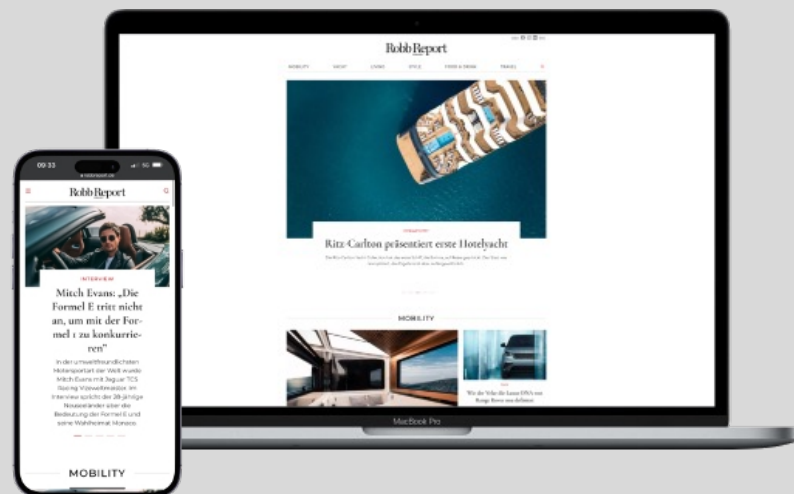


Robb Report magazine profile

Hamburg, September 2026

What
really
matters



JAHRES
ZEITEN
VERLAG

Robb Report

**Luxury is not about volume!
Luxury is attitude.**

Robb Report 2026 – what really matters



NEWS



6 issues in 2026

Expansion of frequency as a clear investment in the brand



Anniversary year

10 years in Germany / 50 years in the USA → strong communication platform
Anniversary edition 6/2026



Sections + new layout

Style, Design & Craftsmanship,
Motor,
Travel & Enjoyment
and Values & Business.

The new sections structure each issue – in a revised, opulent layout. First insights on the following pages. **More opulent, more elegant, more generous**



Digital Expansion

Monthly Luxury Newsletter (25 % opening rate, > 4.400 subscribers)

[Sign up here.](#)

Crossmedia updates more to come!

Schedule and focus topics 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	05.02.26	6	29.12.25	09.01.26	02.12.26	09.01.26
02/2026	Style Issue	26.03.26	13	11.02.26	20.02.26	06.02.26	27.02.26
03/2026	Body & Mind Issue	25.06.26	26	08.05.26	20.05.26	04.04.26	29.05.26
04/2026	Travel Issue	03.09.26	36	22.07.26	31.07.26	17.07.26	07.08.26
05/2026	Legends of Luxury	15.10.26	42	02.09.26	11.09.26	28.08.26	18.09.26
06/2026	Anniversary Issue / 100 questions about Luxury / Best of The Best	26.11.26	48	12.10.26	21.10.26	07.10.26	28.10.26

Topics subject to change at short notice by the editorial team

„Style, Design & Craftmanship“

Timeless aesthetics, enduring values and a conscious return to quality – from fashion to interiors.



PIAGET
38 mm Polo 79 in
18-karat white gold, \$82,500

HERMÈS
Sac à Dépêches Togo black
calfskin handbag, \$8,450



June 2026



JAEGGER-LECOULTRE 45.6 mm by 32.4 mm
Reverso Tribute Manoface Small Seconds
in 18-karat pink gold, \$41,300
DRIES VAN NOTEN gray wool blazer, \$1,360
HERMÈS white cotton shirt, \$1,420
LORO PIANA black calf-leather shoes, \$1,280

PATEK PHILIPPE
38 mm Annual Calendar Ref. 4948R-001
in 18-karat rose gold, \$60,865
FERRAGAMO suede tote bag, \$2,950



73

Exklusive insight – unpublished layout – work in progress

Engineering artistry between farewell, performance and the future.



„Travel & Enjoyment“

Exceptional destinations, special places and personal recommendations for inspiring getaways.



Ganz oder gar nicht

Aus der Not heraus fand der australische Koch Josh Niland einen Weg, die Zubereitung von Fisch in eine neue Dimension zu führen. Sein Restaurant Saint Peter gilt heute als eines der aufregendsten der Welt – und verändert den Blick auf das, was einst als Abfall galt.

TEXT Tim Guthe

Foto: Robb Report

104

Robb Report

Juni 2026



»Wir können nicht jedes Teil eines Fisches durch ein *Fine-Dining-Restaurant* zwingen. Aber wir sollten es zumindest versuchen.«

108

Robb Report



Feinster Fisch
Hemigefälschte Makrele und Olivenöl. In Australien gibt es keine Michelin-Sterne, stattdessen gilt das Chef-Haushalts-System. Das Saint Peter hat drei Häuser, die als Äquivalent zu Sternen gelten.

Juni 2026

109

Exklusive insight – unpublished layout – work in progress

„Values & Business“

New centres of power, investment culture, responsible ownership – complemented by female perspectives on luxury.



Spektakuläre Tresoreinbrüche haben das Sicherheitsversprechen der Banken erschüttert – und einen neuen Markt geschaffen: private Schließfachanbieter. Sie versprechen Hightech, Rund-um-die-Uhr-Zugang und persönliche Betreuung. Ein Blick auf ihr Geschäft.

TEXT Tom Kroll

D

ie Bedeutung einmaliger Erfindungen verschwindet nicht allmählich, sie bricht von einem Tag auf den anderen zusammen. Beim Bankschließfach lässt sich dieser Zeitpunkt exakt datieren: Es war am Samstag, den 12. Januar 2013 um 7.04 Uhr. In Berlin-Steglitz durchdringen Gangster mit einem Kernbohrer eine Tresorwand und verschaffen sich Zutritt zu einem Saal mit Bankschließfächern. Drinnen knacken sie eines nach dem anderen, erbeuten Uhren, Goldbarren und Raupgeld im Wert von insgesamt rund zehn Millionen Euro. Rückblickend werden Sachverständige sagen: In diesem Moment überstieg die Professionalität der organisierten Kriminalität die Sicherheitsvorkehrungen vieler Banken. Und das Schlimmste: Es war erst der Anfang.

2021 schlugen Gangster in einer Hamburger Sparkasse in Norderstedt zu und verursachten nach Schätzung der Bank einen Schaden von bis zu 40 Millionen Euro. Wieder überschlugen sich Medien mit Superlativen. Weihnachten 2025 gelang der bislang größte Coup: In einer Sparkasse in Gelnkirchen-Burg leerten Einbrecher 1000 Fächer. Schadenssumme: 100 Millionen Euro. Die Täter drangen über ein bemaltes Parkhaus in den Tresorraum ein. Der Diebstahl – er war so spektakulär, dass das ganze Land darüber sprach und er dem guten alten Bankschließfach den letzten Rest seiner Vertrauenswürdigkeit kostete.



Justus Westerburg

»Man darf kein Neurotiker werden, aber man muss mit wachsamen Augen durch die Welt gehen.«

Und doch liegt in diesem Niedergang auch ein Anfang: Während das Bankschließfach zum Sicherheitsrisiko wurde, wuchs im Hintergrund eine technologisch getriebene Branche heran – eine, für die jeder spektakuläre Diebstahl wie ein Konjunkturprogramm wirkt. Sie wirbt mit besserem Service, digitaler Kontrolle und exklusiver Betreuung – und nichts weniger als einem neuen Sicherheitsversprechen. Doch wie belastbar ist es in Zeiten hochprofessioneller Kriminalität?

Im Wartesaal der Sicherheit

Am Scheingang eines Bürogebäudes in der Hamburger City leuchtet der Schriftzug »Trisor«. Das Unternehmen ist deutscher Marktführer für bankenunabhängige Schließfächer. 2020 eröffnete es in Berlin seinen ersten Standort. Heute ist Trisor mit neun Filialen in deutschen Großstädten vertreten – darunter Köln, Frankfurt, München und eben Hamburg, gleich gegenüber dem Mahmal So. Nikolai.

Drinnen empfängt einen ein breitschultriger Angestellter

WERTE + SCHLIESSFÄCHER

Im schwarzen Anzug mit einem norddeutschtürkischen »Mantel«, CEO Justus Westerburg brauche noch einen Moment, sagt er. Er sitzt in den Wartebereich mit drei braunen Ledersesseln.

Ein Kunde tritt ein. Der grau melierte Herr lässt sich in einen der Sessel sinken. Wenig später kommt seine Frau hinzu. Sie habe gerade den Vertrag für ihr Fach unterschrieben, erzählt er dem Reporter: er selbst sei schon länger Kunde. Warum hier? Die alten Fächer bei der Sparkasse hätten ihnen »Bauchschmerzen« bereitet. Dann fällt das Wort »Gelsenkirchen«. Hier fühle er sich sicher. Das Grübeln jedenfalls sei verschwunden.

Nacht der offenen Tür
Sicherheit ist für Banken das, was Hygiene für Ärzte ist: eine Grundvoraussetzung, aber auch ein Versprechen. Tag für Tag muss es eingelöst werden. Hin und wieder kostet das Geld für neue Technik und vor allem erfordert es gewissenhafte Personalarbeit: Vernachlässigen Ärzte die Hygiene, so infizieren ihre Bakterien die Wunden ihrer Patienten. Vernachlässigen Banken die Sicherheit, so klauen Kriminelle die kostbarsten Schätze ihrer Kunden. Bakterien und Gangster haben aber noch etwas gemein, sie wählen immer den Weg des geringsten Widerstandes. Und manchmal, ja manchmal

ist da auch gar kein Widerstand.

Die Tür vom angrenzenden Parkhaus zur Sparkasse in Gelsenkirchen soll offen gewesen sein. Ermittler prüfen den Verdacht, dass sie von Bankangehörigen manipuliert wurde. Sie führte die Täter zunächst in einen Archivraum und von dort ins Herz der Bank.

Während in Deutschland der zweite Weihnachtsfeiertag begangen wurde, bauten sie den Kernbohrer auf, legten den Kühlwasserschlauch in die Damentoilette und drehten dann ohrenbetäubend los. Kein Alarm heulte los. Kein Kommando der Polizei ertönte an. Nur ein paar Stunden dauerte es wohl und dann waren sie drin: im Tresorraum. 48 Stunden ließen sie sich Zeit, um alle Fächer zu knacken. Am Ende spülten sie Säure an die Wände, um DNA-Spuren zu vernichten, und entkamen. Ein ganzes Land stellte die Frage: Wie konnte das bloß passieren?

»Für die Banken ist das Schließfach oftmals ein Abfallprodukt neben dem Hauptgeschäft«, sagt Sascha Puppel und



Servicekabinen:
Ein computergesteuertes System führt das Schließfach aus dem Tresorraum in die diskrete Kabine – wie hier in der Münchner Trisor-Filiale.

erklärt damit die zum Teil miserablen Sicherheitsstandards mancher Institute. Er gilt als Deutschlands renommiertester Experte für Tresorsicherheit und tritt regelmäßig als Gutachter vor Gericht auf, wenn es nach Einbrüchen um Haftungsfragen geht. Dann prüft er, ob Anbieter ihre Sicherheitsversprechen tatsächlich eingehalten haben.

Wenn Puppel über Bankschließfächer spricht, entsteht das Bild eines Geschäftszweigs, der für einige nie mehr war als ein Nebenverdienst – untergebracht im Keller einer bestehenden Immobilie, kalkuliert mit geringen Risiken. Der »Service« bestand vielerorts aus einem Wartebereich mit blubberndem Wasserspender und Öffnungszeiten von

9.30 bis 16 Uhr. Puppel sagt: »Viele Bankvorstände haben gehofft, es passiert schon nichts.«

Branchenkenner sagen, viele Banken hätten das Geschäft ohnehin längst loswerden wollen – und nun erst recht. Allein die Commerzbank hat in den vergangenen Jahren die Anzahl ihrer Schließfächer bundesweit von 230.000 auf rund 100.000 verringert. Die meisten Sparkassen verringern ebenfalls ihr Angebot. Das liegt einerseits am allgemeinen Filialsterben, aber auch daran, dass plötzlich Banken gezwungen sind, viele Hunderttausende Euro pro Filiale in Sicherheitsmaßnahmen zu investieren. Dadurch, dass es weniger Angebote gibt, steigt die Nachfrage. Als die Volksbank in Berlin vor

132

Robb Report

Exklusive insight – unpublished layout – work in progress

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.
- ◆ Starting with impact: Momentum**
 The new front section immediately highlights two top stories that are perfect conversation starters – inspiring, surprising and to the point.
- ◆ Signature Look & Feel**
 New look with iconic recognition: more space, stronger visual impact, high-quality layout – optionally with embossing as a premium statement.
- ◆ Quality as an attitude**
 Robb Report Germany is the international, multi-thematic luxury magazine in the German-speaking world – with a clear focus on ‘what really matters’.
- ◆ High-calibre expertise**
 Robb Report works with top-class authors and photographers – for maximum credibility and substance. International network of authors.
- ◆ High-Value Audience**
 Navigator for individualists and connoisseurs: quality-oriented, brand-conscious, predominantly aged 35+.

What really matters: Luxury today

Luxury is redefining itself – quieter, more conscious, more relevant.

Value & Craftsmanship

Meaningful Experiences

Style & Attitude

Health & Wellbeing

Authenticity

Knowledge & Expertise

Personalisation

Sustainability

Comfort through Technology

Security & Investment



Target Group.

Who do we reach?

The next generation of decision-makers (35-45 years)

Established top decision-makers (> 45 years, mostly male)

Cosmopolitan individualists (35-45 years)

Opinion leaders (30-50 years)

Robb Report Germany is aimed at a **luxury-oriented, high-value audience regardless of gender – connoisseurs and individualists who appreciate substance**. Core target group: 35–55 years old.

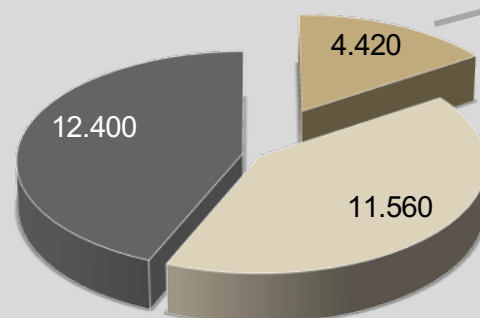
The focus is on **topics related to style, design and craftsmanship, collecting and investment, extraordinary travel, culinary innovation, automotive, technology for comfort, as well as personalities, attitude and wellbeing** – always curated according to the principle: **what really matters**.



Successful targeted placement.

Print run: 55.000 copies

Total sales: 28.380 copies



■ Controlled Circulation ■ Subscription ■ Single sales

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.

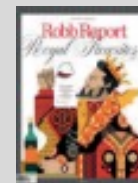
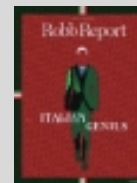
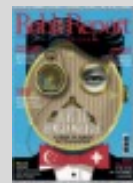
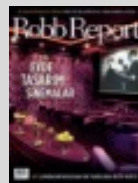
Robb Report - the global luxury media brand.



Robb Report inspires readers in 30 countries.

The 20 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 3,458 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 16 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.

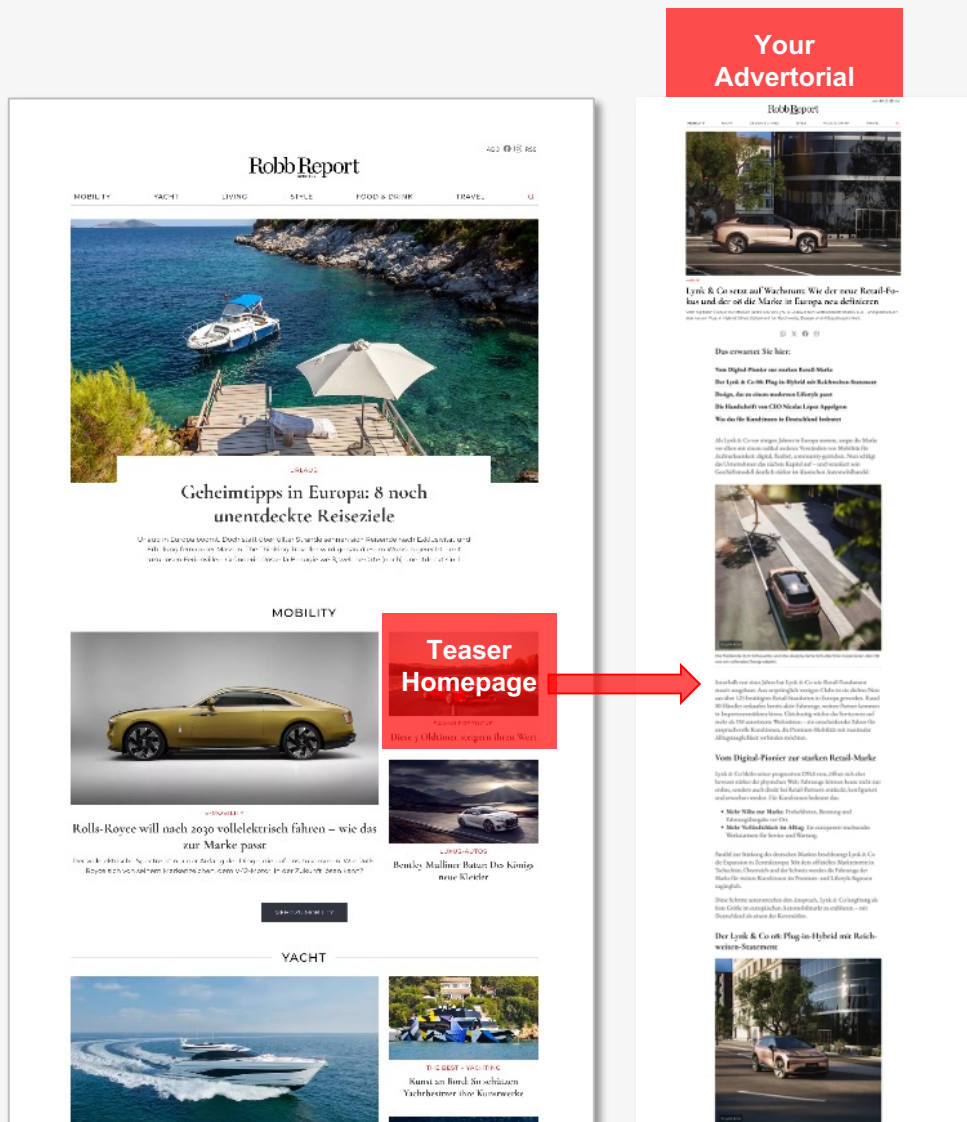


Source: Readly Analytics
Base: 2023-2025



robbreport.de – online-Advertorial

3 months runtime



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.

Runtime:
Advertorial:

3 months
minimum 4.500 page impressions guaranteed

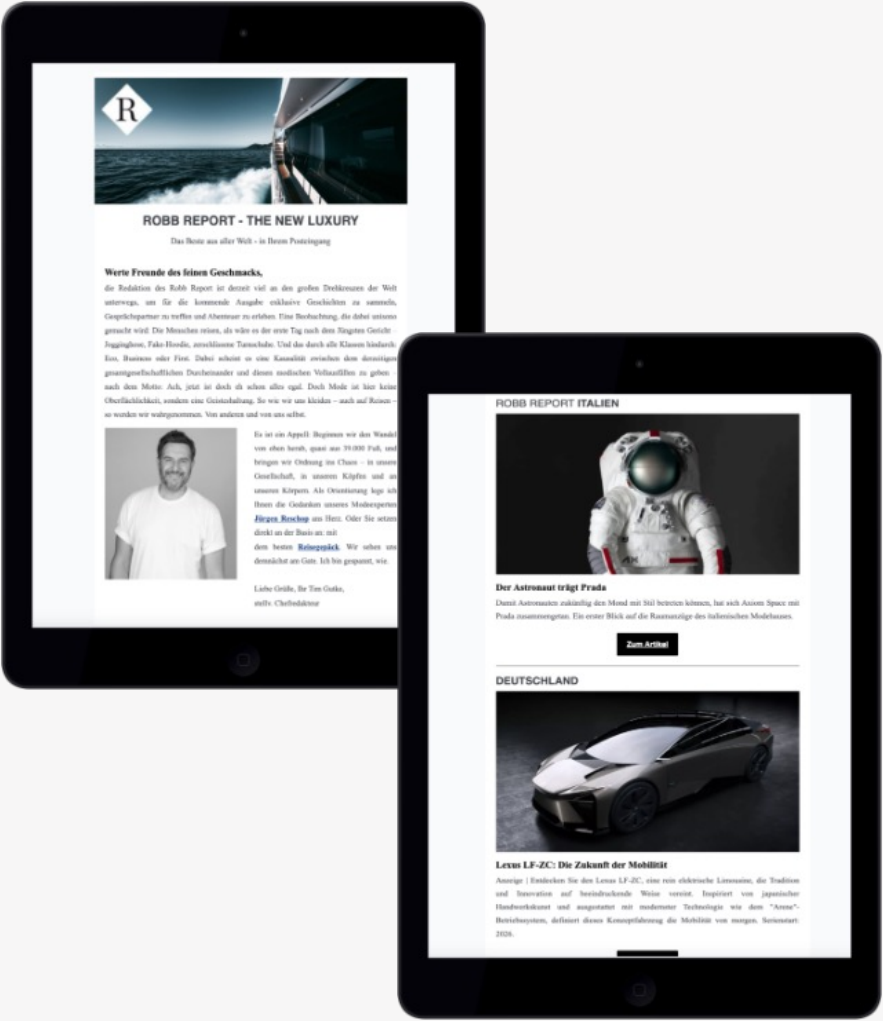
Media costs (gross):
Production costs:

9.400,- EURO
1.500,- EURO

media costs are discountable and commissionable, production costs are not discountable or commissionable.
all costs plus VAT.

Newsletter

Stand Alone oder Teaser ad



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	€ 1.000,-	incl.
Stand Alone	1	€ 3.500,-	incl.

*media costs are discountable and commissionable, production costs are not discountable or commissionable. all costs plus VAT.

Digital Pricelist 2026

Product	Runtime	Price**	Production-/technical Costs*	Possible brand
Teaser Ad	4 Weeks	€ 5.200,-	Incl.	FE, AW, ME, RR
Online Advertorial + Teaser	3 Months	€ 9.400,-	€ 1.500,-	FE, AW, ME, RR
Content Home	6 Months	€ 51.000,-	€ 5.000,-	FE, (AW), ME, RR
Topic special	6 Months	€ 15.700,-	€ 2.500,-	FE, AW, ME, RR
Partner package	12 Months	€ 30.400,-	€ 2.900,-	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 hours	€ 500,-	Incl.	FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Newsletter Stand Alone	1 Frequency	€ 3.500,-	Incl.	FE, AW, ME, RR
Newsletter Teaser	1 Frequency	€ 1.000,-	Incl.	FE, AW, ME, RR
Newsletter Sweepstake	1 Frequency	€ 1.500,-	Incl.	FE, AW, ME, RR
Podcast - Native Spot	1 Spot	€ 2.500,-	Incl.	FE, ME
Podcast - Sponsored Episode	1 Episode	€ 7.900,-	individual	FE, ME
Banner - Halfpage Ad	from 50.000 AI's	€ 40/CPT ROS	€ 150,-	FE, ME
Banner - Wide Skyscraper	from 50.000 AI's	€ 40/CPT ROS	€ 150,-	FE, ME
Banner - Medium Rectangle	from 50.000 AI's	€ 20/CPT ROS	€ 150,-	FE, ME
Mobile Banner: Content Ad 2:1	from 50.000 AI's	€ 45/CPT ROS	€ 150,-	FE, ME
Mobile Banner - GW Interstitial	from 50.000 AI's	€ 70/CPT ROS	€ 150,-	FE, ME
Video - landscape, full concept	Lifetime	up from € 10.500,-	individual	FE, AW, ME, RR
Video - portrait, Social	Lifetime	up from € 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.

Your contacts

We look forward to talking to you

Sebastian Himmer

Publishing Director Luxury &
International

T +49 175 907 64 89

E sebastian.himmer@jalag.de

Henning Meyer

Senior Brand Manager

T +49 40 2717 24 96

E henning.meyer@jalag.de

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

Robb Report Germany

What really matters.



[Click here for schedule and further details](#)

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](#)

Robbreport.de

facts and figures



What really matters

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 | Facebook | Instagram | YouTube | Newsletter



Outreach

Website Visits | 97.323*

Website Page Views | 114.428*

Website User | 85.161*

Instagram Follower 4.494 | reach 20.120**

Newsletter recipients 4.474 | opening rate 23%***

Facebook Follower | 899**

Print run | 55.000 issues

*Apr - Jun 2026 | analytics.google

** Jun 2026 | Meta

*** Jun 2026

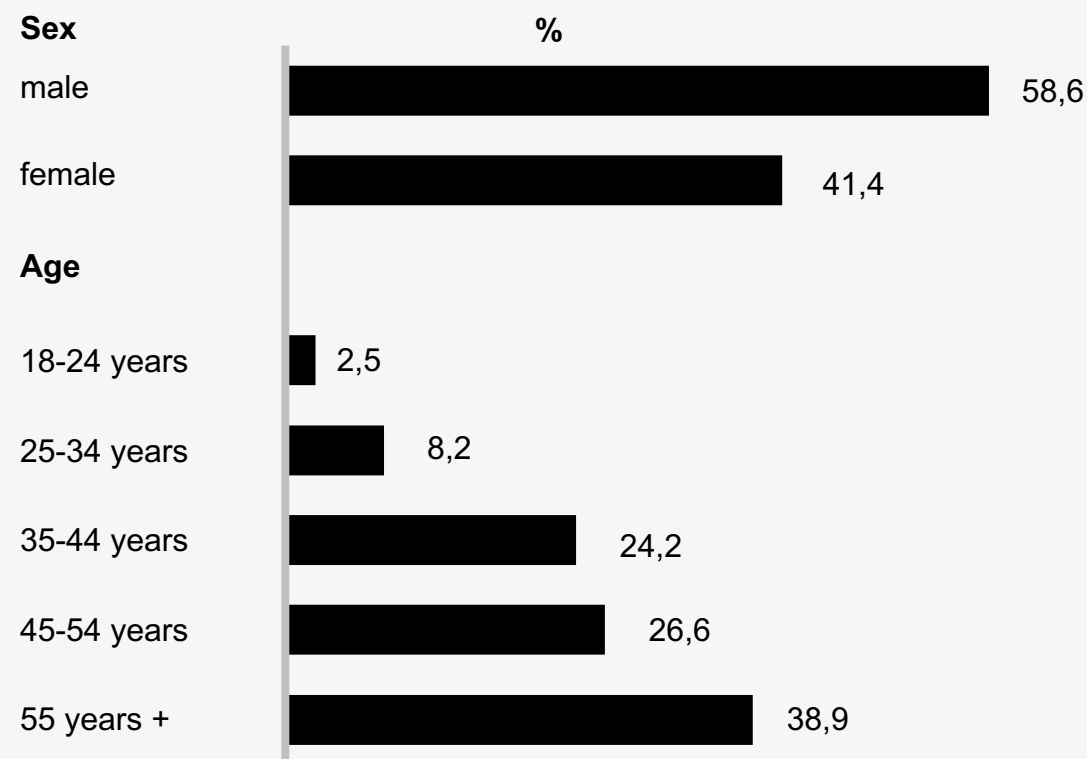
Readership details

The Robb Report readers are...



...readers in the advertising-relevant age group

While our readership is predominantly male, we also reach an exceptionally well-balanced, affluent target audience that is **more than 40% female**. Robb Report readers are **mostly over 45 years old** - a stage of life characterized by **peak purchasing power, significant decision-making authority**, and a genuine affinity for premium and luxury products.

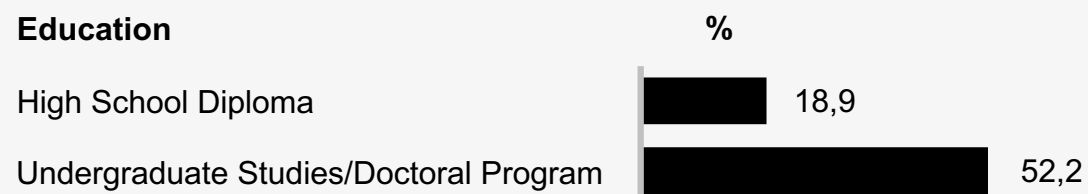


Source: reader survey 2026,
n = 243, date 07. April 2026

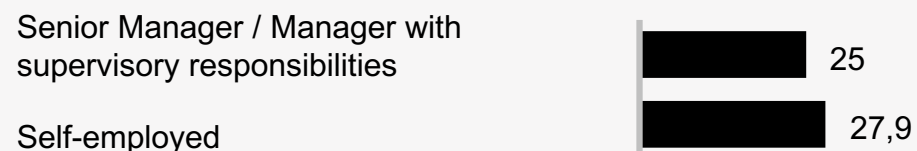
...highly educated with a high-income

Over 52% of Robb Report readers hold a college degree or a doctorate. Nearly 20% of our readership has a **monthly net household income of over €10,000**, with **11.5% earning over €15,000**, making them one of the highest-income target groups in Germany. Unlike traditional lifestyle publications, we reach not only aspirational target group but a readership with **real purchasing power** in the luxury segment.

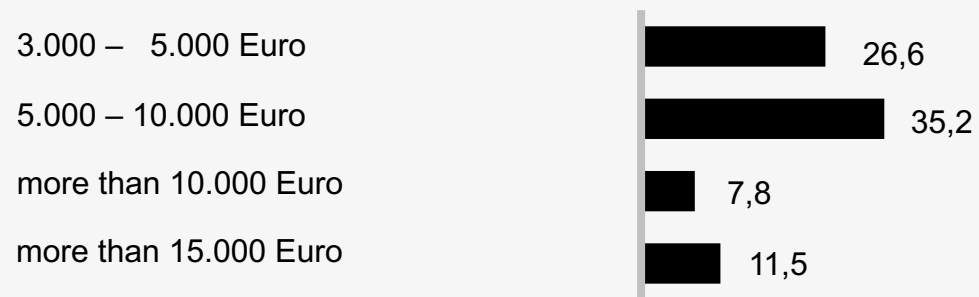
Education



Occupation



Net household income

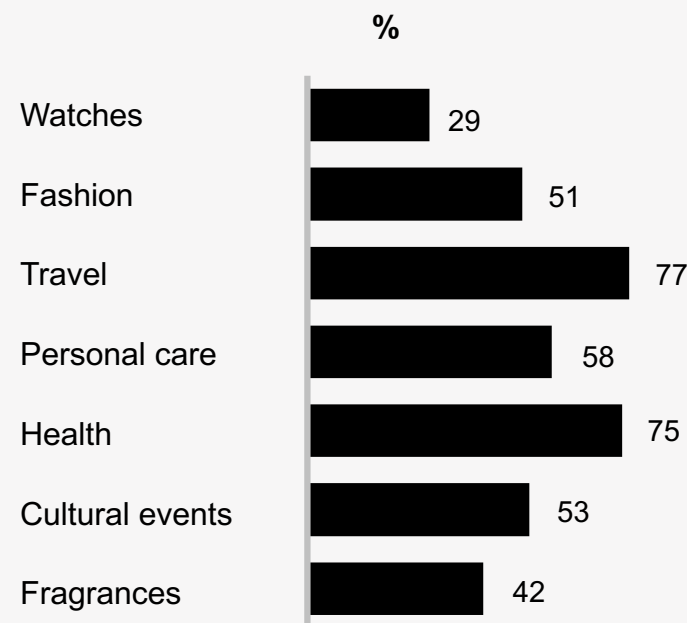


Source: reader survey 2026,
n = 243, date 07. April 2026

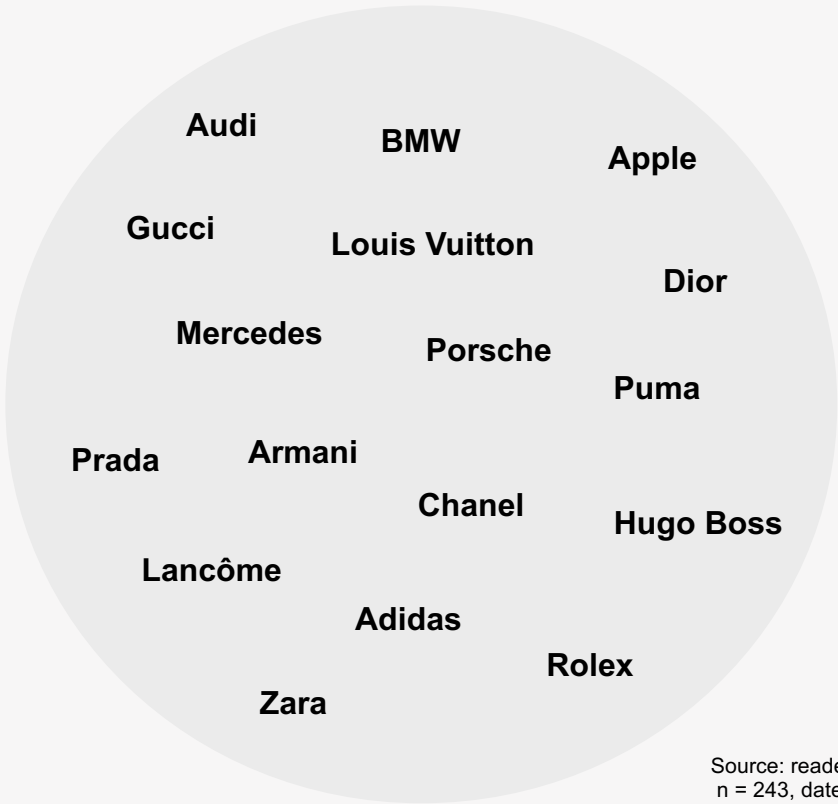
...having a wide range of interests

Robb Report readers have a wide range of interests, **from fashion to travel and health**. Their brand preferences range **from Armani to Zegna**, but also include everything **from Adidas to Zara**, depending on the occasion and individual tastes.

Very high or high personal interest



Tell us your 3 favorite brands
(most frequently mentioned)



Source: reader survey 2026,
n = 243, date 07. April 2026

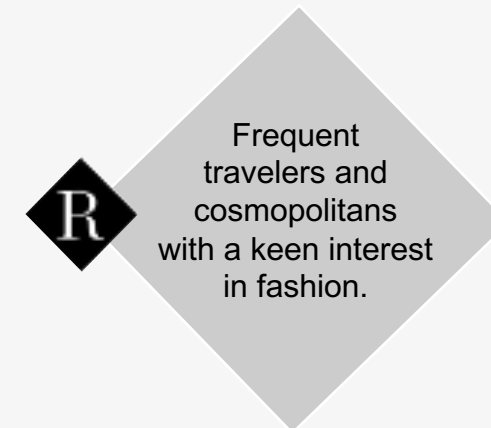
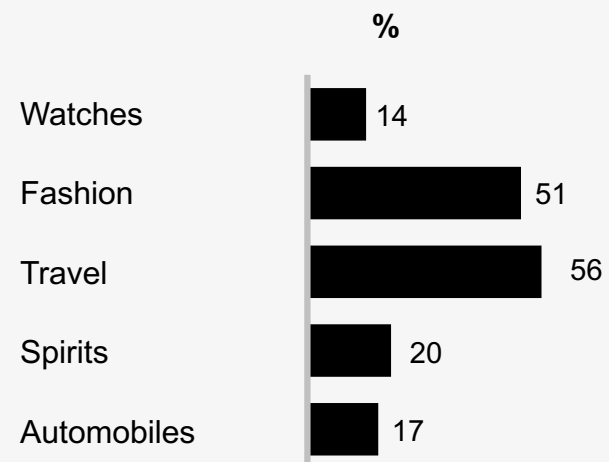
...heavy consumers

Robb Report readers place a particularly high value on their spending on fashion and travel.

56% say they invest in travel very often or often, and 51% buy new fashion items very often or often.

How would you rate the frequency with which you purchase luxury goods or services in the following categories?

Very often or often:



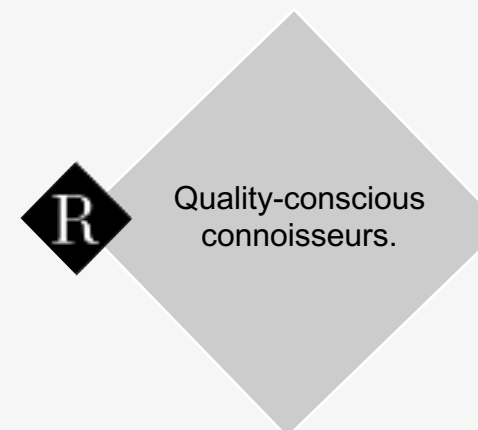
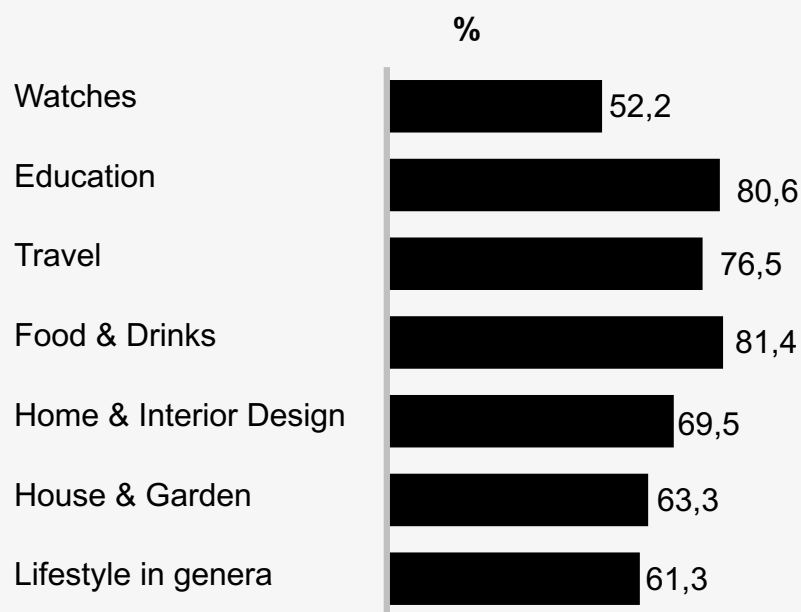
Source: reader survey 2026,
n = 243, date 07. April 2026

...luxury-oriented, with a particular emphasis on quality

Robb Report readers are brand-conscious and enjoy life to the fullest, and they value quality. As true cosmopolitans, they are open to exploring interesting options while traveling and are willing to spend more on **culinary experiences**, as well as on **education and home furnishings**, to ensure they get the best quality.

In what situations do you place particular emphasis on quality and luxury and pay less attention to price?

Very high quality (Level 1 of 5)



Source: reader survey 2026,
n = 243, date 07. April 2026

What kind of content do you most enjoy reading in Robb Report Germany?

Feature articles, product recommendations, and travel guides are in particularly high demand.

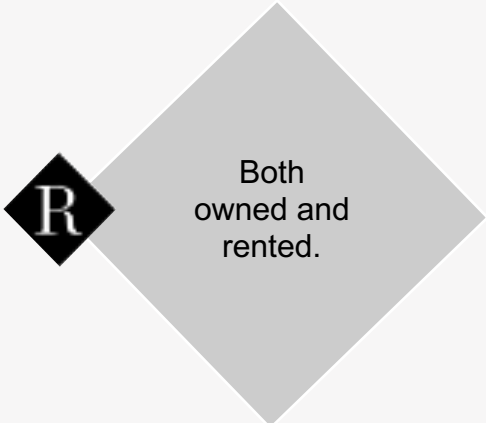
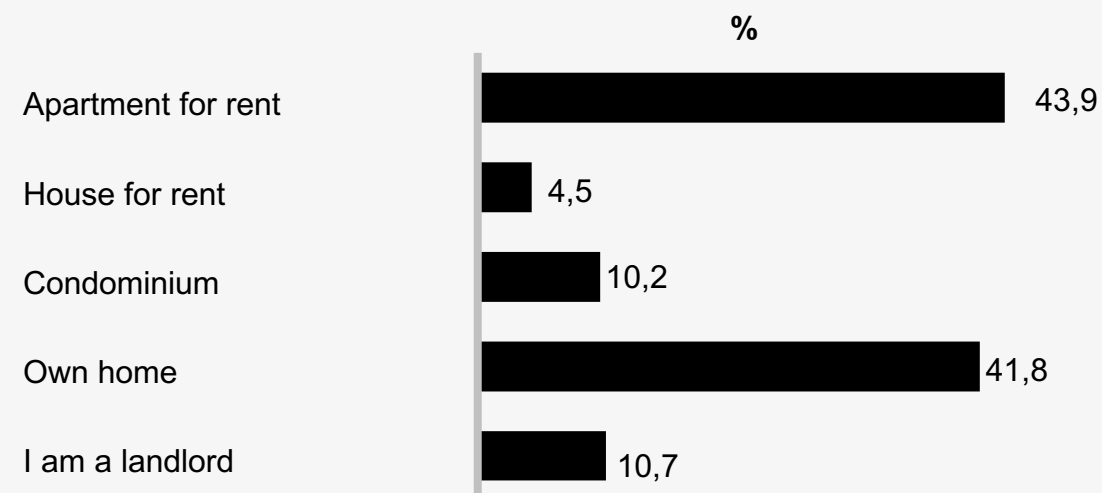


Source: reader survey 2026,
n = 243, date 07. April 2026

What are our readers' lives like?

52% of our readers live in their own house or apartment, while 44% rent an apartment.

What is your living situation?

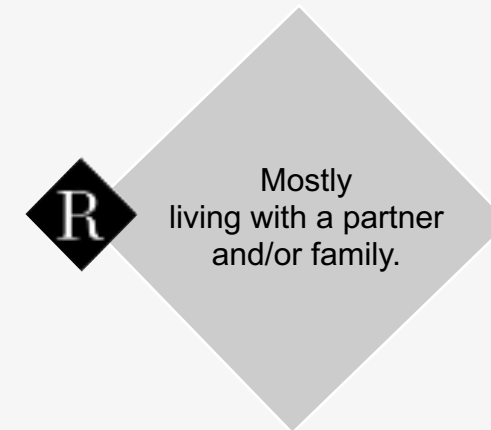
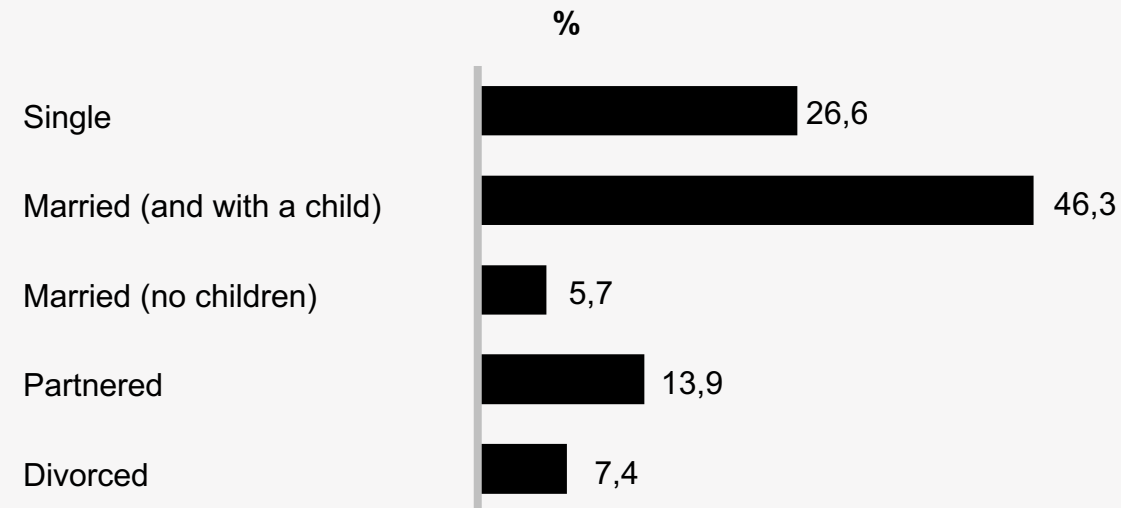


Source: reader survey 2026,
n = 243, date 07. April 2026

What is the marital status of our readers?

52% of our readers are married, and another 13.9% are in a relationship.
34.0% say they are single or divorced.

What is your marital status?



Source: reader survey 2026,
n = 243, date 07. April 2026

Robb Report reader survey 2026

Survey type and methodology



Our reader survey launched on February 5, 2026, coinciding with the publication date of issue 01/2026, in the form of an online questionnaire.

Interested readers had time until the publication date of issue 02/2026 on March 26, 2026, to participate.

A total of 243 people took part in the survey during this period.