

الرجية Robb Report

A WORLD OF INFINITE LUXURY



MEDIA KIT
2022

rrarabia.com

Commitment to Connoisseurship

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

Since more than 40 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.

Pursuant to this mission, each month, Robb Report Arabia 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 Arabia 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 Robb Report Media, LLC, 11175 Santa Monica Boulevard, Los Angeles, CA 90025, USA.



Circulation & Demographics

A Dedicated, Involved Readership Annual Subscription Price: SR 480

Premium Cover Price: At an average of SR 40, Robb Report Arabia 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 | 98% |
| Post-Graduate Study | 36% |



2022 Editorial Calendar



January

■ The Future of Mobility

At the brink of a new era, with strict CO2 regulations and technological disruptions changing our mobility ecosystem, we look into new modes of transportation that are shaping a different future, from flying taxis to electric hypercars and superyachts.

■ Al Ula: A World's Masterpiece

An immersive journey through the city revitalized as the world's largest living museum, where contemporary art coexists with ancient heritage and natural beauty.

■ Hitting the Slopes

From the Alps to Canada and Japan, ski-in/ski-out resorts that promise an unforgettable winter getaway.

■ Home Sweet Home

An insider guide to the luxury real estate market showcasing impressive homes and developments worthy of those seeking stunning living spaces with the latest perks of the modern era.

February

■ Car of the Year

The greatest, most exclusive machines on earth converge once again to compete for the honor of being named Robb Report's Car of the Year—now, with consideration for Robb's elite audience of enthusiasts and collectors, with contenders for both Performance Car of the Year and Luxury Car of the Year.

■ Gifts of Love

One-of-a-kind treasures that will be well-received by your loved ones, whatever is the occasion.

March

■ Spring - Summer Style

Dispatches, news and advice from the most exciting names in the fashion world, plus in-depth stories on the ideas and trends that are moving the luxury market.

■ Saudi Arabia, Your Next Big Destination

From millennium-old archaeological sites and breath-taking landscapes to the pioneering Red Sea Project and Neom mega-city, Saudi Arabia Special explores the great potentials of a vision linking a cherished past and an innovative future.



2022 Editorial Calendar

April

■ **Dreams on Wheels**

For connoisseurs appreciating the finest that the automotive industry has to offer, Robb Report Arabia provides expert insight about the most prestigious luxury brands capable of creating dream cars through their bespoke services and divisions.

■ **Marine Special**

The best and brightest from the life aquatic—not just the most in-demand boats, toys and tenders but the top destinations, adventures and design ideas, anywhere you can set sail.

May

■ **Best Hotels and Resorts in the Arab World**

Offering first – hand accounts of the most luxurious hospitality properties in the Arab World, we invite the readers on a journey that conveys the absolute best of hotels and resorts meeting or exceeding the highest standards for service, setting, architecture and amenities.

■ **Around the World**

Reporting for a go-anywhere global audience, the Travel issue is an indispensable guide to the in-the-know destinations, trends and services that everyone will be talking about, from Morocco to the Med.

■ **Watches of Tomorrow**

The world's finest timepieces revealed at Watches & Wonders 2022 as the greatest watchmakers introduce a slew of new releases and innovations.

June

■ **Riyadh Luxury Guide**

A unique journey to explore the best the city has to offer to its residents and visitors in terms of luxury hotel destinations, fine dining restaurants, spas, sport clubs, shopping centers and luxury brand boutiques, as well as historical and touristic sites.

■ **The Art of the Craft**

Robb Report Arabia pays homage to brands and artisans keeping alive century – old crafts at risk of extinction.

July

■ **Best of the Best**

The 34th annual compendium of the greatest products, services and ideas in the luxury universe from the previous 12 months. Arguably the most anticipated issue of the year, this is the award that means the most to the finest brands in the world.



2022 Editorial Calendar

August

■ Health & Wellness

An in-depth exploration into the cutting-edge science, technology, tools, services and ideas that allow us to live better, longer—and do more at every opportunity, at any age.

■ Best of Furniture and Interior Design

The most outstanding furniture pieces and home décor by the world's top brands and interior designers.

September

■ Fall - Winter Style

How to out-dress the rest for any occasion, according to the trendsetters defining the style space right now, plus designers shaping the fashion world.

■ Bring Back the Old

Drawing inspiration from a glorious past, brands across various luxury segments, from watches to cars and others, re-invent their heritage through new iterations of old iconic creations.

October

■ For Her

The very finest creations designed, in celebration of the feminine world, by top international and local brands across various luxury sectors.

■ Who's The Next You

A deep dive into the world of mentorship, with first-person nominations from leaders across business, entertainment, philanthropy, culture and entrepreneurship.

November

■ Watches & Jewellery

A love letter to the industries that keep the luxury world ticking, with front-line reporting on the greatest horological and gemological news, products and ideas.

■ 2022 New Getaways

The must - visit most recent hotels and resorts from around the world.

December

■ Gifting, Giving and the Power of Experiences

Not just what to get, but how to give. The annual Ultimate Gift Guide lives up to its name with incredible, found-nowhere-else ideas for the recipient who has (almost) everything.



In Every Issue



- **The Goods**

The latest news, finest products and most interesting people in the worlds of travel, style, watches, food, art & jewelry.

- **The Answers**

Robb Report's signature Q&A encourages revelations and anecdotes on collecting, taste and lifestyle.

- **Domain**

All things design, including interviews with designers and architects, new residences and developments, plus the best of the best for in-and outside your favorite spaces.

- **Genius at Work**

From start to finish, a photo-essay detailing how the most extraordinary items in the world are created.

- **Dream Machines**

A celebration of all things mechanical: cars, boats, planes, bikes and tech.

- **Field Notes**

Essays and columns on the burning issues in luxury.



Luxury Advertisers



Aviation

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

Automotive

Alfa Romeo
Aston Martin
Audi
Bentley Motors Inc.
BMW
Cadillac
Jaguar
Infinity
Land Rover

Lexus
Lincoln
Maserati
Maybach
Mercedes – Benz
Monticello Motor Club
Porsche
Rolls-Royce Motor Cars
Zenvo Automotive

Consumer Electronics

Bang & Olufsen
Bose
LG Electronics
Macintosh
Pioneer Electronics
Sony Electronics
Toshiba
Vertu

Fashion

Allegrì
Ascot Chang
Belvest
Brioni
Brunello Cucinelli
Canali
Cesare Attolini

Christian Dior
Dunhill
Ermenegildo Zegna
Gucci
Hermès
Isaia
Kiton
Loro Piana
Louis Vuitton
Pal Zileri
Porshe Design
Prada
Ralph Lauren/Black Label
Ralph Lauren/Purple Label
Stefano Ricci
Tom Ford
Versace
Zilli

Interiors & Furniture

Cornelio Cappellini

Jewelry

A Diamond is Forever
A. Link
Aaron Basha
Assael
Argyle Diamonds



Luxury Advertisers



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 Boghossian
 Bulgari
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 Chaumet
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 Christopher Designs
 Damiani
 Daniel K
 David Morris
 David Yurman
 De Beers
 Diamond in the Rough
 Fabergé
 Gem Platinum
 GIA
 Graff
 Gregg Ruth
 Harry Winston
 Jacob & Co
 Leviev
 Maya Jewels
 Mikimoto
 Tiffany & Co.
 Van Cleef & Arpels

**Travel, Hotels,
 Resorts & Spas**
 Accor - Raffles
 Al Baleed Resort Salalah
 Al Faisaliah Rosewood
 Anantara Eastern Mangroves
 Anantara Palm Jumeirah
 Armani Hotel Dubai
 Bal Harbour Village
 Banana Island Resort Doha
 Bellagio
 Bermuda Department of Tourism
 British Virgin Islands
 Caesars Palace
 Cap Cana
 Casa de Campo
 Cayman Islands
 Crystal Cruises
 Dellis Cay
 Coco Collection
 Elite Island Resorts
 Emerald Palace Kempinski Dubai
 Emirates Palace Hotel
 Exclusive Resorts
 Four Seasons Hotel Abu Dhabi
 Four Seasons Resort Dubai JB
 Grand Del Mar
 Grand Isle Resort
 Half Moon Resort

Kaplankaya Resort
 Langham Hotels
 Mandarin Oriental Hotels
 & Resorts
 Oberoi Hotels & Resorts
 One & Only Reethi Rah Maldives
 Pearl Jumeira LLC
 Regent Hotels & Resorts
 Ritz Carlton DIFC
 Royal Mansour Marrakech
 Royal Reef Resort
 San Clement Palace Kempinski
 Shangri-la Hotels & Resorts
 Sonora Resort
 St. Lucia Tourist Board
 St. Regis Hotels
 Swiss International Airlines
 Tahiti Tourism
 Taj Hotels
 Talisker Club
 Telluride Ski Resort
 The Address Hotels
 The Alex Hotel
 The Mansion at MGM
 The Nile Ritz – Carlton Egypt
 The Palazzo
 The Plaza Hotel
 The Reefs Resort & Club
 The Ritz – Carlton Abu Dhabi



Luxury Advertisers

The Ritz – Carlton Riyadh
 The Somerset
 The Surrey
 The Venetian
 Velaa Private Island Maldives

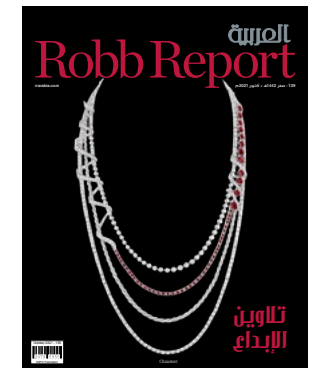
Watches

A. Lange & Söhne
 Audemars Piguet
 Bell & Ross
 Blancpain
 Bovet
 Breguet
 Carl. F. Bucherer
 Cartier
 Chopard
 Christian Dior Watches
 Corum
 F. P. Journe
 Frank Muller
 Gerald Genta
 Girard-Perregaux
 Glashütte
 Graff
 Greubel Forsey
 Hublot
 IWC
 Jacob & Co
 Jaeger-LeCoultre

Jaquet Droz
 Linde Werdelin
 Manufacture Royale
 MCT
 Omega
 Panerai
 Parmigiani
 Patek Philippe
 Richard Mille
 Roger Dubuis
 Romain Jerome
 Sarcar Watches
 Ulysse Nardin
 Vacheron Constantin

Yachting

Hill Robinson Yacht Management



Robb Report Arabia Circulation



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

Hotels:

- Anantara The Palm Resort, Dubai.
- Armani Hotel, Dubai.
- Assila, a Luxury Collection Hotel, Jeddah.
- Emirates Palace Hotel, Abu Dhabi.
- Emirates Towers Hotel, Dubai.
- Al Faisaliah Hotel, Riyadh.
- Four Seasons Hotels in Riyadh, Abu Dhabi, Dubai at Jumeirah Beach and Bahrain.
- Jumeirah Hotels in Dubai (Dar Al Masyaf, Emirates Towers, Jumeirah Creekside, Al Qasr and Mina A'Salam) and Etihad Towers in Abu Dhabi.
- Rosewood Hotel, Jeddah.
- The Oberoi Beach Resort, Al Zorah.
- The Ritz-Carlton Hotels in Riyadh, Jeddah, Abu Dhabi (Grand Canal) and Dubai (JBR and DIFC).
- St. Regis Hotels in Abu Dhabi and Dubai.
- Waldorf Astoria Hotels in DIFC - Dubai and Jeddah (Qasr Al Sharq).

Airlines (First and Business Classes):

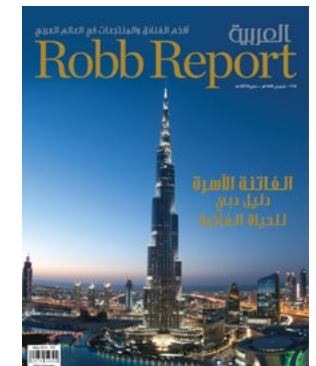
- Emirates Airlines.
- Etihad Airways, Abu Dhabi.
- SAUDIA.
- SAUDIA Private Aviation.

Lounges:

- AlFursan Golden Lounges, Riyadh and Jeddah Airports.
- Dubai Royal Air Wing.
- Dubai Mall VIP Lounge
- First and business class lounges, Dubai Airport.
- First and business class lounges, Abu Dhabi Airport.
- Jetex Flight Support Dubai, Morocco, Muscat and Salalah.
- The Arts Club Dubai.

Special Subscriptions

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



2022 Print Rate Card



| Spaces | (USD) | (SR) |
|----------------------------------|--------|--------|
| Front Cover Gatefold | 26,000 | 97,500 |
| Inside Front Cover Spread (IFCS) | 23,000 | 86,250 |
| Inside Back Cover Spread (IBCS) | 20,000 | 75,000 |
| Inside Back Cover (IBC) | 12,000 | 45,000 |
| Outside Back Cover (OBC) | 19,000 | 71,250 |
| Pages Facing Index | 10,000 | 37,500 |
| Page (9-32) | 9,000 | 33,750 |
| Double Page Spread (2 - 17) | 20,000 | 75,000 |
| Double Page Spread (Inside) | 14,000 | 52,500 |
| Inside Page | 7,000 | 26,250 |

Production Timeline

Publication Date: 1st week of every month.

Booking Deadline: 30 days prior the publishing date.

Material Deadline: 20 days prior the publishing date.

Print Specifications

Digital File Format - PDF (high resolution, 300dpi)



Full Page Trim Size : 215 mm x 275 mm

Full Page Bleed Size : 225 mm x 285 mm



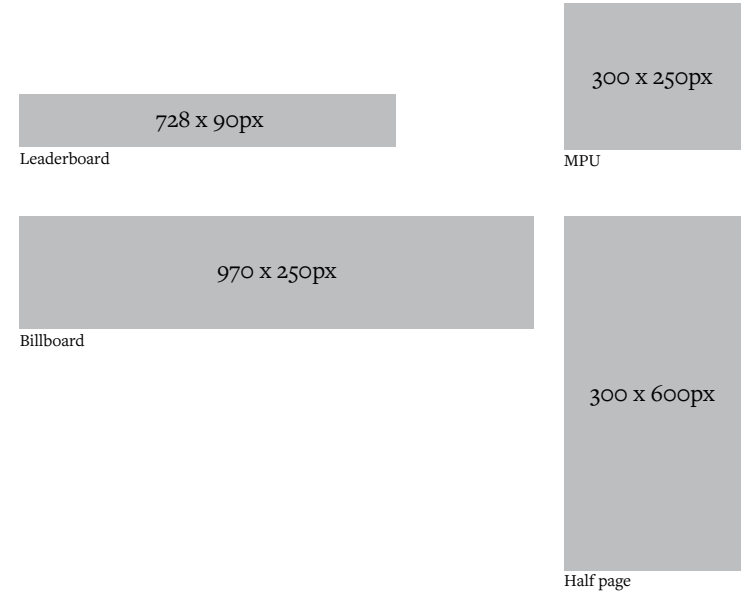
DPS Trim Size : 430 mm x 275 mm

DPS Bleed Size : 440 mm x 285 mm

2022 Digital Rate Card



| Desktop | Spec Sizes | Gross CPM (USD) | Gross CPM (SAR) |
|----------------------|------------|------------------------|-------------------------|
| Leaderboard | 728 x 90 | 30 \$ | 113 SR |
| MPU | 300 x 250 | 30 \$ | 113 SR |
| Billboard | 970 x 250 | 50 \$ | 188 SR |
| Halfpage | 300 x 600 | 40 \$ | 150 SR |
| inRead Video | TBD | 50 \$ | 188 SR |
| Native Ad | TBD | 40 \$ | 150 SR |
| Home Page Takeover | TBD | 3,000 \$/Day | 11,250 SR/Day |
| Inside Page Takeover | TBD | 2,000 \$/Day | 7,500 SR/Day |
| Expandable Banners | | Additional \$10 on CPM | Additional 38 SR on CPM |
| Associated Banners | | Additional \$10 on CPM | Additional 38 SR on CPM |



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