



ROBB REPORT
DIGITAL

OUR CAPABILITIES

Robb Report MEDIA

ROBB REPORT THE LEADING VOICE IN LUXURY

Robb Report reaches the most desirable audience of affluent, young, and sophisticated consumers in a **premium content environment**. By leveraging a boutique collection of like-minded partners we are able to **deliver this extraordinary audience at scale**.

We are pleased to present a curated suite of custom content and advertising products that will enable luxury brands to reach relevant and engaged consumers.

HIGH-IMPACT & CREATIVE

ROBB REPORT'S DIGITAL CAPABILITIES INCLUDE:

- Custom Content
- HTML5
- Rich Media Units
- Sweepstakes and Contests
- Email
- Social

APPROACH

At Robb Report, we continually analyze and research our digital offerings to guarantee that our product suite is crafted to resonate with active, luxury consumers.

Our HTML5 rich media suite is platform agnostic to engage users in a mobile-first world; however, OPA products and supplied assets are also an option. Below are details supporting our top performers and latest go-to-market capabilities.

ROBB REPORT VOICE



Robb Report Voice offers the ability to present editorial style custom content as an article, slideshow, illustration and/or video. The custom content is surround by partner banners to support engagement. The Robb Report Studio helps create the content to reflect the style and tone of the site.

BENEFITS

- Optimal engagement
- Editorial alignment

HOW IT WORKS

- Voice content lives within the editorial framework of the site.
- Each content piece appears in an editorial template and carries the corresponding brand logo to ensure transparency.

SPOTLIGHT



A one-stop destination with a rich arsenal of editorial/advertiser content on RobbReport.com. Custom branded and/or native articles, editorial features, social feeds and videos are all accessible through a custom URL where brands have 100% SOV.

BENEFITS

- 100% SOV
- Aligns with the partner's brand aesthetic in the Robb Report environment and integrates branded content that inspires awareness and engagement.

HOW IT WORKS

- A mobile-responsive webpage created for a partnering brand
- Traffic is driven to the page through rich media, banner, dedicated emails, newsletters and social media

EXPLORER



The Explorer generates high engagement that offers an array of interactive features such as video, slideshows, hotspots, and custom content integration. Attention-grabbing animation further heightens viewer involvement.

BENEFITS

- Aligns with partnering brand's messaging and/or integrates Robb Report aesthetic
- Additional custom content may be embedded

HOW IT WORKS

- Unit loads as a 970x250 placement
- Additional brand content may be embedded via video, social feeds or image gallery

ENFORCER

The Enforcer offers a larger visual ad format that pushes editorial content down as it expands.

BENEFITS

- Generates high engagement
- Showcases branding in an interactive format
- Eye-catching
- Ability to showcase multiple asset features

HOW IT WORKS

- Loads as a 970x250 above the fold and automatically expands downward to 970x500 revealing additional messaging
- The unit then auto-collapses to 970x250 which can be re-expanded on click
- This unit has an auto expansion frequency cap



SIDECAR

The Sidecar expands on hover or click to showcase a large unit where the partner provides teasing custom content, video, or include a lead generation form.

BENEFITS

- A way to showcase additional messaging and engagement
- Encourages high interaction

HOW IT WORKS

- 300x600 that expands left on hover or click to reveal a 600x600
- Content can be branded and/or native



PRESTITIAL UNIT

Showcase brand messaging (animated or static) or :15 second video in an exclusive, premium environment that provides immediate impact.

BENEFITS

- Choice of brand messaging format
- High interaction and high click-through rate

HOW IT WORKS

- Appears as a 600x400 unit on an opaque black background when viewer first navigates to RobbReport.com
- Will time out after :30 to reveal the website
- Prestitial has an auto frequency cap



IN-STREAM VIDEO

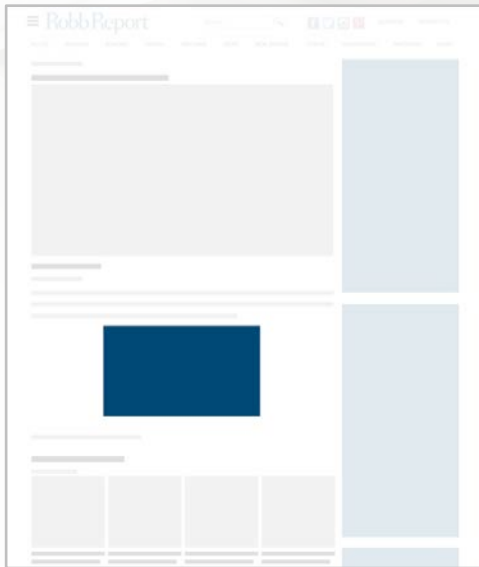
The In-Stream Video unit allows advertisers an opportunity to stream branded video content within Robb Report's rich editorial environment.

BENEFITS

- Appears in native environment among editorial
- Encourages maximum number of video plays and views
- Comprehensively promotes brand videos

HOW IT WORKS

- Embedded within an editorial article
- Expands within article while viewer is scrolling through article
- :15 sec max length



— OVERRIDE



Take over the site and showcase brand assets in a sponsored/custom content environment that looks like RobbReport.com. This high-impact opportunity garners high user engagement and click-through due to its seamless viewing experience.

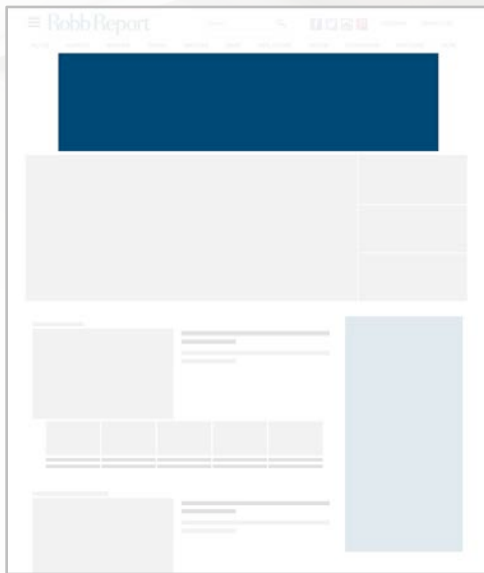
BENEFITS

- Extremely high impact
- Encourages high user engagement and click-through
- 100% SOV

HOW IT WORKS

- The unit loads as a 970x250 and 300x600
- Upon user interaction with the 970x250 or 300x600, the unit takes over the entire page by mirroring the editorial layout
- Brand content is integrated in the style of Robb Report
- The user will then be brought to the client site, custom branded content or specific editorial

SWEEPSTAKES + CONTESTS



Builds brand excitement by getting viewers involved with their brand by entering a high-value sweepstakes or contest. Robb Report designs and produces assets as well as manages legal and fulfillment. Sweepstakes and contests placements are an effective way to capture data and generate leads.

BENEFITS

- Garner data capture and lead generation

HOW IT WORKS

- Standard: A form-based sweepstakes is promoted utilizing all of Robb Report's digital platforms such as banners or rich media placements, newsletters and social
- Deluxe: Fully designed and promoted

EMAIL MARKETING



Robb Report's various newsletter options are tailored to the audience's specific interests and tastes.

INSIDER NEWSLETTER

- Daily newsletter to 60,000+ subscribers
- Banners: 300x250 and 650x225

LIFESTYLE NEWSLETTER

- 50,000 weekly subscribers
- Banners: 300x250 and 650x225

TRAVEL NEWSLETTER

- Bi-monthly newsletter to 60,000+ subscribers
- Banners: 300x250 and 650x225

DEDICATED EMAILS



Dedicated emails are 100% SOV for partners. It deploys weekly to an opt-in audience who want information from our partners.

- 100% share of voice
- Subscribers: 40,000+
- Frequency: Scheduled weekly

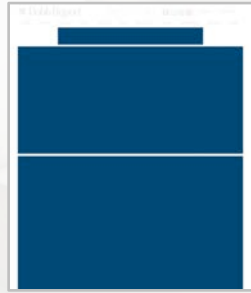
SOCIAL AMPLIFY

Robb Report offers a social media solution to further engage our digital audience. It leverages original editorial content to create an unmatched social media sponsorship opportunity to promote your brand. These editorial pieces of content will be slugged as “Presented by [Brand]”, and amplified to your target audience within their newsfeeds. Content shared may be either an article post or a video post.

Partners may also provide branded social posts that are slugged “Sponsor”, where Robb Report will amplify to it’s targeted audience.



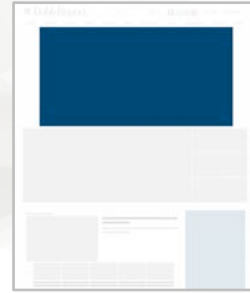
Robb Report Voice



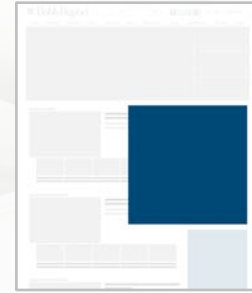
Spotlight



Explorer



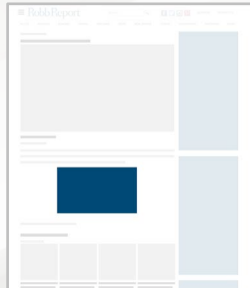
Enforcer



Sidecar



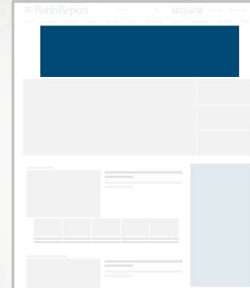
Prestitial



In-Stream Video



Override



Sweepstakes + Contests



Email Marketing



Dedicated Email