

Robb Report  
Brasil

Media Kit







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# Robb Report

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For over 40 years, Robb Report has a respected premium category editorial and attracts demanding and experienced readers who share interests such as automobiles, executive aviation, fine dining, arts, design, travel, jewelry and lifestyle. Always ahead of the latest trends, Robb Report is, throughout the world, a synonymous for luxury, sophistication and exclusivity.

Considered as the most influent premium lifestyle magazine, Robb Report presents contents created by major specialists around the world, covering all categories – from products to experiences.







# Guidance, Discovery and Emotion

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The content of the magazine guides its demanding and experienced readers to a journey of discovery filled with passion and excitement. Robb Report narrates and delivers the best and most exciting experiences in:

EXECUTIVE AVIATION - AUTOMOBILE - FINE DINING -  
YACHTS - HOTELS - LIFESTYLE - TRAVEL - JEWELRY AND  
WATCHES - ARTS - DESIGN







# The Robb Report Brand

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Reader's Qualification:

Class:	Age:
<b>Male</b> - 76%	<b>18-25:</b> 1%
<b>Female</b> - 24%	<b>26-35:</b> 22%
<b>Class: A</b> - 92%	<b>36-45:</b> 39%
	<b>46+:</b> 38%

Source: LIDE mailing profile.



# The Global Authority

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## Robb Report

Global Issue: 700k+

Languages: 12

Countries: 31

## Robb Report Brasil

Edition of 25.000 Copies,

Amongst which:

LIDE Distribution: 10.000

Others (Newsstand, bookstores, VIP rooms and luxury hotels): 15.000





# Set Sections in Robb Report Brazil

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# Perfect 10

Presents the reference of ten indications of the great influencers, who value the quality and excellent experiences.



# Personal File

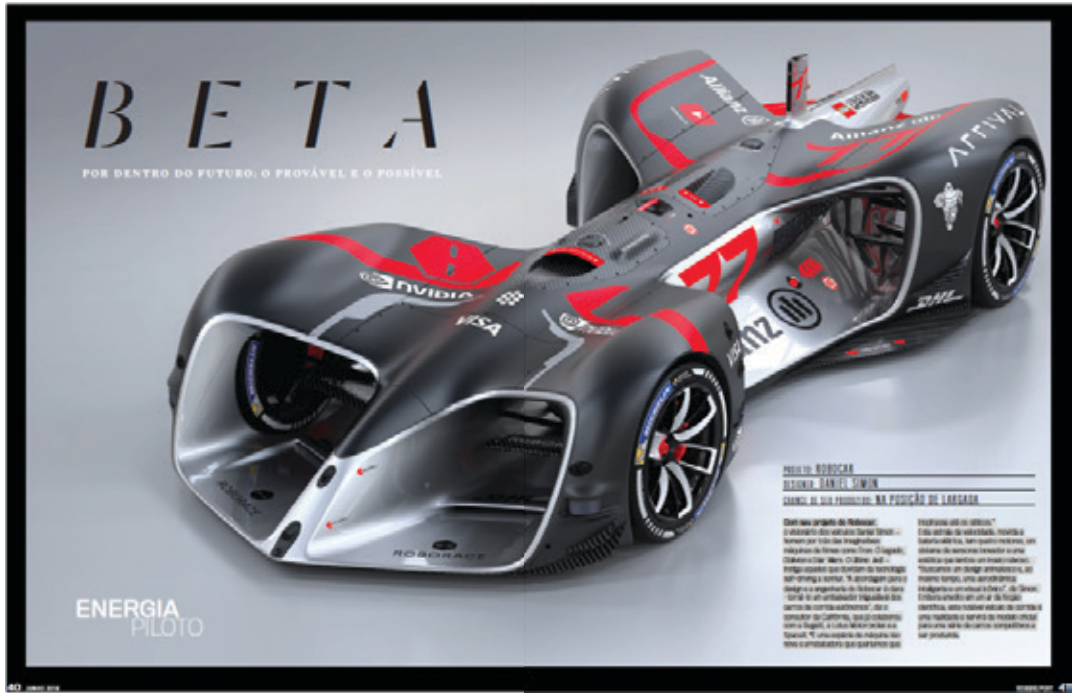
Presents the profile of great personalities, addressing their passions, influences and life experiences.





# Beta

A sneak peak on the most promising prototypes around the luxury world, with the transformation of technology.



# Genius in Action

Behind the scenes and a meticulous look at the artist's work with its art and craftsmanship, behind modern masterpieces, tailor-made and exclusivity.



# Gallery

The section is an exploration guided through images, the most incredible releases in the following areas: automotive, aviation, nautical, fashion, watches, jewelry, wines, hotels, restaurants, within the concept as luxury items.



# Private Museum

Presents art with all its refinement and historical recognition.





# First Class

Presents all the comfort and the modernity of first class environments, with aviation tips and airports.



# Fashion

The classic and the modern go hand in hand in editorials that present the best in fashion.



# Straight to the Point

The issues of the moment presented with the reference of who knows and is an opinion maker.

## Direto ao Ponto

### MOSCOU

Em ano de Copa do Mundo, há algo novo nos arredores do Kremlin  
Por Beatriz Pacheco





## Rumo a Moscou:

O antes distante império czarista, que por décadas representou a "ameaça soviética" ao Ocidente, ganha agora a sua perestroika de chuteiras. Longe e gelada, de língua intimidadora, a Rússia dá seu pontapé inicial para a grande festa do esporte mais popular do mundo. Por tabela, uma nova Moscou, recém-descoberta graças à avidex do planeta para conhecer a sede da Copa do Mundo 2018, poderá ser explorada com os achados dos nossos insiders e habitués da capital russa.

140 JUNHO 2018

# Timeline

Classics from other decades, which are currently on high demand, are published with all its charm and historical context.

## LINHA DO TEMPO

**“Os móveis são como filhos, sou apaixonado por todos, mas a poltrona Mole tem um lugar especial no meu coração”**  
—SERGIO RODRIGUES



### RETROSPECTIVA CONFORTO ONDULANTE

**1927**  
A Mole é criada a pedido do fotógrafo Otto Stupakoff.

**1929**  
Foi fotografada na praça de Lado e para o catálogo de lançamento.

**1952**  
Ganhou um arco de destaque na loja “Cia”, em Barcelona, sem nenhum investimento.

**1960**  
Começa a fazer sucesso depois de ser comprada pela diretora do Museu de Arte Moderna de Rio.

**1961**  
Vence o primeiro prêmio do Concurso Internacional do Móvel, em Genebra, na Suíça, com 435 participantes de 27 países.

**1975**  
O crítico americano Clement Woodrow excluiu a Mole entre os 20 melhores e mais representativos do século XX.

Depois disso, o empresário Roberto Marinho compra mais duas. Em 1961, a Mole ganhou o prêmio mais importante da 4ª Bienal Internacional do Móvel de Camis (Itália). E hoje está no acervo do MoMA (Museu de Arte Moderna), em Nova York (EUA). E Sérgio Rodrigues nunca pensa que a peça seria premiada na Escala Summa. Ele só queria algo confortável.

142 MAIO 2018



# Contact Information

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