

# Robb Report

SWEDEN

## 2024 Media Kit





## About Robb Report

Robb Report is the leading voice in the global luxury market, with a genuine sense of the latest products and experiences that today's conscious consumers are looking for. Robb Report attracts a demanding readership that appreciates and has a conscious sense of quality, craftsmanship, design and exclusivity – the elements that define pure luxury. Robb Report is available in 20 international editions around the world with content that covers all segments of luxury, and is considered the most influential media in the world when it comes to living life to the fullest.

“Robb Report is a manual of the foremost in the human endeavor of creation, and it deals with things that are crafted by hand, which are manifested in different art forms, whether it is a car, watch or an airplane. It is about lasting things; things that have meaning and things that have been passed from one generation to another, and are remembered from generation to generation.”

– Eddie Pfizner, Publisher & Partner, Robb Report Sweden



## Our history

In 1976, the American Robert White released the Twentieth Century Confederates as a newsletter to sell his personal vintage car collection, mainly consisting of unique Rolls-Royce models. Robert White distributed the newsletter to members of the Rolls-Royce Owners Club in the United States. Soon he made a slightly more expensive version available for paying subscribers. The interest in vintage cars was growing, and soon White's newsletter reached the majority of the really well-off in the United States. This in turn attracted advertisers, with the help of which the simple newsletter about cars was developed into the full-scale Robb Report magazine. The content was expanded to include travel, watches, jewelry, boats, food, fashion and private aircraft – or really anything produced with unshakable passion and the pursuit of perfection as prime motivators.

40 years later, Robb Report is the world's leading medium of its kind and is published today in 20 countries. Robb Report is owned by PMC Penske Media Corporation with headquarters in Los Angeles and New York. Other titles within the PMC group are Variety, Rolling Stone, WWD, Hollywood Life and Indie Wire.

In Sweden, there is no way you can buy or subscribe to the magazine, as it is distributed exclusively to a similar target group as the one who originally read White's original newsletter in the late 1970s.



# The Global Authority of Luxury Lifestyle

**11**  
Languages

**16**  
Editions

**602 K +**  
Worldwide Circulation

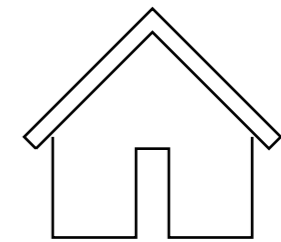
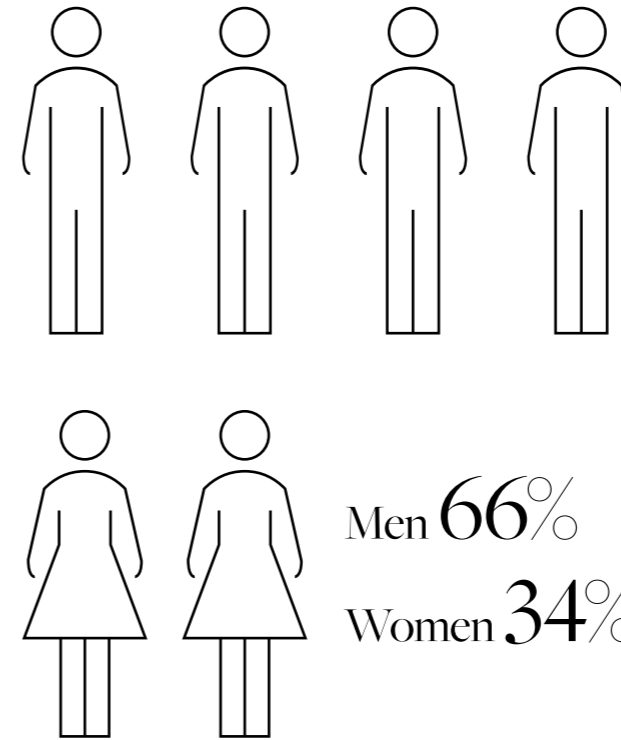


## Readers with passion for luxury

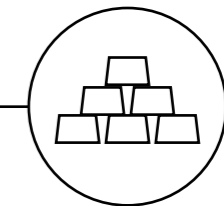
Robb Report is distributed exclusively to the 20,000 people in Sweden who have a declared annual income in excess of SEK 4 million. The packing rate never exceeds 15 percent, and the number of ads on the magazine's 164 pages is no more than 25. This ensures that our engaged readers are attracted by both content and advertisements and are not disturbed by irrelevant noise. Spreads and full pages are the only ad formats, and we have never added inserts with the plastic-wrapped magazine.

Robb Report's discerning audience shares a strong interest in quality, craftsmanship, collectibles, design and exclusivity. A unique combination of influential and buoyant people makes Robb Report's readership the ideal target group for the world's leading premium brands.

# Edition 22,000



Annual income that exceeds  
**4 000 000** sek



**2 000**  
Goes to influencers

Ad ratio never exceeds  
**15%**

**Robb Report**  
SWEDEN



## Editorial Calendar 2024

### #1 MARCH

#### The Future of Luxury + Car of the Year

How will the demands of sustainability and exclusivity, together with the constant demand for experiences and outstanding craftsmanship, affect the luxury industry? Who are the remarkable individuals and companies that are breaking new ground in the industry and moving us forward?

### #2 JUNE

#### Art and Collection + Best of the Best

The indispensable guide to the global auction season, from Frieze New York to Art Basel. Here is everything a collector needs to know, such as when a waiting list is not really a waiting list, why artists and galleries are afraid that their works are sold for higher prices at auctions, and then we meet a new class of gallery owners and curators to keep an eye on.

Robb Report's major editorial event, "Best of the Best", has for 32 years recognized and honored those who are at the forefront in their industries. This edition, which is the definitive tribute of everything luxurious, is our biggest for the year. From cars, boats, airplanes and watches to food and drink, travel, art, style and jewelry, Robb Report scans the entire globe in search of the best among the best.

### #3 SEPTEMBER

#### Health and Happiness + Dream Machines

What does it take to live a longer and healthier life? Silicon Valley bosses are spending billions on seeking the answer to this question. Robb Report delves into the topic: Does any of the secret projects of Oracle's co-founder Larry Ellison, Google's founders Sergey Brin and Larry Page, ex-financier and philanthropist Michael Milken or Jeff Bezos bear any fruit?

### #4 DECEMBER

#### Design and Technology + The Ultimate Gift Guide

Robb Report's annual compilation of the world's most outstanding, custom-made gifts. They are presented exclusively to Robb Report readers and compiled in a special volume for "The Ultimate Gift Guide".

Living Well - A User Guide. How superior design and technology have improved... everything.



# Release schedule & ad size

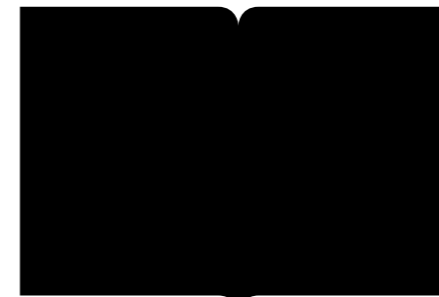
<u>EDITION</u>	<u>MATERIAL DAY</u>	<u>RELEASE DATE</u>
01	01-03-2024	30-03-2024
02	01-06-2024	30-06-2024
03	01-09-2024	30-09-2024
04	01-11-2024	30-11-2024

## DELIVERING ADS

When you send material to us we want you to use [wetransfer.com](https://wetransfer.com) or send it to [ad@robbreport.se](mailto:ad@robbreport.se).

## MAGAZIN ADS SIZE

**Spread:** 450x297mm + 5mm bleed



**Full page:** 225x297mm + 5mm bleed



## DIGITAL ADS SIZE

**Leaderboard:** 1920x1000px



**Footer:** 1100x50px



**Medium Rectangle:** 300x250px



**Banner nyhetsbrev** 1200x280px



**Leaderboard:** 728x90px





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