

Robb Report

SINGAPORE



MEDIA KIT 2024

An aerial photograph of a tropical island resort. The island is surrounded by clear, turquoise water with visible coral reefs. Numerous overwater villas with dark, thatched roofs are arranged in a circular pattern around the perimeter of the island. A central area of the island is densely packed with palm trees and other tropical vegetation. The sky is bright blue with scattered white clouds.

Luxury Without Compromise

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, heritage, taste and fine design. It is the brand the most successful people rely on to discover the ideas, opinions, products and experiences that will matter most to them.

Robb Report is synonymous with affluence, luxury and the best of the best.



Robb Report
SINGAPORE

Robb Report Singapore

Robb Report Singapore is the industry's leading luxury lifestyle publication.

An indispensable and intelligent resource, we connect with HNWI's with experiences and accoutrements to cultivate and elevate their appreciation of the finest things in life.

Our readers are thinkers, innovators, early adopters and astute connoisseurs of luxury who believe in living their best lives. They desire to ahead of the curve and we help them take their journeys a step further.

Robb Report Singapore inspires our readers with the planet's most exclusive products and experiences. We engage accomplished personalities and visionaries who embody change and define success. We pursue beauty and regality beyond the surface.

Because true luxury isn't just about enjoying the world's most expensive things, but uncovering richness in exceptional experiences.

Robb Report Origins & Global Reach

Robb Report first hit newsstands in 1976. Originally devoted to advertisements for new and vintage Rolls-Royces and distributed at the affluent neighbourhoods of California's Bel Air and Beverly Hills, the brand evolved over the course of four decades to eventually become the single most influential journal of living life to the fullest, with 19 international editions across the globe.



Robb Report India



Robb Report Monaco & Cote d'Azur



Robb Report Thailand



Robb Report Arabia



Robb Report China



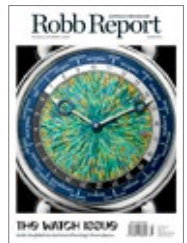
Robb Report Italy



Robb Report Russia



Robb Report United Kingdom



Robb Report Australia & New Zealand



Robb Report Germany



Robb Report Malaysia



Robb Report Singapore



Robb Report United States



Robb Report Brazil



Robb Report Hong Kong



Robb Report Mexico



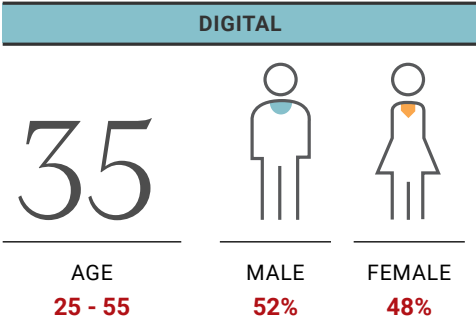
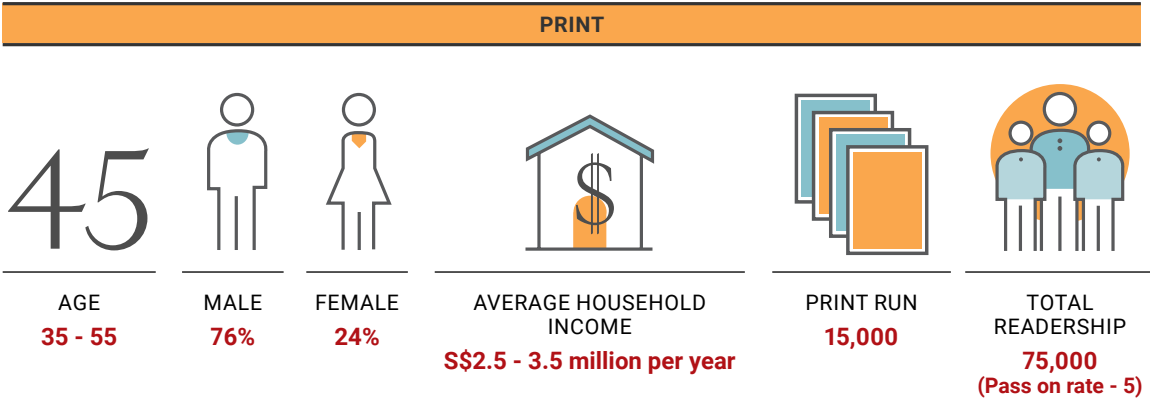
Robb Report Sweden



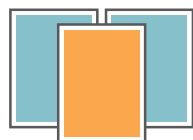
Robb Report Vietnam

Elite, Affluent & Inspired Audience

Robb Report Singapore engages a loyal and highly affluent audience, as well as the next generation of aficionados across print and online platforms. The Robb Report reader is discerning and sophisticated - appreciating and desiring quality, artisanship, heritage, fine design, and exclusivity. Influential and affluent in equal measure, the Robb Report audience is the ideal target for the world's top luxury brands.



Distribution



500

Newsstands & Bookstores

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



500

Airlines, Marinas & Private Lounges

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



2,500

VIP Banking

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



2,500

Private Properties

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

Distribution



500

Luxury Automotive Showrooms

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



6000

High Net Worth Individuals

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



2,500

Private Clubs & Five-Star Hotels

- 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 2024

JANUARY

Celebration

Start in the new year right. We continue the festivities with a selection of the best wines and spirits, unparalleled luxury accoutrements, and advice on how to embark on 2024 with fresh energy and new perspectives.

FEBRUARY

Harmony

Romance, friendship, enduring partnerships, and mind-blowing collaborations—revel in the joy of ties that bind in our Harmony issue. We spotlight the most thoughtful and exquisite gifts for Valentine's Day, and turn our attention to the most intriguing tie-ups in the world of luxury.

MARCH

Adventure

From conquering Mount Everest to expanding horizons with rule-breaking wine and watchmakers, we seek out the purveyors who forge new paths, as well as accoutrements and experiences that push the boundaries on the tried-and-tested.

APRIL

Adrenaline

Get behind the wheel with the desirable automobiles from around the world. Discover new travel experiences, dynamic timepieces, and thrill-elevating indulgences curated for the intrepid bon vivant.

MAY

Spring Style

Stay sharp in the sun. Explore the hottest looks, labels and accessories from the fashion season best-suited to our climes arrives.

JUNE

Home

Home is truly the most soothing word there is. Welcome to an issue dedicated to the best of intimate comfort. Discover the biggest names in architecture and interior decorators—and the beautiful homes they have designed—and a head-start on state-of-the-art technologies and exceptional homeware that turn your abode into a private paradise.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.



Editorial Calendar

Robb Report Singapore 2024

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JULY

Art & Design

Meet the most vital artists, gallerists, architects and designers with fresh aesthetic perspectives. Collect art that will expand your mind and feed your soul.

AUGUST

Watches & Jewellery

A guide to the most outstanding timepieces and jewellery from the world's most renowned horological titans, independent watchmakers and jewellery houses. Get insights on the wristwatches and high-octane pieces that will dominate our wrists and conversations this year.

SEPTEMBER

Best Of The Best

We celebrate the best of luxury living by recognising its most esteemed and forward-thinking purveyors across the gastronomy, car, spirits, watches and jewellery industries.

OCTOBER

Power

An issue dedicated to Robb Report Singapore's ever-growing Thought Leaders community. Get acquainted with exceptional individuals who are at the top of their game across industries spanning finance, art, tech, sustainability, hospitality, and more.

NOVEMBER

Travel

Everything you need to plan for your next escapade is here. Learn about the most exclusive destinations, properties and exceptional services that will expand your horizons.

DECEMBER

Ultimate Gift Guide

We close the year with our much-anticipated Ultimate Gift Guide. Pamper yourself and your loved ones, and celebrate a well-lived year with a specially curated list of the most extraordinary accoutrements and experiences.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.

Print Edition Rates 2024

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	\$16,500
1ST SPREAD	\$14,850
2ND SPREAD	\$13,365
3RD SPREAD	\$12,028
ROP	\$11,000

Single Pages

POSITION	RATES
ROP	\$7,150
PREMIUM POSITION PAGE <i>(Contents, Editor's Letter, Masthead)</i>	\$8,250
IBC	\$8,250
OBC	\$16,500
SPECIAL AD SECTION	TBD

ADVERTORIAL (SINGLE PAGE) \$8,470

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

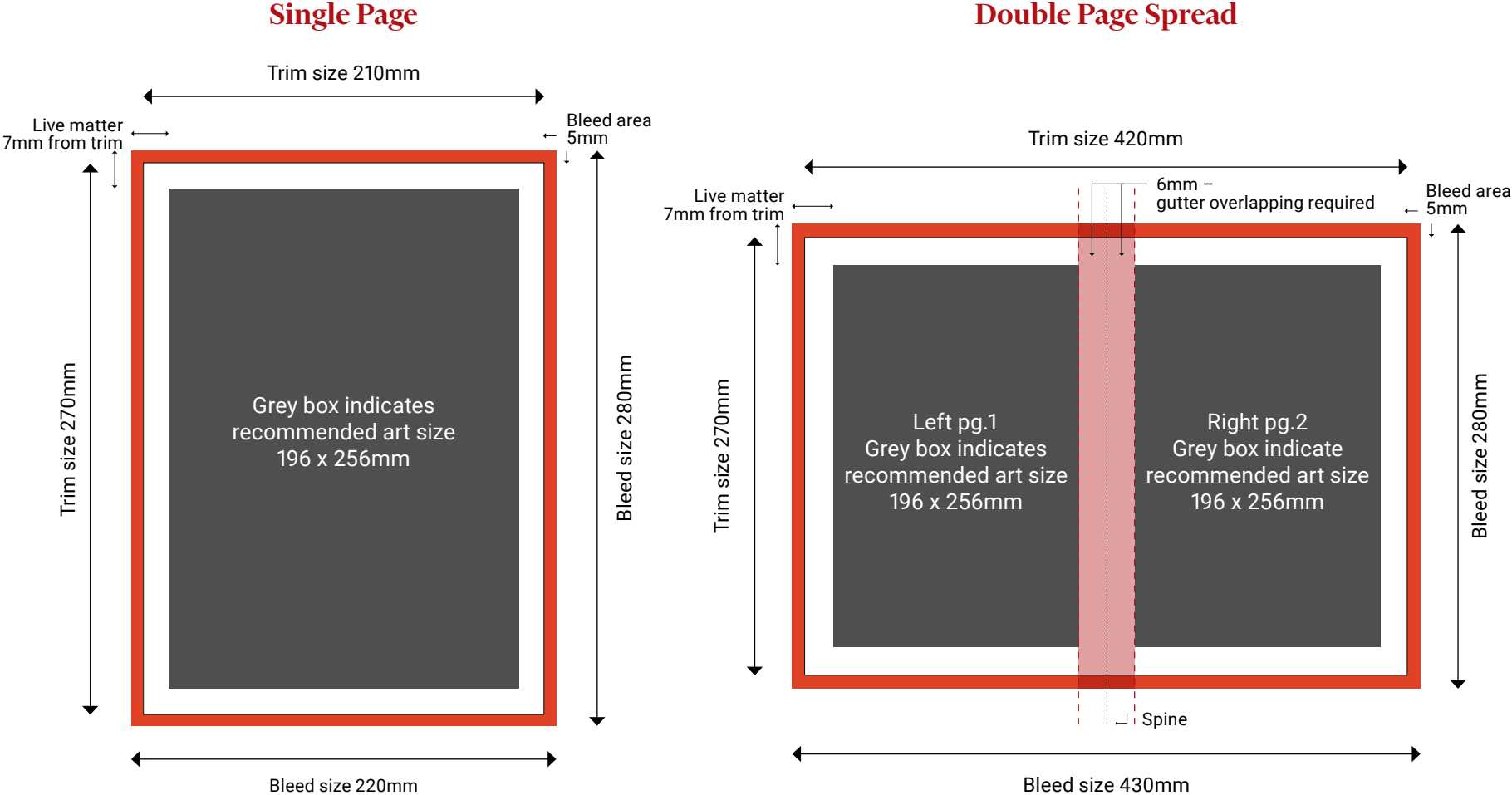
only CMYK

All text & fonts

Created outlined & 100% Black

Submitted materials

High-resolution (300DPI) PDF files are preferred



Advertisement Booking & Material Dates

January 24

Booking: **28 November 2023**
Submission: **5 December 2023**

February 24

Booking: **28 December 2023**
Submission: **5 January 2023**

March 24

Booking: **26 January**
Submission: **31 January**

April 24

Booking: **21 February**
Submission: **28 February**

May 24

Booking: **24 March**
Submission: **31 March**

June 24

Booking: **23 April**
Submission: **30 April**

July 24

Booking: **24 May**
Submission: **31 May**

August 24

Booking: **21 June**
Submission: **28 June**

September 24

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

October 24

Booking: **23 August**
Submission: **30 August**

November 24

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

December 24

Booking: **24 October**
Submission: **31 October**





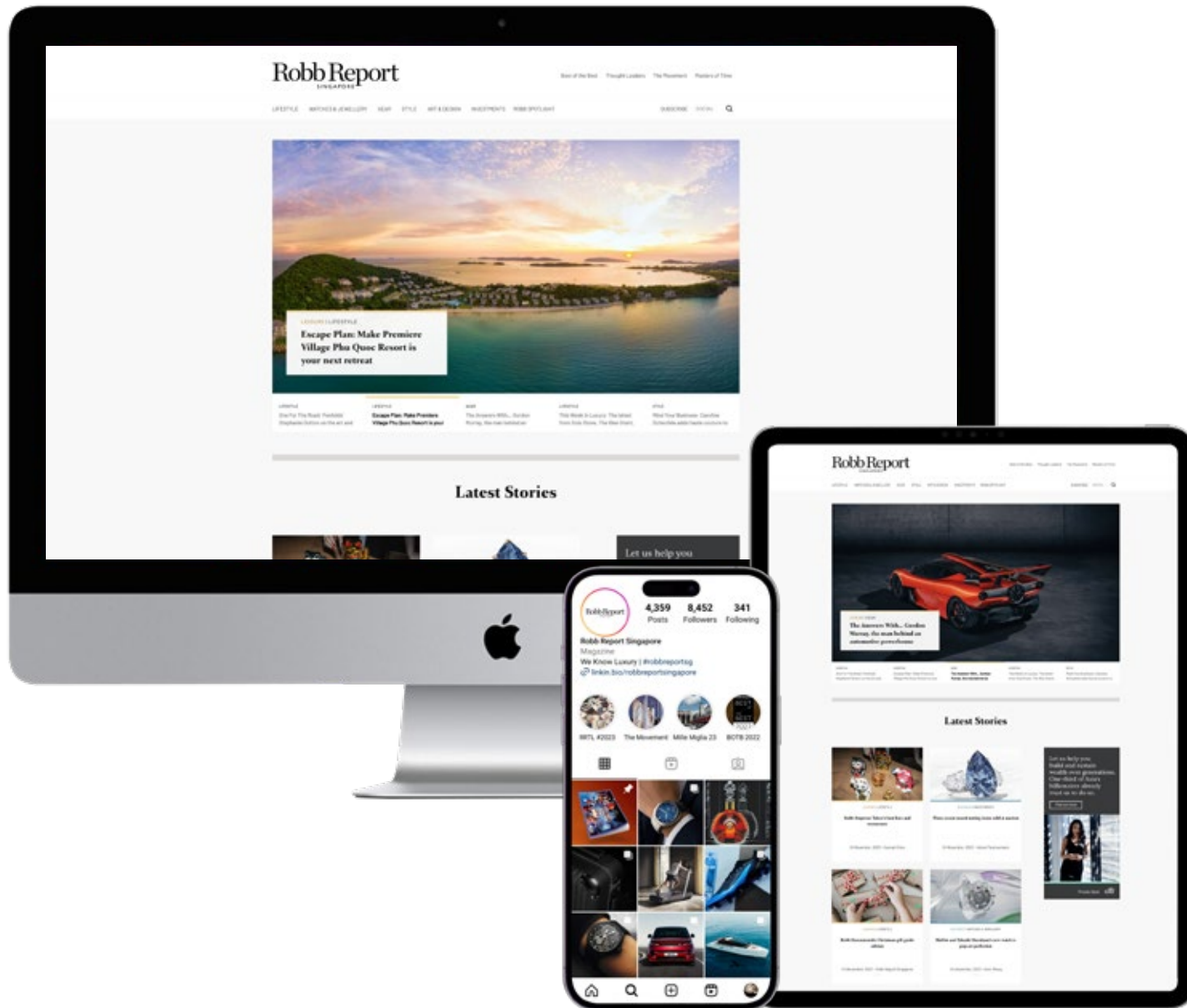
Engage With An Elite Digital Audience

RobbReport.com.sg

Robb Report Singapore's stand-alone online platform - RobbReport.com.sg - expands our audience with unprecedented reach.

Our signature content covering all aspects of living from art and cars, to watches, jewellery, style, food and drink are presented with new perspectives, content verticals, and elevated levels of audience engagement.

Leverage the distinctive voice of *RobbReport.com.sg* and enhance your brand positioning among the world's most desirable consumers in the digital space.



Estimated Monthly Traffic

(Source: Google Analytics. Latest figures from November 2023)

Page Views: **321,619**

Unique Visitors: **78,820**

Average Time Online: **1 min 01 seconds**

Social Media Followers

Facebook: **26,792**

Instagram: **8,443**

LinkedIn: **1,669**

Newsletter Subscribers: **3,882**

robbreport.com.sg Banners

Home Page:	Section Buyout:	Advertorial \$8,470
2 weeks: \$6,600	2 weeks: \$4,950	Special Projects TBD
4 weeks: \$9,350	4 weeks: \$7,700	EDM \$5,000

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

Digital AD Specifications

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

Image Ad requirement

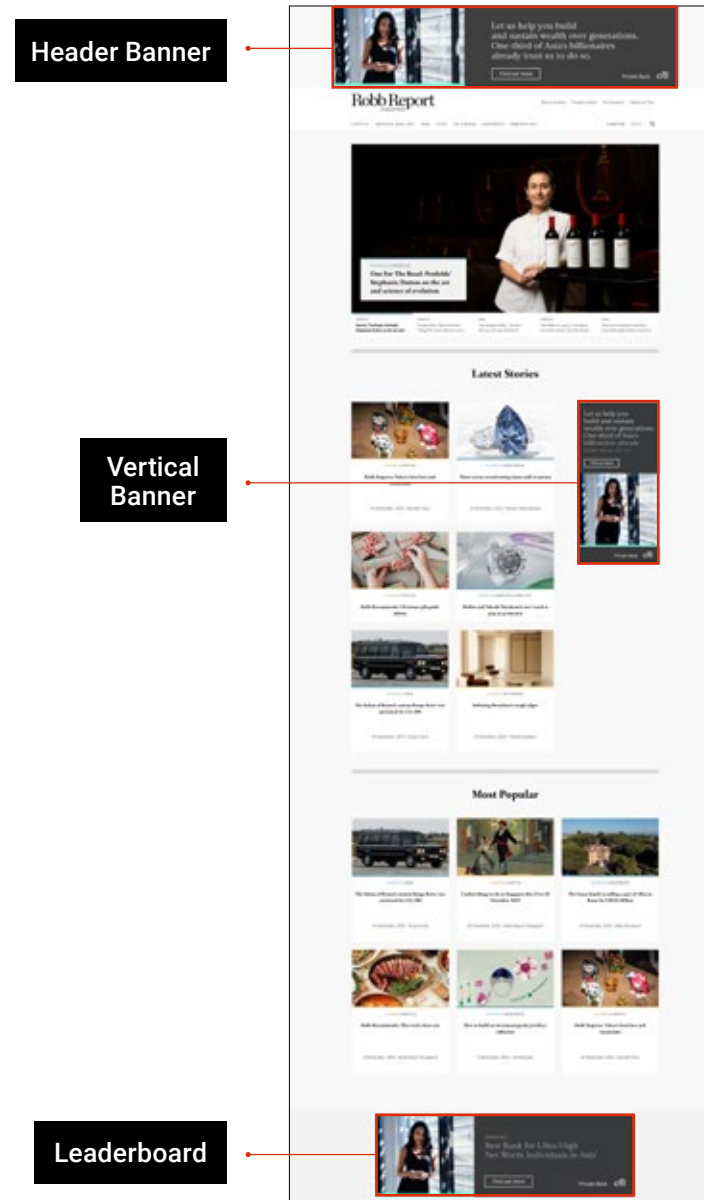
All creatives must be in RGB colour mode and at minimum 150 DPI (recommended 227 - 500 DPI)

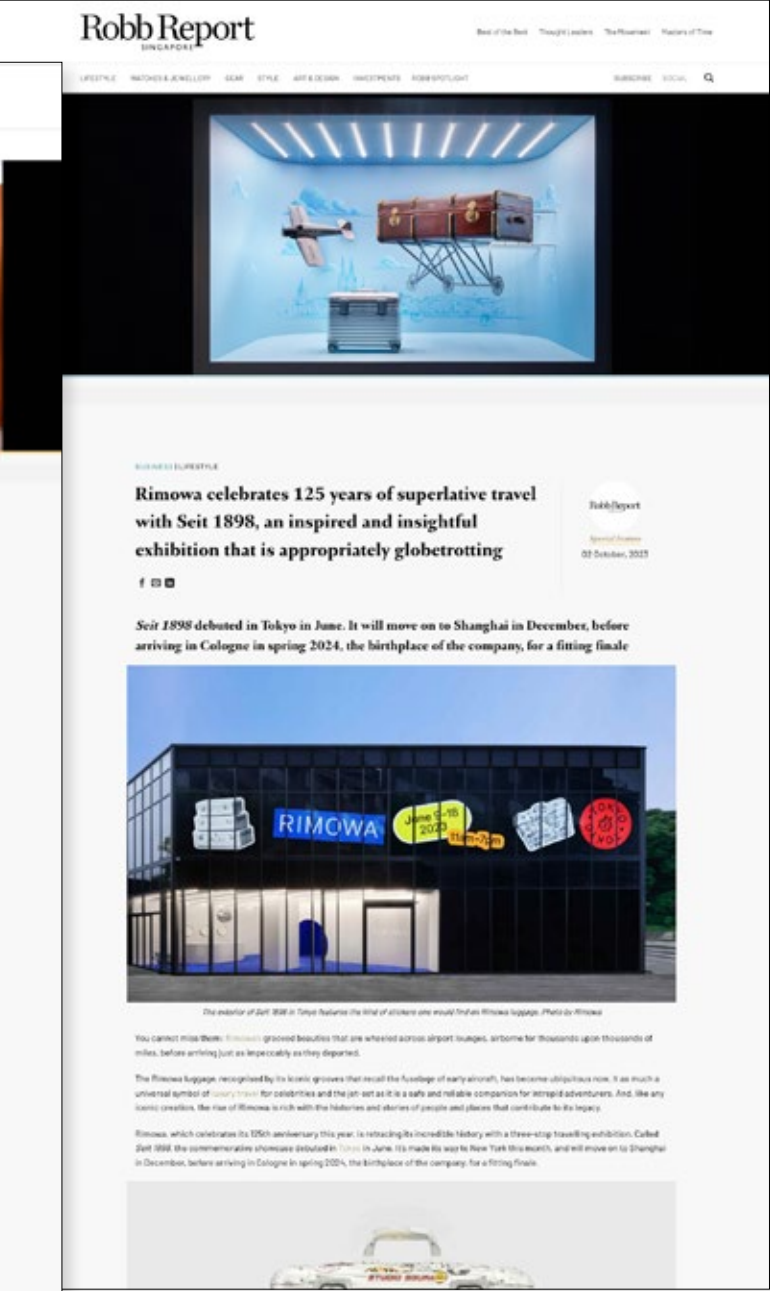
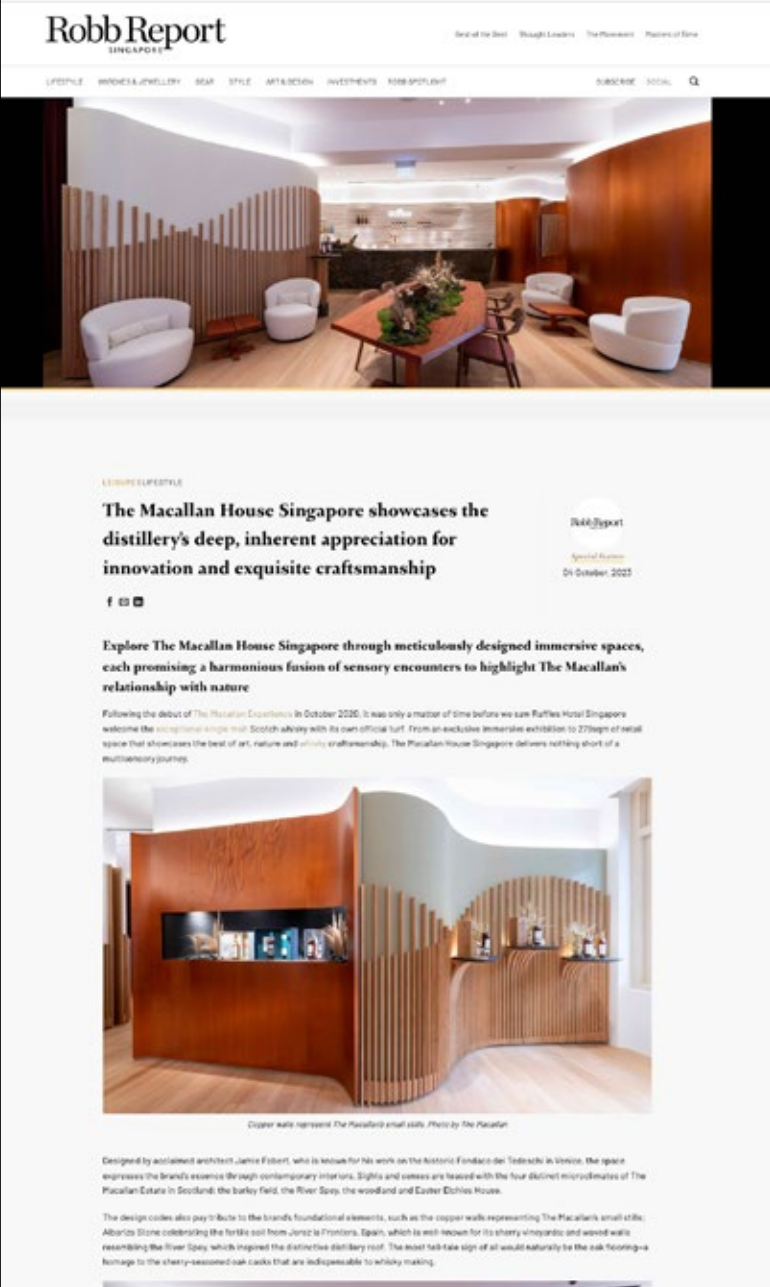
Rich Media Ad requirements

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





Custom Content Creation

Collaborate with us to tell your story, the way you want to.

RobbReport.com.sg offers a full suite of creative services to help you reach new and highly targeted audiences. We craft compelling stories through bespoke editorial features, inspiring visuals, and evocative videos - and amplify them to our engaged readership on all our social media platforms and curated databases.

2024 Highlights

Signature events and collaborations for the year.





Thought Leaders

Established in July 2019, *Robb Report Thought Leaders* is a community of tastemakers, innovators, opinion leaders and luxury purveyors across all industries in Singapore.

These exceptional individuals are an elite group of visionaries who champion out-of-the-box thinking as they forge their own paths to success.

Robb Report welcomes new members to the Thought Leaders community on a yearly basis. An esteemed cognoscenti, these like-minded, elite individuals engage and inspire each other, while sharing exclusive experiences and privileges through our specially curated events and activities.



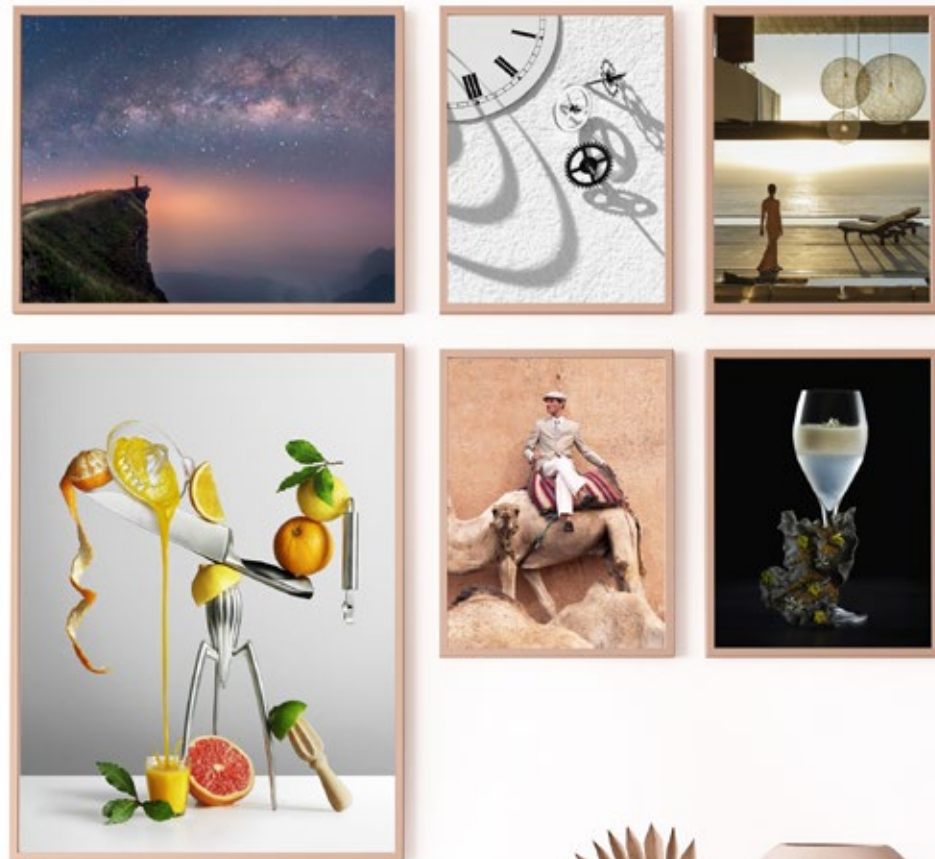
Curated To Be Exceptional

The Atelier is *Robb Report Singapore's* virtual store that combines e-commerce with editorial content.

Be piqued by our specially curated selection of exclusive products, read all about them and, if you desire, purchase the items on the spot.

Released periodically throughout the year, each themed volume comprises curated products that share our ethos of luxury without compromise.

Our first volume, *Aperitif O'Clock*, featured an assortment of bar cart essentials, including whisky, rum, gin, caviar along with carts and coolers. Other volumes will include home accessories, jewellery, watches, art, grooming, experiences, wellness, food and many more.





Robb Report Golf Masters

Robb Report Singapore presented our second edition of the Robb Report Singapore Golf Masters in 2023. We look forward to hosting another exciting day on the green for our elite database of affluent readers, business owners and top-level executives.

Robb Report Singapore's Best of the Best Gala Night

Robb Report Singapore's Best of the Best Gala Night promises to be an evening of luxury without compromise. We look forward to hosting our valued readers and clients for an unforgettable night, as we pay homage to the leading lights of luxury lifestyle across various industry segments. Get up close with truly exceptional products that demonstrate excellence in beauty, innovation, art and craft, and meet the creative minds behind them.



Contacts

For enquiries about Robb Report Singapore please contact: +65 6225 4045

Editorial

ALVIN WONG
Editor-In-Chief
alvin.wong@imv.com.sg

AMOS CHIN
Digital Editor
a.chin@imv.com.sg

MUHAMMAD HAZIQ BIN MD YUSOF
Writer
h.yusof@imv.com.sg

Advertising

DANIEL CHAN
Publisher
d.chan@imv.com.sg

JASMINE KOH
Associate Account Director
j.koh@imv.com.sg

RICHELLE LIM
Account Director
r.lim@imv.com.sg

Special Projects And Marketing

NATASHA DAMODARAN
Managing Director
n.damodaran@imv.com.sg

AKSHATA SHANBHAG
Senior Marketing Manager
a.shanbhag@imv.com.sg

