

Robb Report

SINGAPORE

MEDIA KIT 2021

LUXURY WITHOUT COMPROMISE

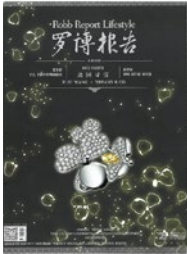
Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, heritage, taste and fine design. It is the brand the most successful people rely on to discover the ideas, opinions, products and experiences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



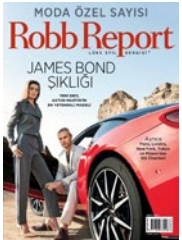
Robb Report
China



Robb Report
Korea



Robb Report
Singapore



Robb Report
Turkey



Robb Report
Arabia



Robb Report
Germany



Robb Report
Malaysia



Robb Report
Spain



Robb Report
United Kingdom



Robb Report
Australia



Robb Report
India



Robb Report
Mexico



Robb Report
Sweden



Robb Report
United States



Robb Report
Brazil



Robb Report
Kazakhstan



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

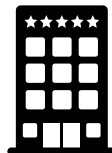
Audi Centre (Premium Automobiles)
BMW showrooms (Performance Munich Autos)
Mercedes-Benz (Cycle & Carriage)



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

PEAK PERFORMANCE

What does peak performance look like? We aren't just talking about speed or accuracy – we'll uncover the newest technology, gadgets, and timepieces and invented to make life just that bit more exciting. Plus, hear what top athletes and leaders have to say when it comes to giving their all and staying on top of their game.

AUGUST

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.

SEPTEMBER

THOUGHT LEADERSHIP

Positive change drives the world forward, but who are those pioneering the change and pushing for it? We speak to head honchos and discover how the smallest thought can cause a ripple effect. Also in this issue: unveiling 2021's community of Thought Leaders.

OCTOBER

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.

NOVEMBER

REAL ESTATE

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.

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:

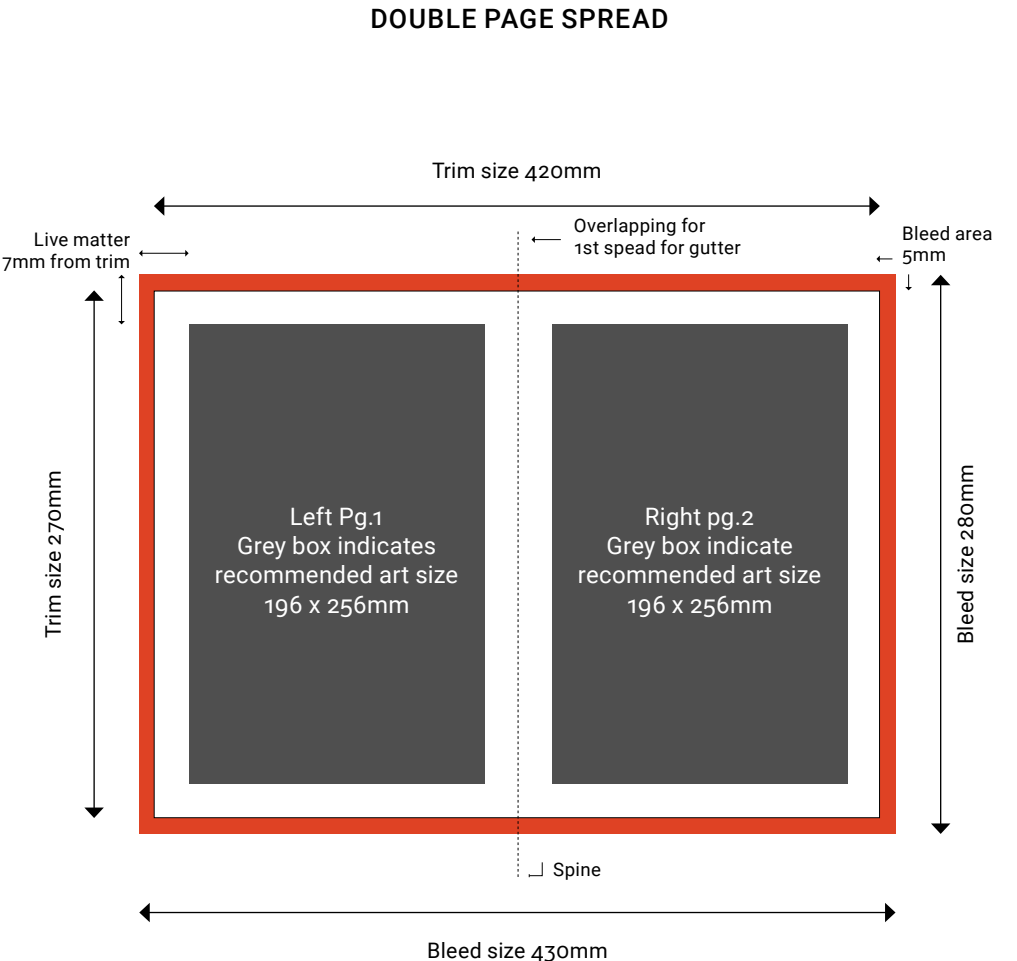
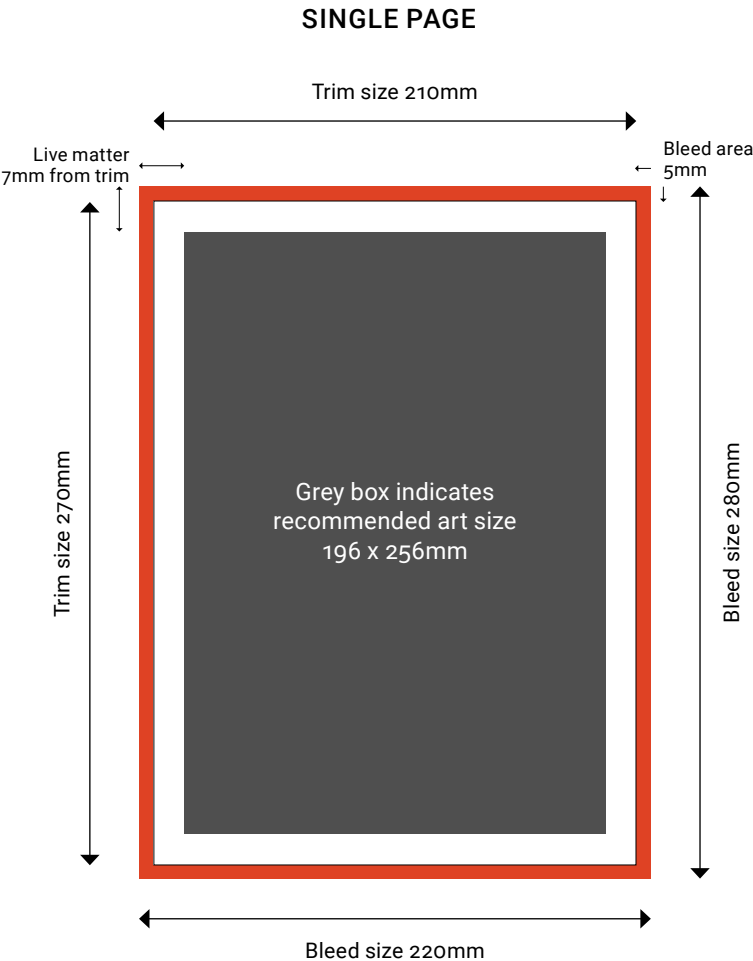
Trim Size 210 x 270mm
Bleed 220 x 280mm
Art Size 196 x 256mm

**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.*



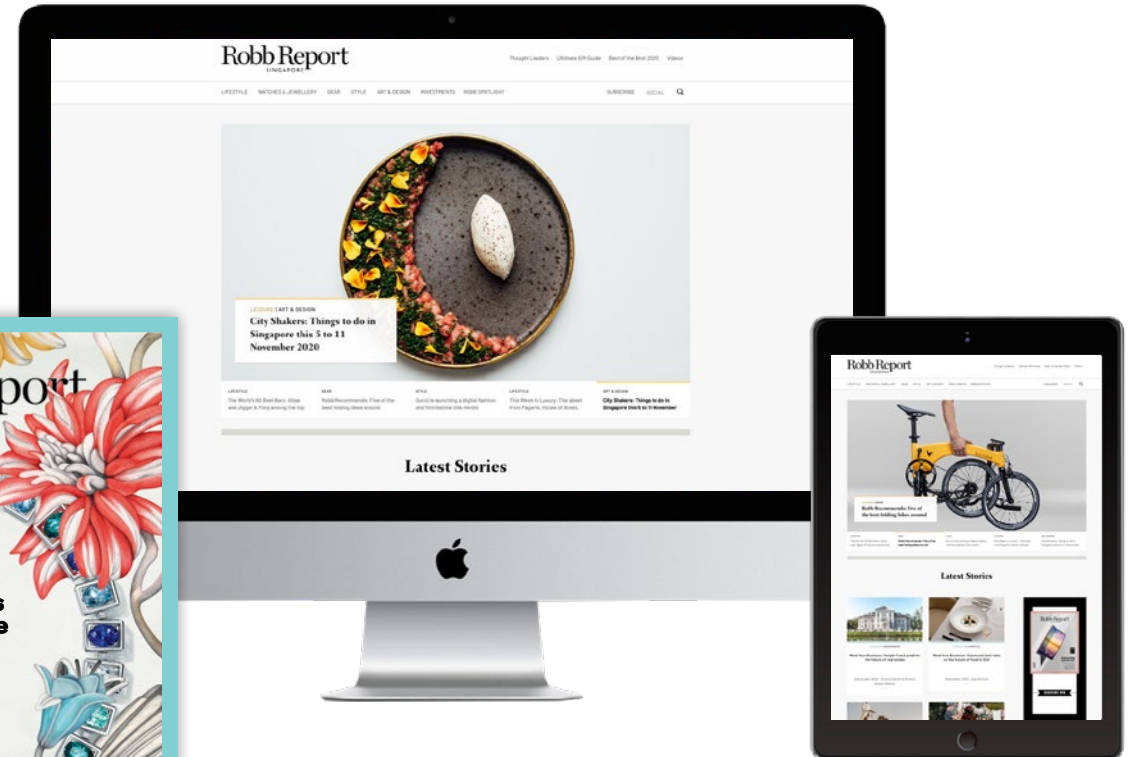
ROBBREPORT.COM.SG

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.

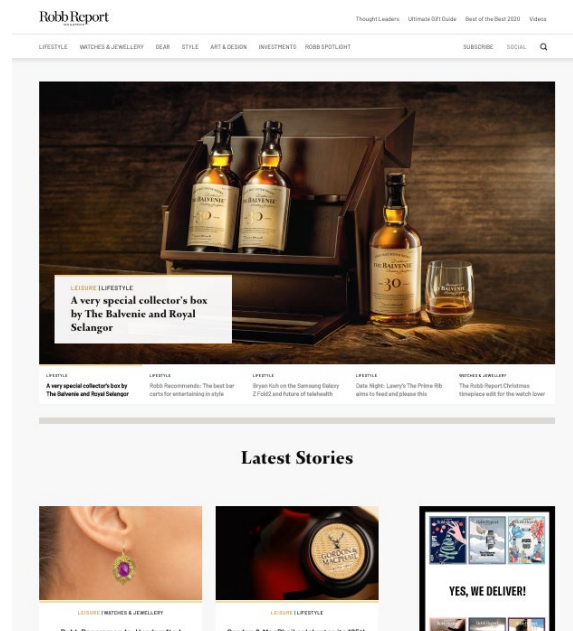
Online users are able to connect with consultants, browse exclusive products and services, and discover experience packages wherever they are by utilising the request option embedded in each article.

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



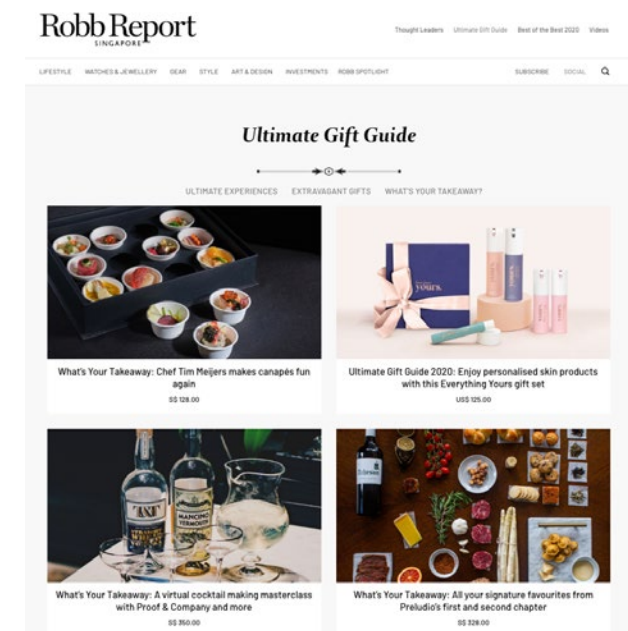
INCREASED FUNCTIONALITY

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**

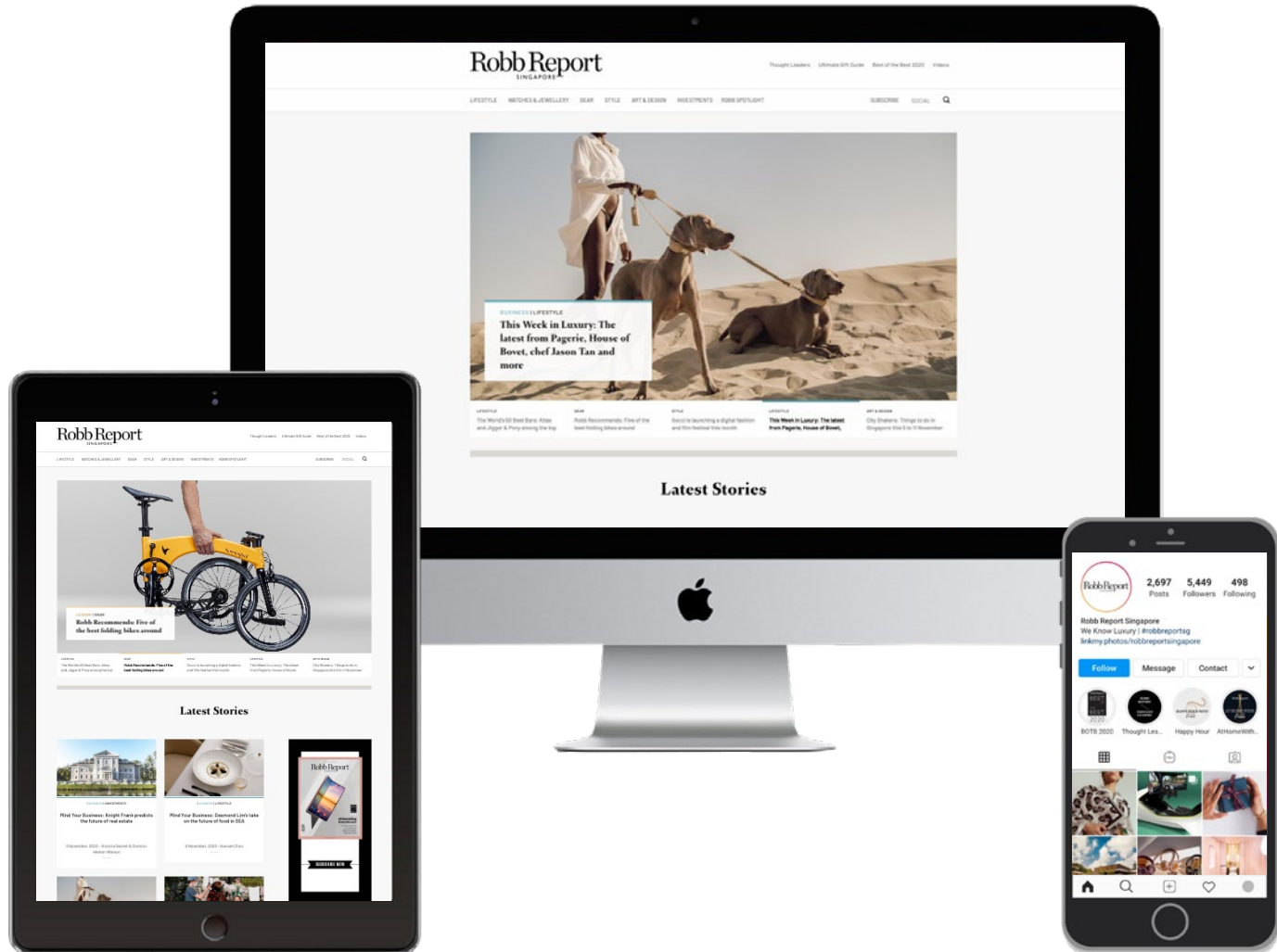
Social Media Followers

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

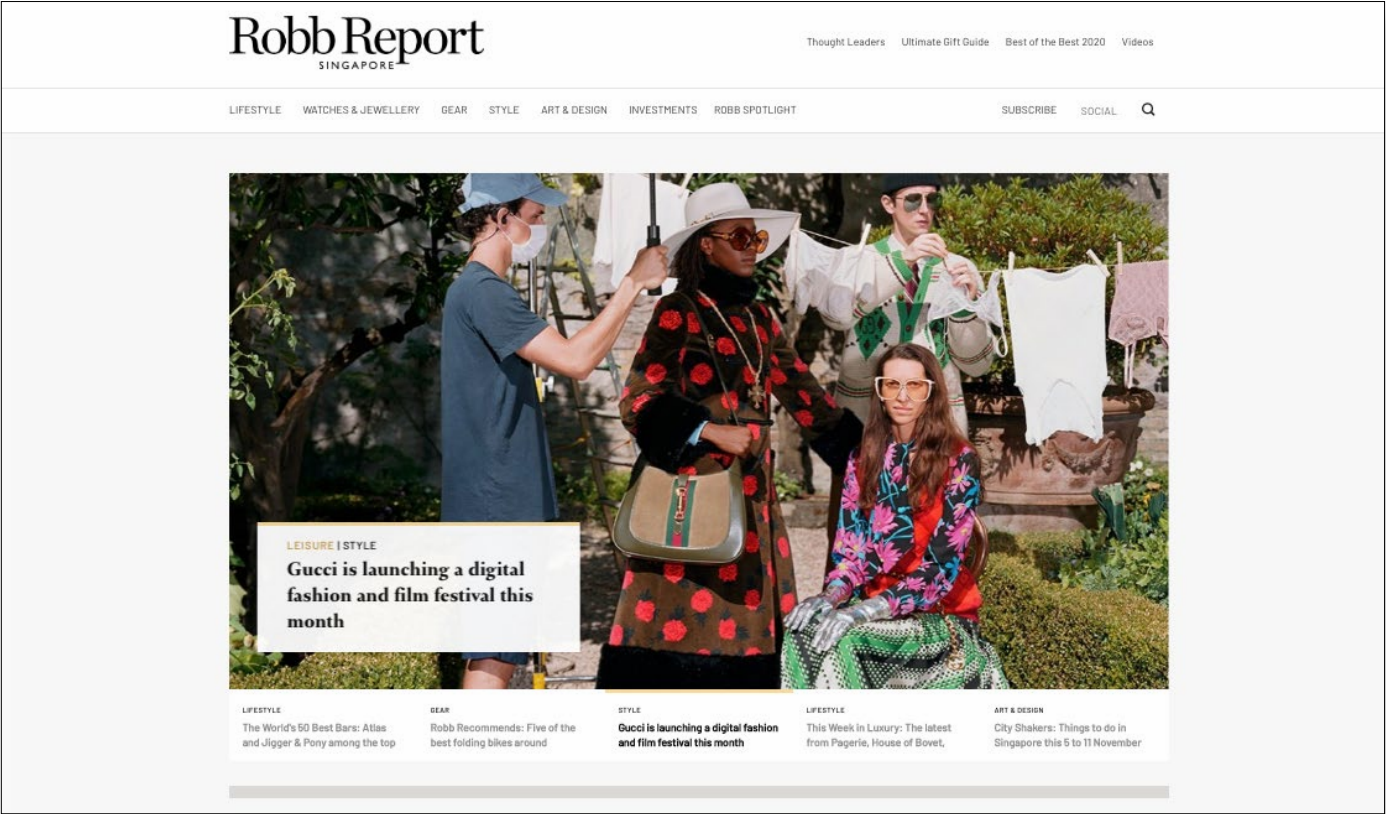
3
LIFESTYLE
Food, drink and travel - the essential ingredients for a life lived well

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

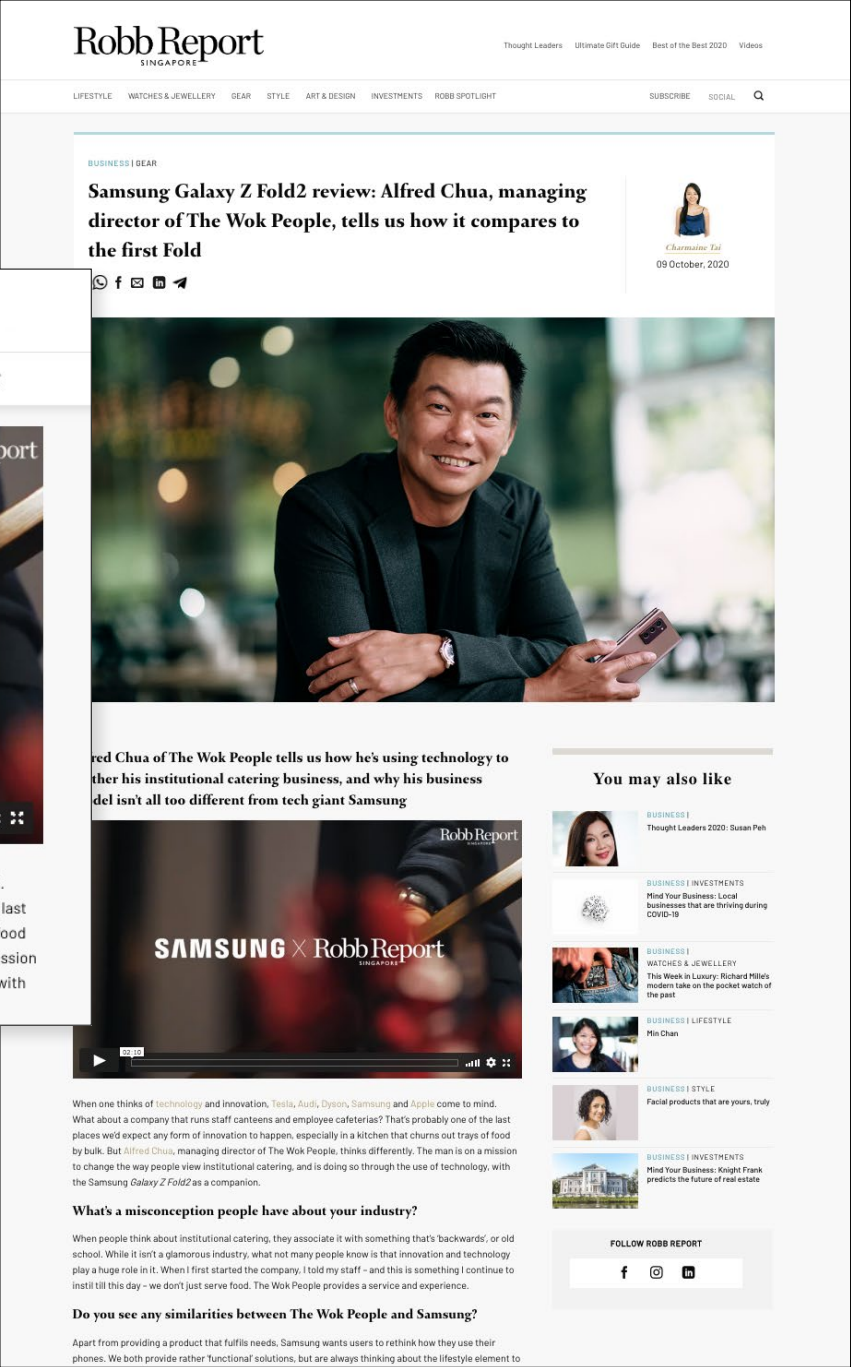
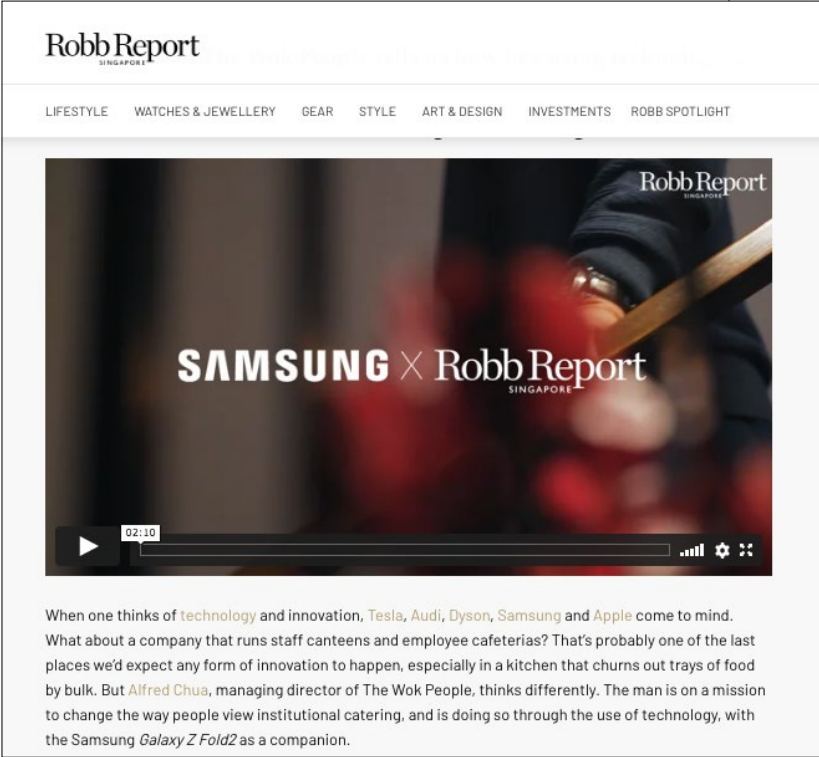
Browse the latest special features on our carousel along with the newest stories in a clear-cut format.

NATIVE CONTENT

An immersive, highly visual and engaging digital environment dedicated to telling your brand’s story. This can be done via features, videos, social media posts, or other tools.

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

Robb Report Singapore offers creative services, including photography, videography, design and copywriting.



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

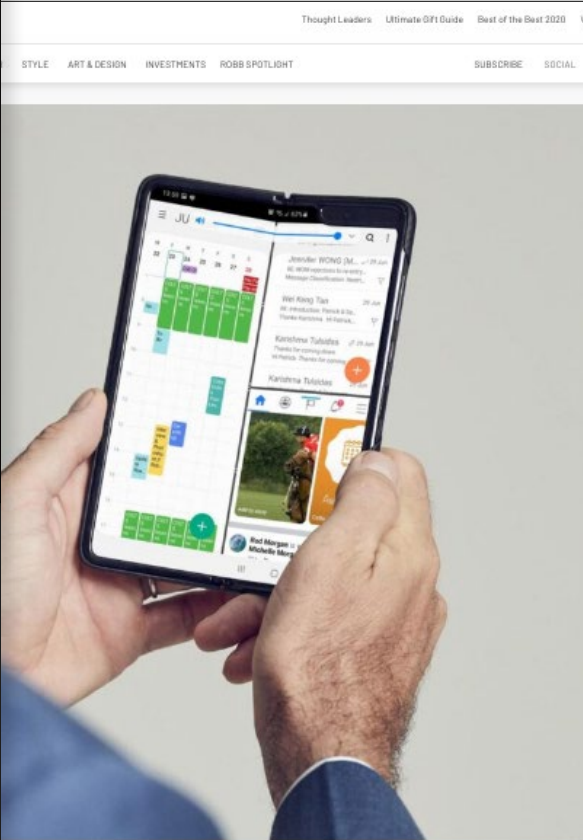
WhatsApp Facebook Email Print Telegram

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

thoughts about the

old

Robb Report

Special Feature
31 July, 2020

uggle it all? In this three-part series presented by Samsung, 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.

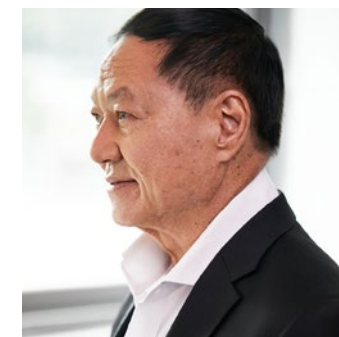
These exceptional individuals have a passion for the finer things in life, and believe that they're not defined solely by their work. They're an elite group of visionaries, vaunting out-of-the-box thinking, and have taken alternative paths to success.

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		

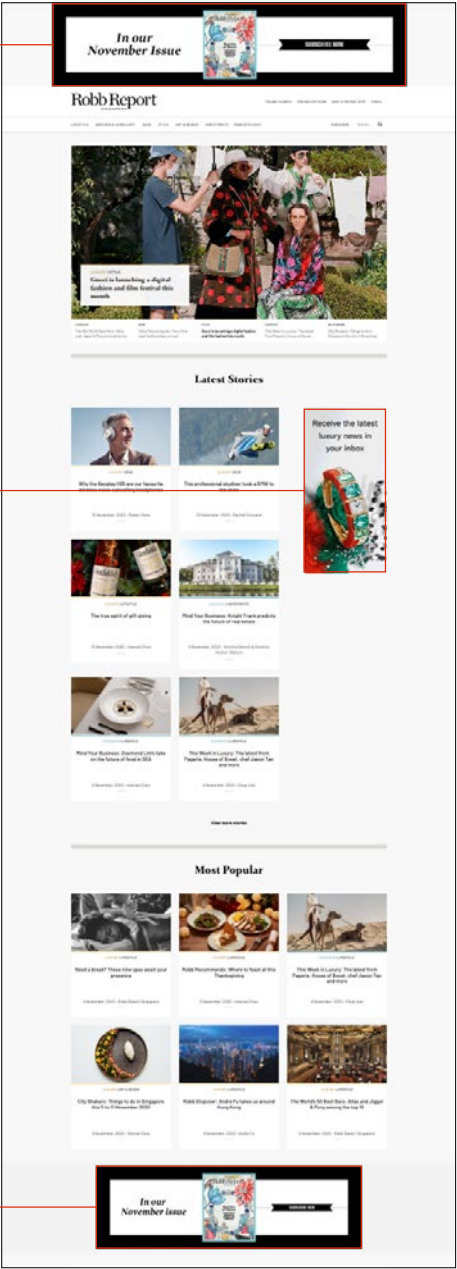
Image Ad requirement
All creatives must be in RGB colour mode and at minimum 150 DPI (recommended 227 - 500 DPI)

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



CONTACTS

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

EDITORIAL

CHARMAINE TAI

Editor / Content Strategist
c.tai@imv.com.sg

HANNAH CHOO

Senior Editor
h.choo@imv.com.sg

ALLISA NORAINI

Writer
a.noraini@imv.com.sg

ADVERTISING SALES

DANIEL CHAN

Director of Sales
d.chan@imv.com.sg

JESHUA LIM

Account Manager
jd.lim@imv.com.sg

MARINA PERSIKOVA

Account Executive
m.persikova@imv.com.sg

SPECIAL PROJECTS AND MARKETING

NATASHA DAMODARAN

Marketing Director
n.damodaran@imv.com.sg

RADKA DUBAYOVA

Marketing Manager
r.dubayova@imv.com.sg

