

# Robb Report

2016



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**MEDIA KIT**  
SOPHISTICATION. LIFESTYLE.

# Robb Report

01

MEDIA KIT 2016

## WORLDWIDE

Robb Report is an international brand with presence in 13 countries: United States, Brazil, Russia, China, India, Turkey, Singapore, Spain, Saudi Arabia, Kazakhstan, South Korea, Thailand and Vietnam. It has had, for over 30 years, the most reputable editorial in the premium category.

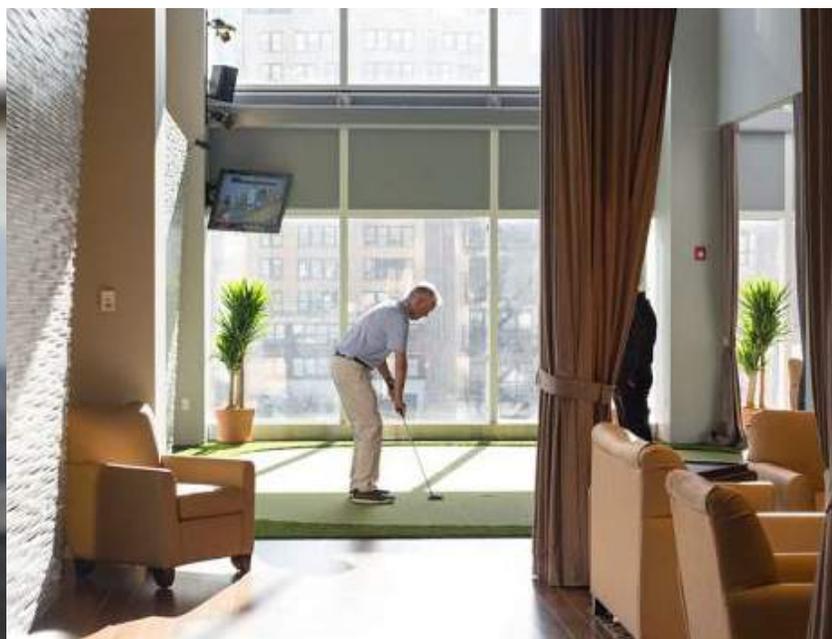
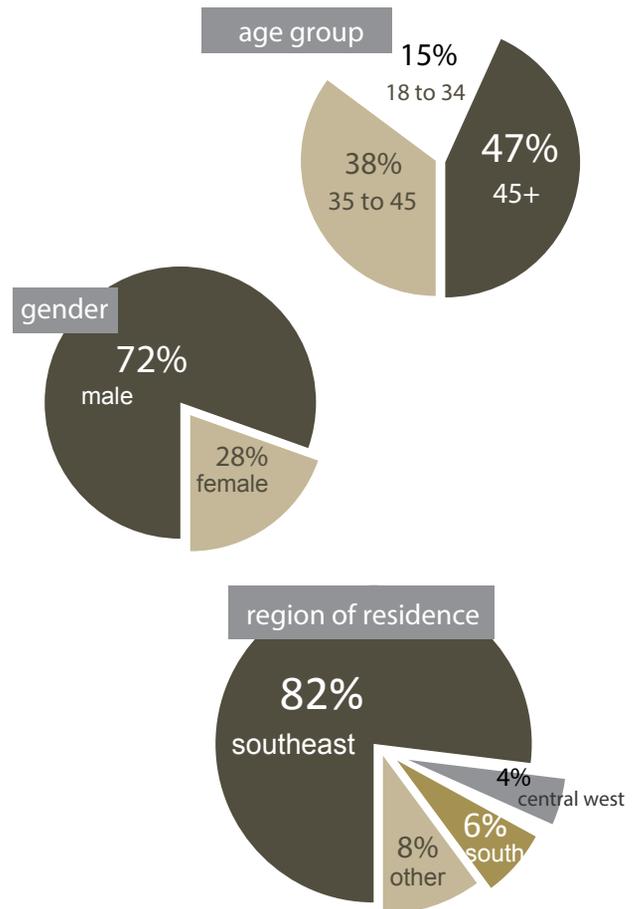
## IN BRAZIL

Established for 6 years in the national market, the magazine approaches with elegance and good taste experiences backed up by discerning readers. Robb Report Brazil brings exclusive content dedicated to the core of each segment offered: business jets, yachts, automobiles, watches, jewelry, fashion, drinks, mansions and pieces of art, in addition to travel plans.



## THE READER

Robb Report readers are always searching for exclusive experiences. Professionally successful and opinion makers, they have a special relationship with brands. Anticipating trends, experiencing, living, participating and consuming the best that is offered and produced in the world. Wine, distillates and haute cuisine connoisseurs, they are frequent travelers and play sports like golf, tennis and similar. Yachts and automobiles are other examples of their passions.



## HOW AND WHERE IT ALL HAPPENS



- The magazine prints 25 thousand copies, monthly.
- 9 thousand copies distributed in the best bookstores and newsstands in the country, including in all airports.
- 11 thousand copies for subscribers.
- 5 thousand copies for free distribution in the main luxury hotels in the country and VIP rooms in airports in Rio de Janeiro, Sao Paulo and Brasilia.

- Digital platform with more space for commercial partners to associate their brands on the website of the most reputable magazine in the premium category.

- The Robb Report Brazil website is also present on the Robb Report International website.



- Associates products and services of the most sophisticated premium brands in the world.
- One of its differentials is the globalization of information with other Robb Report magazines in the world.

## SPECIAL

### **Robb Report Gourmet: Feb/Apr/Jun/Aug/ Oct/Nov**

Robb Report has now included a bimonthly insert completely dedicated to the pleasures of gastronomy, created for men and women of refined taste who enjoy cooking, hosting, learning about great wines, eating out and keeping up with the novelties in the gastronomic universe.

### **Robb Report Guide: Mar/May/Oct/Nov**

Thematic guides that will gather the best of shopping, entertainment, restaurants, and hotels in several countries: Spain, Chile, Argentina, Snow Resorts Guide, Panama, Miami, Sao Paulo, Peru and France.

### **Robb Report Home & Style: Mar/Jul/Dec**

Robb Report details the investments, well-being and specialized services in the segment of Premium developments for hotels, leisure and estate.

### **Robb Report Business Aviation: August**

A special insert with the latest news in the world about Business Aviation.

## GOURMET EVENTS

### **Robb Report Gourmet Master Chef and New Talents**

Gastronomy professionals reveal new generation talented artists in an event that joins utensils and cutting edge technology.

## EVENTS

### **Robb Report Experience: Mar/May/Oct/Nov**

Networking dinners and cocktails for a select group of guests, with the purpose of promoting the experience of Premium products and services.

### **Women's Special: April**

An event in partnership with Ellevate: a networking group for businesswomen.

### **Robb Report Polo Day: June**

Event in the Helvetia Club that joins fashion and gastronomy in the Premium world.

### **Robb Report Collection: July**

Event specially dedicated to men who appreciate what is best in the world, joining all Premium brands.

### **Car Of The Year 2015: August 19th and 20th**

A panel of judges test-drives the most sophisticated and best performing cars in the editorial market.

### **Robb Report Taylor Made**

Custom made events for advertisers.

### **Gastronomy in the World: March**

An exclusive event hosted by Robb Report for the release of the International Gastronomic Guide.

### **Gourmet Day: August 19th and 20th**

Gastronomic meeting taking place in the event Car Of the Year, with tasting of Premium products and beverages.



6,7 cm x 27,5 cm



20,5 cm x 13,5 cm



20,5 cm x 27,5 cm



41 cm x 27,5 cm



20,5 cm x 27,5 cm



20,5 cm x 27,5 cm



41 cm x 27,5 cm

FORMATS	DIMENSIONS
2 <sup>ND</sup> cover + page 3	41,0 x 27,5 cm
2 page spread	41,0 x 27,5 cm
4 <sup>TH</sup> cover (back cover)	20,5 x 27,5 cm
3 <sup>RD</sup> cover	20,5 x 27,5 cm
Full page	20,5 x 27,5 cm
1/2 page	20,5 x 13,5 cm
1/3 page	6,7 x 27,5 cm

Page determination: increase of 15%

Multiplicity mark: 15% per additional brand

Special project: on request

Duration: February / 2016 to January / 2016

Frequency: Monthly

Distribution: 25,000 copies

**Closed format:**  
20.5 x 27.5 cm (h x l)

**Binding:**  
Square

**Paper type:**  
1. Cover: Matte coated paper, 250g  
2. Inside: Glossy coated paper, 115g

## **February: Watches and Jewelry - Must-See Destinations – Anniversary Party**

The 6th anniversary celebration edition of Robb Report Brazil brings the rarest watches in the world and the top-notch jewelry houses, with an exclusive and conceptual editorial showing the best of these worlds, in addition to a perfect travel portfolio for all tastes

## **March: Home & Style**

The special insert contains subjects related to the Interior Design industry, and highlights high-class developments launched in Brazil and worldwide, always at first hand. There are also interviews with architects and decorating firms, in addition to tips of products and services in the sector.

## **April: Basel World – Watches Special**

The largest trade show of watches in the world will be fully covered by the publication and will bring, on this month's pages, all the launches in the industry.

## **May: Fashion Issue Special**

Fashion section brings editorial with winter trends in Brazil, as well as attractions in the articles with some of the most prominent international fashion houses in the world, emphasizing the must-haves in the sections Gallery and Front Runners.

## **June: Best of the Best**

The best new products and services the world

had to offer.

## **July: Men's Special**

The edition is reference for the elegant, self-assured man who is used to high-end clothing at any time and in all occasions.

## **August: High Technologies – Car Of The Year**

This issue reviews cutting edge models and technologies, the most recent innovations in the luxury world of automobiles, watches, appliances and much more. This issue is distributed in the event Car Of The Year.

## **September: Car Of The Year Brazil – Event Coverage**

Robb Report presents its 6th annual edition of the event Car Of The Year.

## **October: The Travel Issue**

A special issue with the best destinations, resorts and hotels with the most exclusive and amazing services in the world.

## **November Special: The Best Gifts**

Robb Report will approach the industry of fashion, jewelry, watches, accessories and technologies for the most reputable brands in the national market.

## **December: 21 Unforgettable Experiences**

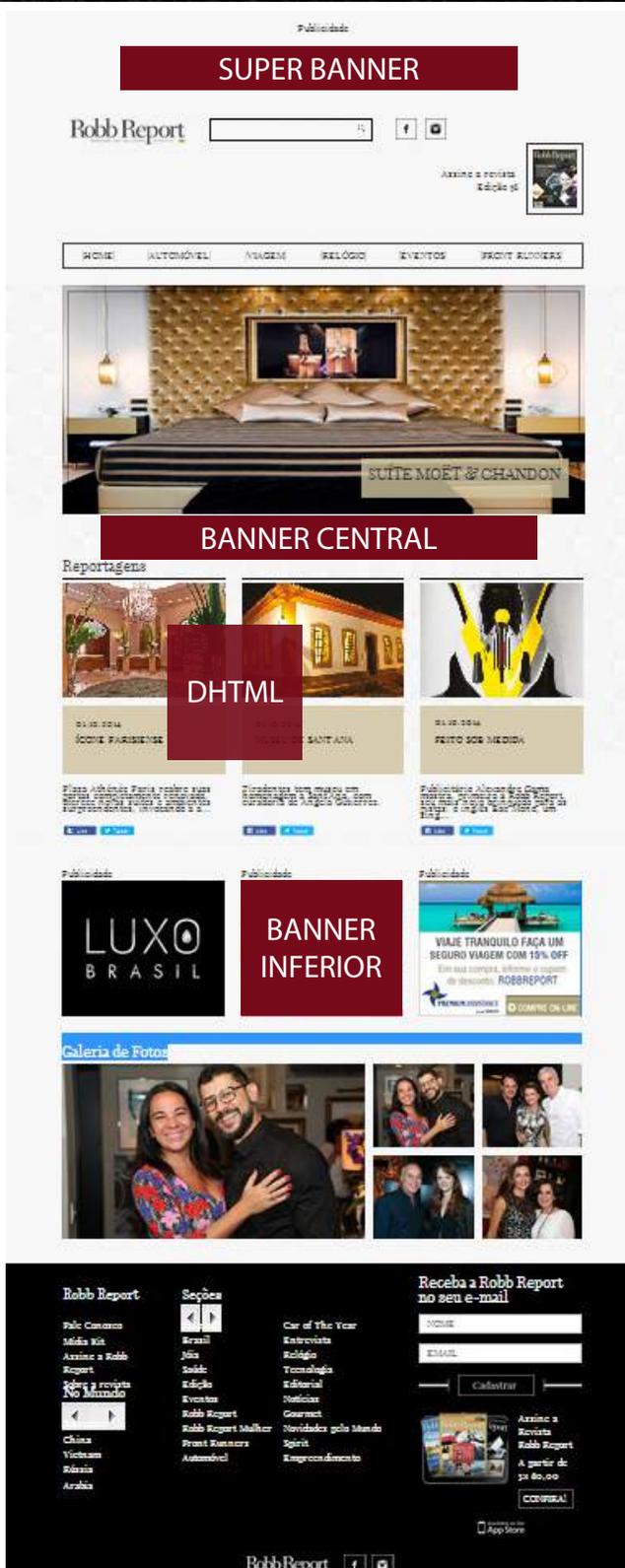
The December issue brings a creative and exclusive collection of the 21 most unique experiences in the world.

Day/MONTH	ISSUE	RESERVATION	MATERIAL
January/February	68	January 29th 2016	February 05th 2016
March/April	69	March 28th 2016	April 05th 2016
May	70	April 25th 2016	May 03rd 2016
June	71	May 25th 2016	June 02nd 2016
July	72	June 27th 2016	July 05th 2016
August	73	July 25th 2016	August 02nd 2016
September	74	August 26th 2016	September 02nd 2016
October	75	September 26th 2016	October 04th 2016
November	76	October 25th 2016	November 03rd 2016
December	77	November 25th 2016	December 02nd 2016

## CIRCULATION: 1ST HALF OF THE MONTH

### SPECIFICATIONS FOR SUBMITTING MATERIAL

1. PDF Extension – Version 1.4
2. The material must be submitted to:  
anuncio@robbreport.com.br or via FTP (check information with your commercial contact)
3. The file must observe the following specifications:
  - High resolution closed file – 300DPIs/CMYK with outlines fonts and proofs of color in the PDF extension – Version 1.4
  - 0.5 cm bleed, trims and registration marks out of bleed



## SUPPER BANNER

Size: 728x90 pixels

## CENTRAL BANNER

Size: 730x90 pixels

## DHTML

Size: 250x250 pixels

## BOTTOM BANNER

Size: 300x250 pixels

## NEWSLETTER

Price: upon request

Mailing: 10,000 registered emails

## NATIVE ADVERTISING

Price: upon request

Size: up to 50Kb

File type: .gif .swf .jpg

Clicktag: `on(release){ getURL(_root.clickTag, "_blank"); }`

Flash version: maximum 10

Frame rate: 18 fps

## IMPORTANT:

Banners must be submitted at least two days before the advertising.

# Robb Report

## Commercial (SP)

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**Gustavo Cesar Oliveira**

