

# Robb Report

SINGAPORE

MEDIA KIT 2026



# Luxury Without Compromise

*Robb Report* remains the definitive voice of luxury, trusted by the world's most discerning audience. Its readers share a deep appreciation for quality, exclusivity, heritage, taste, and exceptional design. As the ultimate arbiter of refined living, Robb Report connects influential individuals with the ideas, insights, products, and experiences that truly matter.

Synonymous with affluence and excellence, Robb Report continues to define what it means to live a life of uncompromising luxury.



## Robb Report Singapore

As the definitive voice of luxury, *Robb Report Singapore* curates a world of refinement, ambition, and influence. We bring together ultra-high-net-worth and high-net-worth individuals with the experiences, ideas, and objects that elevate living beyond the ordinary—while provoking thoughtful conversations about what luxury signifies in today's world.

Our readers are visionaries, innovators, and tastemakers. They are curious about the evolving nature of wealth and driven by the pursuit of meaning, always looking beyond ownership to impact. For them, success is measured not just by acquisition, but by awareness, intention, and legacy.

*Robb Report Singapore* collaborates with thought leaders, creators, and changemakers who are reshaping the contours of modern luxury. Because for us, true luxury is not merely about indulgence—it is about the pursuit of purpose, the appreciation of excellence, and the responsibility that comes with privilege.



# Robb Report Origins & Global Reach

*Robb Report* made its debut in 1976, originally as a niche publication featuring advertisements for new and classic Rolls-Royces, distributed throughout the exclusive enclaves of Bel Air and Beverly Hills. Over the next four decades, it evolved into the world's most authoritative voice on refined living. Today, with 19 international editions, *Robb Report* continues to define and celebrate the art of living well on a truly global scale.



**Robb Report  
Hong Kong**



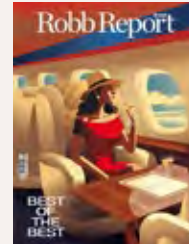
**Robb Report  
Mexico**



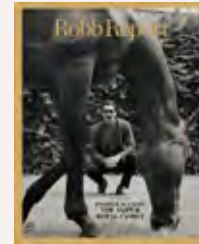
**Robb Report  
Sweden**



**Robb Report  
Africa**



**Robb Report  
Brazil**



**Robb Report  
India**



**Robb Report  
Monaco &  
Cote d'Azur**



**Robb Report  
Thailand**



**Robb Report  
Arabia**



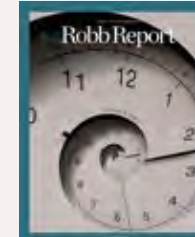
**Robb Report  
China**



**Robb Report  
Italy**



**Robb Report  
Philippines**



**Robb Report  
United States**



**Robb Report  
Australia &  
New Zealand**



**Robb Report  
Germany**



**Robb Report  
Malaysia**



**Robb Report  
Singapore**



**Robb Report  
Vietnam**

# Elite, Affluent & Inspired Audience

Robb Report Singapore reaches a devoted and highly affluent audience, alongside a new generation of tastemakers across both print and digital platforms. Our readers are discerning, worldly, and deeply attuned to quality, craftsmanship, heritage, exceptional design, and exclusivity.

Influential in their circles and affluent in lifestyle, they represent the pinnacle of consumer sophistication—making Robb Report Singapore the definitive platform for the world’s leading luxury brands to connect with those who shape culture, set trends, and define success.



Robb Report  
SINGAPORE

## PRINT

<b>35 - 55</b>	<b>76%</b>	<b>24%</b>	<b>S\$2.5 - 3.5</b> million per year	<b>15,000</b>	<b>75,000</b> (Pass on rate - 5)
AGE	MALE	FEMALE	AVERAGE HOUSEHOLD INCOME	PRINT RUN	TOTAL READERSHIP

## DIGITAL

<b>25 - 55</b>	<b>52%</b>	<b>48%</b>
AGE	MALE	FEMALE

# Distribution

## Newsstands & Bookstores

500

Books Kinokuniya  
MPH Bookstores  
Relay Bookstores  
Selected Popular Bookstores  
Selected Convenience Stores  
Selected WH Smith Bookstores  
Times Travel Bookstores

## Airlines, Marinas & Private Lounges

500

DBS Asia Treasures Lounge  
Emirates Airlines  
Emirates Lounges  
Finnair  
(Dnata Singapore Pte Ltd.)  
JetQuay  
Marina at Keppel Bay  
ONE°15 Marina Club  
Qantas Airways Limited  
Raffles Marina  
Singapore Air Charter  
Singapore Airlines  
Singapore Yacht Show  
Swiss International Air Lines  
Thai Airways

## VIP Banking

2,500

ABN	Deutsche Bank
American Express	DBS Private Bank
Amro	EFG Bank AG
ANZ Bank	HSBC Private Bank
Private Banking Barclays Bank	JP Morgan
Bank of China	Maybank Private Wealth Lounge
Bank of Singapore	OCBC
Bank Societe Generale	RHB Bank
BNP Paribas	Sumitomo Mitsui Banking Corporation
Barclays Bank	Standard Chartered
Citigold Private Client	UOB
Citi Wealth Hub	UBS AG
Credit Suisse	VP Bank

## Private Properties

2,500

8 Napier	Martin No. 38	The Lincoln Modern
Ascott Raffles Place	Nassim Park Residences	The Marq
Boulevard Vue	One Shenton	The Orchard Residences
Cuscaden Reserve	Orchard Park Suites	The Ritz-Carlton Residences, Singapore, Cairnhill
Duo Residences	Orchard Residences	The Sail
Far East Plaza Residences	Orchard Scotts Residences	The St. Regis Residences
Gramercy park	Reflections at Keppel Bay	Treetops Executive Residences
Haus on Handy	Regency House	Thr3e Thr3e Robin
Hilltops	Riverside Village Residences	Village Residence West Coast
Le Grove Serviced Apartments	Sentosa Cove	W Residences
Marina Bay Residences	St Regis Residences Singapore	Wallich Residence
Marina Bay Suites		

# Distribution

## Luxury Automotive Showrooms

500

Audi Centre (Premium Automobiles)	Lexus Borneo Motors (Singapore) Pte Ltd
Aston Martin (Wearnes Automotive)	Maserati (Tridente Automobili)
Bentley (Wearnes Automotive)	McLaren Singapore
BMW showrooms (Performance Munich Autos)	Mercedes-Benz (Cycle & Carriage)
Ferrari (Ital Auto)	Peugeot (AutoFrance)
Jaguar	Porsche Asia Pacific
Lamborghini (EuroSports Auto)	Rolls-Royce Motor Cars Ltd
Land Rover	Volkswagen Group Singapore

## High Net Worth Individuals

6000

Business owners & entrepreneurs  
CEOs  
Ferrari Owners' Club Singapore  
Managing directors of publicly listed corporations  
Philanthropists  
Professionals  
Thought Leaders

## Private Clubs & Five-Star Hotels

2,500

1880  
67 Pall Mall  
Amara Sanctuary Sentosa  
Andaz Singapore  
Ann Siang House  
Banyan Tree Hotels & Resorts  
British Club  
Capella Singapore  
Capitol Kempinski  
COMO Hotels & Resorts  
Como Shambala Urban Escape Singapore  
Conrad Centennial Singapore  
Crane Club

Crowne Plaza Changi Airport  
Equestrian Federation of Singapore  
Four Seasons Hotel Singapore  
Fullerton Bay Hotel  
Goodwood Park Hotel  
Grand Hyatt Singapore  
Grand Park Orchard  
Harvard Club of Singapore  
Hilton Singapore Orchard  
InterContinental Singapore  
JW Marriott South Beach  
Kesa House  
Laguna National Golf & Country Club  
Le Meridien Singapore, Sentosa  
Mandala Club  
Mandarin Oriental  
Marina Bay Sands  
Marina Bay Sands Pte Ltd

Marriott Tang Plaza  
Mondrian Singapore Duxton  
One & Only Desaru Coast  
PARKROYAL COLLECTION Marina Bay  
PARKROYAL Serviced Suites  
Pan Pacific Orchard  
Pan Pacific Singapore  
PARKROYAL on Beach Road  
Parkroyal on Pickering  
Raffles Hotel Singapore  
Raffles Town Club  
Conrad Hotel Orchard  
Resorts World Singapore  
Ritz Carlton  
Royal Plaza on Scotts  
Sentosa Golf Club  
Sentosa Resort and Spa  
Shangri-La Singapore

Sheraton Towers  
Singapore Polo Club  
Small Luxury Hotels  
Sofitel Singapore City Centre  
Sofitel Singapore Sentosa  
Swiss Club  
Tanglin Club  
The American Club  
The Ascott  
The Fullerton Hotel Singapore  
The Ritz-Carlton, Millenia Singapore  
The Singapore Edition  
The Singapore Island Country Club  
The St Regis Singapore  
Tower Club  
Villa Samadhi  
W Hotel Singapore  
Wanderlust  
YTL Hotels

# Editorial Calendar

Robb Report Singapore 2026

## January

### **Celebration**

Kicking off the new year in style, we carry the festive spirit forward with a handpicked showcase of exquisite luxury pieces, immersive experiences, and curated insights that inspire readers—and your clients—to embrace 2026 with renewed passion and perspective.

## February

### **Romance/Harmony**

Romance, friendship, enduring partnerships, and inspired collaborations—our Romance & Harmony issue celebrates the beauty of meaningful connections. We present an elegant selection of refined gifts for the season of love, while highlighting remarkable alliances and creative synergies shaping the modern world of luxury.

## March

### **Technology**

From groundbreaking innovations to future-shaping design, our Technology issue explores how advancement continues to redefine modern luxury. Beyond gadgets, we delve into the worlds of automotive excellence, intelligent finance, digital wealth management, and next-generation watchmaking—where craftsmanship meets code and precision meets progress.

## April

### **Sustainability**

Our Sustainability issue explores how responsibility and refinement converge. We highlight the brands and ideas redefining luxury through conscious design, ethical sourcing, and lasting vision. From green mobility to mindful wealth, it celebrates purposeful elegance—and offers partners a platform to align with today's most pressing issues.

## May

### **Adrenaline**

Command the road with the world's finest machines. Journey through inspired escapes, dynamic timepieces, and high-octane luxuries curated for those—and the brands that move them—who crave excitement, precision, and distinction.

## June

### **Health & Wellness**

Health is the truest form of luxury. From advanced wellness technology and transformative retreats to restorative skincare, this issue explores how modern luxury elevates body, mind, and spirit—offering partners a meaningful space to connect with a health-conscious audience who believe in living well.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.



# Editorial Calendar

Robb Report Singapore 2026



Robb Report  
SINGAPORE

## July

### **Art & Design**

We celebrate creative mastery and the artistry that defines modern luxury. Through exclusive conversations with visionary creators, awe-inspiring architecture, and pioneering interior design, this issue reveals how imagination and innovation continue to shape the evolving landscape of refined living.

## August

### **Watches & Jewellery**

Discover the defining creations of the year in haute horlogerie and high jewellery. This issue unveils the most remarkable timepieces and treasures from leading maisons and visionary independents, offering readers—and brand partners—a glimpse into craftsmanship, rarity, and design at its finest.

## September

### **Best Of The Best**

Our signature annual edition honours the pinnacle of luxury across every realm—from groundbreaking automobiles and exceptional watches to transformative travel and lifestyle experiences. Featuring our highly anticipated Wealth Special, created in partnership with top private banking institutions, this issue delves into the evolving art and intelligence of wealth stewardship.

## October

### **Power**

We celebrate the newest members of Robb Report Singapore's distinguished Thought Leaders community—trailblazers who exemplify influence, purpose, and vision. This edition offers rare insights into the people shaping industries and redefining success, culminating in highlights from our exclusive annual gala.

## November

### **Travel**

Embark on a journey through the world's most extraordinary escapes. From private islands and legendary resorts to bespoke adventures and cultural gems, this issue serves as the insider's passport to unparalleled travel indulgence and the art of exploration in style.

## December

### **Ultimate Gift Guide**

We close the year with a celebration of generosity and taste. The Ultimate Gift Guide presents an inspired curation of luxurious objects, experiences, and innovations—perfect for discerning readers looking to reward themselves and those who matter most.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.

# Print Edition Rates 2026

All rates are in SGD and is not yet inclusive of GST or any prevailing taxes of the day.

## Double-Page Spreads

POSITION	RATES
INSIDE FRONT COVER SPREAD	\$18,150
1ST SPREAD	\$16,335
2ND SPREAD	\$14,701
3RD SPREAD	\$13,230
ROP	\$12,100

## Single Pages

POSITION	RATES
ROP	\$7,865
PREMIUM POSITION PAGE <i>(Contents, Editor's Letter, Masthead)</i>	\$9,075
IBC	\$9,075
OBC	\$18,150
SPECIAL AD SECTION	TBD

**ADVERTORIAL (SINGLE PAGE) \$10,000**

# Print Specification

**Single Page:**

Trim Size 210 x 270mm  
 Bleed 220 x 280mm  
 Art Size 196 x 256mm

*\*Keep live matter 7mm from the trim.*

**Double Page Spread:**

Art Size 420 x 270mm  
 Bleed 430 x 280mm  
 Art Size 196 x 256mm

*\*Keep live matter 7mm from the trim.*

**Colour Profile**  
 Fogra 39L

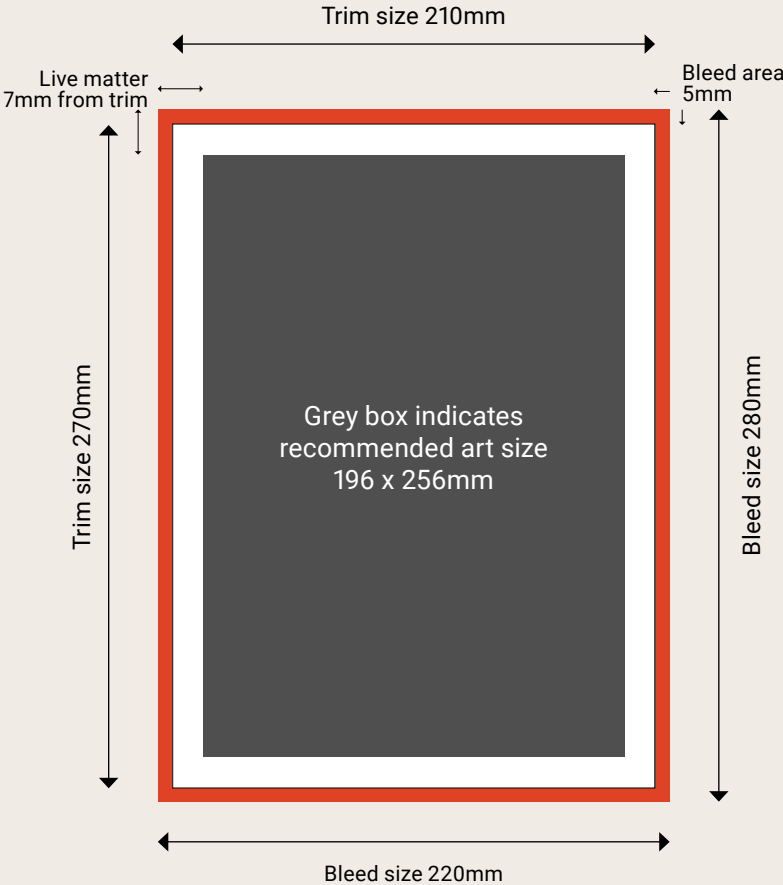
**Maximum Ink Density**  
 300%

**Colour Mode**  
 only CMYK

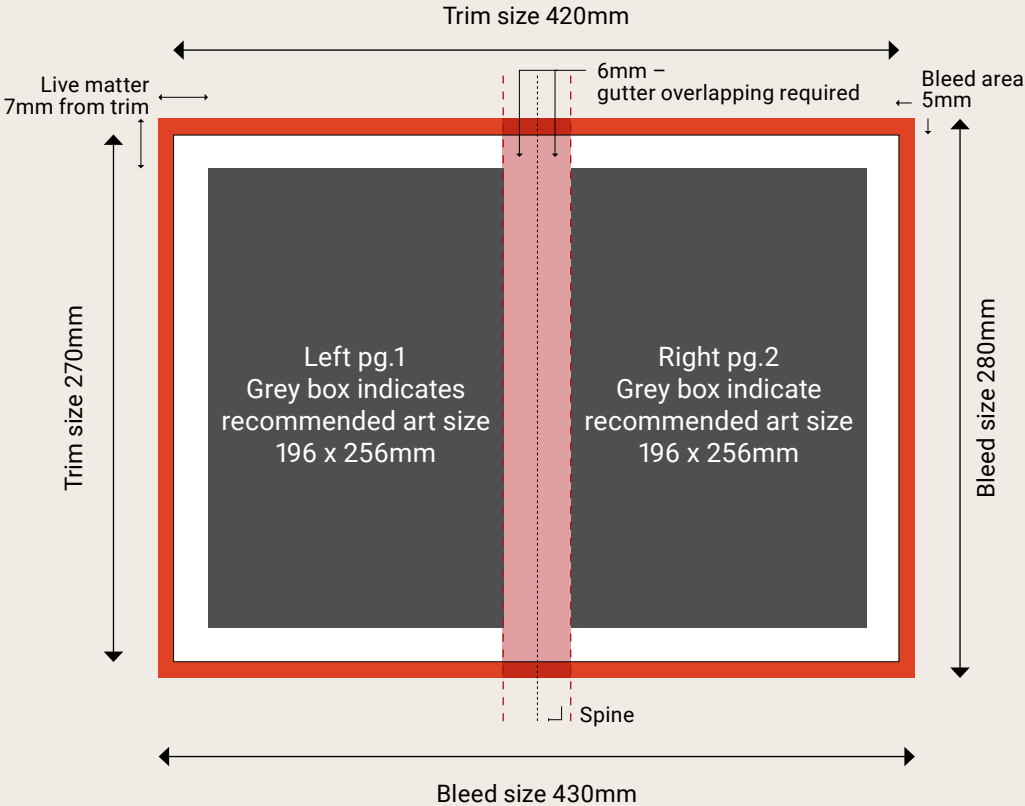
**All text & fonts**  
 Created outlined & 100% Black

**Submitted materials**  
 High-resolution (300DPI) PDF files are preferred

**Single Page**



**Double Page Spread**





# Advertisement Booking & Material Dates

## January 2026

Booking: **28 November 2025**  
Submission: **5 December 2025**

## February 2026

Booking: **30 December 2025**  
Submission: **5 January 2026**

## March 2026

Booking: **23 January 2026**  
Submission: **30 January 2026**

## April 2026

Booking: **23 February 2026**  
Submission: **27 February 2026**

## May 2026

Booking: **25 March 2026**  
Submission: **31 March 2026**

## June 2026

Booking: **24 April 2026**  
Submission: **30 April 2026**

## July 2026

Booking: **25 May 2026**  
Submission: **29 May 2026**

## August 2026

Booking: **23 June 2026**  
Submission: **29 June 2026**

## September 2026

Booking: **24 July 2026**  
Submission: **31 July 2026**

## October 2026

Booking: **24 August 2026**  
Submission: **31 August 2026**

## November 2026

Booking: **23 September 2026**  
Submission: **30 September 2026**

## December 2026

Booking: **26 October 2026**  
Submission: **30 October 2026**

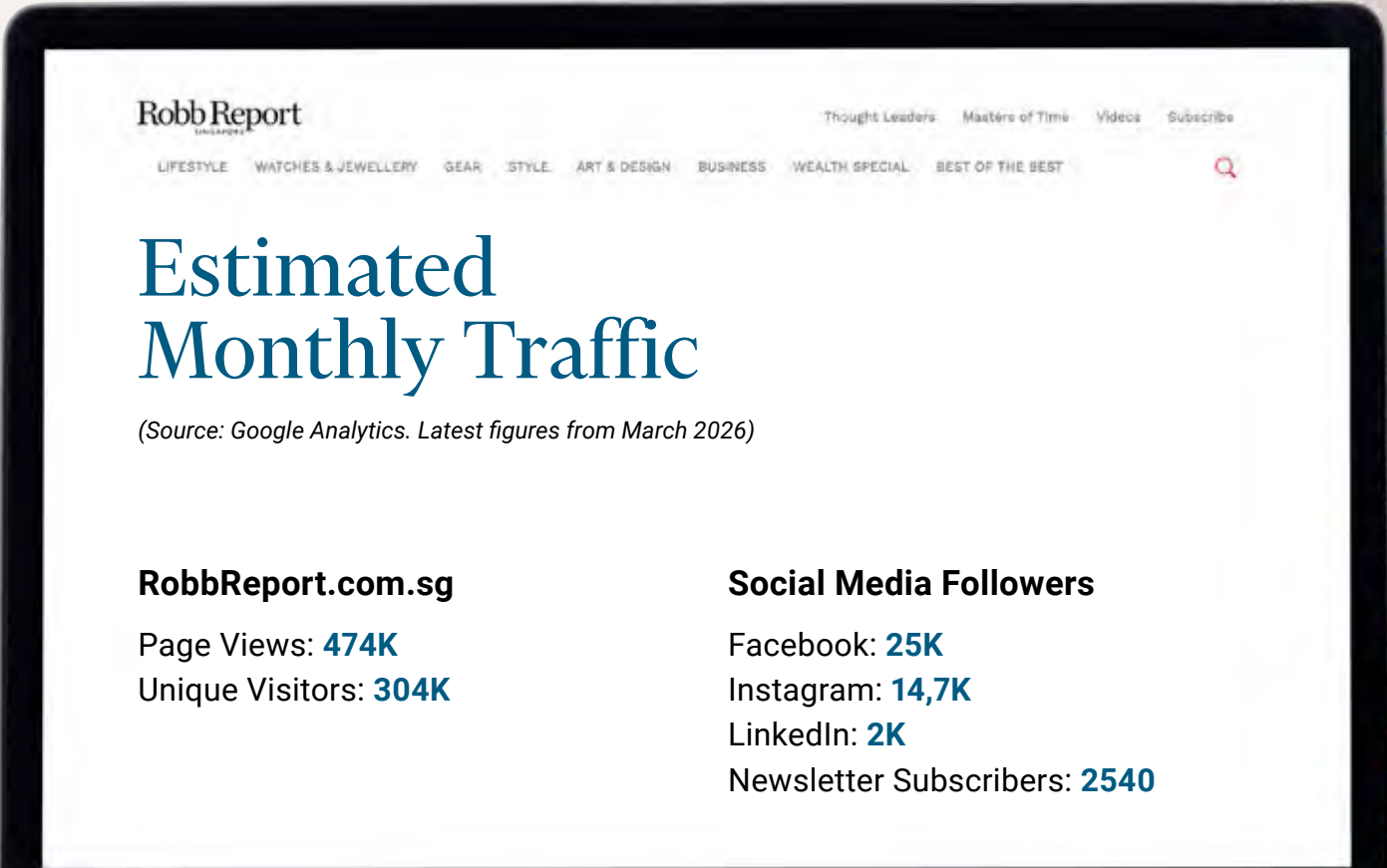


# Connect With a Discerning Digital Audience

***RobbReport.com.sg***

*Robb Report Singapore's* digital platform, *RobbReport.com.sg*, brings luxury storytelling into the modern age—amplifying your brand's visibility across a discerning, high-net-worth audience. Through compelling narratives and immersive experiences that span automobiles, art, watches, jewellery, fashion, and fine dining, the site delivers engagement that goes beyond impressions to influence.

Designed as a premium environment for advertisers, *RobbReport.com.sg* offers bespoke digital integrations, data-driven insights, and targeted reach—positioning your brand directly before Singapore's most affluent and aspirational readers in the spaces where they live, invest, and explore.



# Estimated Monthly Traffic

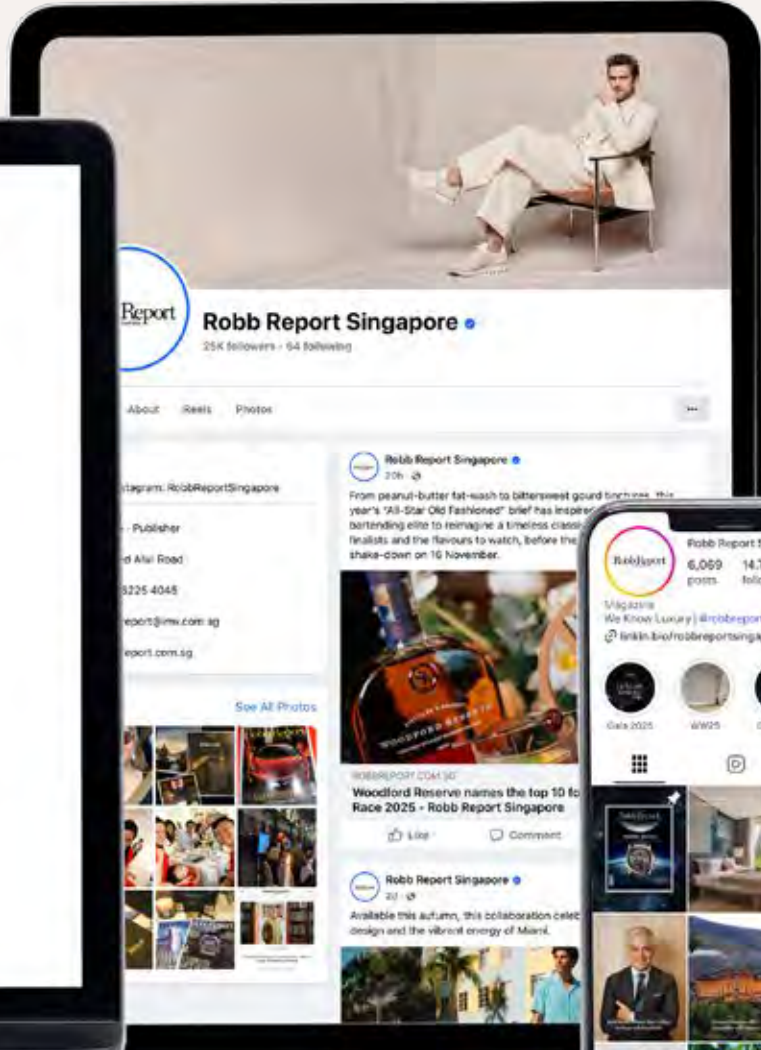
(Source: Google Analytics. Latest figures from March 2026)

## RobbReport.com.sg

Page Views: **474K**  
Unique Visitors: **304K**

## Social Media Followers

Facebook: **25K**  
Instagram: **14,7K**  
LinkedIn: **2K**  
Newsletter Subscribers: **2540**



# Advertising Rate Card

All rates are in SGD and is not yet inclusive of GST or any prevailing taxes of the day.

ADVERTORIAL	RATES
<b>STANDARD ADVERTORIAL</b> 1 x Online standard advertorial story Written content based on brand supplied assets and visuals <i>*Optional top-up: 1-page print advertorial featuring the same content as the online story at SGD \$4,500.</i>	<b>\$10,000</b>
<b>STANDARD ADVERTORIAL CAMPAIGN</b> 1 x Online standard advertorial story 1 x Instagram post 1 x Facebook post 1 x Story inclusion in the Robb Report Singapore weekly EDM newsletter <i>*Optional top-up: 1-page print advertorial featuring the same content as the online story at SGD \$4,500.</i>	<b>\$13,000</b>
<b>BESPOKE ADVERTORIAL</b> • Custom production required by Robb Report (to produce creative assets) • Tailored concept based on brand's brief (e.g. video shoot, photoshoot, etc.)	Rates start from <b>\$20,000</b>



# robbreport.com.sg Banners

<b>Home Page:</b>	<b>Section Buyout:</b>	<b>Advertorial \$10,000</b>
2 weeks: \$7,986	2 weeks: \$5,990	<b>Special Projects TBD</b>
4 weeks: \$11,314	4 weeks: \$9,317	<b>EDM \$5,000</b>

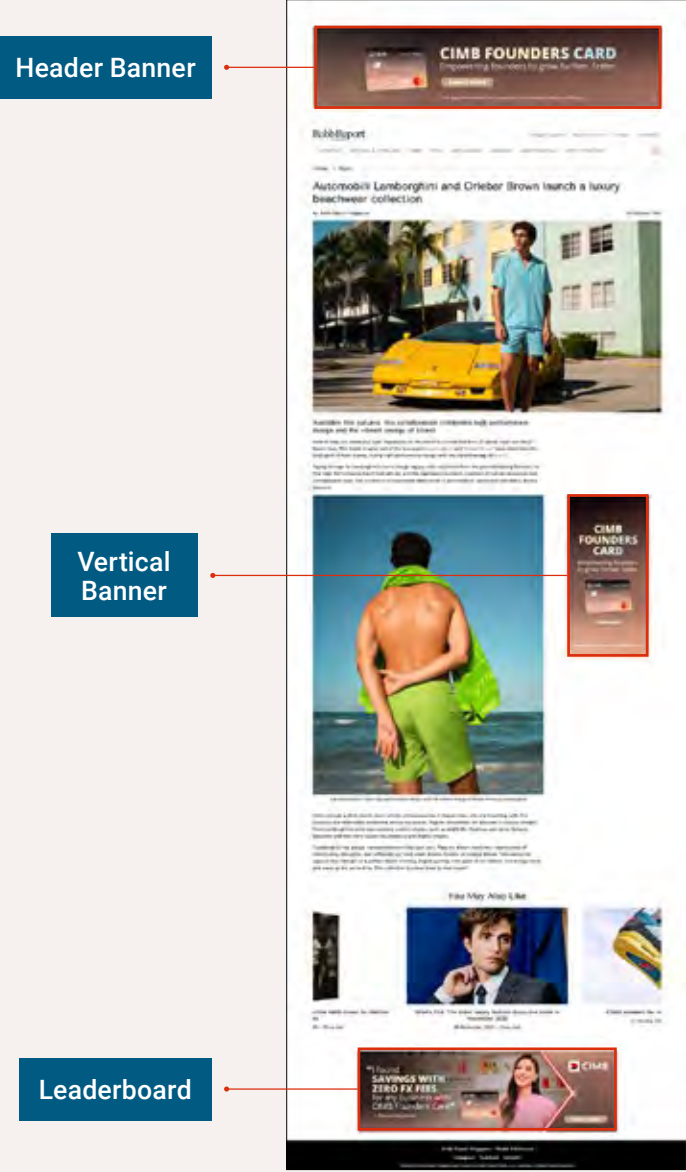
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## Digital AD Specifications

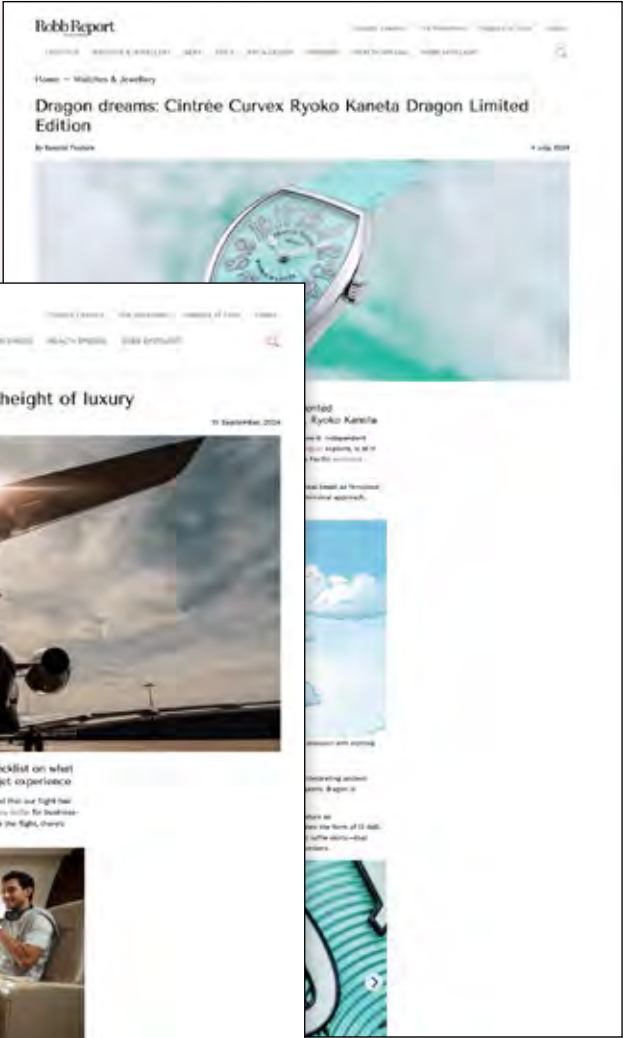
	Dimension (pixels, fixed)	Image AD File Size	Image AD File Size	Rich Media AD File Size	Rich Media AD File Format
<b>Header Banners</b>	1280 x 300px (Desktop and tablet) 400 x 225 px (Mobile)	Up to 1MB	GIF, JPG, PNG, HTML	Up to 1MB	HTML zip bundle or standalone HTML file
<b>Leaderboards (3x)</b>	960 x 300px (Desktop and tablet) 400 x 500px (Mobile)	Up to 1MB	GIF, JPG, PNG, HTML	Up to 1MB	HTML zip bundle or standalone HTML file
<b>Vertical Banners</b>	300 x 600px (Desktop and tablet)	Up to 1MB	GIF, JPG, PNG, HTML	Up to 1MB	HTML zip bundle or standalone HTML file
<b>EDM</b>	640px (Width)		HTML		

**Image Ad requirement**  
All creatives must be in RGB colour mode and at minimum 150 DPI (recommended 227 - 500 DPI)

**Rich Media Ad requirements**  
All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server  
HTML5 creatives must have at least one standard click tag  
HTML5 creatives can only have fixed dimensions, as per table above. Dynamic is not supported



Website



YouTube



# Custom Content Creation

Partner with us to tell your story—authentically, strategically, and with impact. Robb Report Singapore provides a comprehensive suite of creative solutions designed to engage new, highly targeted audiences. Through tailor-made editorial features, striking visuals, and cinematic storytelling, we bring your brand narrative to life and extend its reach across our digital platforms, social media channels, and curated readership network.

Our YouTube content pillars—Figures of Luxury (showcasing the finest and most iconic creations in the realm of luxury), Ask The Expert (delivering insightful and informed perspectives from industry leaders), and Spotlight (profiling visionaries changemakers)—extend your brand’s presence even further, creating dynamic opportunities for storytelling, product integration, and thought leadership that resonate with the world’s most discerning audience.

# 2026 Highlights

Signature events and collaborations for the year.



# Thought Leaders

Established in July 2019, *Robb Report Thought Leaders* brings together Singapore's most influential minds—trailblazers, innovators, and visionaries who are shaping the future of business, culture, and luxury. More than a community, it is a nexus of ideas, influence, and inspiration where leadership meets lifestyle at the highest level.

Each year, new members join this distinguished network to connect through curated experiences, private forums, and exclusive events. For partners and sponsors, Thought Leaders offers a rare opportunity to align with an elite circle of decision-makers, engage directly with affluent industry frontrunners, and co-create meaningful activations that embody excellence, vision, and modern luxury.





## Robb Report Golf Masters

Robb Report Singapore Golf Masters brings together an exclusive community of distinguished readers, business leaders, and senior executives for a day of sport and sophistication.

The upcoming edition promises an elevated experience on and off the green—uniting competition, camaraderie, and connection in true Robb Report style. For sponsors and partners, the event presents a unique opportunity to engage an elite audience through premium brand integration, bespoke hospitality, and curated touchpoints that resonate with Singapore's most influential decision-makers.





# Robb Report Singapore's Gala Night

*Robb Report Singapore's Gala Night* is the pinnacle of sophistication—a celebration of artistry, innovation, and excellence across every facet of luxury. This unforgettable evening gathers our most valued readers, clients, and partners to honour the visionaries and brands shaping the industry's future.

From exquisite showcases to immersive brand experiences, guests are invited to engage with the finest creations and the creators behind them. For sponsors and collaborators, the Gala offers a rare opportunity to align with prestige, forge meaningful connections, and elevate brand presence among Singapore's most influential tastemakers.

# Contacts

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