

Robb Report magazine profile

Hamburg, 2025

THE
NEW
LUXURY





NEWS

- **Robb Report Germany kicks off its anniversary year in 2026 with six issues!**
Robb Report Germany is increasing its frequency in its anniversary year 2026: in future, **six issues will be published each year**. This represents a further investment in the brand and provides our readers with even more luxurious inspiration and themed content.
- **Robb by the Sea:** The first issue, 1/2026, will kick things off with a maritime focus. Under the slogan 'Robb Report sets sail', the magazine will be entirely dedicated to the element of water – from innovative yachts and cruises to exclusive seaside properties and the best diving watches, resorts and lifestyle topics.
- **Women in the luxury segment:** We will be presenting this section in every issue from now on. In the form of interviews or clever questionnaire formats, we introduce inspiring and influential women from the world of luxury.
- **Digital expansion:** With the monthly **Robb Report Luxury Newsletter**, we bring the world of Robb Report directly to your inbox – full of fascinating travel destinations, visionary designs, inspiring personalities, gadgets and trends. The newsletter is very popular with the target group: with an **open rate of over 20%** and more than **3,400 subscribers**, it is already a great success.
- **Luxury target group & distribution:** As a guide for individualists and connoisseurs, Robb Report is aimed at people who appreciate quality and special brands – especially those over 35, decision-makers, innovators and opinion leaders. To strengthen its reach in the premium segment, Robb Report Germany will be increasingly available in **first class and senator lounges in Germany**.

PREMIERE: Robb Report by the sea!

The best of the world of maritime luxury. Multi-thematic.

Robb Report sets sail with a special edition that is built close to the water. No element attracts people more. We are dedicating a special edition to this fact – luxurious and light-footed – almost liquid. The topics revolve playfully around the theme. We take a look at the most innovative **yachts, cruises, and real estate with water access, but we also focus on beach bodies and the best diving watches.**

Robb Report by the Sea brings together the best of the world of maritime luxury.



Robb Report # 05/2025

Publication Date: 27.11.2025
Booking Deadline: 13.10.2025
Copy Deadline: 27.10.2025



Robb Report # 01/26 – Topics and Focus Areas

Yachts, Ships & Cruises

- Portraits of the most spectacular new superyachts
- "Cruises you must take" – exclusive routes and extraordinary ships
- Interview with the world's only female cruise ship captain
- Forever at sea – who are the people who buy a cabin and swap land for sea?
- The most beautiful yacht harbors in the Mediterranean and the Caribbean
- Explorer voyages: the appeal of small cruise ships

Travel & Experiences

- Private islands: how to find, buy, and use them
- Luxury resorts by the sea – architecture, service, experiences
- The best view – we look out from the most beautiful waterfront resorts and reveal how much this view costs
- Report: On the most exclusive raft on the Mekong
- The world's best beach clubs and their creators

Waterfront real estate

- Fantastic villas with direct water access – from the Côte d'Azur to Miami
- Investment prospects for waterfront real estate
- The most spectacular pools and how to get that beach feeling even in the highlands

Technology, gadgets, and fashion

- New water gadgets for lifestyle and leisure
- High-tech for yachts
- Car manufacturers that build yachts
- Diving down: the most beautiful diving watches
- Exclusive sports equipment – how to get that beach body
- A question of style: the best swim shorts

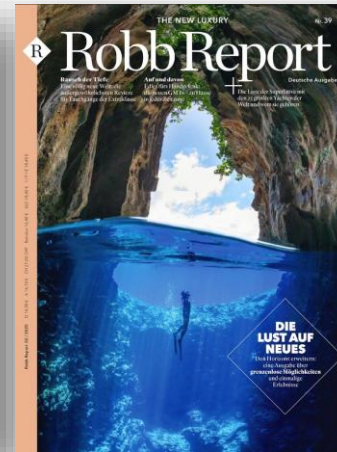
ROBB REPORT # 01/26

Publication Date: 05.02.2026
Booking Deadline: 29.12.2025
Copy Deadline: 09.01.2026

Robb Report showcases luxurious lifestyles centered around water - from cruises and yachts to real estate, from travel to technology, from watches to jewelry.

SCHEDULE 2026

Issue	Topic	Publication date	Week	Advertisement		Ad Special Booking Cancellation date	Ad Special Material deadline
				Booking and Cancellation date	Advertisements Copy deadline		
01/2026	By the Sea	05.02.2026	6	29.12.2025	09.01.2026	02.12.2026	09.01.2026
02/2026	Perspectives	26.03.2026	13	11.02.2026	20.02.2026	06.02.2026	27.02.2026
03/2026	New beginnings	25.06.2026	26	08.05.2026	20.05.2026	04.04.2026	29.05.2026
04/2026	Substance	03.09.2026	36	22.07.2026	31.07.2026	17.07.2026	07.08.2026
05/2026	Independence	15.10.2026	42	02.09.2026	11.09.2026	28.08.2026	18.09.2026
06/2026	Best of the Best	26.11.2026	48	12.10.2026	21.10.2026	07.10.2026	28.10.2026



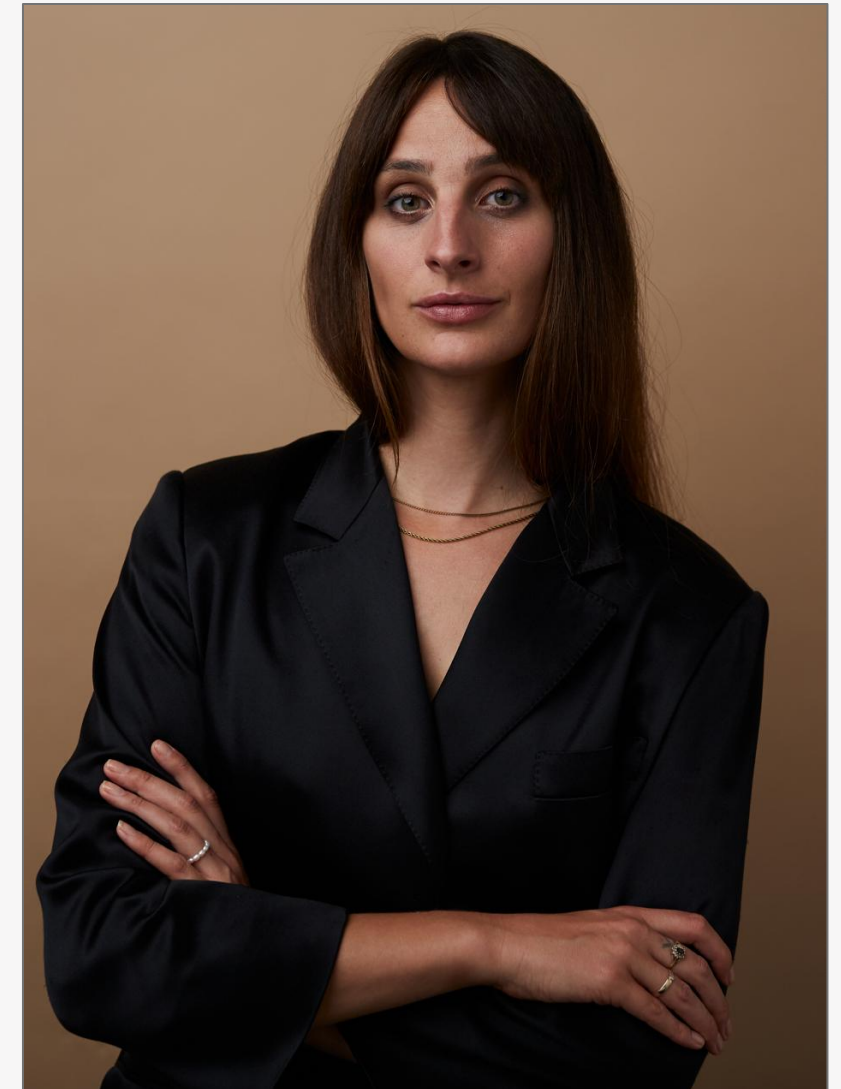
THE NEW LUXURY

Robb Report - the global luxury media brand.

"New Luxury means more than just buying a status symbol, it is a new attitude to life. In the past, luxury was mostly focused on decadence alone, but consumers' desires have changed. Today, luxury is a more conscious, **intelligent and long-term investment** in a beautiful life.

Especially in unsteady times, **a magazine has to let its readers dream**. On the other hand, it should also convey an **exclusive insider knowledge** that is which is otherwise difficult to obtain in the luxury world. The ROBB REPORT brand should offer more than just a look through the keyhole".

Gloria von Bronevski, Editor-in-Chief of the German edition of ROBB REPORT





THIS IS ROBB REPORT

Luxury in all its facets: top curated, relevant topics - excellently researched, written and laid out, informative but also entertaining.

Luxury Momentum: the introduction to the magazine surprises, entertains and presents new topics for the next small talk.

Luxury look: format, paper quality, layout and colouring guarantee more space and impact, highest quality and best feel.

Unmistakable luxury as the only multi-thematic and international luxury magazine in the German-speaking world.

Luxury expertise - Robb Report works exclusively with the best and highest-calibre authors and photographers.

Luxury target group - as a navigator of individualists and connoisseurs, Robb Report is aimed at people who enjoy quality and special brands - mainly 35+

Luxury Focus - Topics & Dates

WHAT DOES NEW LUXURY MEAN TODAY?

SHARED EXPERIENCES

HEALTH

STYLE QUALITY

KNOWLEDGE

PERSONALITY

SUSTAINABILITY

STATUS SYMBOLS

PRESTIGE

AUTHENTICITY

ADVENTURE

GOOD FOOD

MINIMALISM

WORK-LIFE-BALANCE

INVESTMENT/SAFETY



THE NEW LUXURY – Multi-thematic & curated



TARGET GROUP.

Who do we reach?

NEXT GEN insiders (35-45 years, mostly male)

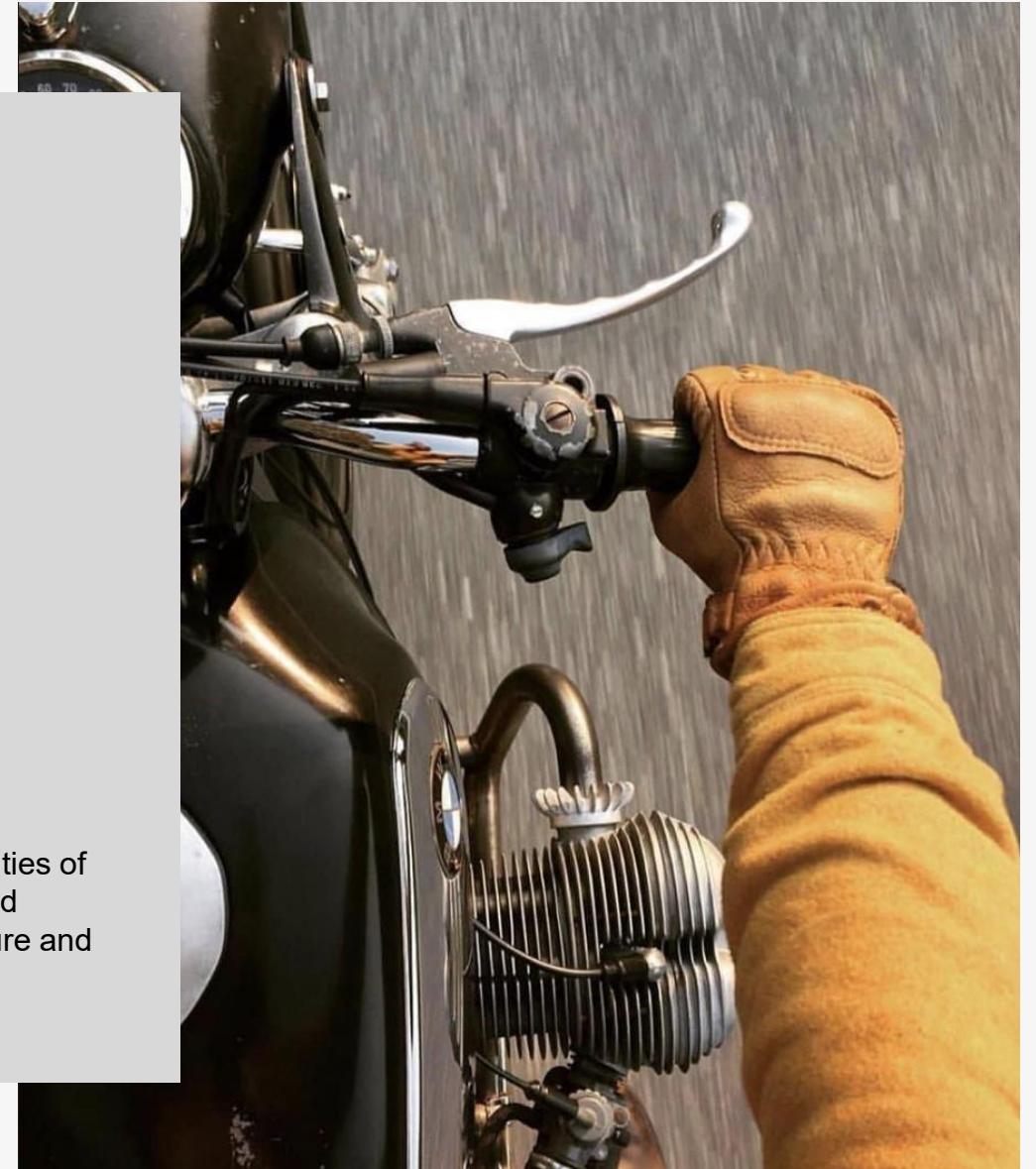
The **CEOs** (> 45 years, mostly male)

The **WELTENWANDLER** (35-45 years, mostly male)

The **BUYER** (30-50 years, female)

Core target group: between 35 to 55 years.

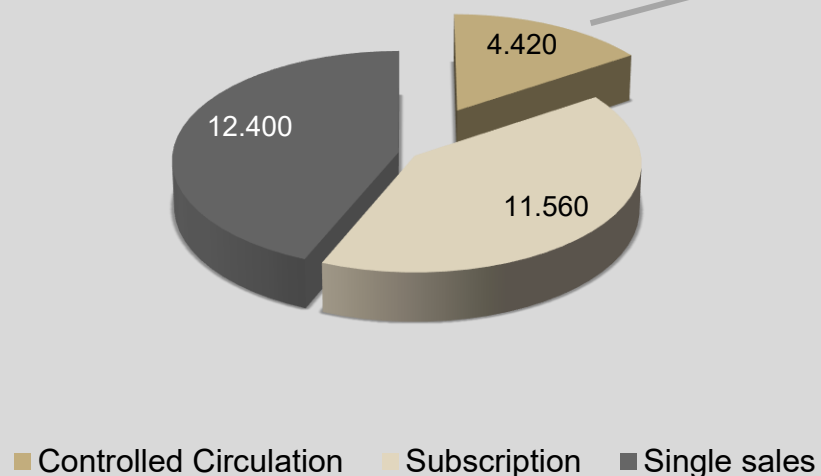
Interested in topics about: smart lifestyle, good design, collectibles, stylish novelties of high quality and craftsmanship, innovative restaurants, life stories of successful and exciting personalities, extraordinary travel destinations, technical gadgets, adventure and healthy work-life balance.



Successful targeted placement.

Print run: 55.000 copies

Total sales: 28.380 copies



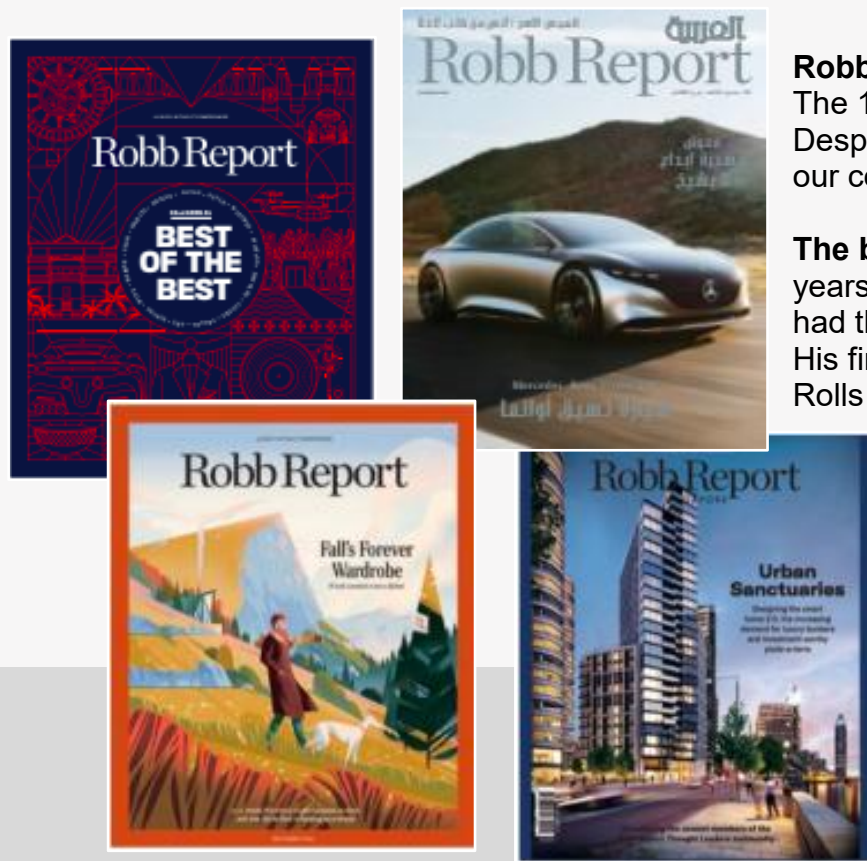
Controlled Circulation is customised for each issue.

Our regular touchpoints are selected cooperation partners from the automotive industry (premium/luxury class), limousine services, the hotel industry, smoker lounges, golf, polo and business clubs, first class airport and private aviation lounges, jewellers as well as partners from the cruise and fashion industry (e-commerce/stores) and the private banking sector.

At these first-class touchpoints we reach our core target group 100% without wastage!

MANY COUNTRIES, ONE THEME.

Robb Report - the global luxury media brand.

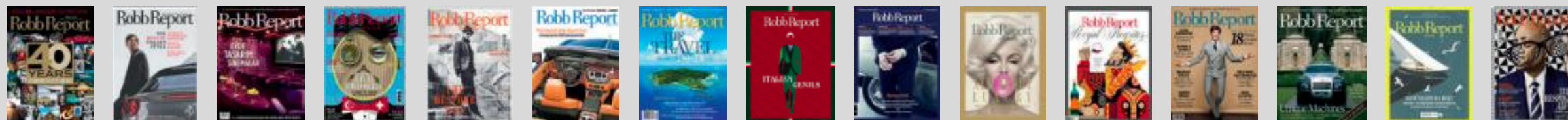


Robb Report inspires readers in 30 countries.

The 18 editions are published in twelve different languages. Despite the cultural differences, luxury, values, attitude our connecting elements.

The beginnings of Robb Report date back to the 1970s years, when the founder and namesake Robert White had the idea to sell antiques and cars.

His first customers were the members of the American Rolls Royce Owner's Club.



BEST CASE: Robb Report & Readly

Readly is the "Spotify" for the publishing industry. On Readly, new, additional target groups discover our brand and thus also your communication. On average, we reach 5,150 unique readers. Direct clicks from e.g. your ad to their website can also be tracked.

- The total reading time of the Unique Readers is 22 minutes - a very high value online!
- 81% of Unique Readers come from Germany
- 75% of Robb Report readers on Readly are between 30-59 years old
- 1,698 Readly readers have set Robb Report as a favorite, i.e. they are informed as soon as a new issue is published. This is comparable to a subscription.
- Robb Report Germany is among the top ten in the ranking of luxury magazines (ranking by luxury, men, D/A/CH, all age groups).

The Robb Report successes on this online platform are another asset for our cooperation partners and advertising customers and additional proof of Robb Report's traction and appeal.

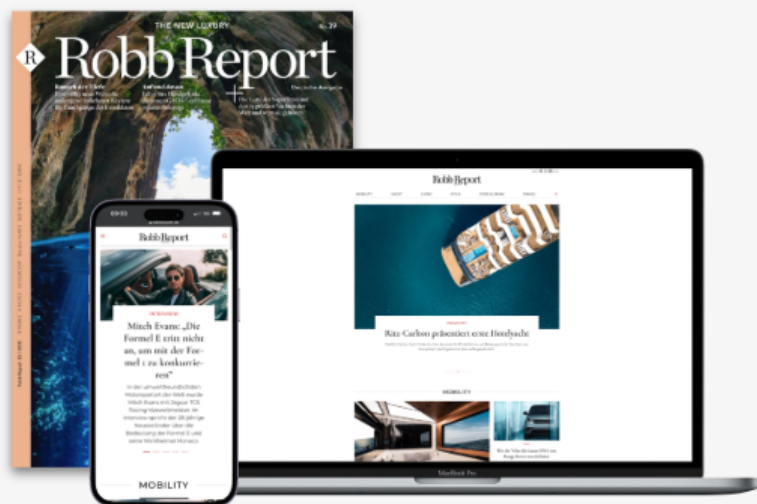


Source: Readly Analytics
Base: RR 1-4/2021



ROBB REPORT

Facts



The new luxury

RobbReport.de inspires and entertains people with intelligent, exclusive and informative news and stories. The website is dedicated to the passion for luxury topics in the areas of mobility, yachting, living, style, travel and food & drinks.



Target group

They appreciate luxury goods such as luxury cars, watches, fashion, yachts and property. In search of inspiration, they want to be informed about first-class products and services to further enrich their luxurious lifestyle. Our platform provides information on the latest luxury trends, exclusive destinations, fine dining, art and culture.



Channels

Online | Print | Instagram | Facebook | YouTube

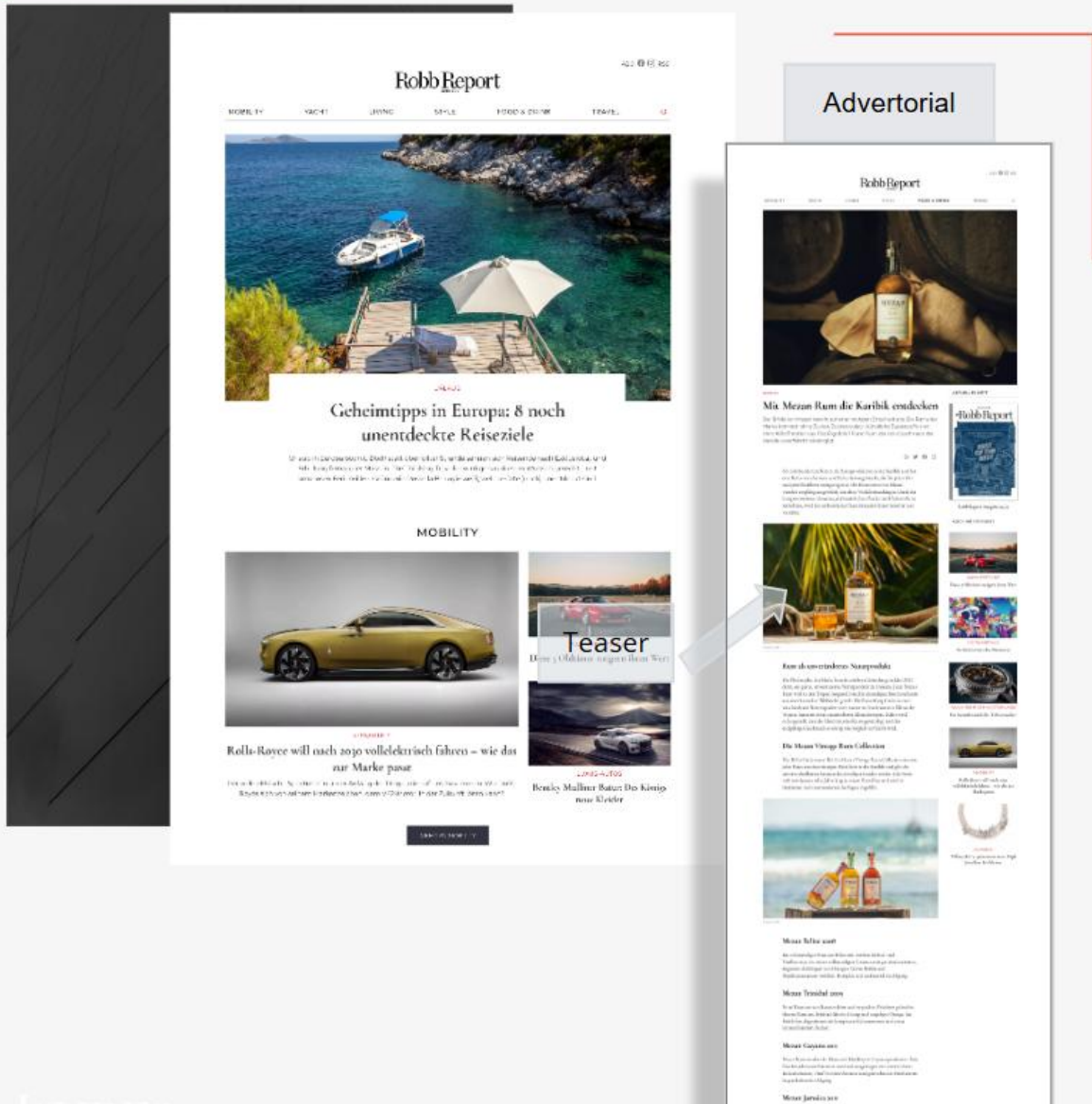


Reach

Website Visits | 69.165*
Website Page Views | 93.134*
Website Users | 61.197*
Instagram followers 3.732 | reach 8.693**
Newsletter recipients 1.550 | opening rate: 25%***
Facebook followers | 909**
Print run | 55.000 copies

*Apr - Jun 2025 | analytics.google
** jun 2025 | Meta
***jun 2025

ADVERTORIAL + TEASER



Place your brand message and present yourself to a relevant target group in an advertorial. The teaser ad guarantees visibility on our homepage.

Advertorial/partner presentation

Texts, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Traffic driver

Permanent editorial teaser

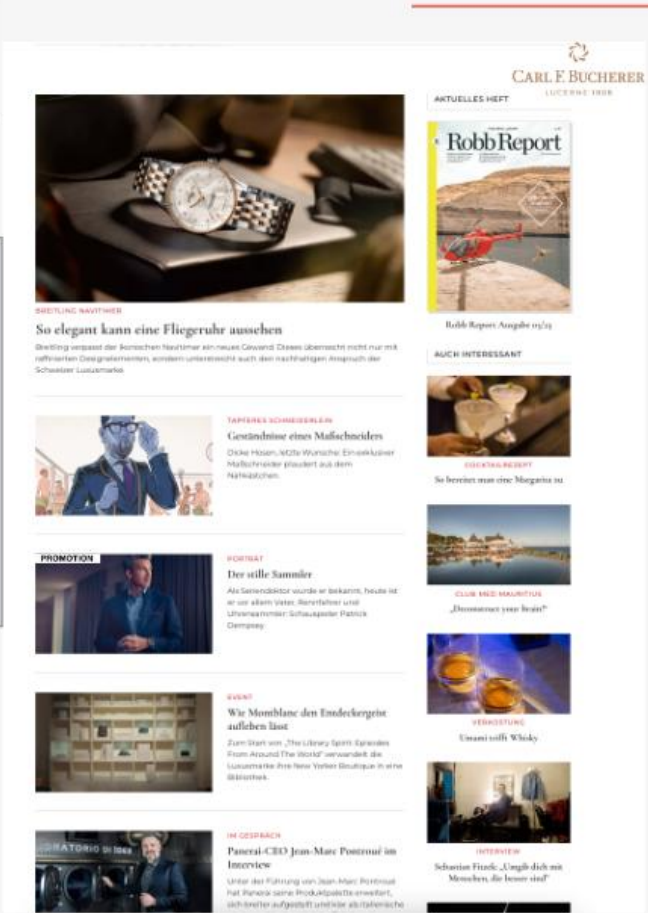
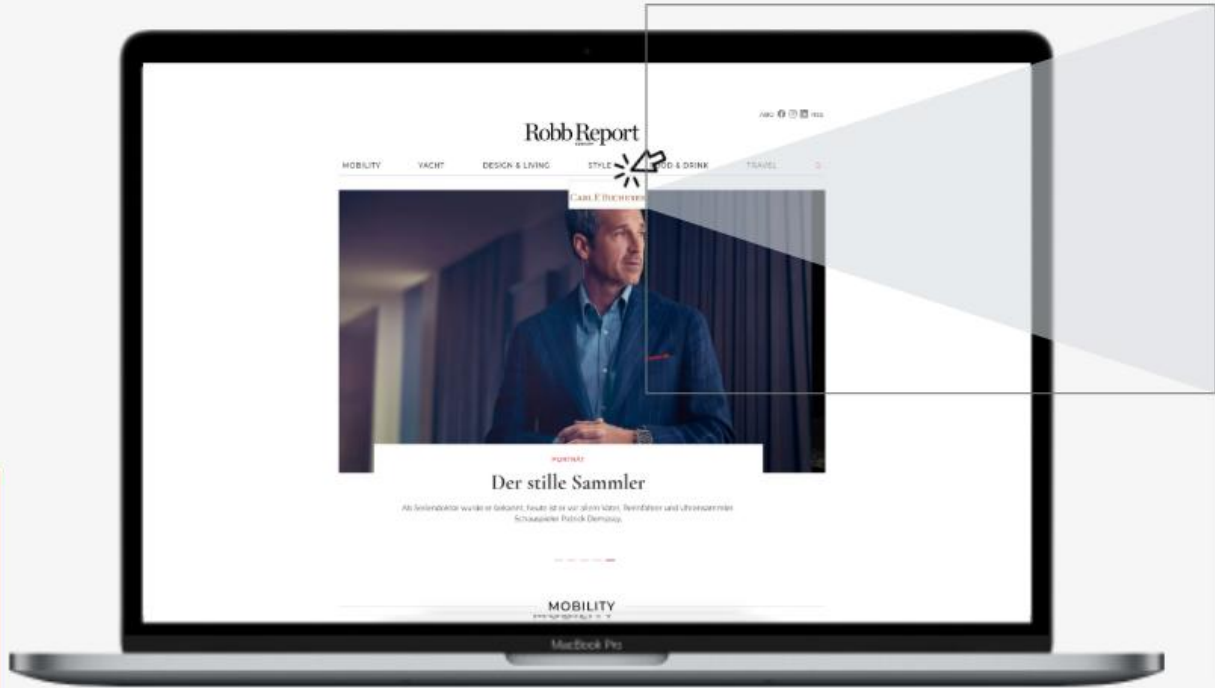
Optional traffic driver

Co-branded medium rectangle or leaderboard, social media posts (Facebook & Instagram) with link to the advertorial can also be booked.

CONTENT HOME

An exclusive home for editorial articles and customer topics. Together with the editorial team, a new section is created that offers added value for both the customer and the brand. Traffic is generated via teaser ads on the homepage, extension in the social media channels and integration in the newsletter. The landing page can be advertised independently, or the individual articles and advertorials as individual modules. The page is constantly updated and supplemented. The advertorials are also regularly updated with text and images so that they are dynamic and authentic for the user.

RUNTIME	PRICE**	PRODUCTION-/TECH NICAL COSTS	CONTACTS GUARANTEED
6 months	€ 51.000,-	€ 5.000,-	15.000



- ← CUSTOMER LOGO
- ← NEWLY PRODUCED EDITORIAL ARTICLES MATCHING THE TOPIC
- ← EXISTING ARTICLES
- ← CUSTOMER ADVERTORIALS

NEWSLETTER



Land your advertising message directly in the mailbox of your target group. Whether with a competition, an advertorial extension or a stand-alone block. Is your topic perfectly suited to your target group? Then we would be happy to send a sponsored stand-alone newsletter to newsletter recipients.

Welcome to the very best company

Newsletter subscribers experience the luxurious world of Robb Report - full of fascinating destinations, visionary designs, inspiring personalities, gadgets and trends. The Robb Report newsletter is the ticket to an exclusive community.

In the Robb Report newsletter, users can expect not only the most exciting stories from Germany, but also the highlights from the international world of Robb Report - because good taste knows no borders.

PRODUCT	FREQUENCY	PRICE	PRODUCTION-/TECHNICAL COSTS
Newsletter Teaser	1	€ 800,-	incl.
Stand Alone	1	€ 3.000,-	incl.

SOCIAL MEDIA



INSTAGRAM

feed

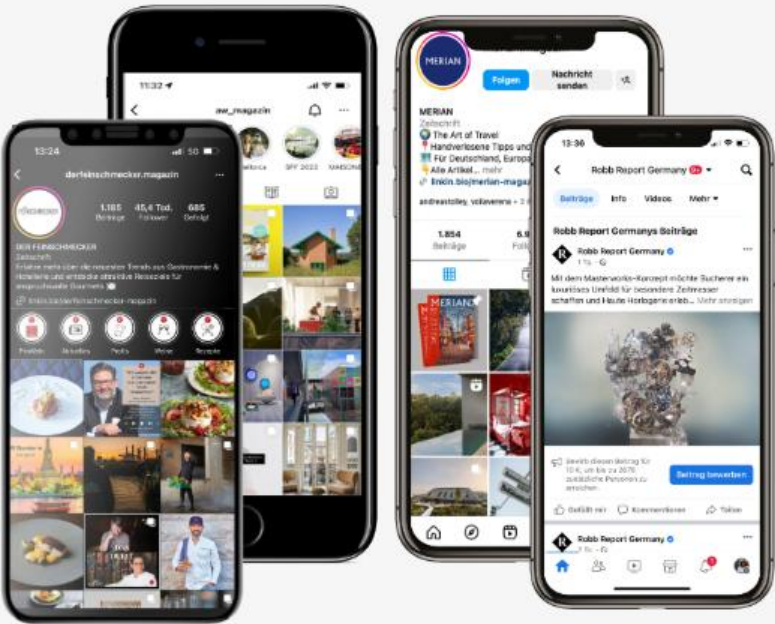
Advertorial extension
Carousel Post
Stand Alone

Story

Advertorial extension
Carousel Post
Stand Alone Campaign in Snippets

Reels

Stand Alone Customer Campaign
Content video production



FACEBOOK

Feed

Extension of the advertorial
Stand alone with direct link

PRICELIST

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	GUARANTEED CONTACTS	POSSIBLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.		FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 9.400,-	€ 1.500,-	4.500 page impressions	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	20.000 page impressions	FE, (AW), ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	5.000 page impressions	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	10.000 <u>page impressions</u>	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-		AW
Instagram Feedpost	Lifetime	€ 1.000,-	Incl.		FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 400,-	Incl.		FE, AW, ME, RR
Facebook <u>Feedpost</u>	Lifetime	€ 1.500,-	Incl.		AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 3.000,-	Incl.		FE, ME, RR
Newsletter Teaser	1 frequency	€ 800,-	Incl.		FE, ME, RR
Newsletter Competition	1 frequency	€ 1.000,-	Incl.		FE, ME, RR
Podcast - Native Spot	1 episode	€ 2.500,-	Incl.		FE, ME
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual		FE, ME
Display - Half Page Ad	50.000 AI's	€ 90 TKP	€ 150,-		FE, ME
Display - Wide Skyscraper	50.000 AI's	€ 80 TKP	€ 150,-		FE, ME
Display - Medium Rectangle	50.000 AI's	€ 40 TKP	€ 150,-		FE, ME
Display - Mobile Content Ad	50.000 AI's	€ 85 TKP	€ 150,-		FE, ME
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual		FE, AW, ME, RR
Video - upright, social	Lifetime	Starts at € 7.300,-	individual		FE, AW, ME, RR

*Not further deductible.
Production/technical costs:
At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
For 2,900 incl. media budget 2 correction loops / per correction loop: 150€ For 5,000 incl.
media budget / 2 correction loops per advertorial
**Plus VAT. Eligible for discount and agency commission.

TERMINUS

YOUR CONTACTS

We look forward to talking to you

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Click here for all [international](#) contacts and contact details.

ROBB REPORT – THE NEW LUXURY



[Termine und weitere
Details finden Sie hier.](#)

Frequency 2026
6 issues

Copy price
€ 14.-

Full page 1/1 4c
€ 22,200.- gross

Formats
21,0 cm Width
28,0 cm Height

Circulation Germany
55,000 copies

Target group
ultimate luxury consumers;
focus on men 35+

www.robreport.de

Digital Editions



Robb Report is the only multi-thematic magazine in Germany about special experiences and moments, outstanding products and an extraordinary lifestyle. Top-class authors and photographers explore how a contemporary concept of luxury is defined - knowledgeably and entertainingly staged.

In each issue, the high journalistic standards of quality and exclusivity of the topics are fulfilled, reflecting all facets of a sophisticated, pleasurable but also individually oriented lifestyle.

The Robb Report brand has been the ideal platform for sophisticated brands worldwide for decades.

[Click
here to
see a
complete
issue](#)