

# Robb Report

SINGAPORE

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**MEDIA KIT 2021**

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# 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 ORIGINS & OTHER EDITIONS

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.



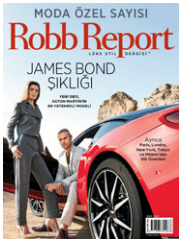
Robb Report  
China



Robb Report  
Korea



Robb Report  
Singapore



Robb Report  
Turkey



Robb Report  
Arabia



Robb Report  
Germany



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Robb Report  
Russia



Robb Report  
Thailand



Robb Report  
Vietnam



# ABOUT ROBB REPORT SINGAPORE

*Robb Report Singapore* is the industry's leading publication in luxury lifestyle. Our goal: to constantly introduce HNWI's 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 also 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.





# ROBB REPORT SINGAPORE'S READERS

Robb Report Singapore engages a loyal audience of highly affluent connoisseurs and also cultivates the next generation of aficionados. The Robb Report reader is synonymous around the world with a keen taste in luxury, and a penchant for the best of the best. Robb Report's highlights attract a discerning audience who share the same appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity — core elements that define luxury. A unique combination of high standards, coupled with influence and spending power makes the Robb Report audience the ideal target for the world's top luxury brands.

PRINT

45

AGE  
35 - 55



MALE  
76%



FEMALE  
24%



AVERAGE HOUSEHOLD INCOME  
S\$2.5 - 3.5 million per year



AUDIENCE  
15,000

DIGITAL

35

AGE  
25 - 45



MALE  
52%



FEMALE  
48%



DISTRIBUTION



500

NEWSSTANDS & BOOKSTORES

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



5,000

HIGH NET WORTH INDIVIDUALS

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



2,500

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



500

LUXURY AUTOMOTIVE SHOWROOMS

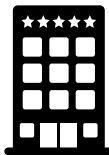
Audi Centre (Premium Automobiles)  
BMW showrooms (Performance Munich Autos)  
Mercedes-Benz (Cycle & Carriage)



2,500

VIP BANKING

ABN Amro Private Banking  
Barclays Bank  
BNP Paribas  
Citigold Private Client  
Deutsche Bank  
DBS Bank  
HSBC Private Bank  
JP Morgan  
OCBC Bank  
Societe Generale  
Standard Chartered  
UOB  
UBS  
VP Bank



1,500

PRIVATE CLUBS & FIVE-STAR HOTELS

1880  
Amara Sanctuary Sentosa  
Andaz Singapore  
Banyan Tree Hotels & Resorts  
British Club  
Capella Singapore  
Capitol Kempinski  
COMO Hotels & Resorts  
Conrad Centennial Singapore  
Crowne Plaza Changi Airport  
Four Seasons Hotel Singapore  
Fullerton Bay Hotel  
Goodwood Park Hotel  
Grand Hyatt Singapore  
Grand Park Orchard  
Harvard Club of Singapore  
InterContinental Singapore  
JW Marriott South Beach  
Kesa House  
Laguna National Golf & Country Club  
Le Meridien Singapore, Sentosa  
Mandarin Orchard Singapore  
Marina at Keppel Bay

Marina Bay Sands  
Marina Bay Sands Pte Ltd  
Marina Mandarin Singapore  
One Degree 15 Marina Sentosa Cove

Pan Pacific Singapore  
PARKROYAL on Beach Road  
Parkroyal on Pickering  
Raffles Marina  
Regent Singapore  
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  
Tanglin Club  
The American Club  
The Fullerton Hotel Singapore  
The Ritz-Carlton, Millenia Singapore  
The Singapore Island Country Club  
The St Regis Singapore  
Tower Club  
Villa Samadhi  
W Hotel Singapore  
Wanderlust  
York Hotel Singapore  
YTL Hotels



2,500

PRIVATE PROPERTIES

8 Napier  
Far East Plaza Residences  
Le Grove Serviced Apartments  
Marina Bay Suites  
Martin No. 38  
One Shenton  
Orchard Park Suites  
Orchard Residences  
Orchard Scotts Residences  
Reflections at Keppel Bay  
Regency House  
Riverside Village Residences  
Sentosa Cove  
St Regis Residences Singapore  
The Lincoln Modern  
The Marq  
The Orchard Residences  
The Ritz-Carlton Residences, Singapore, Cairnhill  
The St. Regis Residences  
Treetops Executive Residences  
Village Residence West Coast  
W Residences  
Wallich Residence



# A YEAR OF EXTRAORDINARY

The 2021 *Robb Report Singapore* Editorial Calendar



## JANUARY

### REINVENTION

As a curtain raiser to what is hopefully a better year than what was, this issue is dedicated to uncovering how the luxury lifestyle and industry has pivoted through the challenges of 2020, how it emerged stronger and likewise, the personalities who have, through sheer willpower, redesigned their lives and existence to the new rules of engagement to emerge better than ever.

## FEBRUARY

### DESIGN

When form follows function, and superior design improves virtually everything. This issue is an ode to the delightful experience of ideal design, with the aesthetically pleasurable. Examples of these perfect forms and shapes permeate the world of luxury, with timepieces which conform to the golden ratio, to perfectly proportioned automobiles.

## MARCH

### THE 100TH ISSUE

*Robb Report Singapore* commemorates its 100th issue with a special print edition. Expect a celebration of the past, present and future, with a focus on art, savour and spirits.

## APRIL

### SPRING STYLE

The creative forces driving menswear today are more diverse than ever. A look at the brightest talents, unique voices and most innovative houses leading the conversation. This issue also marks our tribute to the fairer gender, the power players, muses and ingénues of Singapore's corporate spheres and social scene.

## MAY

### SEA & SKY

As well as showcasing the most beautiful boats and private jets to buy and charter, *Robb Report* explores the yachting world's hot spots which you need to know, the rise of private aviation in a post-Covid world; and a discovery of the best watches and nautical and pilot's accessories to buy now. Plus – whisper it – how to poach the best boat crew in the world.

## JUNE

### TRAVEL

So what happens now, in a fast-approaching (hopefully) post-pandemic world? This issue will examine how the top-end of the travel industry is getting back on its feet to offer extraordinary experiences in sophisticated safety and offer a glimpse of all the luxury destinations which you may have missed from 2020, awaiting your return.

# A YEAR OF EXTRAORDINARY

The 2021 *Robb Report* Singapore Editorial Calendar



## JULY

### ART

A guide to the kaleidoscope of life; from the art fairs which have served up the stunning headlines, to the galleries and artists who have dominated the imagination of the art-collecting cognoscenti. And how the online art world has experienced a boom through the pandemic with amazing finds and ease of purchase. Also, what collectors need to know; when is a wait list not really a wait list.

## AUGUST

### BEST OF THE BEST

Robb Report's signature editorial event, Best of the Best, recognises those at the pinnacle of their industries. This issue, the ultimate compilation of everything luxe, is our biggest of the year where the best in cars, boats, fashion, travel, art, food, wine, spirits, watches, design, planes and jewellery are ranked and celebrated, while the focus turns to the people behind some of these superlative brands.

## SEPTEMBER

### WELLNESS

From retreats to therapies, this issue offers you a chance to reset mind, body and soul with the best out there. We also introduce the most cutting-edge training techniques and clued-up sports-science gurus to believe in, and how they can help you. This issue is dedicated to helping our readers live longer, stronger, better and brighter.

## OCTOBER

### REAL ESTATE AND HOMES

Our guide to the ultimate homes, interiors and architecture. This issue delivers on real estate gems, next-level refinement and is a definite guide to living well, where superior design, tomorrow's tech, and grand ideas have made the living space a pleasure to behold.

## NOVEMBER

### ADRENALINE

The crazy cars, bikes and future-tech to build the garage of your dreams. Plus the all-important compendium of the year that was in automotive, yachting and private aviation where you may discover that new favourite to rock your world.

## DECEMBER

### THE WISH LIST

The annual giving issue. The most exclusive gift guide ever produced, with bespoke and one-of-one creations created just for readers of Robb Report. And where your money can have the most impact supporting the causes that you love.



# RATES 2021

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	\$15,000
1ST SPREAD	\$13,500
2ND SPREAD	\$12,150
3RD SPREAD	\$10,935
ROP	\$10,000

## SINGLE PAGES

POSITION	RATES
ROP	\$6,500
PREMIUM POSITION PAGE <i>(Contents, Editor's Letter, Masthead)</i>	\$7,500
IBC	\$7,500
OBC	\$15,000
SPECIAL AD SECTION	TBD

ADVERTORIAL (SINGLE PAGE) \$7,700

# PRINT SPECIFICATION

**Single Page:**

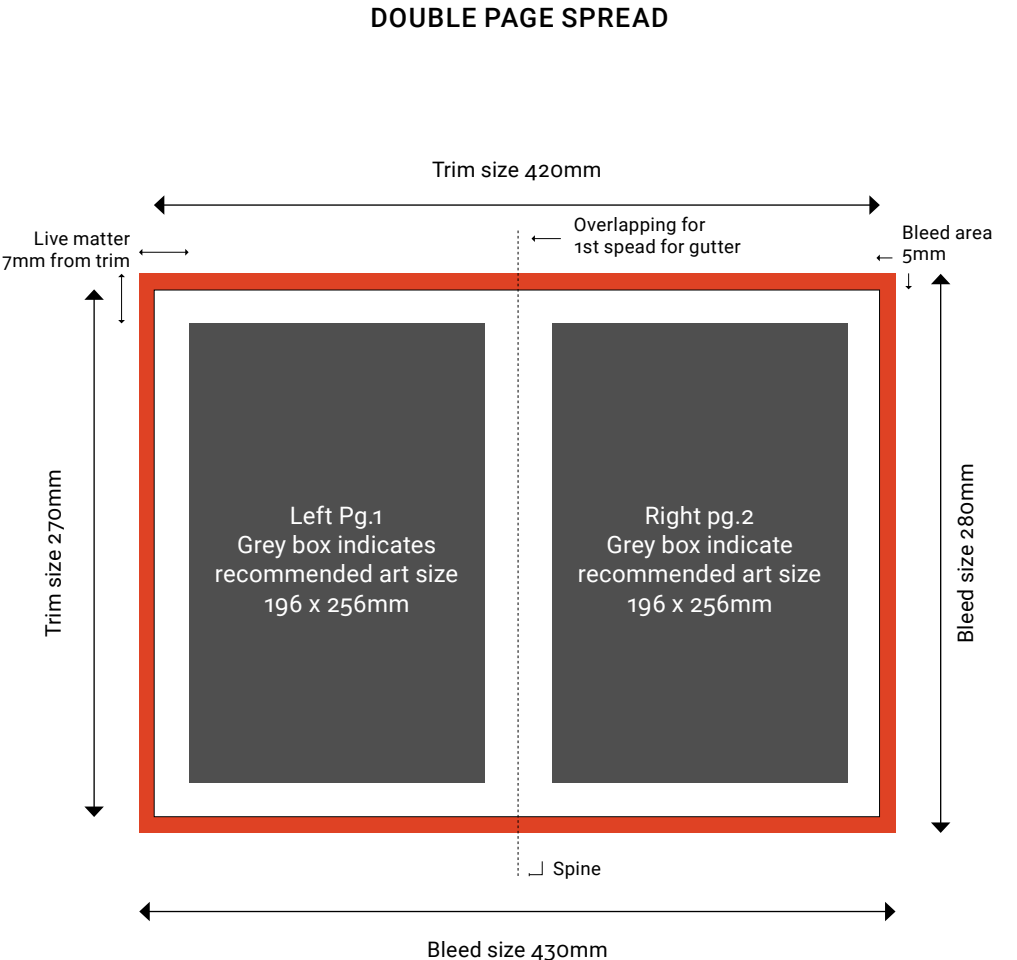
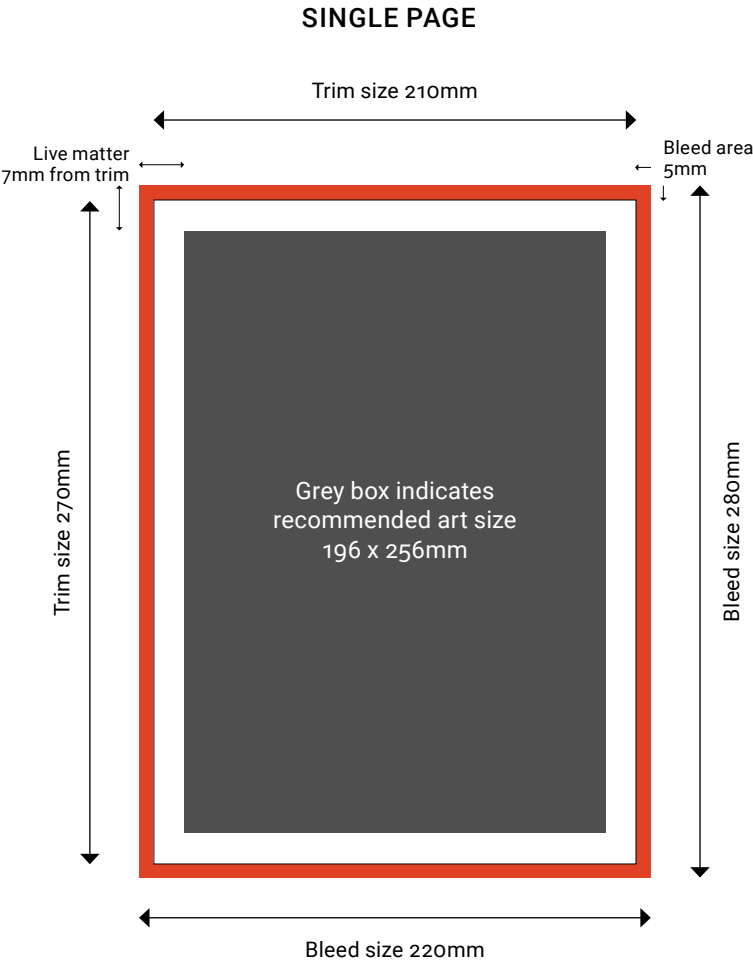
Trim Size 210 x 270mm  
Bleed 220 x 280mm  
Art Size 196 x 256mm

*\*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.*





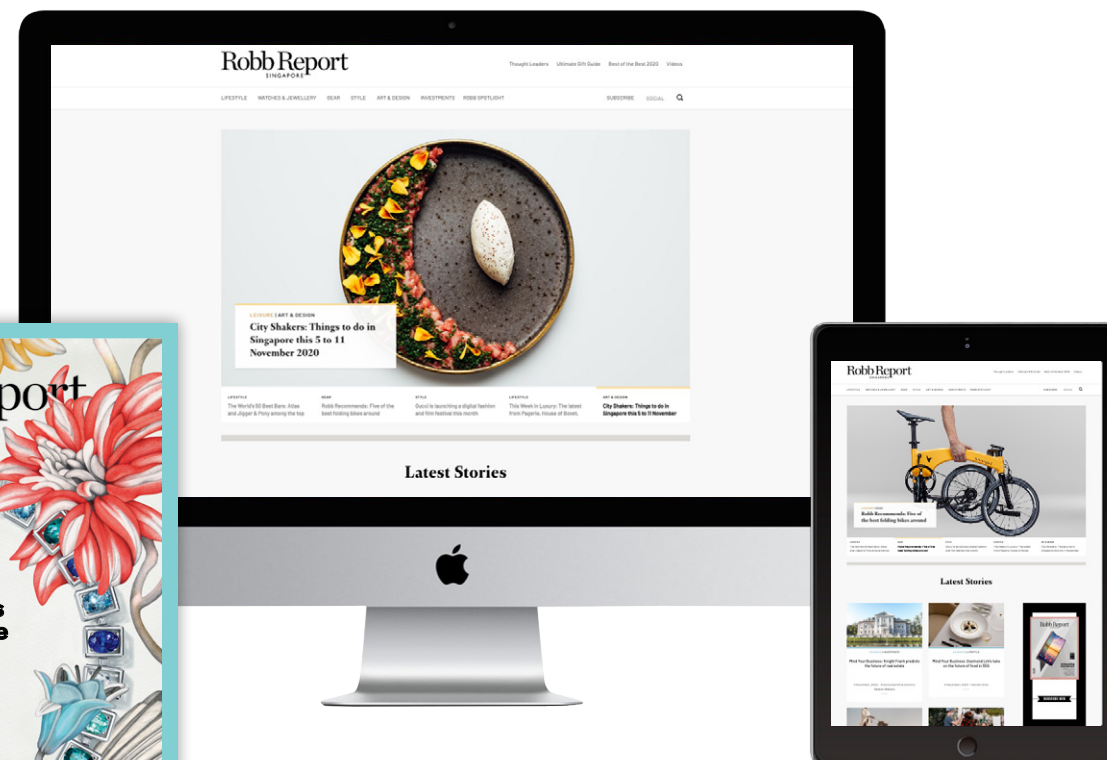
# ROBBREPORT.COM.SG

*Robb Report's* digital presence has evolved with time from the online version of the printed magazine to a truly stand-alone digital platform that helps the affluent visitor to 'connect with luxury'. Our decision to create this outstanding platform is essential to the omni-channel marketing services we provide our clients and partners.

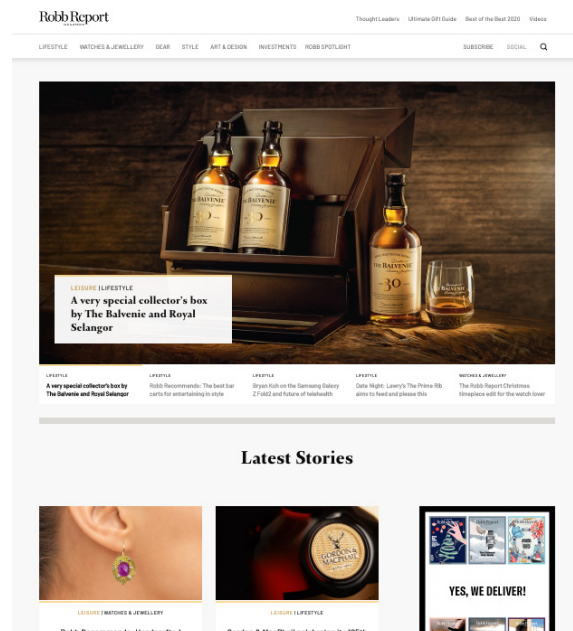
Online users are able to connect with consultants, browse exclusive products and services, and discover experience packages wherever they are by utilising the request option embedded in each article.

RobbReport.com.sg combines the high visual standard ensured by our professional art team with in-depth content provided by our editors and contributors.

We have created a digital experience that matches our printed standards on every platform, providing the functionality that brands and customers desire. Enhanced with the possibilities offered by digital innovations, our website will effortlessly connect brands with *Robb Report's* readership.



# UNIQUE SELLING POINTS



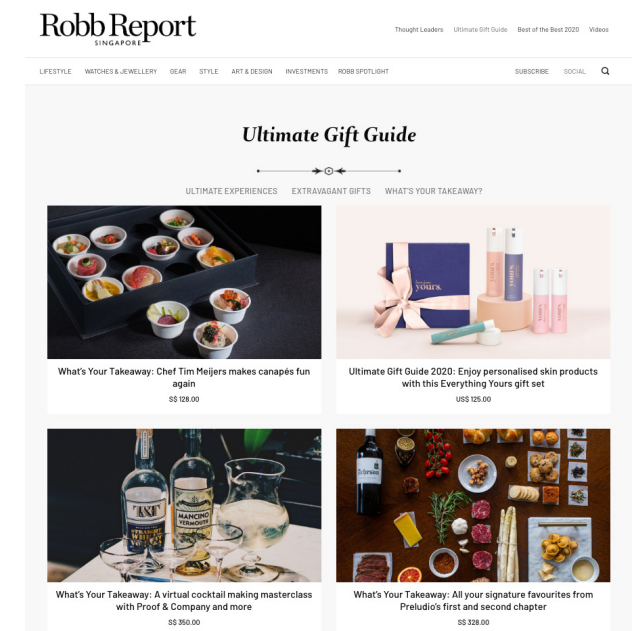
## INCREASED FUNCTIONALITY

*RobbReport.com.sg* presents content with increased functionality for brands that require tangible results. Not limited to advertising space, the platform is designed to direct buyers to client boutiques and showrooms through effective referral systems embedded across each page.



## NEW GENERATION

*RobbReport.com.sg* bridges the gap between luxury brands and the new generation of affluent *Robb Report* readers who have yet to fully discover the finest things in life.



## EXCLUSIVE

*RobbReport.com.sg* promotes exclusive products and experiences from across the world, and often only available through word of mouth.



# ESTIMATED MONTHLY TRAFFIC

(Source: Google Analytics. Latest figures from Nov 2020)

Page Views: **550,000**

Unique Visitors: **40,000**

Average Time Online: **2 Mins 20 Sec**

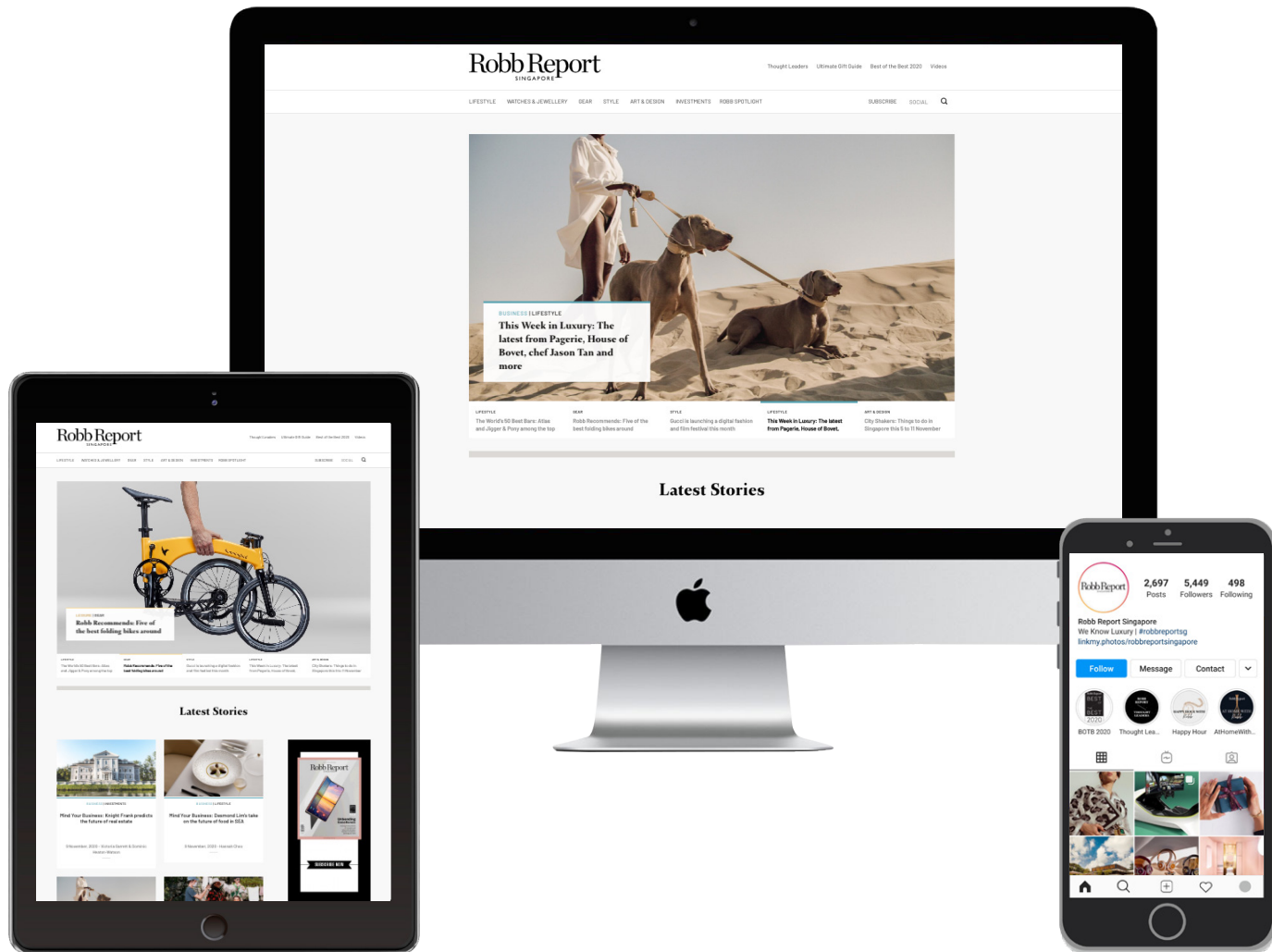
## Social Media Followers

Facebook: **26,700**

Instagram: **5,417**

Linkedin: **345**

EDM: **5,000**



SECTIONS

1  
**DREAM MACHINES**  
All the latest in the world of automobiles, private aviation, luxury yachts and high tech

2  
**WATCHES & JEWELLERY**  
Best and brightest from the worlds of horology and joaillerie

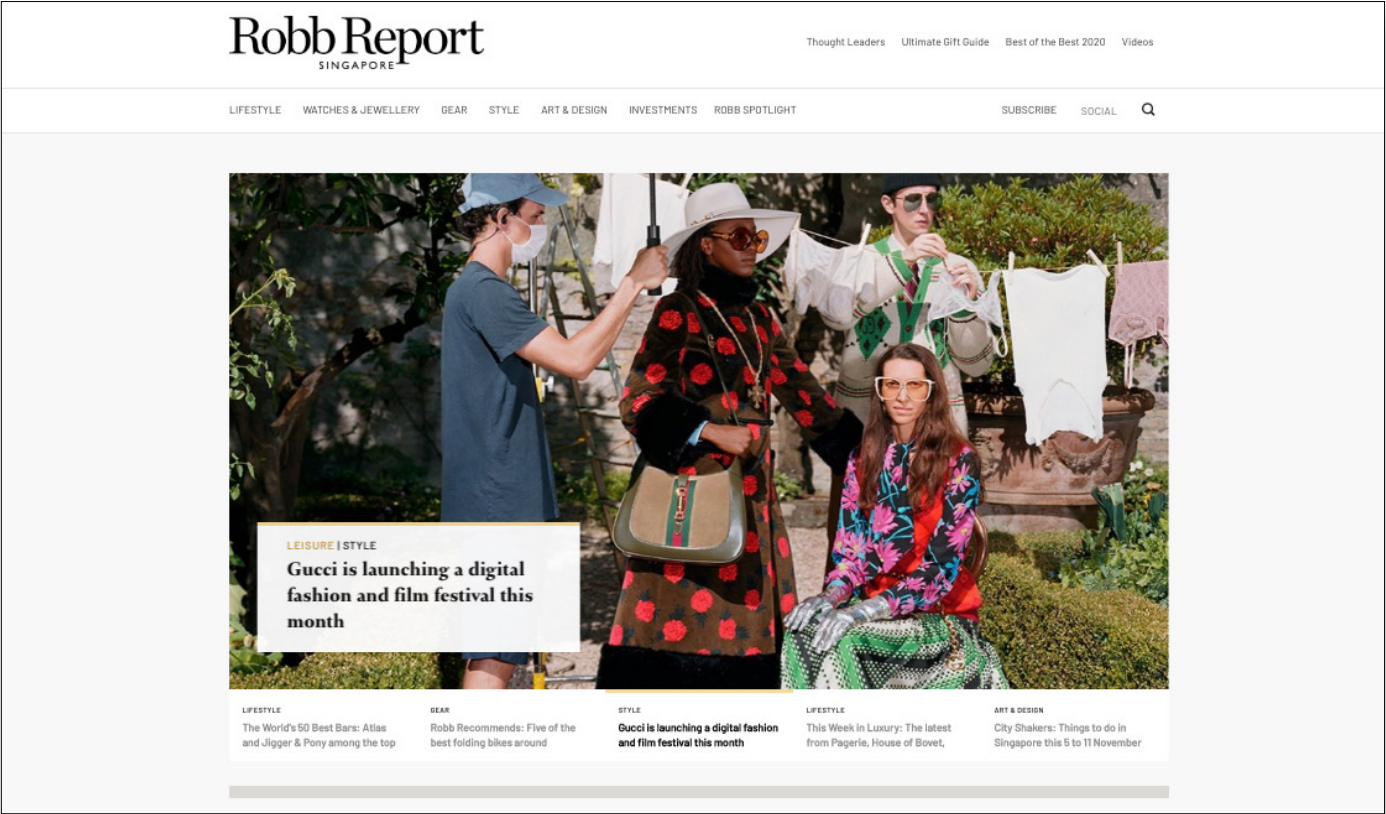
3  
**LIFESTYLE**  
Food, drink and travel - the essential ingredients for a life lived well

4  
**INVESTMENTS**  
From real estate to art, watches to gemstones, insights into where to put your money

5  
**STYLE**  
Grooming, fashion and jewellery which make up the elements of panache

6  
**ART & DESIGN**  
Ultimate homes and resplendent interiors

7  
**ROBB SPOTLIGHT**  
Highlights of *Robb Report Singapore's* editorial calendar



HOME PAGE

Browse the latest special features on our carousel along with the newest stories in a clear-cut format.

Programmes are scalable and include supporting traffic drivers, such as branded banners, email marketing and social posts.

Robb Report  
SINGAPORE[Thought Leaders](#) [Ultimate Gift Guide](#) [Best of the Best 2020](#) [Videos](#)

LIFESTYLE WATCHES &amp; JEWELLERY GEAR STYLE ART &amp; DESIGN INVESTMENTS ROBB SPOTLIGHT

SUBSCRIBE SOCIAL Q

BUSINESS | GEAR

**Samsung Galaxy Z Fold2 review: Alfred Chua, managing director of The Wok People, tells us how it compares to the first Fold**



*Charmaine Tai*  
09 October, 2020



red Chua of The Wok People tells us how he's using technology to  
ther his institutional catering business, and why his business  
del isn't all too different from tech giant Samsung



When one thinks of **technology** and innovation, **Tesla**, **Audi**, **Dyson**, **Samsung** and **Apple** come to mind.

What about a company that runs staff canteens and employee cafeterias? That's probably one of the last places we'd expect any form of innovation to happen, especially in a kitchen that churns out trays of food by bulk. But **Alfred Chua**, managing director of The Wok People, thinks differently. The man is on a mission to change the way people view institutional catering, and is doing so through the use of technology, with the **Samsung Galaxy Z Fold2** as a companion.

**What's a misconception people have about your industry?**

When people think about institutional catering, they associate it with something that's 'backwards', or old school. While it isn't a glamorous industry, what not many people know is that innovation and technology play a huge role in it. When I first started the company, I told my staff - and this is something I continue to instil till this day - we don't just serve food. The Wok People provides a service and experience.

**Do you see any similarities between The Wok People and Samsung?**

Apart from providing a product that fulfils needs, Samsung wants users to rethink how they use their phones. We both provide rather 'functional' solutions, but are always thinking about the lifestyle element to

**You may also like**



**BUSINESS |**  
Thought Leaders 2020: Susan Peh



**BUSINESS | INVESTMENTS**  
Mind Your Business: Local businesses that are thriving during COVID-19



**BUSINESS |**  
**WATCHES & JEWELLERY**  
**This Week in Luxury: Richard Mille's modern take on the pocket watch of the past**



**BUSINESS | LIFESTYLE**  
Min Chan



**BUSINESS | STYLE**  
Facial products that are yours, truly



**BUSINESS | INVESTMENTS**  
Mind Your Business: Knight Frank predicts the future of real estate

**FOLLOW ROBB REPORT**





# SPECIAL FEATURE

Offering a snapshot of all the coolest and most exciting experiences and products in the market, this section is the ideal arena for time-sensitive, tactical promotions and offers.

These premium packages will be optimised to our digital audience on the various social media drivers; Facebook, Instagram as well as the weekly *Robb Report Singapore* emails.



LEISURE | WATCHES & JEWELLERY

### Singapore's top bridal designer Jessicacindy test drives the Vacheron Constantin *Egérie* collection

Special Feature  
05 October, 2020

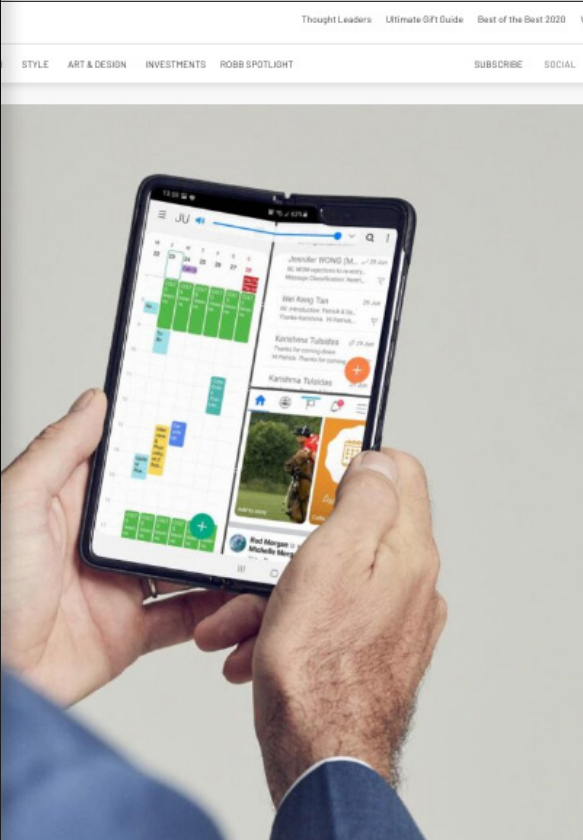
WhatsApp Facebook Email Print Telegram

Robb Report

Singapore's top bridal designer Jessicacindy Hartono on the haute couture inspirations behind the Vacheron Constantin *Egérie* collection



We've said it before and we will say it again: women's watches have gotten increasingly exciting in recent years, as watchmakers have been placing emphasis on designs and mechanics that have been specifically engineered for the fairer sex. And one watchmaker that's



### Polo & Riding Patrick Furlong's thoughts about the new normal

Special Feature  
31 July, 2020

Robb Report

struggle it all? In this three-part series presented by Samsung, we explore the challenges of navigating the new normal, a healthy support system, an introspective view on life, and the Galaxy Fold, have helped him navigate the new normal

Patrick Furlong is the ultimate multi-hyphenate – and no, this is no hyperbole. The Argentinian-born, Singapore-based polo enthusiast is – take a deep breath – the founder of Colts Polo & Riding, a senior advisor and representative of Latin Renewables, a partner at Project Light, a director at Neelix Asia, a husband, a father of three...

He moved to Singapore in 2014 as a banker, and four years later, founded Colts Polo & Riding. For the equestrian and former captain of the

# THOUGHT LEADERS

**Established:** July 2019

**Number of members:** 56

*Robb Report Thought Leaders* is a community of successful taste makers, opinion leaders and luxury purveyors in Singapore.

These exceptional individuals 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 and broaden their horizons.

Robb Report serves as a community builder and platform to bring this community 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 are also privy to exclusive experiences and privileges. We engage with the community of Thought Leaders through a four-pronged approach:

- Content (by and for them)
- Events
- Social media engagement (especially LinkedIn)
- Dedicated EDM and perks



ROBBREPORT.COM.SG BANNERS

HOME PAGE:	SECTION BUYOUT:	ADVERTORIAL \$7,700
2 weeks: \$6,000	2 weeks: \$4,500	SPECIAL PROJECTS TBD
4 weeks: \$8,500	4 weeks: \$7,000	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 300 px (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	640 (Width)		HTML		

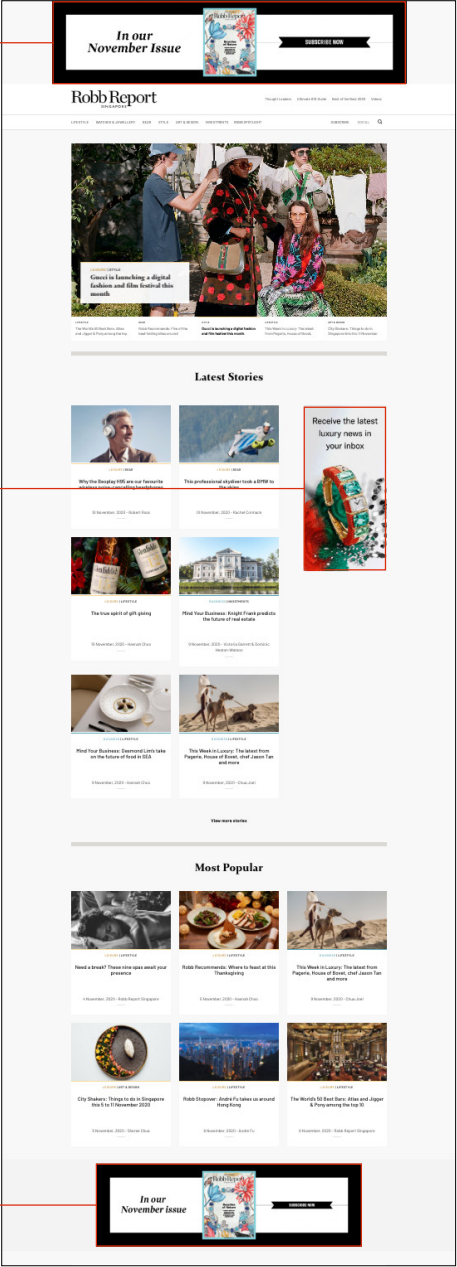
Image Ad requirement  
All creatives must be in RGB colour mode and at minimum 150 DPI (recommended 227 - 500 DPI)

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

Header Banner

Vertical Banner

Leaderboard





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