



Franchisee Advertising Program

Robb Report Home & Style

With Robb Report Home & Style, we further our mission of showcasing luxury real estate in the world's most desirable destinations by expanding our coverage of interior design, architecture, and the latest in home furnishings.

Our magazine is aimed at a highly affluent readership that travels widely, owns multiple vacation homes around the world, and has a refined sense of style and design. Packaged six times per year with the Robb Report, Robb Report Home & Style will be delivered to subscribers along with placement in select newsstands and airport locations.



2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$2,495
½ Page	Full Color	\$1,650
¼ Page	Full Color	\$400

2015 CLOSING DATES

ISSUE	DELIVERED IN	DEADLINE
Mar/Apr	February	December 15, 2014
May/June	April	February 27
July/Aug	June	April 30
Sept/Oct	August	June 30
Nov/Dec	October	August 28
Jan/Feb	December	October 30

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	80,000+
*Average HHI:	\$595,000
*Average Liquid Assets:	\$1,600,000
*Average Value Primary Residence:	\$711,000

*Source: MMR Prototype 2013

Robb Report Collection

Best Buyers, Best Sellers, Best Properties. With a focus on collecting, artisans and craftsmen, luxury travel and recreational experiences, Collection appeals to wealthy enthusiasts (specialty automobiles, motorcycles, driving, boating, fishing, hunting, collecting, playing, and more). Advertising includes manufacturers, retailers, and service providers, as well as artists, craftsmen and boutique firms who serve high end consumers directly. This publication is distributed as a supplement to Robb Report to subscribers and newsstands.



2015 RATES

SIZE	COLOR	COST
Full Page	Full Color	\$2,495
½ Page	Full Color	\$1,650
¼ Page	Full Color	\$400

2015 CLOSING DATES

ISSUE	DELIVERED ON	DEADLINE
February	January	December 2, 2014
April	March	January 30
June	May	March 31
August	July	May 29
October	September	July 31
December	November	September 30

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Distribution:	85,000+
*Average HHI:	\$595,000
*Average Liquid Assets:	\$1,600,000
*Average Value Primary Residence:	\$711,000

*Source: MMR Prototype 2013



Franchisee Advertising Program

Robb Report International Editions

Robb Report magazine in the U.S. has been published for over 30 years. The name “Robb Report” was conceived from its founder - Robert “Robbie” White. Emerging as the newsletter of the club owners and collectors of Rolls-Royce in the United States, it eventually became the Robb Report luxury lifestyle magazine. To date, Robb Report has been named by the leading producers of goods and services category of “luxury” as the most authoritative publication in the world, as evidenced by the numerous references to the magazine in the mainstream media.

Robb Report international editions have been published since 2004 and is the only project of the American edition, which goes beyond the United States.

Robb Report international editions are a guide to the world’s highest standards, designed for the most discerning and sophisticated readers. Touching on a particular topic, we know that most of our readers are experts - not only in their professional lives, but in their hobbies.



2015 RATES			
EDITION	CIRCULATION	COST	FREQUENCY
China	145,600	\$39,200	12x
Russia	22,000	\$18,800	10x
India	25,000	\$11,800	12x
Brazil	40,000	\$25,300	12x
Vietnam	10,000	\$5,300	12x
Arabia	15,000	\$8,850	12x
Turkey	15,000	\$11,100	12x
Kazakhstan	10,000	\$13,650	11x
Spain	30,000	\$17,100	6x

2015 CLOSING DATES	
ISSUE	MATERIALS DUE
March	January 2
April	February 2
May	March 2
June	April 1
July	May 1
August	June 1
September	July 1
October	August 3
November	September 1
December	October 1
January 1, 2016	November 2
February 1, 2016	December 1