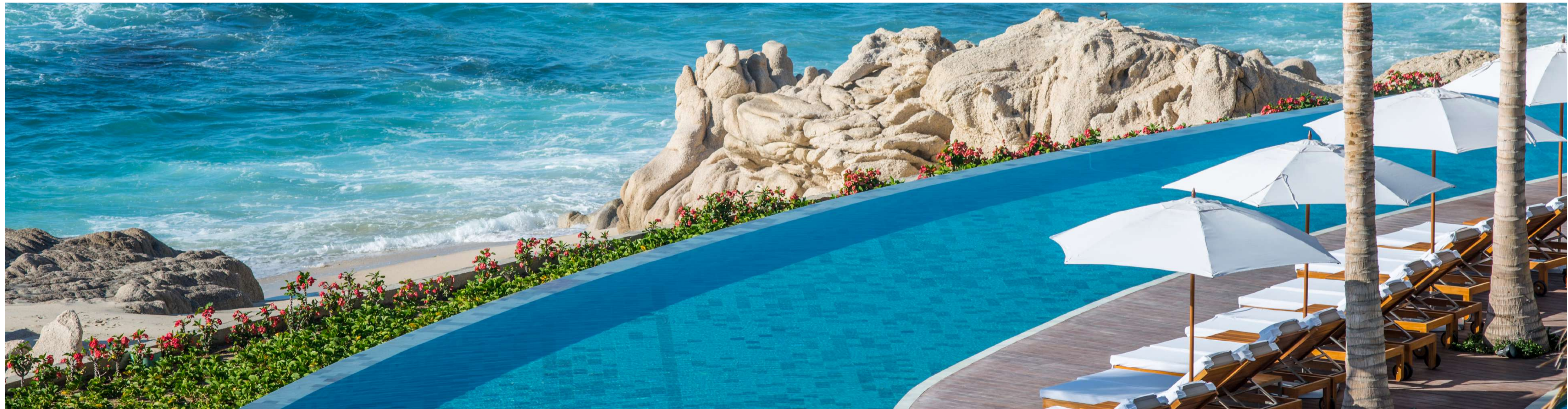
0

**WEEKLY TOTAL**

0

**MONTHLY TOTAL**

3,500



FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>• <b>The new luxury (for a new generation)</b></li> <li>• <b>New Talents Special:</b> he brands, designers, chefs, artists and philanthropist that will give us something to talk about</li> <li>• <b>Manifiesto RR:</b> neither masculine nor feminine, luxury is for everybody</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Entertainment Issue</b></li> <li>• <b>The Oscars Red Carpet:</b> (March 10th) becomes the great spectacle for the luxury industry, which takes advantage of its best showcase in Haute Couture, Haute Watchmaking and Haute Jewelry: a magical meeting of fashion, cinema, music and art. Let the show begin...</li> <li>• <b>S/S 24:</b> The new season</li> </ul>	<p><b>Living Special: The Art of Living</b></p> <ul style="list-style-type: none"> <li>• Mexico is positioned as a leading global creative power in architecture, interior design and design. All global gazes turn to our country as a style prescriber in the art of vivre</li> <li>• <b>Real Estate Special:</b> Interior design and industrial design</li> </ul>	<p><b>Wellness Issue</b></p> <ul style="list-style-type: none"> <li>• Luxury today goes hand in hand with well-being: a new wave of high-end brands is committed to health as a fundamental pillar of luxury. Today more than ever, luxury can be seen, touched... and felt</li> <li>• <b>Grooming &amp; Perfume Special:</b> (agender, because luxury is for everybody)</li> <li>• <b>Special:</b> gyms, clinics and wellness centers</li> </ul>	<p><b>Travel Issue</b></p> <ul style="list-style-type: none"> <li>• <b>The best destinations in Mexico and in the world:</b> hotels, cities, neighborhoods and oasis to be discovered (because there are still virgin paradises)</li> <li>• <b>Resort Collections + Destinations</b></li> <li>• <b>Motor / Yacht / Jet Special</b></li> <li>• Father's special gift guide</li> </ul>
JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER/JANUARY
<p><b>Mexican luxury</b></p> <ul style="list-style-type: none"> <li>• Fashion, design, interior design, art and hotels that make a mark the standard in the universe of exclusivity and high-end with a 100% Mexican accent. You don't have to go outside our country to find houses and creators that worship the best artisan tradition and to a concept of luxury that connects with the values of a new generation</li> <li>• <b>Mexico outside of Mexico:</b> urban guides so as not to leave Mexico on your getaways to Madrid, Miami, New York and Paris, prepared by four insiders who give us their keys with the best of these four capitals of the most global Latin American luxury</li> </ul>	<p><b>September Issue</b></p> <ul style="list-style-type: none"> <li>• Fashion takes over the pages of Robb Report in the most stylish month on the calendar: the new icons, the most desired brands and VIP passes to the most exclusive fashion shows in the world... <b>All in our Style Special.</b></li> <li>• <b>Trends + Runways:</b> All the keys to renew your wardrobe according to what the international gateways dictate</li> <li>• <b>Gadgets Special:</b> RR selects the new objects of desire for deluxe geeks</li> </ul>	<p><b>Sustainable Luxury</b></p> <ul style="list-style-type: none"> <li>• Luxury brands and houses with an eco soul that seek to improve the world and reconnect with eternal values. Because luxury today is sustainable... or it is not luxury</li> <li>• <b>Fine Watchmaking Special:</b> A look at the novelties that Swiss houses and manufactures present at the most important Fine Watchmaking Show in Latin America.</li> <li>• <b>F1 Special (web)</b></li> </ul>	<p><b>Living Special: The Art of Living</b></p> <ul style="list-style-type: none"> <li>• <b>Art Issue:</b> From the hand of a guest editor (Eugenio López, Hilario Galguera or Rosario Nadal) we enter the labyrinth of contemporary art, guided by an expert who advises us how not to lose our way in a universe increasingly related to luxury</li> <li>• Art Basel + The most important collectors in the Latin American market</li> </ul>	<p><b>Christmas Issue</b></p> <ul style="list-style-type: none"> <li>• We close the year with a review of the best in the world of luxury and trends that the new year has in store for us, without forgetting that it is the most festive time of the year with a nod to the most excessive luxury: it is time to shine</li> <li>• <b>The Art of Gifting:</b> Our gift guide, made by a committee of experts</li> <li>• <b>Gastro / Wines / Spirits Special:</b> It's time to celebrate and share with those of us who love to have the best on the table: gourmet products, collectible wines and premium spirits that transform a dinner into an event</li> </ul>

# PRINT FORMATS

LUX REPORT • FOOD & DRINKS



**Una herencia en común**

Tequila Patrón y Checo Pérez comparten su pasión por México y la incesante búsqueda de la perfección.

México es hogar de aquellos que celebran el trabajo duro, la unión y las tradiciones. Tequila Patrón, el tequila ultra-premium número uno del mundo, lo sabe muy bien y es por ello que conjunta todas estas convicciones en el ADN de su nueva colaboración con uno de los personajes que ha puesto en alto el nombre de nuestro país: Sergio "Checo" Pérez. A través de esta excepcional unión, ambos protagonistas celebran la dedicación, la visión y el orgullo de ser mexicanos, valores que los han llevado a alcanzar resultados simplemente perfectos y una larga lista de logros que los ha posicionado como líderes indiscutibles de sus respectivas industrias. Mientras que Tequila Patrón continúa en una evolución constante acompañada de experimentación e innovaciones intrépidas, manteniéndose fiel a su proceso de producción artesanal en la que alrededor de 60 manos ayudan a cosechar al 100% el Agave Tequilana Weber variedad azul de la más alta calidad, destilarlo y consagrarlo en el exquisito elixir final: Checo Pérez sigue refinando el arte de la velocidad junto a su equipo de trabajo, cuidando cada detalle meticulosamente y asegurándose de magnificar sus raíces deportivas.

Este es el segundo año en el que esta emocionante mancuerna se encarga de llevarle toda la pasión y la adrenalina a los aficionados de todo el mundo, de la mano de un compromiso compartido por darle vida a los valores, la modernidad y la integridad de México: el país de los innovadores cuyos talentos se encuentran arraigados en sus raíces. Así, estos dos iconos mexicanos le hacen un llamado a todos sus fieles compatriotas para combinar sus pasiones, entusiasmo y festejar junto a sus amigos y familiares la temporada más emocionante, siempre acompañados del fervor que los caracteriza y los sabores suaves y sofisticados de Patrón. Sin duda, Jalisco resguarda la esencia del talento, la dedicación y el éxito, tal y como lo demuestra esta poderosa alianza y las sorpresas que preparan para el futuro próximo, que ciertamente, pinta esplendoroso para ambos. Mantente al tanto de esta unión por la excelencia entre Tequila Patrón y Checo Pérez! Para obtener más información y estar actualizado, sigue a @tequilapatronmexico y @checoperez en las redes sociales.

00 OCTUBRE 2023

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**CONTENT**



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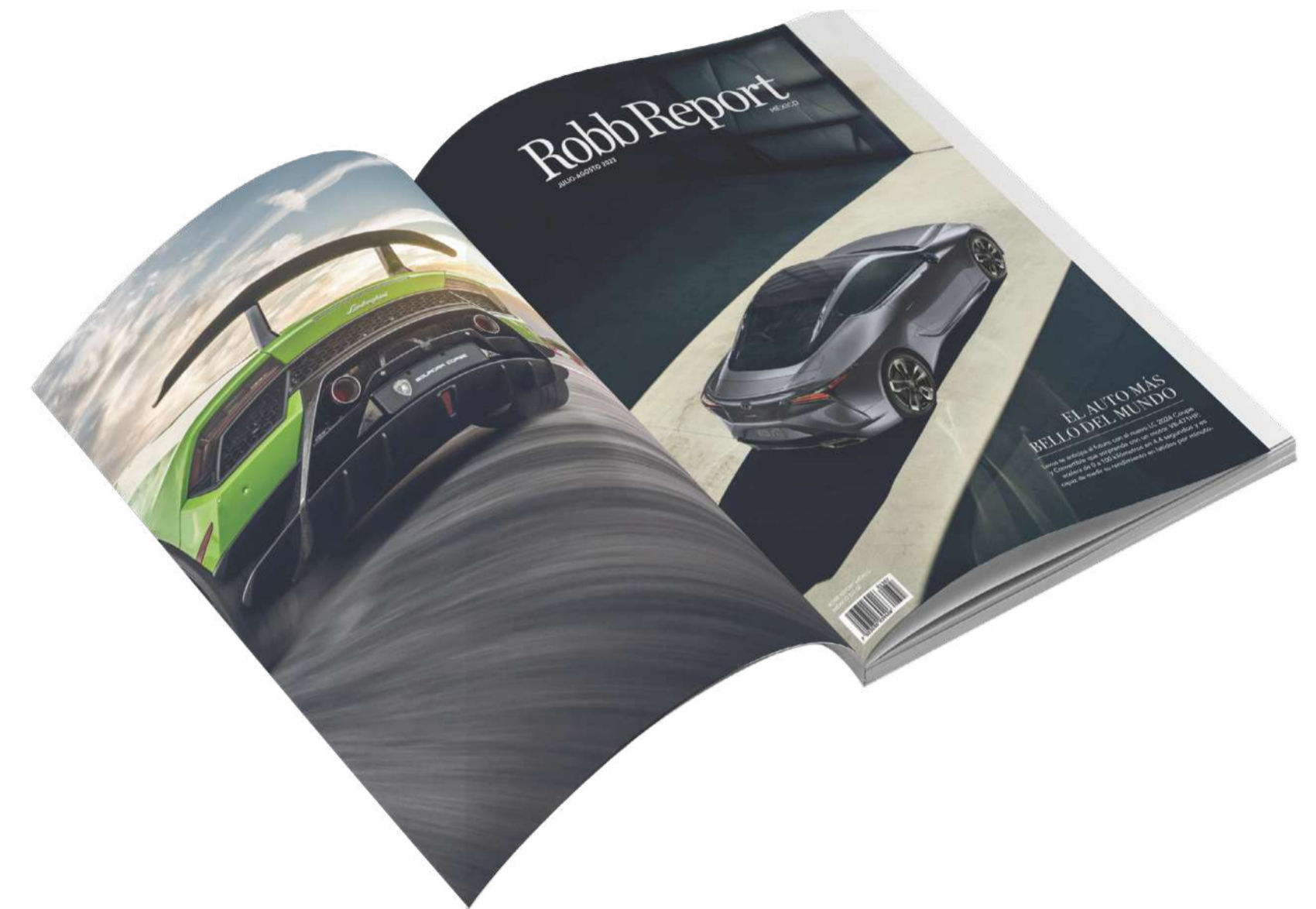
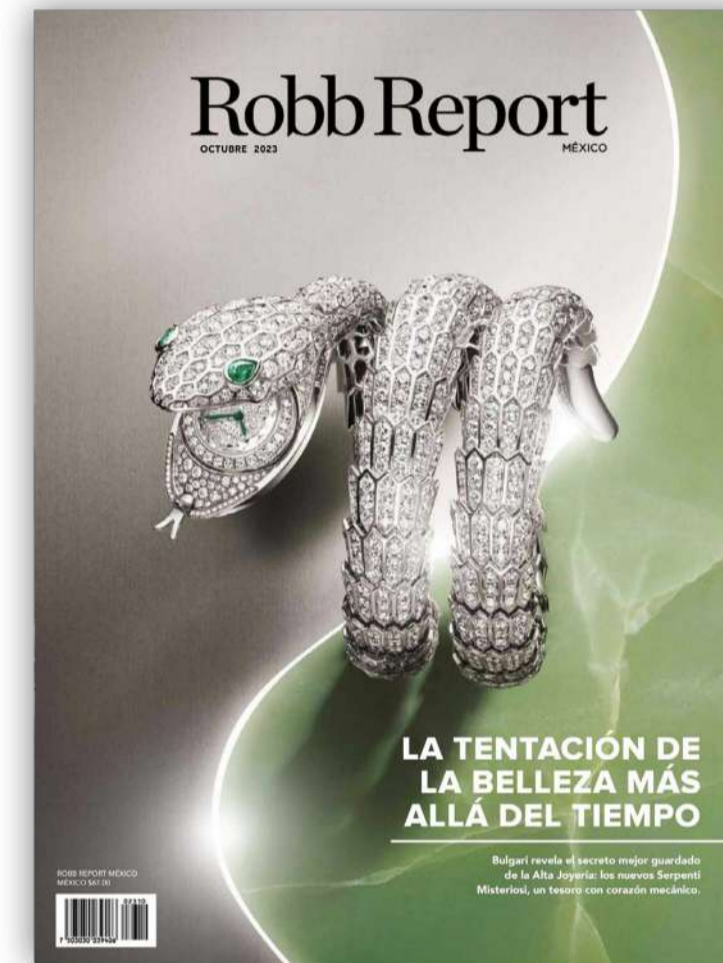
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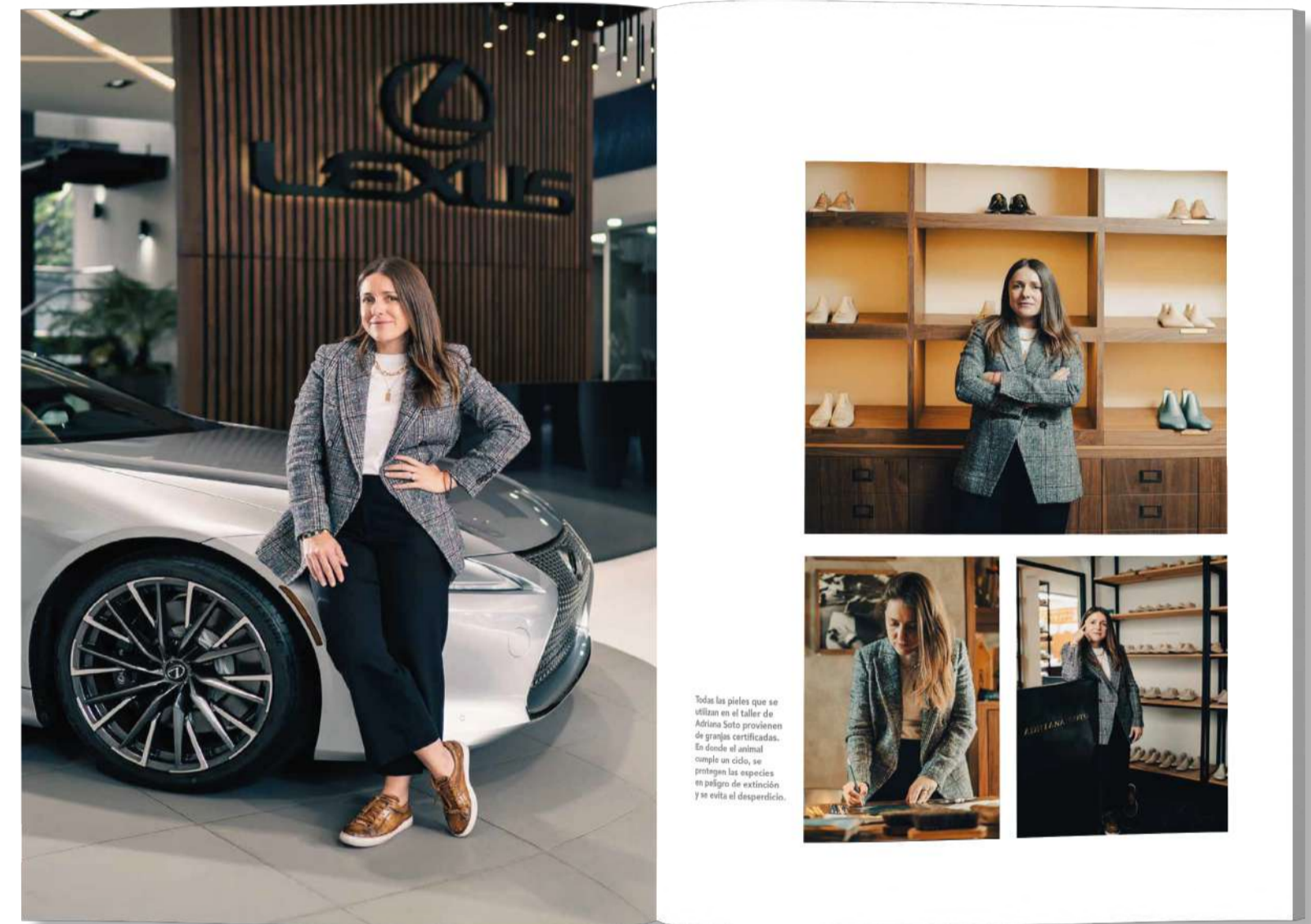
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# PRINT RATES

FORMATS	SPECIFICATIONS	PRICE
SINGLE PAGE	BOX: 20 CM X 26.5 CM CUT: 21 CM X 27.5 CM TRIM: 22 CM X 28.5 CM	<b>\$240,771</b>
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ISSUE	FECHA DE CIERRE
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MARCH	FEBRUARY 6TH
APRIL	MARCH 7TH
MAY	APRIL 8TH
JUNE	MAY 8TH
JULY / AUGUST	JUNE 7TH
SEPTEMBER	AUGUST 7TH
OCTOBER	SEPTEMBER 5TH
NOVEMBER	OCTOBER 8TH
DECEMBER / JANUARY	NOVEMBER 7TH

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