

# The Robb Report COLLECTION™



# A Magazine for Enthusiasts and Connoisseurs



With in-depth editorial coverage and unique advertising content,

*The Robb Report Collection* is unrivaled in its ability to reach deep into the hearts and minds of affluent consumers. Each issue educates and informs on high-end real estate, quality home and design products, exceptional vehicles and performance boats, art, gourmet pursuits, travel experiences and collectibles.

Created for connoisseurs and enthusiasts, *The Robb Report Collection* succeeds like no other magazine in advising and influencing a highly acquisitive audience, guiding their purchasing decisions for products, services and experiences that will enrich their lives.

## Targeted Regional or Full-Run Advertising

*The Robb Report Collection* now offers regional and international (full-run) advertising options. With five dedicated U.S. regional editions and an international edition, advertisers have unparalleled targeted access to the world's most exclusive consumers. Contact your account manager for a program to fit your needs.

## Available Regional Editions

- Northeast United States
- Southeast United States
- Midwest United States
- Mountain West United States
- Pacific United States
- International







## 2008 Editorial Calendar

### JANUARY Winter Blast

Exquisite residences that will suit every taste, from modern to country, ranging from an actor's modernist hideaway in the Hollywood Hills to a family's French country-style estate. Also, the best fractional winter residences, one-of-a-kind residential renderings to commemorate your home, and cozy home furnishings.

### FEBRUARY Adventure Guide

Because getting there is half the journey, we travel to the ends of the earth, stopping to sample only the most exclusive driving schools, racing clubs, car rallies, African off-road adventures, fractional car ownership events and exotic car factory tours.

### MARCH Green Homes

Healthy living in luxurious style: We visit gorgeous green residences from Manhattan to Montecito and explore how they improve our well-being and save us money. Plus, green homes and condominiums on the market.

### APRIL Green Machines

High performance and environmental friendliness are no longer mutually exclusive terms, as the luxury market explodes with cars, boats and motorcycles that run on alternative fuels. From hydrogen to diesel to hybrid electric power, we investigate the latest developments in transportation.

### MAY Home Technology

How high-tech is your home? Get up-to-date information on the latest in wired living, with a special focus on theme home theaters and strides in home security. Also, kitchen and bath technology.

### JUNE The Great Machines Issue

An annual tradition at *The Robb Report Collection*, this special issue gathers all manner of machines, from automobiles, motorcycles, boats and aircraft to accessories, collectibles and other exceptional mechanical devices for the road and home.

### JULY Water, Water, Everywhere

The enduring appeal of waterfront homes—be they near an ocean, lake or key. We also shop for the newest and coolest in furniture for indoor/outdoor living.

### AUGUST Prelude to Pebble Beach

As the 58th Annual Pebble Beach Concours d'Elegance celebrates the centennial of General Motors, we celebrate American luxury cars by traveling to dream garages large and small, covering everything from Nicola Bulgari's collection of Buicks to the latest cars from Ariel, Cadillac, Saleen and others.

### SEPTEMBER International Furniture Fair

We scour the earth in search of the finest examples of bespoke furniture, with a special focus on sustainable wood pieces from around the globe.

### OCTOBER Custom Design & the Aftermarket

Style meets performance as the latest design trends from custom coachbuilders and cutting-edge aftermarket designers converge. From custom bodies, interiors and wheels, we look at the latest styles that push the design envelope.

### NOVEMBER Product Previews

We reveal what's on the horizon for 2009—from kitchen and bath must-haves to furnishings still in the prototype phase.

### DECEMBER The Year in Preview

Our largest issue and an annual favorite, *The Robb Report Collection* December issue provides a sneak peek at some exceptional new products for the coming year. Our editors cast a broad net for items that are exclusive and breathtaking.



## Editorial Sections

### Real Estate

#### Location, Location, Location

Features the best up-and-coming communities to invest in.

#### On the Market

A spotlight on luxury properties around the world currently on the market.

#### Luxury Home

A special section dedicated to the finest examples of interior design and home products.

#### Design Seen

Special focus and expert information on stylish products for the home.

#### Smart & Wired

A selection of cutting-edge finds from the world of technology that enhance readers' home experience.

#### Profile

An in-depth look at architecture, design and building firms, and what sets them apart from the rest.

#### At Your Service

The Personal Touch: uncommon high-end custom services for your home.

### Automotive

#### Driver's Notebook

Our real-world test-drives of the latest high-end automobiles put cars into context for an audience that can actually afford them.

#### Specialty Equipment and the Aftermarket

Bespoke aftermarket performance upgrades and styling modifications for luxury and sports car buyers.

#### Classic Portfolio

Galleries and essays about historically significant automobiles.

#### Destinations

Highlighting racing, rallies, car shows, concours d'elegance, public museums and private collections.

#### The Garage

Our experts examine the world of collector classics, from market values to restoring, insuring, transporting and garaging a collector's crown jewels.

#### Collector Gallery

Automotive art, sculpture and auto-themed collectibles.

#### Plus...

Gear for enthusiasts—from automotive-inspired wristwatches to clothing.

### Circulation Highlights

■ Total Circulation*	106,005
■ Total Readership**	319,000
■ Annual subscription price	\$65
■ Average price paid	\$54.84†

Additional VIP distribution to professional team locker rooms (NFL, NBA, NHL and MLB) and influential industry professionals.

At \$8.99 (and \$9.99 four times yearly), *Robb Report* and *The Robb Report Collection* have a higher newsstand price than any of their competitors.

\* Source: MMR 2007.

\*\* Source: June 2007 ABC statement.

† 98.1% of subscriptions are 12 months or more.







# A High-Powered Audience

## Demographics and Financial

■ Median age	51.4
■ Married	75%
■ Average HHI	\$1.4M
■ Average Total Asset Value	\$7.7M
■ Average Securities	\$3.6M
■ Average Life Insurance	\$2.8M

## Automotive

■ Average number of vehicles owned/leased	3.1
■ Own vintage & specialty vehicles	41%
■ Average specialty vehicles' value	\$243,000

## Boating and Aircraft

■ Own a boat	28%
■ Own or lease an aircraft	11%

## Real Estate

■ Average value primary residence	\$1.9M
■ Average value other real estate owned	\$4.4M
■ Own 2+ homes	63%
■ Own 3+ homes	24%

## Fashion and Jewelry

■ Men's Watches	\$14,200
■ Women's Watches	\$11,800
■ Fine Jewelry	\$17,400
■ Men's Apparel	\$13,000
■ Women's Apparel	\$26,200

## Home Furnishings & Electronics\*

■ Home Furnishings	\$49,800
■ Art, Antiques, Collectibles	\$26,200
■ Video system components	\$8,200

## Travel

■ I'm frequently willing to pay extra for luxuries on vacation	94%
■ I'm frequently willing to pay extra to have a private travel experience	66%

Source: 2006 ROBB REPORT Subscriber Survey conducted by MMR.

\*Spending amounts based on past year averages.

"I can afford nearly  
anything I want":  
74%



## Closing Dates

2008 ISSUE	SPACE CLOSING	MATERIALS CLOSING	ON SALE
January	Oct 23	Oct 30	Dec 26
February	Nov 20	Nov 27	Jan 22
March	Dec 20	Dec 28	Feb 19
April	Jan 22	Jan 29	Mar 18
May	Feb 21	Feb 28	Apr 22
June	Mar 25	Apr 1	May 20
July	Apr 29	May 6	Jun 24
August	May 27	Jun 3	Jul 22
September	Jun 24	Jul 1	Aug 19
October	Jul 22	Jul 29	Sep 16
November	Aug 26	Sep 2	Oct 21
December	Sep 23	Sep 30	Nov 18

## CurtCo Media

For two decades, CurtCo Media has published more than 45 vertical magazines, including over two dozen new magazine launches and acquisitions. Today, CurtCo Media serves the ultra-luxury market with a powerful national and regional network of leading lifestyle publications including:

- *Robb Report*
- *Worth*
- *ShowBoats International*
- *Art & Antiques*
- *The Robb Report Collection*
- *Robb Report Vacation Homes*
- *Robb Report Luxury Resorts*
- *Robb Report MotorCycling*
- *Robb Report Home Entertainment*
- *Robb Report Sports & Luxury Automobile*
- *Robb Report Vertical Living*
- *Robb Report Watch Collector*
- *Robb Report Russia*
- *Gulfshore Life*
- *Sarasota Magazine*
- *San Diego Magazine*

## ADVERTISING INQUIRIES

Adrienne Papp  
 Atlantic United, Inc.  
 (917) 678-4017  
[Adrienne@AtlanticPublicity.com](mailto:Adrienne@AtlanticPublicity.com)  
[www.AtlanticPublicity.com](http://www.AtlanticPublicity.com)

# RESORTS & HOTELS SPAS

Pinpoint the luxury world's most coveted readers—ultra-affluent consumers who are passionate about travel and who choose to enjoy it in unsurpassed comfort and style. Whether your focus is on the first-class business traveler, discerning vacationers embarking on a high-end adventure or health-conscious connoisseurs in search of the world's finest spas, your message is sure to hit the mark with our exclusive readership. With *The Robb Report Collection* you will reach the world's most discriminating travelers accustomed to staying in the finest accommodations, eating in the finest restaurants and above all, living a life to the fullest.

## PAST YEAR TRAVEL\*

Average Spent on Any Vacation, Leisure Weekend Travel –	\$28,400
Average Spent on Travel Accommodations –	\$11,100
Average Spent on Transportation –	\$9,400
Average Spent on Spa Visits –	\$2,900

## OUR READERS IN THE PAST YEAR....\*\*

RR/TRRC readers are 6x more likely to take 15+ domestic business round trips than readers of our competitor magazines.

RR/TRRC readers are 4x more likely to take 20+ domestic round trips than readers of our competitor magazines.

RR/TRRC readers are twice more likely to spend 30+ hotel nights than readers of our competitor magazines.

RR/TRRC readers are 7x more likely to take 11+ foreign round trips than readers of our competitor magazines.

RR/TRRC readers are 4x more likely to spend 15+ foreign business hotel nights than readers of our competitor magazines.

RR/TRRC readers are twice more likely to spend 11+ foreign vacation hotel nights than readers of our competitor magazines.

RR/TRRC readers are 9x more likely to spend 20+ foreign hotel nights than readers of our competitor magazines.

## SPA VISITS\*

55% of Robb Report subscribers visited Spa's in the past year.

47% of Robb Report subscribers spent \$1,000+ and 12% spent \$5,000+ in Spa visits.

## ROBB REPORT READERS AGREE THAT:\*

It's always worth paying extra for quality goods.	95%
I'm frequently willing to pay extra for luxuries on vacation.	94%
I look forward to gourmet dining while traveling.	83%
People often come to me for advice about making purchases.	79%
I can afford nearly anything I want.	74%
A vacation is a great opportunity to shop for rare and unusual items.	73%
Once I find a destination I like, I return as often as possible.	73%
When it comes to travel, I'm a trendsetter among my friends.	67%
I'm frequently willing to pay extra to have a private travel experience.	66%





# 2008 General Advertising

Rate Card

Effective July 2008 Issue

## Advertising Rates

	1x	3x	6x	12x
Cover 2/page 1	\$43,945	-	-	-
Cover 3	\$24,310	-	-	-
Cover 4	\$33,220	-	-	-
Full Page	\$17,270	\$15,950	\$14,560	\$13,265
1/2 Page	\$10,450	\$9,480	\$8,670	\$7,960
1/4 Page	\$6,180	\$5,530	\$5,080	\$4,620

Gross Rates

## Closing Dates

Issue	Space Closing	Materials Closing	On Sale
January '08	23-Oct	30-Oct	25-Dec
February '08	20-Nov	27-Nov	22-Jan
March '08	20-Dec	28-Dec	19-Feb
April '08	22-Jan	29-Jan	18-Mar
May '08	21-Feb	28-Feb	22-Apr
June '08	25-Mar	1-Apr	20-May
July '08	29-Apr	6-May	24-June
August '08	27-May	3-June	22-July
September '08	24-June	1-July	19-Aug
October '08	22-July	29-July	16-Sept
November '08	26-Aug	2-Sept	21-Oct
December '08	23-Sept	30-Sept	18-Nov
January '09	28-Oct	4-Nov	23-Dec

## Advertising Inquiries

Adrienne Papp  
Atlantic United, Inc.  
(917) 678-4017  
[Adrienne@AtlanticPublicity.com](mailto:Adrienne@AtlanticPublicity.com)  
[www.AtlanticPublicity.com](http://www.AtlanticPublicity.com)

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# 2008 Regional Advertising

Rate Card

Effective July 2008 Issue

## Regional Advertising

	1x	3x	6x	12x
Full Page	\$4,730	\$4,180	\$3,850	\$3,630
1/2 Page	\$2,840	\$2,620	\$2,510	\$2,290
1/4 Page	\$1,815	\$1,705	\$1,595	\$1,375

Gross Rates - Per Region

## Regions

REGION 1 - NORTHEAST

REGION 2 - MIDWEST

REGION 3 - SOUTHEAST

REGION 4 - MOUNTAIN WEST

REGION 5 - PACIFIC

REGION 6 - NON-U.S.

ME, NH, VT, MA, RI, CT, NY, NJ, PA

OH, IL, IN, MI, WI, MN, IA, MO, ND, SD, NE, KS

DE, MD, DC, VA, WV, NC, SC, GA, FL, KY, TN, AL, MS

AR, LA, OK, TX, MT, ID, WY, CO, NM, AZ, UT, NV

AK, WA, OR, CA, HI

All distribution outside the U.S. including:

Canada, Central and South America, Europe, Asia, Middle East, UK

## Closing Dates

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July '08	29-Apr	6-May	24-June
August '08	27-May	3-June	22-July
September '08	24-June	1-July	19-Aug
October '08	22-July	29-July	16-Sept
November '08	26-Aug	2-Sept	21-Oct
December '08	23-Sept	30-Sept	18-Nov
January '09	28-Oct	4-Nov	23-Dec

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# 2008

## EDITORIAL CALENDAR

THE ROBB REPORT COLLECTION TARGETED EDITORIAL  
TOPICS AND SPECIAL ADVERTISING SECTIONS FOR 2008



### Issue Deadlines

### Editorial Features

### Advertising Sections

#### January 2008

AD CLOSE: Oct. 23  
MATERIALS CLOSE: Oct. 30  
ON SALE: Dec. 25

#### WINTER BLAST

Gorgeous residences that will suit every taste, from modern to country, including an actor's modernist hideaway in the Hollywood Hills to a family's French country-style estate. Also, the best fractional winter residences, one-of-a-kind residential renderings to commemorate your home, and cozy home furnishings.

#### Premier Residences - Florida

Deadline for inclusion: Oct. 11

#### Condo Hotels

Deadline for inclusion: Oct. 11

#### February 2008

AD CLOSE: Nov. 20  
MATERIALS CLOSE: Nov. 27  
ON SALE: Jan. 22

#### ADVENTURE GUIDE

Because getting there is half the journey, we travel to the ends of the earth, stopping only to sample the most exclusive driving schools, racing clubs, car rallies, African off-road adventures, fractional car ownership events, and exotic car factory tours.

#### Magnificent Mexico

Deadline for inclusion: Nov. 6

#### Destination Clubs w/ Sidebar

Deadline for inclusion: Nov. 6

#### March 2008

AD CLOSE: Dec. 20  
MATERIALS CLOSE: Dec. 28  
ON SALE: Feb. 19

#### GREEN HOMES

Healthy living in luxurious style: We visit gorgeous green residences from Manhattan to Montecito and explore how they improve our well-being and save us money. Plus, green homes and condominiums on the market.

#### Resorts & Residences: Turks & Caicos

Deadline for inclusion: Dec. 6

#### Resorts & Residences: Bahamas

Deadline for inclusion: Dec. 6

#### Resorts & Residences: Hawaii

Deadline for inclusion: Dec. 6

#### Log & Timber Homes

Deadline for inclusion: Dec. 6

#### April 2008

AD CLOSE: Jan. 22  
MATERIALS CLOSE: Jan. 29  
ON SALE: Mar. 18

#### GREEN MACHINES

High performance and environmental friendliness are no longer mutually exclusive terms, as the luxury market explodes with cars, boats, and motorcycles that run on alternative fuels. From hydrogen to diesel to hybrid electric power, we investigate the latest developments in transportation.

#### Latin America Living

Deadline for inclusion: Jan. 7

#### City Living: New York Style

Deadline for inclusion: Jan. 7

#### Spring Golf & Luxury Communities

Deadline for inclusion: Jan. 7

#### May 2008

AD CLOSE: Feb. 21  
MATERIALS CLOSE: Feb. 28  
ON SALE: Apr. 22

#### HOME TECHNOLOGY

How high-tech is your home? Get up-to-date on the latest in wired living, with a special focus on theme home theaters and strides in home security. Also, kitchen and bath technology.

#### Waterfront & Marina Living

Deadline for inclusion: Feb. 6

#### June 2008

AD CLOSE: Mar. 25  
MATERIALS CLOSE: Apr. 1  
ON SALE: May 20

#### THE GREAT MACHINES ISSUE

An annual tradition at *The Robb Report Collection*, this special issue gathers all manner of machines, from automobiles, motorcycles, boats, and aircraft to accessories, collectibles, and other exceptional mechanical devices for the road and home.

#### Urban Residences

Deadline for inclusion: Mar. 11

#### Performance Boats

Deadline for inclusion: Mar. 11

#### Luxury Motor Coaches & Destinations

Deadline for inclusion: Mar. 11



# 2008

## EDITORIAL CALENDAR

The Robb Report Collection Targeted Editorial Topics And Special Advertising Sections For 2008



### Issue Deadlines

### Editorial Features

### Advertising Sections

#### July 2008

AD CLOSE: Apr. 29  
MATERIALS CLOSE: May 6  
ON SALE: Jun. 24

#### WATER, WATER, EVERYWHERE

The enduring lure of waterfront homes—be they near an ocean, lake, or key. We also shop for the newest and coolest in furniture for indoor/outdoor living.

#### Residences by Design

Deadline for inclusion: Apr. 10

#### Sporting & Recreational Communities

Deadline for inclusion: Apr. 10

#### August 2008

AD CLOSE: May 27  
MATERIALS CLOSE: Jun. 3  
ON SALE: Jul. 22

#### PRELUDE TO PEBBLE BEACH

As the 58th Annual Pebble Beach Concours d'Elegance celebrates the centennial of General Motors, we celebrate American luxury cars by traveling to dream garages large and small, covering everything from Nikola Bulgari's collection of Buicks to the latest cars from Ariel, Cadillac, Saleen, and others.

#### Charter Aviation

Deadline for inclusion: May. 13

#### Great Garages

Deadline for inclusion: May. 27

#### September 2008

AD CLOSE: Jun. 24  
MATERIALS CLOSE: Jul. 1  
ON SALE: Aug. 19

#### INTERNATIONAL FURNITURE FEVER

We scour the earth in search of the finest examples of bespoke furniture, with a special focus on sustainable wood pieces from all around the globe.

#### Green Developments

Deadline for inclusion: Jun. 10

#### Fall Golf & Luxury Communities

Deadline for inclusion: Jun. 10

#### British Columbia - International Edition

Deadline for inclusion: Jun. 10

#### October 2008

AD CLOSE: Jul. 22  
MATERIALS CLOSE: Jul. 29  
ON SALE: Sep. 16

#### CUSTOM DESIGN & THE AFTERMARKET

Style meets performance as the latest design trends from custom coachbuilders and cutting-edge aftermarket designers converge. From custom bodies, interiors, and wheels, we look at the latest styles that push the design envelope.

#### Ski Resorts & Residences

Deadline for inclusion: Jul. 8

#### November 2008

AD CLOSE: Aug. 26  
MATERIALS CLOSE: Sep. 2  
ON SALE: Oct. 21

#### PRODUCT PREVIEWS

We reveal what's on the horizon for 2009—from kitchen and bath must-haves to furnishings still in the prototype phase.

#### Fractional Real Estate

Deadline for inclusion: Aug. 12

#### December 2008

AD CLOSE: Sep. 23  
MATERIALS CLOSE: Sep. 30  
ON SALE: Nov. 18

#### THE YEAR IN PREVIEW

Our largest issue and an annual favorite, The Robb Report Collection December Issue provides a sneak peek at some exceptional new products for the coming year. Our editors cast a broad net for items that are exclusive and breathtaking.

#### International Resorts & Residences

Deadline for inclusion: Sept. 11

#### California Living - Pacific Edition

Deadline for inclusion: Sept. 11

#### Distinctive Gifts

Deadline for inclusion: Sept. 23

#### Health & Fitness at Home

Deadline for inclusion: Sept. 23

# The Robb Report COLLECTION™