



Who is ROBB REPORT?

Reader Survey – German Issue 02/19

Survey timing 21. May – 09. September 2019, n = 112

Arrived. Well-funded. Actively consuming.

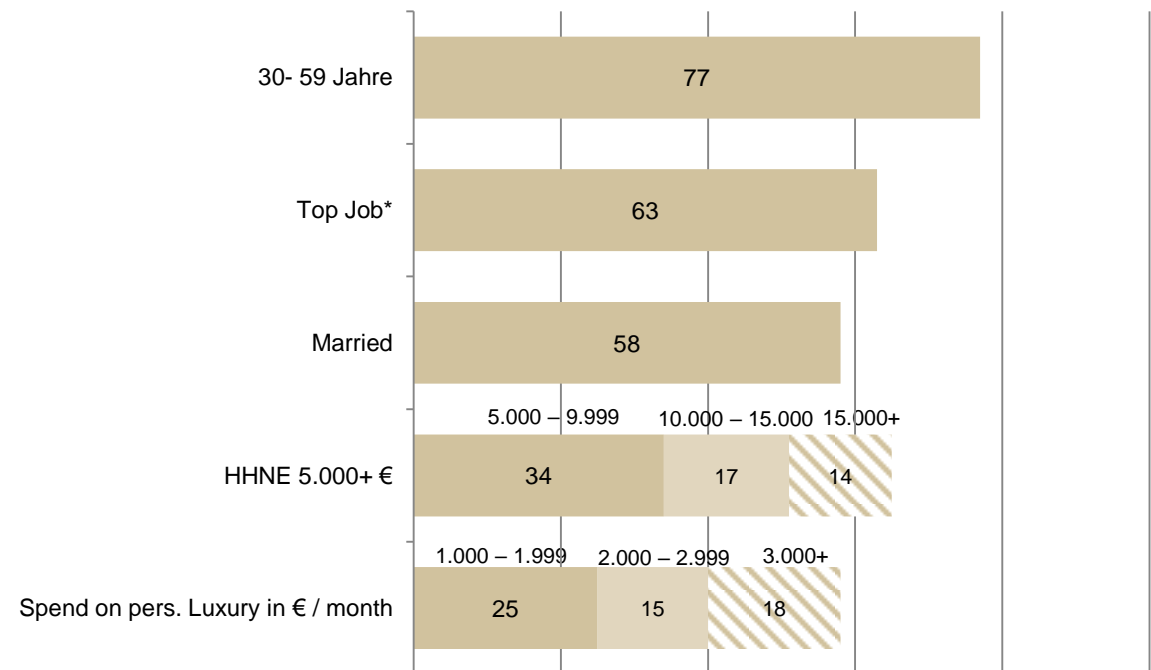
Smart individualists



We asked our readers to go through Robb Report with a fine tooth comb and to give us honest feedback in an online survey. The results makes us very proud and confirm that we are going down the right path.

Personal data by participants

Date in %



* Self Employed, Freelancer, Senior Employees

** Reader Survey ROBB REPORT 2/19

Cultured. Individual. Travelling.

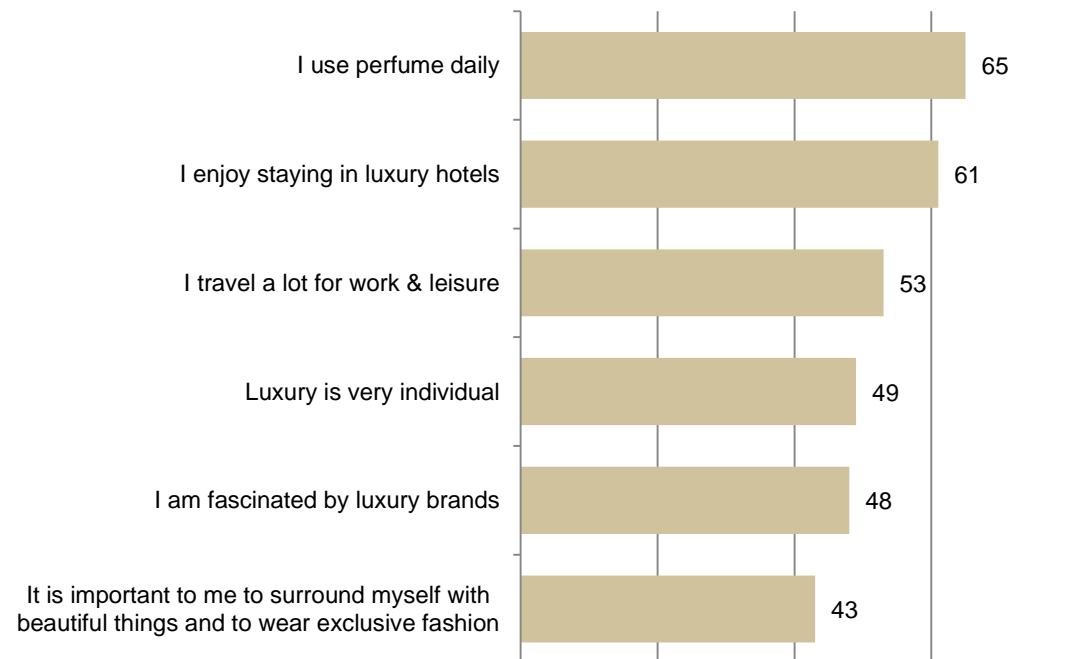
Luxury-oriented connoisseurs



They are Frequent Travellers – professionally and privately. At home in top class hotels and interested in modern design. Luxury is something very individual to them. Their personal touch in their life.

Which of the following statements do you agree with?

Several answers possible, data in %



Enjoyable. Quality-driven. Elegant.

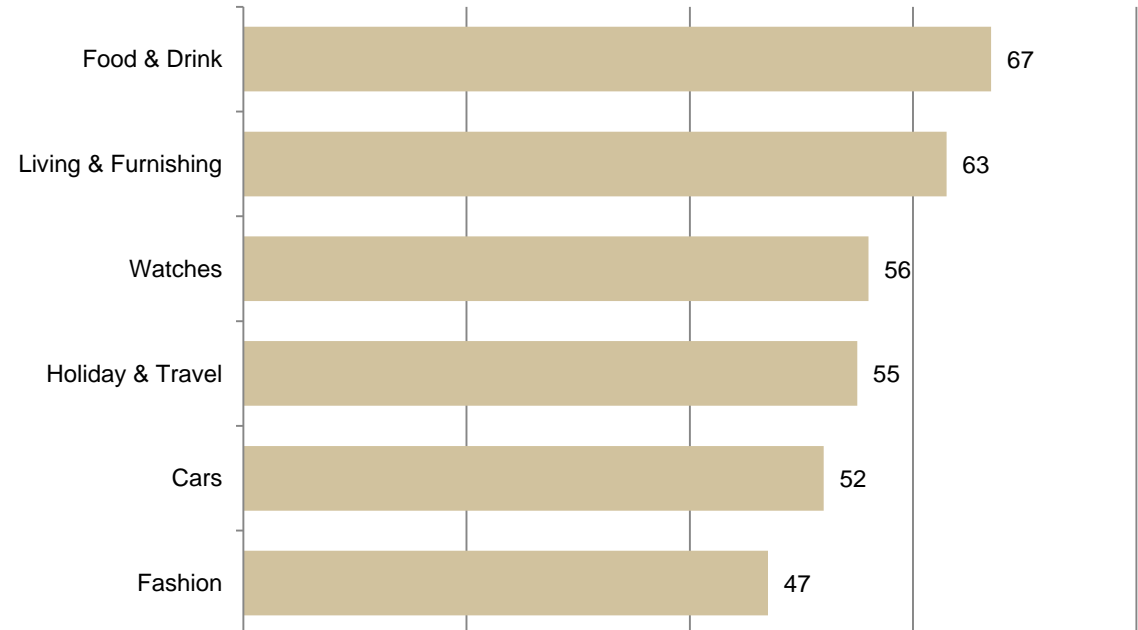
Aesthetic epicures



When eating, at home or on the road - the readers of ROBB Report are extremely quality-driven and afford it because they love true enjoyment in all situations in life.

In which areas of life do you consciously afford the very best quality?

Several answers possible, data in %



Lively. Restless. Culture enthusiast.

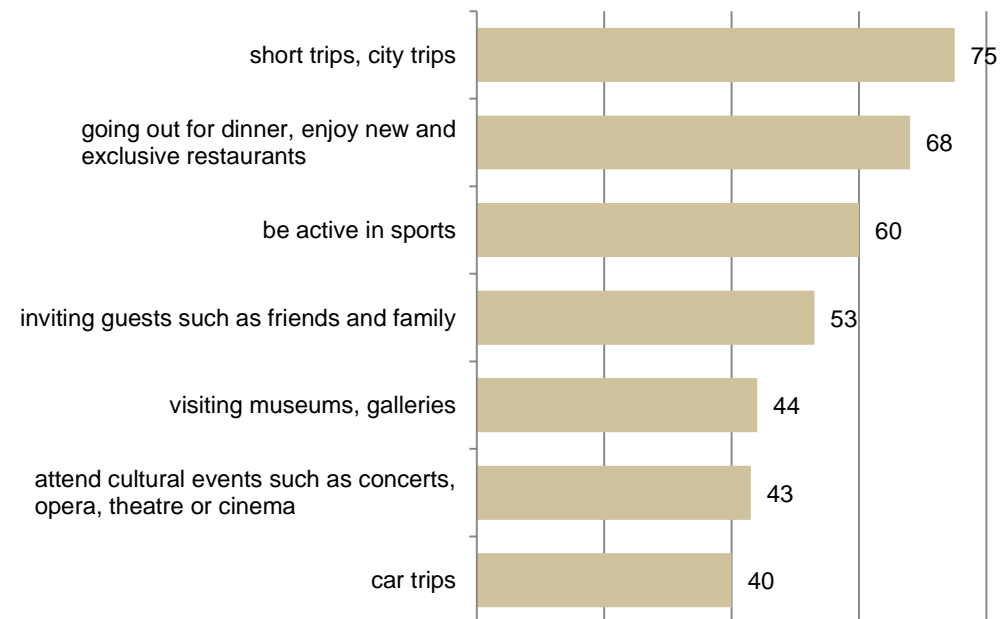
Active host



They're always on the way. Robb Report readers are agile. Travel is particularly important in their leisure time, but visiting top restaurants and culture is also an above-average experience.

What do you like to do in your spare time?

Several answers possible, data in %



High quality. Stylish. International.

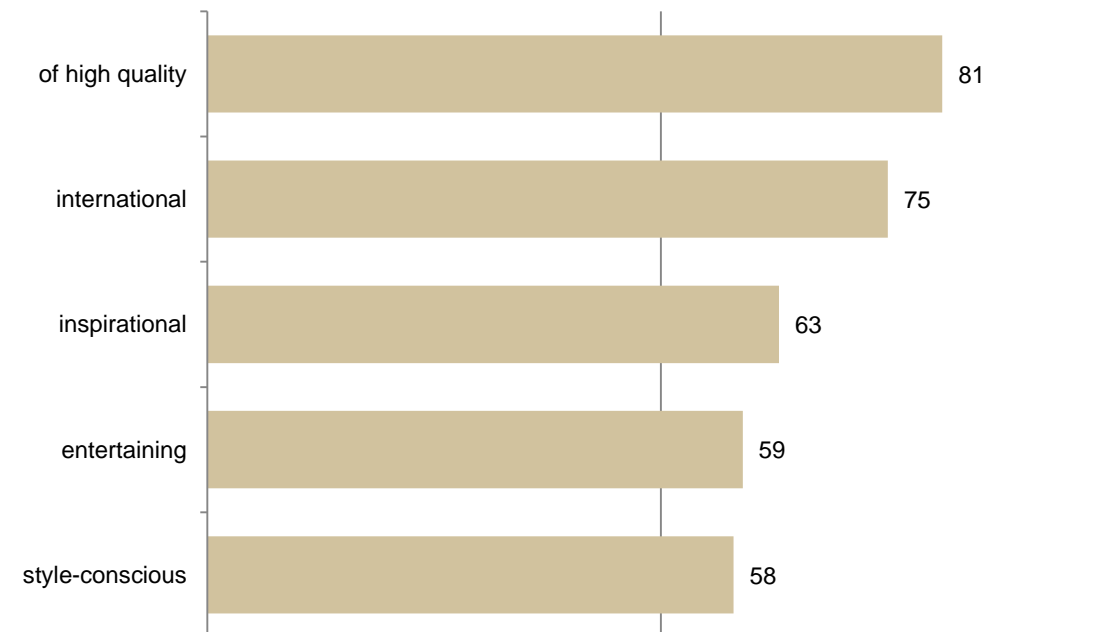
A real Gentleman



A magazine like a Gentleman. A certain type, with lots of character and a unique style. ROBB is a (style) icon, trendsetter and master class – the Cary Grant amongst the magazines.

Which of the following characteristics apply to ROBB?

Several answers possible, data in %



Elegant. Exclusive. Cosmopolitan.

Individual luxury



Luxury is broad and so is our magazine. We develop each issue with a wide variety of topics and thus meet the heterogeneous interests of our readers.

Which topics in ROBB REPORT are of particular interest to you?

Several answers possible, data in %



Aesthetics. Photography. Feel.

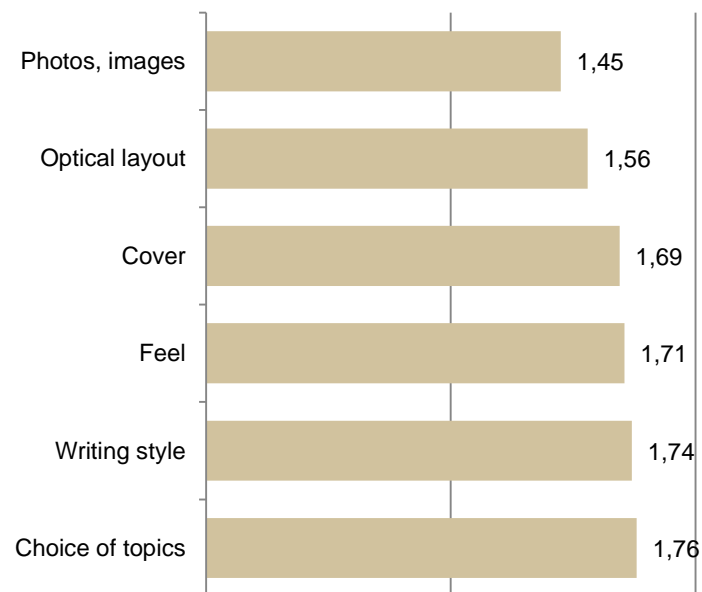
Confirmed, we continue.



The ROBB REPORT readers are aesthetic. Creativity and design play a very big role. Top results for photography, layout and setting. Nearly all respondents liked or very much liked issue 2/19.

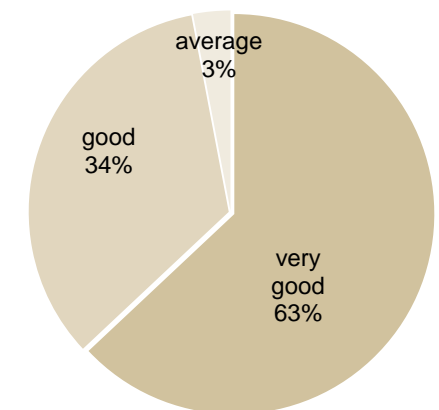
How do you rate the following aspects of ROBB REPORT?

Please rate using the scale 1 = very good, 2 = good, 3 = average etc



And how do you like the current issue?

Data in %



International contacts

Head Office Germany + France & Monaco

Contact: Dagmar Hansen
JAHRESZEITEN VERLAG GmbH
Harvestehuder Weg 42
20149 Hamburg
phone: +49/40/2717 2030
e-mail: dagmar.hansen@jalag.de

Great Britain & Ireland

Contact: Stefanie Stroh-Begg
Mercury Publicity Ltd.
99 Grays Inn Rd.
London WC1X 8TY
phone: + 44/20/7611 1900
e-mail: stefanie@mercury-publicity.com

Italy

Contact: Luciano Bernardini
Magazine International Srl
Viale G. Richard, 1/B
20143 Milano
phone: +39 02 872 43 801
e-mail: luciano@bernardini.it

Austria

Contact: Michael Thiemann
Jahreszeiten Verlag GmbH
Alt Seckbach 5
60389 Frankfurt
T +49/40/22 85 92 99-6
E michael.thiemann@jalag.de

Spain & Portugal

Contact: David Castelló
K.Media
Calle Santa Egracia, 18, Esc.4, 2 izq.
28010 Madrid
phone: +34/91/702 34 84
fax: +34/91/702 34 85
e-mail: info@kmedianet.es

Switzerland & Liechtenstein

Contact: Eva Favre
Affinity-PrimeMEDIA Ltd
Case postale 20
Route de Mollie-Margot 1
1073 Savigny
phone: +41/21/781 08 50
fax: +41/21/781 08 51
e-mail: e.favre@affinity-primemedia.ch

Scandinavia

Contact: Finn Greve Isdahl
International Media Sales
P.O. Box 44 Fantoft
5899 Bergen
phone: +47/55/ 92 51 92
fax +47/55/ 92 51 90
e-mail: fgisdahl@mediasales.no

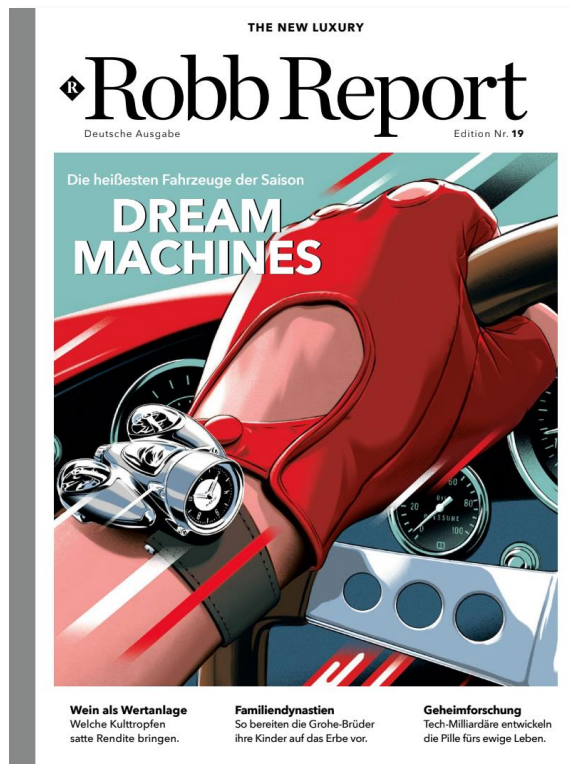
Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
phone: +31/651/48 01 08
fax: +31/35/533 59 85
e-mail: info@mediawire.nl

Turkey

Contact: Hilmi Z.Erdem
Titajans Dış Tanıtım Ltd. Şti.
Uluslararası Yabancı Medya Temsilciliği
Nispetiye Cad. İhsan Aksoy Sok. Modern Ap. 2/21 34337
Etiler/İstanbul – Türkiye Tel: +90 212 257 76 66
Faks: +90 212 287 00 99
Email: titajans@titajans.com

ROBB REPORT – THE NEW LUXURY



Frequency 2021
4 issues

Copypreis
€ 14.-

Full page 1/1 4c
€ 17,600.- gross

Format
20,5 cm breit
27,4 cm hoch

Circulation Germany
60,000 copies

Target group
ultimate luxury consumers;
focus on men 35+

[Robb Report 04/2020](#)
[click here.](#)

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 - and since October 2016 also in Germany.