

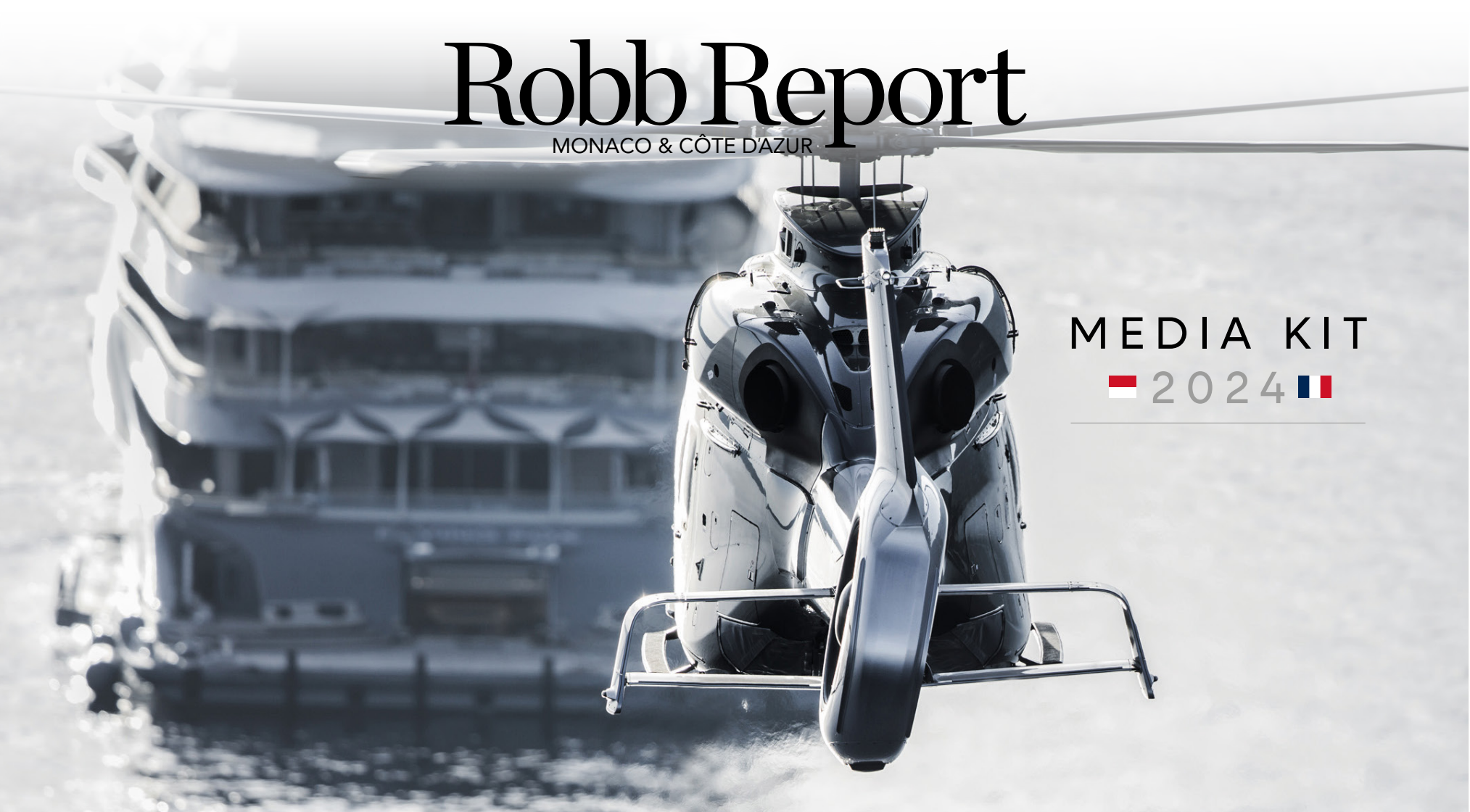


Robb Report

MONACO & CÔTE D'AZUR

MEDIA KIT

 2024 



Robb Report

MONACO & CÔTE D'AZUR

CARS &
MOTOR

YACHTS &
AVIATION

WATCHES &
JEWELLERY

ART &
COLLECTABLES

HOME &
DESIGN

FOOD &
BEVERAGES

TRAVEL &
EXPERIENCES

TECH &
GADGETS

FASHION
& STYLE

Luxury without compromise

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 Monaco & Côte d'Azur

Robb Report is the luxury industry's leading lifestyle media.

More than just a guide to the finest things in life, it's an indispensable resource for UHNWIs to cultivate and elevate their appreciation of what it means to live their best lives.

Our readers are innovators and early adopters who believe in staying ahead of the curve. We help them take their journeys a step further.

Robb Report Monaco & Côte d'Azur inspires our readers with the planet's most exclusive products and experiences. We engage accomplished personalities and visionaries who embody change and define success. We pursue beauty and refinement beyond the obvious.

Because true luxury isn't just about enjoying the world's most expensive things, but uncovering richness in exceptional experiences.



The world's most affluent readers

Robb Report Monaco & Côte d'Azur will engage a loyal and highly affluent audience, including the next generation of aficionados across print, online and in-person platforms. The Robb Report reader is discerning and sophisticated, appreciating and desiring quality, artisanship, heritage, fine design and exclusivity. Influential and affluent in equal measure, the Robb Report audience is the ideal target for the world's top luxury brands.

MONACO BY NUMBERS

1.92 square kilometers
38,000+ residents
139+ nationalities
200+ billionaire residents
1 in 3 residents are millionaires
1 in 56 residents has assets totaling at least \$30 million
90 HNWI's move here every year
5,000 businesses
50,000 employees
€120 billion of managed assets

Source: Forbes Monaco

THE FRENCH RIVIERA

Officially, the French Riviera is home to 163 nationalities and 83,962 foreign residents, with a total population of more than two million. Each year the Riviera hosts 50 percent of the world's superyacht fleet.



Distribution

Circulation: 20,000 copies

Four issues in 2023, increasing to six issues per year in 2024. **Points of sale:** Monaco, the French Riviera, Paris and the French Alps.

- 19%** Carefully curated private mailing list to 4,000+ millionaires along the Côte d'Azur and in Paris
- 15%** 450+ newsstands, bookstores and airports
- 14%** Strategic partnerships at events such as the Monaco Grand Prix, Monaco Yacht Show and Top Marques among many others
- 14%** Five-star hotels and luxury villas
- 10%** Targeted affluent Robb Report subscribers
- 8%** Private properties
- 6%** Luxury tailors and leading fashion boutiques
- 3%** Private jet lounges, helicopter terminals and flights
- 3%** First- and business-class lounges
- 3%** Private members' clubs
- 2%** Superyachts and marinas
- 1%** Private chauffeurs
- 1%** Brand partner garages
- 1%** Top-tier corporate offices and luxury apartments



Robb Report

MONACO & CÔTE D'AZUR

CARS &
MOTOR

YACHTS &
AVIATION

WATCHES &
JEWELLERY

ART &
COLLECTABLES

HOME &
DESIGN

FOOD &
BEVERAGES

TRAVEL &
EXPERIENCES

TECH &
GADGETS

FASHION &
STYLE

Content

Through evocative and trusted content, **Robb Report** has become the authoritative voice within the luxury world and has enabled growth into 19 countries over 45 years.

With industry-leading editors at our HQs in New York and Los Angeles, combined with a local team in Monaco and France-based specialist editors, we deliver content that is at the forefront of its field, across all of **Robb Report's** topic pillars – automobiles, yachting, private aviation, watches, jewelry, travel and the culinary world.



Editorial calendar

ISSUE 01: CAR OF THE YEAR

Space Close: 05 January 2024

Materials Close: 17 January 2024

- Robb Report's Car of the Year: the finest vehicles in the luxury and performance. We'll be putting the pedal to the metal on the breathtaking roads of Roquebrune-Cap-Martin.
- Handcrafted masterpieces and ultimate personalisation.

ON SALE: 01 FEBRUARY 2024



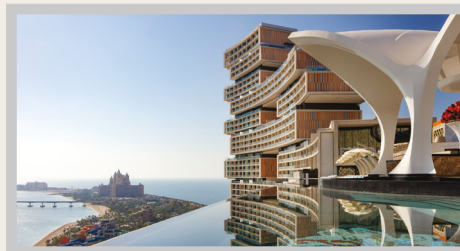
ISSUE 02: TRAVEL/YACHT CHARTER SPECIAL

Space Close: 04 March 2024

Materials Close: 11 March 2024

- Luxury travel: including standout destinations, services & properties.
- Special yacht charter guide: summer cruises.
- Summer style.

ON SALE: 25 MARCH 2024



ISSUE 03: RIVIERA SUMMER

Space Close: 29 April 2024

Materials Close: 06 May 2024

- As jet-setters come to Monaco for the Grand Prix, we serve them the ultimate guide to enjoying the Riviera's finest hotels, restaurants, beach clubs and experiences.
- Hottest toys and tenders for the ocean.
- Latest timepieces from Watches & Wonders, and extraordinary haute jewellery.

ON SALE: 20 MAY 2024



Editorial calendar

ISSUE 04: BEST OF THE BEST

Space Close: 25 June 2024

Materials Close: 02 July 2024

• Robb Report's 36th annual (and Monaco & Côte d'Azur's 1st) edition covering yachting, private aviation, automobiles, real estate, food, wine, spirits, design, watches and jewelry. In all sectors, BEST OF THE BEST remains the most powerful trophy to which brands, destinations and individuals aspire.

ON SALE: 15 JULY 2024



ISSUE 05: DREAM MACHINES

Space Close: 02 September 2024

Material Close: 09 September 2024

• DREAM MACHINE: The latest and greatest developments in the marine, automotive, aviation, and technology spheres.

• 25-plus-page special about the most anticipated vessels, tenders and toys being displayed at the Monaco Yacht Show.

• Captivating innovation.

ON SALE: 23 SEPTEMBER 2024



ISSUE 06: THE ULTIMATE GIFT GUIDE

Space Close: 01 November 2024

Materials Close: 08 November 2024

• The Ultimate Gift Guide.

• Astonishing timepieces from the Grand Prix d'Horlogerie de Genève.

• Wine & spirits degustation.

• Homes & Design selection.

• Travel - Let it snow!

ON SALE: 22 NOVEMBER 2024



Advertising prices print

FOUR PAGE SPREAD (PAPER TBC)

GATEFOLD INSIDE FRONT COVER €40,000

DOUBLE-PAGE SPREADS

INSIDE FRONT COVER SPREAD €25,000

1ST SPREAD €21,400

2ND SPREAD €19,200

3RD SPREAD €17,500

ROP €15,300

SINGLE PAGES

ROP €9,900

PREMIUM POSITION PAGE €13,600

IBC €14,600

OBC €25,000

NATIVE POA



Print production specifications

Paper – 4pp Cover: Woodfree Silk Short Grain, 250 gram

Inlay: Near Woodfree Silk, 90 gram

Image Resolution:

300 dpi. RGB and LAB colors are unacceptable.

Colour:

4 colour process (CMYK).

Convert spot colours to process.

Publisher will match any second color at two-colour rate, except metallic-base sheen inks and special inks.

Preferred Digital File Format:

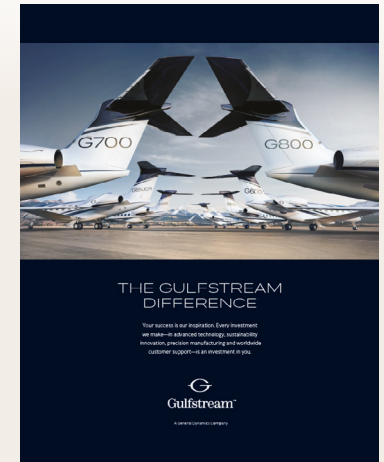
PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkX-press and Pagemaker are not acceptable.

Full Spread



Trim size: 460 x 297 mm
Bleed size: 470 x 307 mm

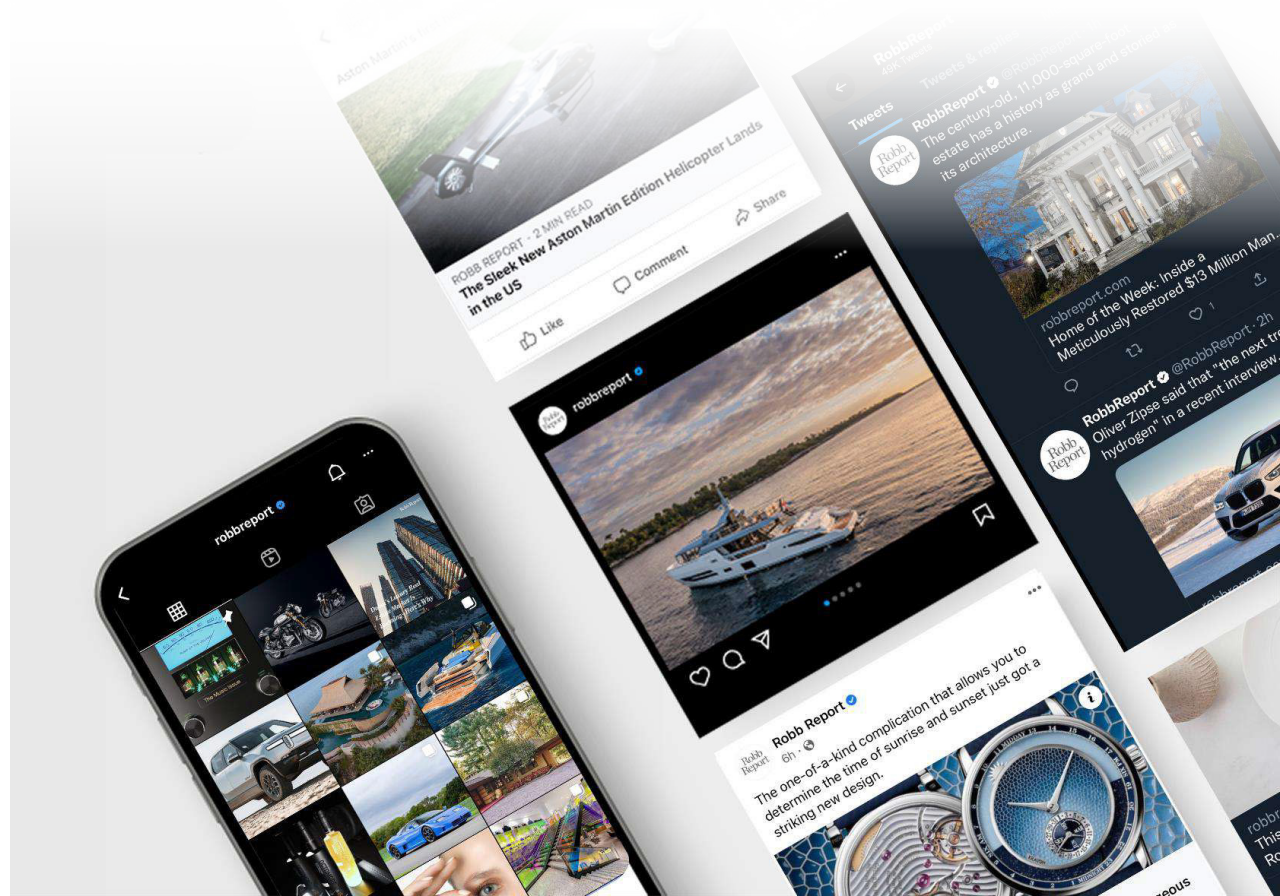
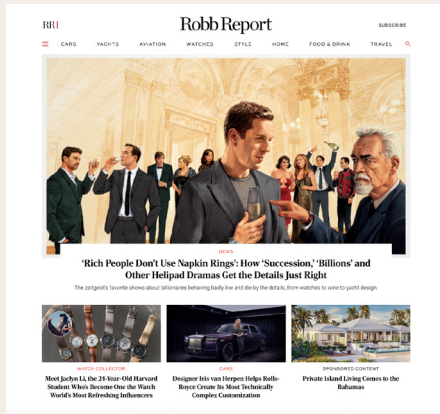
Full Page



Trim size: 230 x 297 mm
Bleed size: 240 x 307 mm

Engage with an elite audience across multiple platforms

robbreportmonaco.com
Social media | Native



Events & immersive experiences

Become part of the RR community and develop strategic partnerships within an exclusive network.

April - Rolex Monte-Carlo Masters

May - Monaco Grand Prix

June - Party of the Year

July - Best of the Best

October - Car of the Year

December - Ultimate Gift Guide



Robb Report

MONACO & CÔTE D'AZUR

CARS &
MOTOR

YACHTS &
AVIATION

WATCHES &
JEWELLERY

ART &
COLLECTABLES

HOME &
DESIGN

FOOD &
BEVERAGES

TRAVEL &
EXPERIENCES

TECH &
GADGETS

FASHION
& STYLE

Contact information

**FOR ENQUIRIES ABOUT ROBB REPORT MONACO
& CÔTE D'AZUR PLEASE CONTACT:**

Advertising & partnerships

Magali Riboud

Email: mrriboud@robbreportmonaco.com

Phone: +33 612 592 836

CEO & Publisher

Karl-Henry Edström

Email: karl.henry@robbreportmonaco.com

Phone: +33 770 221310

Address:

Le Montaigne A, 1st Floor

2 avenue de la Madone

98000 Monaco

