

# العربية Robb Report

57 - صفر 1436 هـ • ديسمبر 2014 م



أفخم  
الهدايا  
2014

Patek Philippe  
إبداع  
175 عاماً

Aston Martin • Audi • Bally • Berluti • Bottega Veneta • Brioni • Bugatti • Bulgari  
Cartier • Chanel • DeWitt • Dior • Dolce & Gabbana • Ducati • Ermenegildo Zegna • Fendi  
Glashütte • Gucci • Hermès • Jaguar • Kiton • Loro Piana • Louis Vuitton • Mercedes-Benz  
Porsche • Prada • Salvatore Ferragamo • Tiffany & Co. • Tod's • Tom Ford • Zilli...



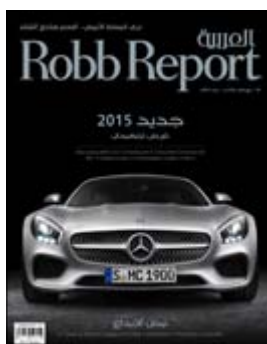
2015  
MEDIA KIT

# Commitment to Connoisseurship

When seeking the very best life has to offer, true connoisseurs choose Robb Report.

For more than 35 years, Robb Report has defined luxury and captivated ultra-affluent readers, delivering authoritative coverage of the luxury market. Robb Report is widely regarded as the single most influential journal of “living life to the fullest” speaking directly to an elite audience of affluent and discerning consumers through engaging, dynamic editorial that authoritatively explores the world’s very finest products, services and experiences.

Each month, the magazine showcases prestige brands that matter most to a sophisticated readership, offering uncommon insight, elegance and style. Its influence shines in signature issues such as *Car of the Year*, *Best of the Best*, and *the Ultimate Gift Guide*—indispensable resources that draw widespread praise and high-profile publicity for featured products. Other editorial topics, including yachting, real estate, travel, private aviation, fashion and home electronics, reflect the essence of a life well-lived. Robb Report readers treat every aspect of life with the utmost passion and are acutely aware of the details that their tastes and wealth demand.



# Mission Statement

To seek out, reveal and encourage ever-higher standards of excellence for goods and services that satisfy the tastes and surpass the expectations of the world's ultra-affluent.

To exceed the highest standards of written and visual journalism in all print and digital media.

To celebrate the heritage and tradition of the world's finest products while simultaneously reporting first on innovations that enhance living life to fullest.

To approach the subject of luxury with the highest standards of Journalism, intelligence and refinement guided by a keen sense of elegance and good taste cultivated by active, successful affluents who wear their wealth well.

To guarantee for readers a stimulating experience, one that satisfies their inherent curiosity while respecting their intellect and sophistication when it comes to experiencing the very best life has to offer.

Robb Report Arabia is published and distributed monthly by Content Specialized Media, a subsidiary of Saudi Specialized Publishing Company, by permission and license of Curtco Robb Media, LLC, Malibu, California, USA.



# Circulation & Demographics

**A Dedicated, Involved Readership**  
**Annual Subscription Price: SR 480**

**Premium Cover Price:** At an average of SR 40, Robb Report has the highest cover price among its competitive set.

**Long-Term Readers:** Royalty, businessmen, senior executives, decision makers and takers in big organizations, ultra-affluent leaders and highly-cultured well-educated audience.

## Audience Demographics

Advertisers looking to market their products and services to the perfect audience need look no further than Robb Report Arabia readers.

Demographic	% Comp
18-34	25%
35-49	50%
50+	25%
Male/Female	75/25

## High-Net-Worth Subscribers

Robb Report Arabia subscribers are highly educated, ultra-affluent leaders.

## Education

Attended College	92%
Post-Graduate Study	36%



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# 2015 Editorial Calendar

## January

### Luxury Preview

2015 Luxury Review reveals fresh arrivals and developments ranging from new cars, innovative machines, novel designs, watches, boats, jewelry, unprecedented extravagances to exotic retreats.

## February

### The Travel Issue

Dedicated wholly to travel, Robb Report Arabia explores the world's most exclusive destinations and spotlights the top private travel experience.

### Gifts of Love

Featuring the best gifts for men and women like accessories, writing instruments, jewelry, and watches.

## March

### Car of the Year

The most spectacular new sports and luxury models against one another in a hands-on competition for the title Robb Report "Car of the Year".

### Spring Fashion

Reveals the definitive men's clothing from the most sought-after designers.

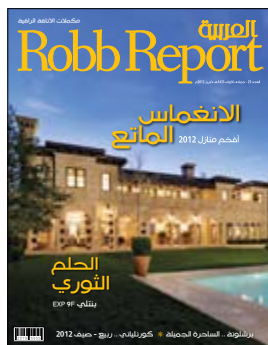
## April

### The Ultimate Home 2015

From the latest furnishings to the year's most outstanding new estates exploring the world of fine living. Showcasing both the architecture and design of magnificent homes, and home luxury accessories (paintings, chandeliers, objets' d'art, sound systems, etc.) - the magazine's editors invite readers inside to experience how others are defining their own personal style of luxury at home.

### Men Accessories

A wonderful selection of the best men's accessories manufactured by the most luxurious brands in the world.



# 2015 Editorial Calendar

## May

### Best Destinations and Hotels in the Arab World

Robb Report Arabia explores the best destinations, hotels and resorts in the Arab World.

### The Robb Report 100

Robb Report Arabia travels far and wide for its annual guide to the world's most exclusive and exceptional resorts.

### Summer Fashion

The best of men's fashion and accessories of summer 2015 revealing the designs of the most luxurious brands in the world.

### Dubai Guide

A comprehensive detailed guide about the best luxurious hotels, restaurants, spas, clubs, shopping centers, golf clubs, resorts, ...etc, in Dubai.

## June

### Best of the Best

Robb Report's selection of the most outstanding new products and services available worldwide, profiling in details the best in every category. From the top automobiles in their class, the best hotels, the most extraordinary jewels, to the finest watches and much more. Our "Best of the Best" issue represents the culmination of an entire year's search for excellence in every aspect of the luxury lifestyle.

### Riyadh Guide

A comprehensive detailed guide about the best luxurious hotels, restaurants, spas, shopping centers, art galleries,...etc. in Riyadh.

## July

### Elite Machines

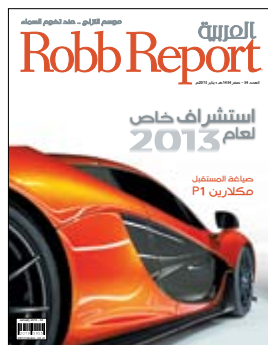
A celebration of cutting-edge designs and technologies, this issue examines the luxury world's preeminent innovations in automobiles, watches, home electronics, and more.

### Honeymoon Hives

A fascinating guide about the best Honeymoon destinations and hotels in the Middle East and the world.

### The Fragrance of Arabia

A wonderful selection of the most fragrant perfumes of Arabia. It is a perfumed tour in the history of perfumery in the Arab world and its products.



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# 2015 Editorial Calendar

## August

### Yachts and Yachting

Dedicated for the best yachts introduced to the market this year.

### Life-Changing Journeys

The seven cultural and experiential expeditions highlighted in this special section promise the adventures of a lifetime for luxury travel connoisseurs.

### Where to Dine?

The best restaurants in the Arab World and their chefs.

### Morocco, the Kingdom of Beautiful Surprises

Wherever you go in Morocco, you shall be surrounded with the wonderful surprises and attractions of history, geography, culture, architecture and food.

### The Fragrant World of Perfumes

A fabulous celebration of the best and most exclusive perfumes in the world.

## September

### Fall Fashion

Annual photo essay captures the finest fall fashions for the sophisticated style-conscious gentlemen. This issue is for the reader who appreciates the sartorial splendor of impeccably made clothing and today's modern trends.

### Doha Guide

A comprehensive detailed guide about the best luxurious hotels, restaurants, spas, clubs, shopping centers, museums, art galleries, golf clubs, resorts,...etc. in Doha.



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# 2015 Editorial Calendar

## October

### Abu Dhabi Guide

A comprehensive detailed guide about the best luxurious hotels, restaurants, spas, clubs, shopping centers, museums, art galleries, golf clubs, resorts,...etc. in Abu Dhabi.

### The Culinary Masters Competition

In our third annual Culinary Masters Competition, Robb Report and its latest panel of legendary chefs will name the top young innovators in kitchens around the world. The magazine will explore the up-and-comers' inspirations, menus, and restaurants, inviting readers to experience the future of luxury dining.

### Her Gifts

A wonderful celebration of all the best of the best luxurious products, fashion, jewelry, watches, accessories and gadgets designed by top designers for women.

### Private Aviation

Private Aviation Sourcebook: A comprehensive guide with information on the many options available when seeking to fly privately—whether for business or personal pleasure.

## November

### The Jewelry and Watch Issue

Robb Report's annual Jewelry and Watches issue features the very best designs from the best eminent manufacturers in the worlds of jewelry and horology. Our highly acclaimed showcase is the most exclusive watch and jewelry resource for our readership.

### Winter Fashion

The best of men's fashion and accessories of winter 2015 - 2016 revealing the designs of the most luxurious brands in the world.

## December

### Ultimate Gift Guide

The annual Robb Report Ultimate Gift Guide presents the rarest gifts in the world: it is an imaginative, exclusive collection that no one can compete with. As part of our most widely read and sought-after issue of the entire year, the Ultimate Gift Guide answers the question of what to give to the most beloved ones when cost is no object.





# Editorial Departments

Also in every issue:

## Design Portfolio

A pair of full-color spreads presenting products that represent the best of industrial and artistic design.

## Front Runners

A fast-paced survey of the latest developments in the world of autos, aviation, home entertainment, boating, fashion, watches, jewelry, art, and more—from cutting-edge innovations to the movers and shakers shaping tomorrow's world.

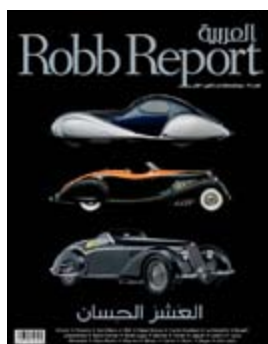
## Grand Openings

A series of full-page snapshots showcasing resorts, restaurants, and other rarefied establishments that have recently made their debuts.

## Gallery

Profiles of the best products, events and destinations, and of those influencers within the following categories:

- Art, Antiques and Collectibles
- Automobiles, Motorcycles
- Aviation
- Boating
- Dining
- Golf
- Home
- Home Electronics
- Jewelry, Watches, Pens
- Sport
- Style and Wardrobe
- Travel, Resorts, Hotels, Spas
- Vacation Homes
- Health & Grooming



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# Editorial Departments

## Wheels

Noteworthy coverage of models and experiences related to new or vintage luxury automobiles.

## Wings & Water

Products, services, and events associated with yachting or private aviation.

## Journeys

Exclusive, unique and exotic destinations and experiences from around the globe.

## Leisure

Products and experiences related to fine dining.

## Style

The rarest and best in fashion, jewelry and accessories.

## Time

The finest watches and latest developments in horology.

## Home Entertainment

Home theater and other leading-edge entertainment technologies.

## The Robb Reader

On the back page, Robb Report presents brief yet engaging conversations with industry experts, collectors, designers, and influencers who represent the quintessential connoisseur –the Robb Report Reader.



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# Luxury Advertisers

## Accessories

Porsche Design

## Aviation

Avantair  
Aviation Management Systems  
Avjet  
Bombardier  
Executive Jet Management  
Flexjet  
CitationAir  
Cirrus Design  
Dassault  
Delta AirElite  
Flight Options  
Gulfstream  
Hawker  
HondaJet  
Key Air  
Marquis Jet Partners  
NetJets  
Odyssey Aviation  
Pentastar Aviation  
Pilatus Business Aircraft  
Sentient Flight Group  
Talon Air

## Automotive

Acura  
Aston Martin  
Audi  
Bentley Motors Inc.  
BMW  
Cadillac  
Jaguar  
Land Rover  
Maserati  
Maybach  
Mercedes-Benz  
Monticello Motor Club  
Porsche  
Rolls-Royce Motor Cars

## Consumer Electronics

Bang & Olufsen  
Bose  
Canon U.S.A. Inc.  
Crestron  
Focal  
Harman International

JVC Pro  
KEF  
Klipsch  
KrellIndustries  
LG Electronics  
Lutron  
MacIntosh  
Meridian America  
Panasonic  
Pioneer Electronics  
Polk Audio  
Samsung Electronics  
Sharp  
Sony Electronics  
Sooloos  
Steinway Lyngdorf  
Toshiba  
Verizon  
Vertu

## Fashion

Allegrì  
Ascot Chang  
Bal Harbour Shops  
Belvest  
Bergdorf Goodman  
BirgerChristensen Furs  
Brioni  
Brunello Cucinelli  
Canali  
Cesare Attolini  
Christian Dior  
Chrome Hearts  
d'Avenza  
Domenico Vacca  
Dunhill  
Ermenegildo Zegna  
Gucci  
Hawke & Co.  
Hermès  
Incotex  
Isaia  
Kiton  
Louis Vuitton  
Neiman Marcus  
Oxford Clothes  
Pal Zileri  
PamellaRoland  
Paul & Shark  
Porsche Design  
Prada  
Ralph Lauren/Black Label

Ralph Lauren/Purple Label  
Ravazzolo  
STC  
Stefano Ricci  
Tom Ford  
True Religion  
Truzzi  
Versace  
Vilebrequin  
Zilli

## Financial

ACE Private Risk Services  
Black Card  
ChartisPrivateClient Group  
JoyalCapital Management  
PNC Financial  
SunTrust

## Home

Baltica  
BlattBilliards  
Cornelio Cappellini  
DomusDesign Center  
Giorgetti  
I.M. ChaitGallery  
Jura Capresso  
M.S RauAntiques  
MonarchBilliards  
Red Baron Antiques  
Riedel  
Robb & Stucky  
Steuben Glass



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# Luxury Advertisers

## Jewelry

A Diamond is Forever  
A. Link  
Aaron Basha  
Assael  
Argyle Diamonds  
Bergio  
BetteridgeJewelers  
Cartier  
Chanel  
Charles Krypell  
Chopard  
Christopher Designs  
Coomi  
Damiani  
Daniel K  
David Morris  
David Yurman  
De Beers  
De Grisogono  
Diamond in the Rough  
Gem Platinum  
GIA  
Graff  
Gregg Ruth  
Gumuchian  
Harry Winston  
Henry J. Sillam  
Jack Kelege  
Jacob & Co.  
Judith Ripka  
John Hardy  
Kwiat  
Leslie Greene  
Levieu  
Martin Katz, Ltd.  
Mastoloni  
Maya Jewels  
Michael Beaudry  
Mikimoto  
Molina  
Russ TrussoFine Jewelry  
Tiffany & Co.  
Van Cleef& Arpels  
Wellendorf  
World Gold Council

## Marine

Abu Dhabi  
Abu Dhabi Mar Group  
Abu Dhabi Shipyard  
Allied Marine

AzimutYachts  
BenettiYachts  
Cannes International Boat Show  
Christensen Shipyards  
CMN  
CRN Yachts  
Custom Line  
DeBirsYachts  
FairlineYachts  
Feadship  
FerrettiYachts  
Fort Lauderdale International Boat Show  
Fraser Yachts  
International Yacht Collection  
Marquis Yachts  
Miami International Boat Show  
Midnight Express  
MochiCraft  
Monaco Yacht Show  
Nobiskrug  
Ocean Alexander  
Oceanco  
Pershing  
PrivatSea  
Riva  
Sanlorenzo  
Shadow Marine  
Warren Yachts  
Vicem  
Yachting Partners International

## Real Estate

Abercrombie & Kent Residence Club  
Anantara  
Canyon Ranch Miami  
Castello di Casole  
Christophe Harbour  
CityCenter  
Cliffs Communities  
DPS Development  
Emaar  
Espiritu Del Mar  
ExtellDevelopment  
Four Seasons Residences  
Glentree  
Hacienda Pinilla  
KiawahIsland  
Mita, México  
One Thousand Ocean  
Palmetto Bluff

PUNTACANA Resort & Club  
Quintess, LRW  
Ritz-Carlton Clubs & Residences  
St. George  
St. Regis Residences, Aspen  
St. Regis Resort & Residences,  
Bal Harbour  
Standard Pacific Homes  
TaliskerClub  
The Century  
The Little Nell Residences  
Snowmass  
The Orchard at The  
CarnerosInn  
The Reef Residences at Atlantis  
The Residences at MGM Grand  
The Rocks Luxury Residence Club  
TurnberryResidential  
Viceroy Resort Residences  
Snowmass  
Villas Del Mar





# Luxury Advertisers

## Travel, Hotels, Resorts & Spas

Al Faisaliah Rosewood  
Bal Harbour Village  
Bellagio  
Bermuda Department of Tourism  
British Virgin Islands  
Caesars Palace  
Cap Cana  
Casa de Campo  
Cayman Islands  
CityCenter  
Crystal Cruises  
DellisCay  
Elite Island Resorts  
Exclusive Resorts  
Four Seasons Hotel & Resorts  
French Country Waterways  
Grand Del Mar  
Grand Isle Resort  
Graycliff  
Half Moon  
India Tourism  
Korean Air  
LanghamHotels  
Mandarin Oriental  
Meadowood Napa Valley  
MGM Grand  
Molasses Reef  
Monaco Government Tourist Office  
Montage Beverly Hills  
Montage Deer Valley  
Montage Laguna Beach  
Orion Expeditions  
OberoiHotels and Resorts  
Quebec Tourism  
Red Rock Casino  
Regent Bal Harbour  
RegentGrande  
Regent Hotels  
Regent Palms  
ResidenSea  
Resort Spa  
Rosewood  
Royal Mansour  
Royal Reef Resort  
SeabournCruises  
Shangri-La  
Sonora Resort  
Spanish Tourism  
St. Lucia Tourist Board  
St. Maarten Tourist Board

St. Regis Hotels  
Swiss International Airlines  
Tahiti Tourisme  
TajHotels  
TaliskerClub  
Telluride Ski Resort  
The Alex Hotel  
The Breakers  
The CarinoCollection  
The Greenbrier  
The Ivy Hotel  
One Thousand Ocean  
The Mansion at MGM Grand  
The Palazzo  
The Plaza Hotel  
The Reefs  
The Ritz-Carlton  
The Somerset  
The Surrey  
The Venetian  
Turks & Caicos Club  
Turks & Caicos Tourism  
TurnberryHotels & Resorts  
Trump International  
Wynn Las Vegas

Greubel Forsey  
Harry Winston  
Hermès  
Ildico  
IWC  
Jaeger-LeCoultre  
Linde Werdelin  
Manufacture Royale  
MCT  
Milus  
Mouawad  
Omega  
Orbita Corporation  
Panerai  
Parmigiani  
Patek Philippe  
Piaget  
Richard Mille  
Roger Debus  
Romain Jerome  
Ulysse Nardin  
Urwerk  
Vacheron Constantin  
Van Cleef & Arpels  
Zenith

## Watches

A. Lange & Söhne  
Audemars Piguet  
Bell & Ross  
Blancpain  
Bovet  
Breguet  
Bulgari  
Carl. F. Bucherer  
Cartier  
Chaumet  
Chopard  
Christian Dior Watches  
Corum  
David Yurman  
De Grisogono  
Dewitt  
Dior  
F. P. Journe  
Franc Vila  
Gerald Genta  
Gerge  
Girard-Perragaux  
Glashütte  
Graff  
Graham



# Robb Report Arabia Circulation

Robb Report Arabia is distributed in VIP outlets in major cities in Middle East and North Africa. Our readers enjoy also reading Robb Report Arabia in the following luxurious destinations:

## Hotels:

- Al Faisaliah Hotel, Riyadh.
- Four Seasons Hotel, Riyadh.
- The Ritz-Carlton Hotel, Riyadh.
- The Ritz-Carlton Hotel, Dubai, JBR.
- The Ritz-Carlton Abu Dhabi, Grand Canal.
- St. Regis Hotel, Abu Dhabi.
- Jumeirah Creek Side Hotel.
- Mina Al Salam, Al Qasr and Dar Al Masyaf Hotels, Dubai.

## Airlines (first and business classes):

- Saudia Private Aviation.
- Saudi Arabian Airlines (international flights).
- Etihad Airways, Abu Dhabi.
- Qatar Airways, (from Abu Dhabi).
- Emirates Airlines.

## Lounges:

- Alfursan Golden Lounges, King Khaled International Airport, Riyadh, and in King Abdul Aziz International Airport, Jeddah.
- First and business class lounges, Dubai Airport.
- First and business class lounges, Abu Dhabi Airport.

## Special Subscriptions

Royals, businessmen, senior executives, decision makers and takers in big organizations, ultra-affluent leaders and highly-cultured well-educated audience.



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# Rate Card 2015

Spaces	(USD)	(SR)
Front Cover Gatefold	26,000	97,500
Inside Front Cover Spread (IFC Spread)	23,000	86,250
Inside Front Cover (IFC)	13,000	48,750
Inside Back Cover Spread (IBC Spread)	18,000	67,500
Inside Back Cover (IBC)	12,000	45,000
Outside Back Cover (OBC)	19,000	71,250
Page (1)	11,000	41,250
Pages Facing Index	10,000	37,500
Page (9-32)	9,000	33,750
Double Page Spread (2 - 9)	20,000	75,000
Double Page Spread (Inside)	13,000	48,750
Full Page Color Inside	7,000	26,250



Mechanical Requirements	
Full Page Trim Size	215 mm x 275 mm
Full Page Bleed Size	225 mm x 285 mm
DPS Trim Size	430 mm x 275 mm
DPS Bleed Size	440 mm x 285 mm
Production Specs	100% computer to plate (CTP)
Digital File Format	PDF

## Production Timeline

Publication Date: 1st day of every month.  
 Booking Deadline: 30 days prior the publishing date.  
 Material Deadline: 20 days prior the publishing date.

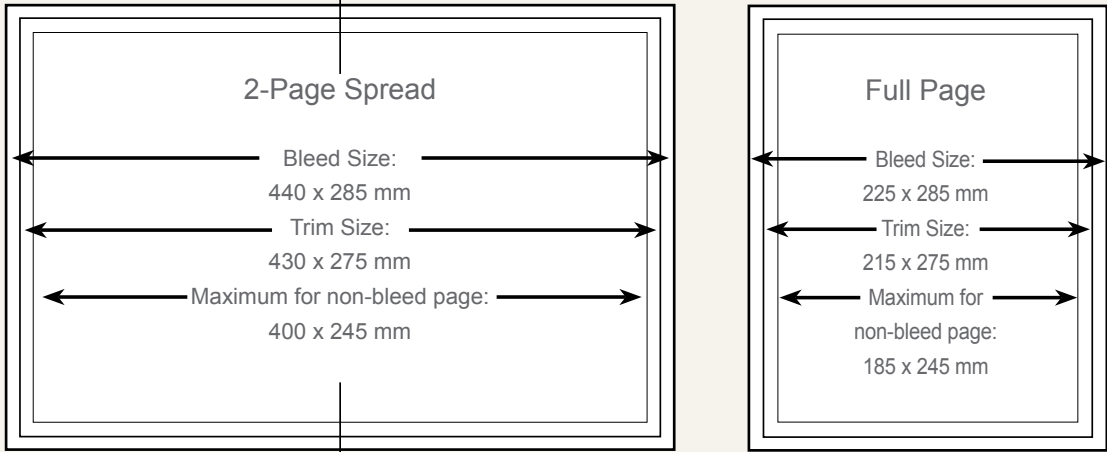
## Advertising Material

Delivered by CD or through our server.  
 Picture color mode: CMYK.  
 Picture size (pixel): 300 dpi.  
 File format: High Resolution PDF / Tiff.



# Advertising Requirements

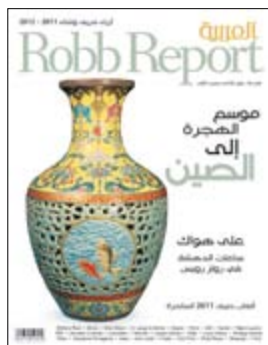
## Ad Sizes





# Production Schedule

Month	Closing Date (Editorial, Design & Ads)	Submitted to Print	Delivered to SSPC	To Subscribers	Newsstand on Sale
January	Mon. 22-12-14	Tue. 23-12-14	Sun. 28-12-14	Mon. 29-12-14	Thu. 01-01-15
February	Tue. 20-01-15	Wed. 21-01-15	Mon. 26-01-15	Tue. 27-01-15	Sun. 01-02-15
March	Thu. 19-02-15	Thu. 19-02-15	Thu. 26-02-15	Sun. 01-03-15	Sun. 01-03-15
April	Thu. 19-03-15	Thu. 19-03-15	Thu. 26-03-15	Sun. 29-03-15	Wed. 01-04-15
May	Mon. 20 -04-15	Tue. 21-04-15	Mon. 27-04-15	Tue. 28-04-15	Thu. 30-04-15
June	Wed. 20-05-15	Thu. 21-05-15	Tue. 26-05-15	Wed. 27-05-15	Mon. 01-06-15
July	Mon. 22-06-15	Tue. 23-06-15	Sun. 28-06-15	Mon. 29-06-15	Wed. 01-07-15
August	<b>Thu. 16-07-15</b>	<b>Thu. 16-07-15</b>	Thu. 23-07-15	Sun. 26-07-15	Thu. 30-07-15
September	Thu. 20-08-15	Thu. 20-08-15	Thu. 27-08-15	Sun. 30-08-15	Tue. 01-09-15
October	Mon. 21-09-15	Tue. 22-09-15	Mon. 28-09-15	Tue. 29-09-15	Thu. 01-10-15
November	Tue. 20-10-15	Wed. 21-10-15	Tue. 27-10-15	Wed. 28-10-15	Sun. 01-11-15
December	Thu. 19-11-15	Thu. 19-11-15	Thu. 26-11-15	Sun. 29-11-15	Tue. 01-12-15



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## Publisher

**CONTENT** FZ LLC  
SPECIALIZED MEDIA

A Subsidiary of



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