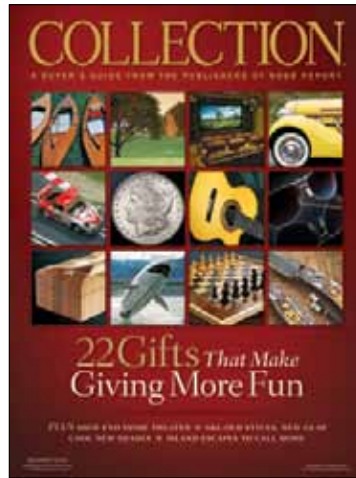


COLLECTION™

Published by Robb Report

robbreportcollection.com



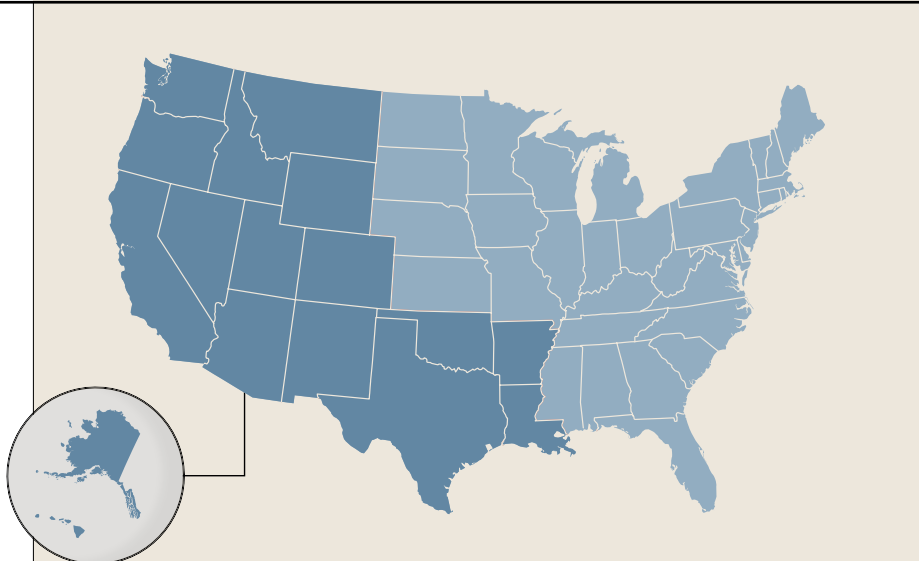
Robb Report Collection celebrates the interests and passions of discerning collectors and enthusiasts: specialty vehicles; vintage boats; collectible aircraft; unique and hand-crafted products; original art and sculpture; recreational and sporting experiences; adventure travel, and more. Each issue features private collections and insight from individual collectors, auction experts, specialty retailers, designers and creators. Collection focuses on quality, rarity, original design and craftsmanship. Tailored to serve high net worth enthusiasts who seek

unique purchasing opportunities and experiences, Collection provides an environment that is entertaining and informative, especially suited to boutique companies and retailers looking to reach selective and discerning wealthy consumers.

Robb Report Collection complements Robb Report's brand-focused editorial mission, appealing to the interests of collectors and enthusiasts. Robb Report Collection is distributed with Robb Report on news stands and subscriber copies 6 issues per year.

REGIONAL OR GLOBAL ADVERTISING

Collection offers Regional and Global (Full Run) editions. Choose a Regional Edition to reach subscribers and newsstand buyers in one region, or choose Full Run to have your ad included in full distribution (both editions).



EAST EDITION

INCLUDES NORTHEAST, SOUTHEAST, MIDWEST

ME, NH, VT, MA, RI, CT, NY, NJ, PA, OH, IL, IN, MI, MN, IA, MO, ND, SD, NE, KS, DE, MD, DC, VA, WV, NC, SC, GA, FL, KY, TN, AL, MS

WEST EDITION

INCLUDES MOUNTAIN WEST, PACIFIC, OUTSIDE UNITED STATES

TX, MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA, HI, AR, LA, OK
and all countries outside of the United States.



EDITORIAL HIGHLIGHTS* JANUARY-DECEMBER 2012

FEBRUARY	APRIL	JUNE
<ul style="list-style-type: none"> • Automotive – Garage Gear • Collector – Firearms • Collector – Posters • Experience – Heli-Skiing • Vintage Pianos • Top Shops • Pursuits • Winning Bids • Lasting Impressions – Truffles <p>Ad Close: Dec 2 Materials: Dec 9 On Sale: Jan 2012</p>	<ul style="list-style-type: none"> • Autos – Street Rods • Collector – Americana • Collector – Writing Instruments • Experience – Cigar Clubs • Golf Carts • Top Shops • Pursuits • Winning Bids • Lasting Impressions – Vegetarian <p>Ad Close: Feb 3 Materials: Feb 10 On Sale: Mar 2012</p>	<ul style="list-style-type: none"> • Ways To Upgrade • Collector – Cars • Collector – Guitars • Experience – Sports Fishing • Boating • Top Shops • Pursuits • Winning Bids • Lasting Impressions – Lobster <p>Ad Close: Mar 30 Materials: Apr 6 On Sale: May 2012</p>
AUGUST	OCTOBER	DECEMBER
<ul style="list-style-type: none"> • Automotive – The Concours Journey • Collector – Animation Art • Collector – Motorcycles • Experience – Adventure Travel • Vintage Juke Boxes • Top Shops • Pursuits • Winning Bids • Lasting Impressions – BBQ <p>Ad Close: Jun 1 Materials: Jun 8 On Sale: Jul 2012</p>	<ul style="list-style-type: none"> • Autos – Armored Vehicles • Collector – Sports Memorabilia • Collector – Watches • Experience – Wing Shooting • Outdoorsman Gear • Top Shops • Pursuits • Winning Bids • Lasting Impressions – Rabbit <p>Ad Close: Jul 27 Materials: Aug 3 On Sale: Sep 2012</p>	<ul style="list-style-type: none"> • Unique Gifts • Collector – Antique Maps • Collector – Rock n Roll Memorabilia • Experience – Auto Rallies • Motorcycles • Top Shops • Pursuits • Winning Bids • Lasting Impressions – Foie Gras <p>Ad Close: Sep 28 Materials: Oct 5 On Sale: Nov 2012</p>



ADVERTISING SUPPORT:

978.264.7500

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*Subject to change

READER PROFILE



KEY DEMOGRAPHICS

Median Age	46
Married/Partnered	91%
College Degree	85%
Post-Graduate	32%

FINANCIAL

Average HHI	\$554,000
Average HH Net Worth	\$2,105,000

Source: 2010 Mendelsohn Affluent Survey Head of Household, HHI \$100,000+



EXPERIENCED, INQUISITIVE AND INFLUENTIAL CONSUMERS

It's always worth paying extra for quality goods	94%
I buy brands that reflect my style	94%
I often make purchases for my spouse or partner	74%
I can afford nearly anything I want	67%
People often come to me for advice about making purchases	80%
My home is a source of pride	97%
I'm always looking for new products and ideas that will enhance my home	90%
I prefer products/appliances that offer the latest technology	89%
I love to entertain my friends and colleagues at home	79%
I consider myself knowledgeable about gourmet cuisine	69%
I consider myself knowledgeable about wine and spirits	64%
I entertain at home at least once a month	64%
I usually use design professionals when improving my home	61%
I often use the internet to research future purchases	82%
In general, I prefer going to a store rather than making online purchases	73%
I'm increasingly comfortable with making online purchases	73%

Source: 2008 Robb Report Subscriber Survey conducted by MMR

ACTIVE COLLECTORS AND PASSIONATE ENTHUSIASTS

AUTOMOTIVE

Average number of vehicles owned or leased	3.1
Plan to buy or lease a car in the next 12 months	38%
Plan to buy or lease a truck or SUV in the next 12 months	17%
Value of most expensive car owned \$50,000 or more	69%
Value of most expensive car owned \$100,000 or more	23%
Average value \$71,300	
Own vintage/specialty vehicles	37%
Average value	\$225,000
Vintage or classic vehicle	18%
Own a motorcycle	15%
Own exotic car	13%
Own a limousine	3%
Own a motor coach	3%

BOATING

Own a boat	23%
Under 28'	55%
28-64'	64%
65' or more	3%
Average value	\$132,000
Value \$500,000 or more	6%
Plan to buy a boat in the next 12 months	8%



AIRCRAFT

Subscribers who are Pilots	9%
Involved in the procurement of private aviation services for own company	6%
Traveled on private aircraft in past 12 months	32%
Have use of a private aircraft through business	9%
Have a Jet Card/belong to a jet membership program	4%
Own fractional shares	2%
Own an aircraft	3%
Other	12%
Flown privately/past three years - business or personal	
49% average 8 times	
Plan to fly privately	
In the next year	28%
In the next two years	8%
In the next three years	10%

REAL ESTATE

Own Primary Residences	96%
Average value	\$1,964,000
Have a home office	64%
Own 2 or more homes	50%
Own 3 or more homes	21%
Own other real estate	64%
Market value of other real estate	
\$500,000 or more	76%
\$1,000,000 or more	60%
\$2,500,000 or more	38%

Source: 2008 Robb Report Subscriber Survey conducted by MMR

ACTIVE AND ENGAGED

MEMBERSHIPS

Golf or Country Club	46%
Private Health Club	48%
Other Private Club	21%
Auto Enthusiast Club.....	20%
Private Pool or Beach Club	14%
University Club.....	11%
Yacht or Boat Club.....	10%
Tennis or Racquet Club	10%
Sportsman's Club	8%
Equestrian Club	4%

ACTIVITIES ATTENDED PAST 12 MONTHS

Charity Ball or event.....	52%
Auto Show.....	48%
Golf Event.....	36%
Charity event	30%
Auction	28%
Antique show	24%
Cigar event.....	12%
Gallery exhibit.....	8%

PURCHASES, PAST 12 MONTHS

WINE, SPIRITS, TOBACCO

Fine imported wines.....	61% (Average \$3,900)
Fine domestic wines.....	71% (Average \$3,900)
Premium liquors.....	61% (Average \$1,900)
Wine storage.....	23% (Average \$4,500)
Cigars, other tobacco/accessories.....	31% (Average \$1,900)

JEWELRY, WATCHES, WRITING INSTRUMENTS

Jewelry/Watches.....	9% (Average \$27,900)
Writing instruments	30% (Average \$2,600)

APPAREL

Women's apparel.....	69% (Average \$18,100)
Men's apparel	92% (Average \$10,700)

HOME

Furniture	71% (Average \$14,500)
Major Appliances.....	60% (Average \$10,800)
Floor Coverings	45% (Average \$12,600)
Lighting Fixtures	46% (Average \$7,300)
Window Trimmings.....	40% (Average \$5,300)
Bath Fixtures/décor.....	46% (Average \$9,400)
Home Spa.....	21% (Average \$12,200)

HOME ELECTRONICS

Total Home Electronics	91% (Average \$20,500)
Audio package systems	29% (Average \$7,900)
Home security, Automation system	28% (Average \$2,000)

ANTIQUES, ARTWORK, COLLECTIBLES

Antique Furniture, Furnishings	37% (Average \$11,600)
Original Paintings, Drawings	51% (Average \$14,300)
Original Sculpture.....	22% (Average \$10,700)
Memorabilia	34% (Average \$6,200)

VACATIONS/LEISURE WEEKENDS

Any Vacation/Leisure weekend travel.....	88% (Average \$27,500)
Accommodations	84% (Average \$10,600)
Commercial Pleasure Cruises	26% (Average \$11,500)
Spa Visits	55% (Average \$3,200)
Tours, Adventure Travel.....	34% (Average \$6,900)

Source: 2008 Robb Report Subscriber Survey conducted by MMR

CIRCULATION HIGHLIGHTS

Collection is distributed with *Robb Report* magazine to subscribers and newsstands worldwide. Collection is also delivered to professional sports team locker rooms (NFL, NBA, NHL, MLB) and influential professionals in key industries (specialty retailers, designers, craftsman, auction, real estate, automotive, boat, aircraft professionals). More than 150,000 copies are printed each issue, providing access to the very best consumers in the U.S. and around the world.



CIRCULATION COMPARISON

	Quantity	Robb Report	Collection
Paid Subscription copies (print)	47,541	X	X
Paid Subscription copies (digital)	295	X	X
Sponsored Subscription copies (partners)	2,651	X	
Bookstores & Newsstands (avg. copies sold)	30,465	X	X
Verified Subscription copies (Hotel, FBO)	21,370	X	
Professional Sports Team copies (requested)	1,200		X
Industry Professionals	12,000		X
Circulation		102,322	91,501

CLOSING DATES

ISSUE	SPACE CLOSING	MATERIALS CLOSING	ON SALE
February '12	3-Dec	10-Dec	Jan 2012
April '12	4-Feb	11-Feb	Mar 2012
June '12	1-Apr	8-Apr	May 2012
August '12	3-Jun	10-Jun	July 2012
October '12	29-Jul	5-Aug	Sept 2012
December '12	30-Sep	7-Oct	Nov 2012
February '13	2-Dec	9-Dec	Jan 2013

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New York Advertising Office: 212.201.1111

Malibu Corporate Office: 310.589.7700

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