INDOCHINE MEDIA VENTURE’S (IMV) PORTFOLIO INCLUDES SINGAPORE, MALAYSIA, THAILAND AND VIETNAM
Robb Report Singapore is the industry’s leading publication in luxury lifestyle. Our goal: to constantly introduce HNWIs to the finest things in life, through industry insights, visually arresting images, carefully curated topics and conversations with industry leaders that go beyond pleasantries.

Our readers are innovators and early adopters who work relentlessly to stay ahead of the curve. We help them take their journeys a step further, making the inaccessible accessible. Robb Report Singapore inspires our readers with the most exclusive products and experiences money can (and sometimes, can’t) buy. We shed light on how the most successful people lead their lives. And because luxury in today’s context isn’t a mere synonym for ‘the most expensive things in the world’, we actively seek out emerging trends and showcase new or revolutionary products and experiences that are on the cusp of gaining cult status.
<table>
<thead>
<tr>
<th>Segment</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>News stands, bookstores &amp; private properties</td>
<td>3,500</td>
</tr>
<tr>
<td>High Net Worth Individuals</td>
<td>5,000</td>
</tr>
<tr>
<td>VIP Banking</td>
<td>2,500</td>
</tr>
<tr>
<td>Private clubs &amp; five-star hotels</td>
<td>1,600</td>
</tr>
<tr>
<td>Airlines &amp; airport lounges</td>
<td>2,500</td>
</tr>
<tr>
<td>Golf clubs &amp; luxury automotive showrooms</td>
<td>500</td>
</tr>
</tbody>
</table>

**News stands, bookstores & private properties**
- 8 Napier
- Books Kinokuniya
- Far East Plaza Residences
- Marina Bay Suites
- Martin No. 38
- MPH
- Orchard Park suites
- Orchard Scotts Residences
- Popular
- Reflections at Keppel Bay
- Riverside Village Residences
- Sentosa Cove
- St Regis Residences Singapore
- The Lincoln Modern
- The Marq
- The Orchard Residences
- The Ritz-Carlton Residences, Singapore, Cairnhill
- Times Bookstores
- Treetops Executive Residences
- Village Residence West Coast
- WH Smith

**High Net Worth Individuals**
- Ferrari Owners’ Club Singapore
- Managing directors of publicly listed corporations
- Professionals

**VIP Banking**
- ABN Amro Private Banking
- Barclays Bank
- BNP Paribas
- Coutts
- Deutsche Bank
- HSBC Private Bank
- JP Morgan
- OCBC Bank
- Société Générale
- Standard Chartered
- UBS
- VP Bank

**Private clubs & five-star hotels**
- 1880 Capella Singapore
- China Club
- Crowne Plaza Changi Airport
- Grand Hyatt Singapore
- Grand Park Orchard
- Goodwood Park Hotel
- InterContinental Singapore
- Le Méridien Singapore, Sentosa
- Mandarin Orchard Singapore
- Marina at Keppel Bay
- Marina Mandarin Singapore
- One Degree 15 Marina Sentosa Cove
- Parkroyal on Pickering
- Raffles Marina
- Regent Singapore
- Resorts World Singapore
- Shangri-La Hotel, Singapore
- Singapore Polo Club
- Sofitel Singapore City Centre
- Sofitel Singapore Sentosa Resort & Spa
- The Fullerton Hotel Singapore
- The Ritz-Carlton, Millenia Singapore
- The Singapore Island Country Club
- The St Regis Singapore
- W Singapore - Sentosa Cove

**Airlines & airport lounges**
- DBS Asia Treasures Lounge
- Emirates Airlines
- Emirates Lounge (T1, T2, T3)
- Royal Silk Lounge
- SATS Premier Lounge (T2, T3)
- SilverKris Lounge
- Singapore Airlines
- Swiss International Air Lines
- Thai Airways
- Emirates Airlines
- Emirates Lounge (T1, T2, T3)
- Royal Silk Lounge
- SATS Premier Lounge (T2, T3)
- SilverKris Lounge
- Singapore Airlines
- Swiss International Air Lines
- Thai Airways

**Golf clubs & luxury automotive showrooms**
- Audi Centre (Premium Automobiles)
- BMW showrooms (Performance Munich Autos)
- Laguna National Golf & Country Club
- Mercedes-Benz (Cycle & Carriage)
- Sentosa Golf Club
- Audi Centre (Premium Automobiles)
- BMW showrooms (Performance Munich Autos)
- Laguna National Golf & Country Club
- Mercedes-Benz (Cycle & Carriage)
- Sentosa Golf Club
VISION 2020

- A 360-degree, multi-faceted content creator that brings the Robb Report ethos to life through print, digital activations, social media, experiences and events

- The ultimate authority on international luxury, and appealing to early adopters and discerning bon-vivants

- The resource for HNWI readers for all aspects of their lives: lifestyles, passions, work, investments, family and friends

- Embodiment of a life of luxury & sophistication lived by our erudite, well-travelled and passionate readers through a value-based system
# READERSHIP & STATISTICS

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGES</td>
<td>35 - 55</td>
</tr>
<tr>
<td>MALE</td>
<td>76%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>24%</td>
</tr>
</tbody>
</table>

- **MONTHLY PAGE VIEWS**: 420,000
- **UNIQUE VISITORS**: 33,000
- **AVERAGE SESSION DURATION**: 2MIN 48 SECS
- **FACEBOOK**: 27,000+
- **INSTAGRAM**: 3,700+
- **EDM**: 5,000

* Source: Google Analytics, average figures from November 2019
THEMES FOR 2020

JANUARY
20/20

Vision 2020: How will the demands of sustainability and exclusivity, together with the continuing desire for experiences and craftsmanship, impact the luxury industry in 2020? What are the defining trends for the year, and who are the remarkable individuals disrupting the industry and moving us forward?

FEBRUARY
ADRENALINE

Adventure and speed abound. We chronicle dare-devil feats, the most revolutionary wheels to hit the roads, as well as exciting new tech.

MARCH
UNCONVENTIONAL

The outliers in luxury lifestyle, from design and watches to the alternative marques in the automotive world. We canvass the movers and shakers in the luxury industry to uncover what lies beyond the horizon, and discover just what impact the next generation might bring.

APRIL
WOMEN

Women shape our opinion, culture, economy and the world. This month’s editorial is a unique forum in which these influential personalities – trailblazers, tastemakers, idealists, and disruptors – share their views and values on topics ranging from style, design, the arts, travel, wellness, wealth management and philanthropy. Meet the modern muse.

MAY
COLOUR

A guide to the kaleidoscope of life; from the art fairs which have served up the stunning headlines, to superior design which have improved virtually everything. Also, what collectors need to know; when is a wait list not really a wait list.

JUNE
POWER

We unveil the new entrants into the Robb Report Thought Leaders community. Plus, a glimpse into the world of finance enmeshed with luxury, from stories of success to jaw-dropping auctions. This edition is devoted to the big ideas which are happening in the world of finance and investment.
THEMES FOR 2020

July
Collector

The finest timepieces of 2020, curated and compiled for the pleasure of the Robb Report watch connoisseur. Featuring the revolutions in the world of horology, the blue chip investments, the dark horses and everything in between from the three big timepiece shows, Time to Move, Watches & Wonders and BaselWorld.

August
Home

Celebrating local talents, brands, and personalities. Plus, our guide to the ultimate in homes, interiors and architecture. This issue delivers on next level refinement and is a definite guide to living well, where superior design, cutting-edge tech, and grand ideas have made the living space a pleasure to behold.

September
Bespoke

The intelligent reader’s guide to making the world their very own. From fashion to jewellery, and yachts to automobiles, we pick out the best in class for making the most out of your lifestyle with verve, style and plenty of panache.

October
Best of the Best

Robb Report Singapore’s signature editorial event, Best of the Best, recognises those at the pinnacle of their industries. This issue, the ultimate curation of everything luxe, is our biggest of the year from cars, boats, planes and watches to food & drink, travel, art, style and jewellery. We scour the globe (and also the two decades of the new millennium), for the best of the best.

November
Largesse

A focus on the food and drink headlines in this region and around the world, as well as stories of corporate social responsibility and sustainability, where giving back equals good long-term business.

December
Ultimate Gift Guide

Our annual compilation of one-of-a-kind custom gifts in the world, exclusively created and bespoke for the most discerning of Robb Report readers. This signature editorial issue is an idea of what the powerhouse luxury brands can do for clients in ways which they have yet to imagine, and of the wondrous ways in which life can be savoured through the idea of experiences with purchase.
PILLARS & 360-DEGREE ACTIVATIONS

CRAFTSMANSHIP & INNOVATION

ROBB RESIDENCE
A special on outstanding homes in Singapore; key design and architecture trends; designers to know; furniture and decor collector items to own; objets d’art & where to find them.

ROBB REPORT
ULTIMATE DRIVES
An annual extravaganza where we bring together the best of the best in luxury cars, and invite our car enthusiast readers for a unique experience.

A CUT ABOVE
Everything we need to know about the world of coloured gemstones: tsavorite or emerald? yellow diamond or yellow sapphire? The investment value; the aesthetic; the rainbow colours

TIME IS NOW
A regular activation where we explore one tenet of luxury watchmaking and delve deep into what makes the industry tick.

ROBB TV
Through regular digital programmes such as Luxury Guide and Collector Series, we highlight the values and tenets that luxury brands hold dear, as well as insider secrets.

LIFESTYLE

ROBB CELEBRATES
Robb Celebrates is a selection of exclusive and exquisite products and experiences that takes the guessing out of gifting. Armed with this useful resource, our HNWI readers will have all the tools they need to plan a celebration.

ROBB REAL ESTATE
Homes & properties that are worth investing in, now. A focus on some of the hottest properties on the real estate market around South East Asia, with insights from experts on what makes real estate a blue-chip investment, and the cities/countries worth paying attention to.

MOVERS & SHAKERS
Mixologists, bars, spirits & trends that are shaking up the beverage industry. A focus on the people behind the bars; the people imbibing the drinks and a focus on the spirits themselves and their investment value.

ROBB REPORT GOLFS
Robb Report takes over the golf course for a day to invite our readers to indulge in a friendly round, leaving their stresses behind and discovering a world of gastronomy and luxury.
FUTURE

POWERS PACKED
All the new tech for individuals, homes and businesses - the ground-breaking gadgets, IoT, and big ideas that make life just a little bit easier.

CEO SERIES
A video interview series with Robb Report’s CEO readers to uncover a fascinating insight into the world of leadership, business and entrepreneurship.

FINANCE LUMINARIES
An investment supplement, featuring private banks, VCs, technopreneurs, investors to know: Who should entrepreneurs approach for their financial needs, be it seed capital or their banking needs? + The tech that’s changing the way they approach their business

INACCESSIBILITY

ROBB FREQUENT FLYER
A handy resource to travelling well in 2020: a guide to the hottest destinations; where to dine; what to see; where to stay; getaway options for long weekends; how to pack. Comes with tips & advice from Robb Report’s HNWI, successful & busy readers.

PRIVATE AFFAIR
A subscription-based secret dining experience where readers will be whisked away to a mystery location for a special fine dining meal.
THOUGHT LEADERS: ETHOS

Robb Report Thought Leaders are a community of successful taste makers, opinion leaders and luxury purveyors.

They have a passion for the finer things in life, and believe that they're not defined solely by their work. They're an elite group of visionaries, vaunting out-of-the-box thinking, and have taken alternative paths to success.

They are like-minded elite individuals who are looking to forge bonds with people like them – they're always looking to learn & broaden their horizons.

Robb Report serves as a community builder and platform to bring our Thought Leaders together. It's a vehicle to help these like-minded personalities forge connections, and to introduce them to exclusive and thought-provoking experiences.

Robb Report Thought Leaders will be also be privy to exclusive experiences and privileges, including a three-month membership to concierge service Quintessentially.

We will engage with the community of Thought Leaders through a three-pronged approach:

- Content (by and for them)
- Events
- Social media
THOUGHT LEADERS: ENGAGEMENT THROUGH EVENTS

NOVEMBER 2019
CAN LUXURY GO GREEN?
How can luxury brands do better in making the world a greener place and set an example by embarking on this journey. The challenges brands often face in this sphere, and how they can mitigate the issues.

MARCH 2020
THE FUTURE IS FEMALE
A convergence of female leaders of industry - from chefs to designers, skincare gurus to curators. We set the stage for women in creative fields to showcase their talents, and lead the discussion, with our female Thought Leaders, about what it takes to smash the glass ceiling.

JANUARY 2020
ART OF APPRECIATION
What goes into crafting the perfect blend of rum? An evening of rum, watch & jewellery appreciation.

MAY 2020
CULTURE CLUB SPOTLIGHT ON ARTISANAL CRAFTS
Delving into the minutiae of hand craftsmanship in different metiers - including bespoke tailoring, jewellery making, and watchmaking. We unpack the definition of luxury, and where the value lies.
An interview of a spokesperson, a review of a product or service written by Robb Report Singapore that appears in the print magazine or website.

Inclusions:

- Not more than 3 images (in print) or 5 images (online)
- Up to 400 words

* 3 rounds of vetting will be allowed. This will be labelled as a Special Feature.
A unique project tailored to suit client goals and objectives.

Inclusions:

- A unique project tailored to suit client goals and objectives
- A 360-degree campaign which includes social media, print coverage and offline activation
- 100% SOV media on page

* Final layout, copy and image selection are subject to editorial discretion.
A customised, standalone digital mailer that reaches our HNWIs.

Inclusions:
- 100% SOV in the EDM
# Digital Rate Card

<table>
<thead>
<tr>
<th></th>
<th>2 Weeks</th>
<th>4 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page</strong></td>
<td>$6,000</td>
<td>$8,500</td>
</tr>
<tr>
<td><strong>Section Buyout</strong></td>
<td>$4,500</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

- 100% SOV, including 4 banners on page (Top Leaderboard, Middle Leaderboard and Bottom Leaderboard)

**Advertorial**
- $7,700

**Special Projects**
- To be discussed

**EDM**
- $5,000

*All rates are in SGD, nett after agency commission, before GST*
**PRINT RATE CARD**

<table>
<thead>
<tr>
<th>DOUBLE-PAGE SPREAD</th>
<th>IFC</th>
<th>1ST DPS AFTER IFC</th>
<th>2ND DPS AFTER IFC</th>
<th>3RD DPS AFTER IFC</th>
<th>ROP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15,000</td>
<td>$13,500</td>
<td>$12,150</td>
<td>$10,935</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FULL PAGE FULL COLOUR</th>
<th>ROP</th>
<th>PREMIUM POSITIONS (CONTENTS, EDITOR'S LETTER &amp; MASTHEAD)</th>
<th>IBC</th>
<th>OBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,500</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

**ADVERTORIAL (SINGLE PAGE)** $7,700

*All rates are in SGD, nett after agency commission, before GST*
# Digital Ad Dimensions & File Sizes

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Header Banners</strong></td>
<td>1280 x 300px</td>
<td>Up to 1MB</td>
<td>GIF, JPG, PNG, HTML</td>
<td>Up to 1MB</td>
</tr>
<tr>
<td></td>
<td>(Desktop and tablet)</td>
<td></td>
<td></td>
<td>HTML zip bundle or standalone HTML file</td>
</tr>
<tr>
<td></td>
<td>400 x 225px (Mobile)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leaderboards (3x)</strong></td>
<td>960 x 300px</td>
<td>Up to 1MB</td>
<td>GIF, JPG, PNG, HTML</td>
<td>Up to 1MB</td>
</tr>
<tr>
<td></td>
<td>(Desktop and tablet)</td>
<td></td>
<td></td>
<td>HTML zip bundle or standalone HTML file</td>
</tr>
<tr>
<td></td>
<td>400 x 500px (Mobile)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vertical Banners</strong></td>
<td>300 x 600px</td>
<td>Up to 1MB</td>
<td>GIF, JPG, PNG, HTML</td>
<td>Up to 1MB</td>
</tr>
<tr>
<td></td>
<td>(Desktop and tablet)</td>
<td></td>
<td></td>
<td>HTML zip bundle or standalone HTML file</td>
</tr>
<tr>
<td><strong>EDM</strong></td>
<td>640 (Width)</td>
<td>-</td>
<td>HTML</td>
<td></td>
</tr>
</tbody>
</table>

**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
PRINT AD DIMENSIONS

FULL PAGE FULL COLOUR
- Trim size – 210mm x 270mm
- Bleed size – 220mm x 280mm
- Text area – 196mm x 256mm

DOUBLE PAGE SPREAD
- Trim size – 420mm x 270mm
- Bleed size – 430mm x 280mm
- Text area – 196mm x 256mm

COLOUR PROFILE
Fogra 39L

MAXIMUM INK DENSITY
280% – 300%

COLOUR MODE
Strictly CMYK only

ALL TEXTS & FONTS
- Create outline for all fonts used
- Use 100% black instead of 4-colour black

SUBMITTED MATERIALS
High-resolution (300dpi) PDF files are preferred
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