

Robb Report

SINGAPORE

MEDIA KIT 2022

Luxury Without Compromise

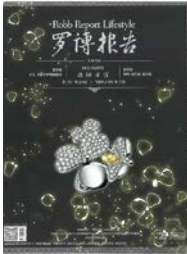
Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, heritage, taste and fine design. It is the brand the most successful people rely on to discover the ideas, opinions, products and experiences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

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

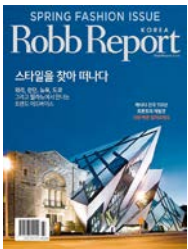


Robb Report Origins & Other Editions

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.



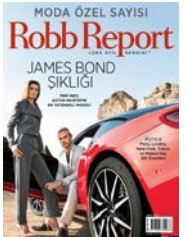
**Robb Report
China**



**Robb Report
Korea**



**Robb Report
Singapore**



**Robb Report
Turkey**



**Robb Report
Arabia**



**Robb Report
Germany**



**Robb Report
Malaysia**



**Robb Report
Spain**



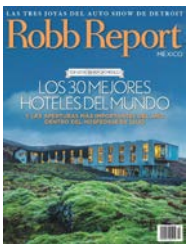
**Robb Report
United Kingdom**



**Robb Report
Australia**



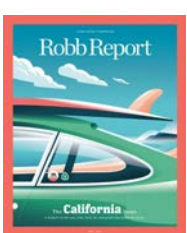
**Robb Report
India**



**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 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 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: Readership Demographics

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



2,500

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 (e-copies on SingaporeAir mobile app)
- Singapore Yacht Show
- Swiss International Air Lines
- Thai Airways



2,500

VIP Banking

- | | |
|-------------------------------|-------------------------------|
| ABN | EFG Bank AG |
| Amro | HSBC Private Bank |
| Private Banking Barclays Bank | JP Morgan |
| Bank Societe Generale | Maybank Private Wealth Lounge |
| BNP Paribas | OCBC |
| Citigold Private Client | Standard Chartered |
| Citi Wealth Hub | UOB |
| Credit Suisse | UBS AG |
| Deutsche Bank | VP Bank |
| DBS Private Bank | |



2,500

Private Properties

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

Distribution



500

Luxury Automotive Showrooms

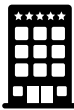
- Audi Centre (Premium Automobiles)
- Aston Martin (Wearnes Automotive)
- Bentley (Wearnes Automotive)
- BMW showrooms (Performance Munich Autos)
- Ferrari (Ital Auto)
- Lamborghini (EuroSports Auto)
- Maserati (Tridente Automobili)
- McLaren Singapore
- Mercedes-Benz (Cycle & Carriage)
- Porsche Asia Pacific
- Rolls-Royce Motor Cars Ltd



5,000

High Net Worth Individuals

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



1,500

Private Clubs & Five-star Hotels

- | | | | |
|------------------------------------|-------------------------------------|-------------------------------|--------------------------------------|
| 1880 | Goodwood Park Hotel | PARKROYAL on Beach Road | Swiss Club |
| Amara Sanctuary Sentosa | Grand Hyatt Singapore | Parkroyal on Pickering | Tanglin Club |
| Andaz Singapore | Grand Park Orchard | Raffles Town Club | The American Club |
| Banyan Tree Hotels & Resorts | Harvard Club of Singapore | Regent Singapore | The Fullerton Hotel Singapore |
| British Club | InterContinental Singapore | Resorts World Singapore | The Ritz-Carlton, Millenia Singapore |
| Capella Singapore | JW Marriott South Beach | Ritz Carlton | The Singapore Island Country Club |
| Capitol Kempinski | Kesa House | Royal Plaza on Scotts | The St Regis Singapore |
| COMO Hotels & Resorts | Laguna National Golf & Country Club | Sentosa Golf Club | Tower Club |
| Conrad Centennial Singapore | Le Meridien Singapore, Sentosa | Sentosa Resort and Spa | Villa Samadhi |
| Crane Club | Mandarin Orchard Singapore | Shangri-La Singapore | W Hotel Singapore |
| Crowne Plaza Changi Airport | Marina Bay Sands | Sheraton Towers | Wanderlust |
| Equestrian Federation of Singapore | Marina Bay Sands Pte Ltd | Singapore Polo Club | York Hotel Singapore |
| Four Seasons Hotel Singapore | Marina Mandarin Singapore | Small Luxury Hotels | YTL Hotels |
| Fullerton Bay Hotel | Pan Pacific Singapore | Sofitel Singapore City Centre | |
| | | Sofitel Singapore Sentosa | |

A Year Of Extraordinary

The 2022 *Robb Report Singapore* Editorial Calendar



JANUARY/FEBRUARY

Renewal/Rejuvenation

We kick off 2022 with stories of renewal; helping you achieve well-being, motivation and happiness. This issue is for those seek the answers for ennui, and are looking for that new verve to tackle a brand-new year.

MARCH

Dream Machines

The crazy cars, bikes, and future tech to build the garage of your dreams. We bring you behind the veil to uncover road-tested automotive stars, and to discover the magic in the machine. Plus; in honour of International Women's Day, we celebrate Robb Report Women in a special section dedicated to the fairer sex, from the leadership that they exemplify, to the elegant style that they embody.

APRIL

Spring/Style

As the first of two fashion issues of 2022, we look into the ways you can update your style. Wear the right threads to fit every occasion, and understand why certain pieces can help you stand out in the crowd.

MAY

Marine

Showcasing the most beautiful boats to buy and charter in the world, the best places to sail and the phenomenal upgrades and designs onboard leading yachts on the water today.

Supplement: Luxury Property Guide

JUNE

Travel

We rekindle our love for travel with beautiful, exceptional and exotic destinations and properties around the world. Featuring extraordinary experiences, breath-taking views and life-changing moments, this travel issue is the perfect way to fall in love with the art of travel, once again.

JULY

Thought Leaders

This annual roll call of *Robb Report Singapore's* Thought Leaders highlights the ingenuity, vision, grit and fearlessness of a rapidly growing circle of Opinion Leaders. Their success and hard-earned lessons are shared across the pages of this issue as well as through various other channels both online and on-ground in a celebration of Thought Leadership.

A Year Of Extraordinary

The 2022 *Robb Report Singapore* Editorial Calendar



AUGUST

Timepieces

What elevates a timepiece to become a work of art? In this signature issue, we visit the ateliers of the finest watchmakers in the world to showcase what to collect and why.

SEPTEMBER

Health & Wellness

Keeping fit and healthy in the world today is a challenge, but the rewards are immense. We speak to experts at the forefront of living well, and deliver the hacks to help you live the very best life.

OCTOBER

Fall Style

As the world of fashion blurs lines between work/play, home/office, formal/casual, you will need pieces that work around the clock. Here's what to invest in and how to style them for maximum impact.

NOVEMBER

Best Of The Best

This hugely anticipated annual edition honours newsmakers and bona fide stars that have broken new ground and achieved the distinction of being recognised as the cream of the crop across their luxury lifestyle segments. From vehicles and timepieces, to yachts, wines, jewellery, fashion, private aviation and more, we help you discern on the superlative essence of these winners.

DECEMBER

Ultimate Gift Guide/ Watches & Jewellery

In this annual giving issue, we cast the spotlight on the most exclusive gift guide ever produced, with one-of-a-kind creations just for the readers of Robb Report.

Rates 2022

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:

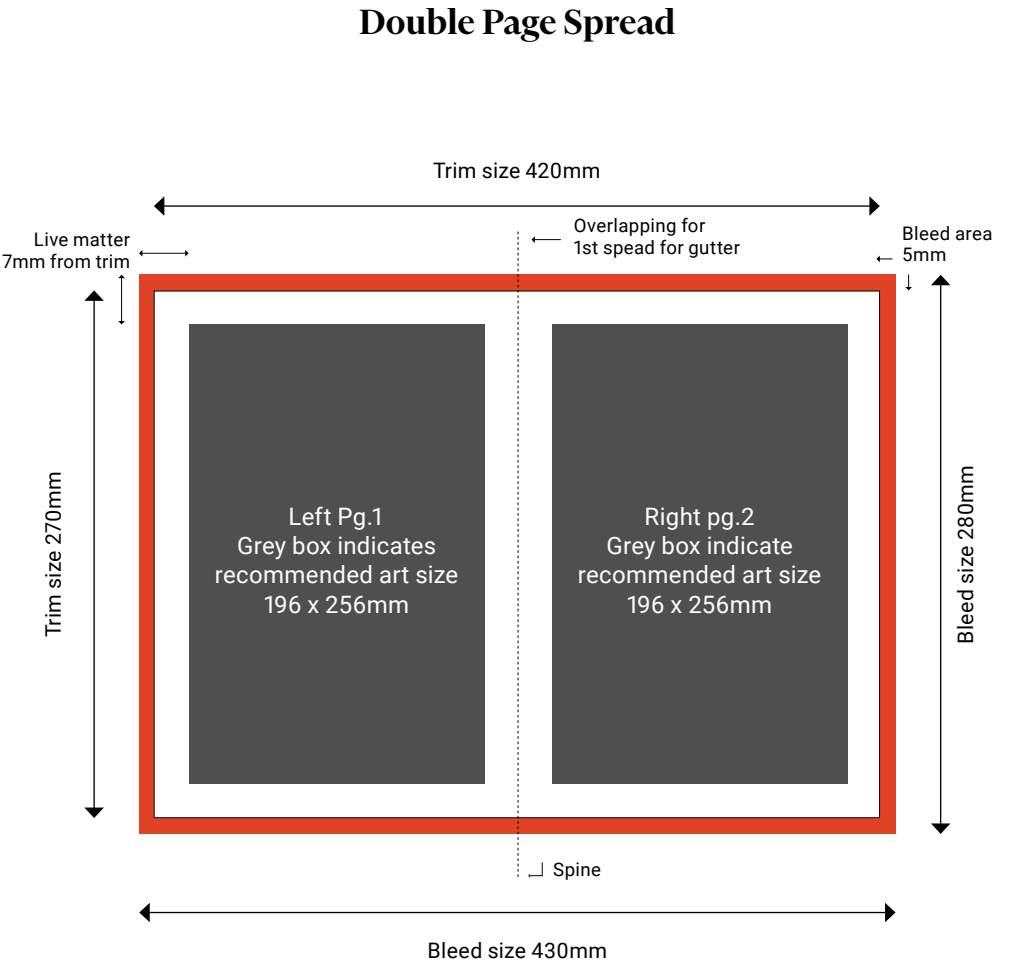
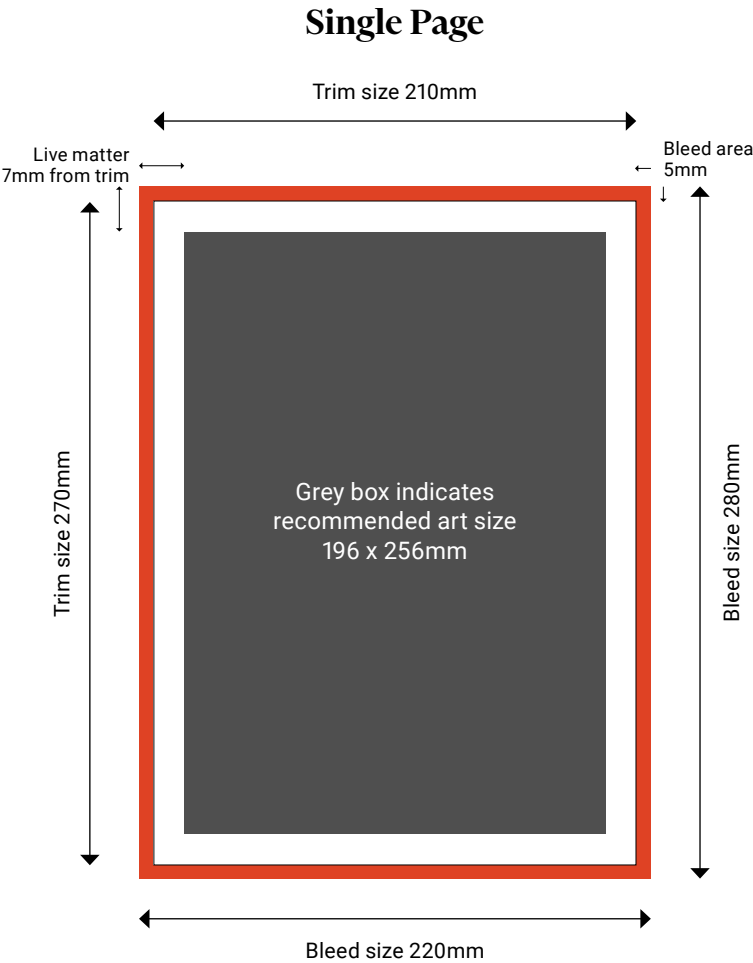
Trim Size 210 x 270mm
Bleed 220 x 280mm
Art Size 196 x 256mm

**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.*



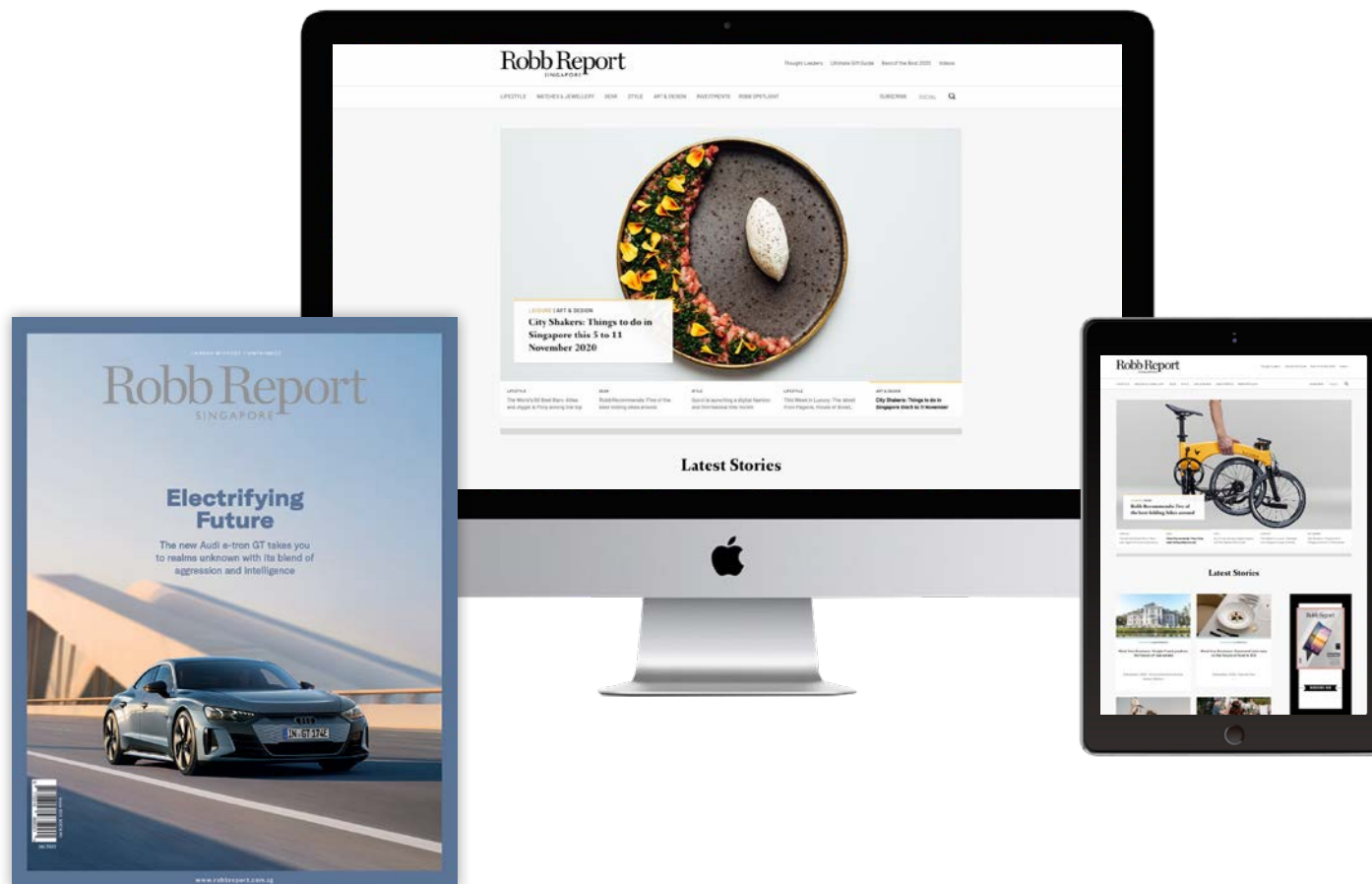
robbreport.com.sg

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.

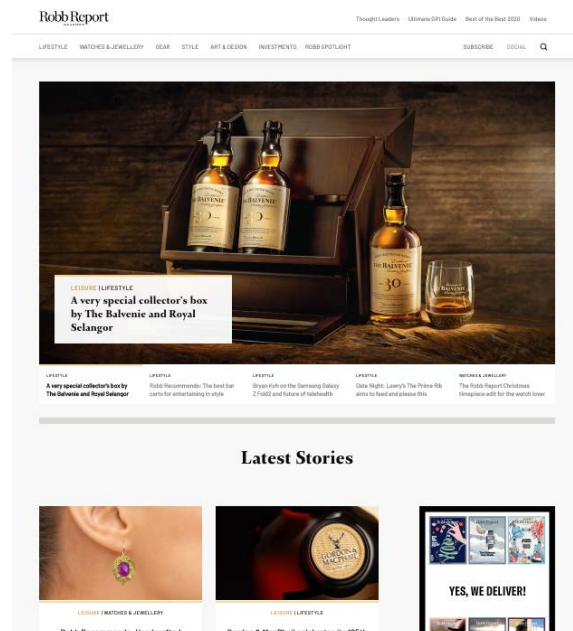
Online users are able to connect with consultants, browse exclusive products and services, and discover experience packages wherever they are by utilising the request option embedded in each article.

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



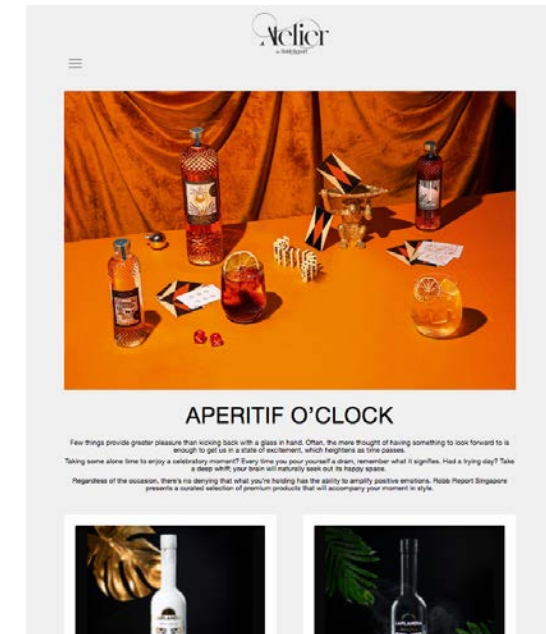
Increased Functionality

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 October 2021)

Page Views: **550,000**

Unique Visitors: **40,000**

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

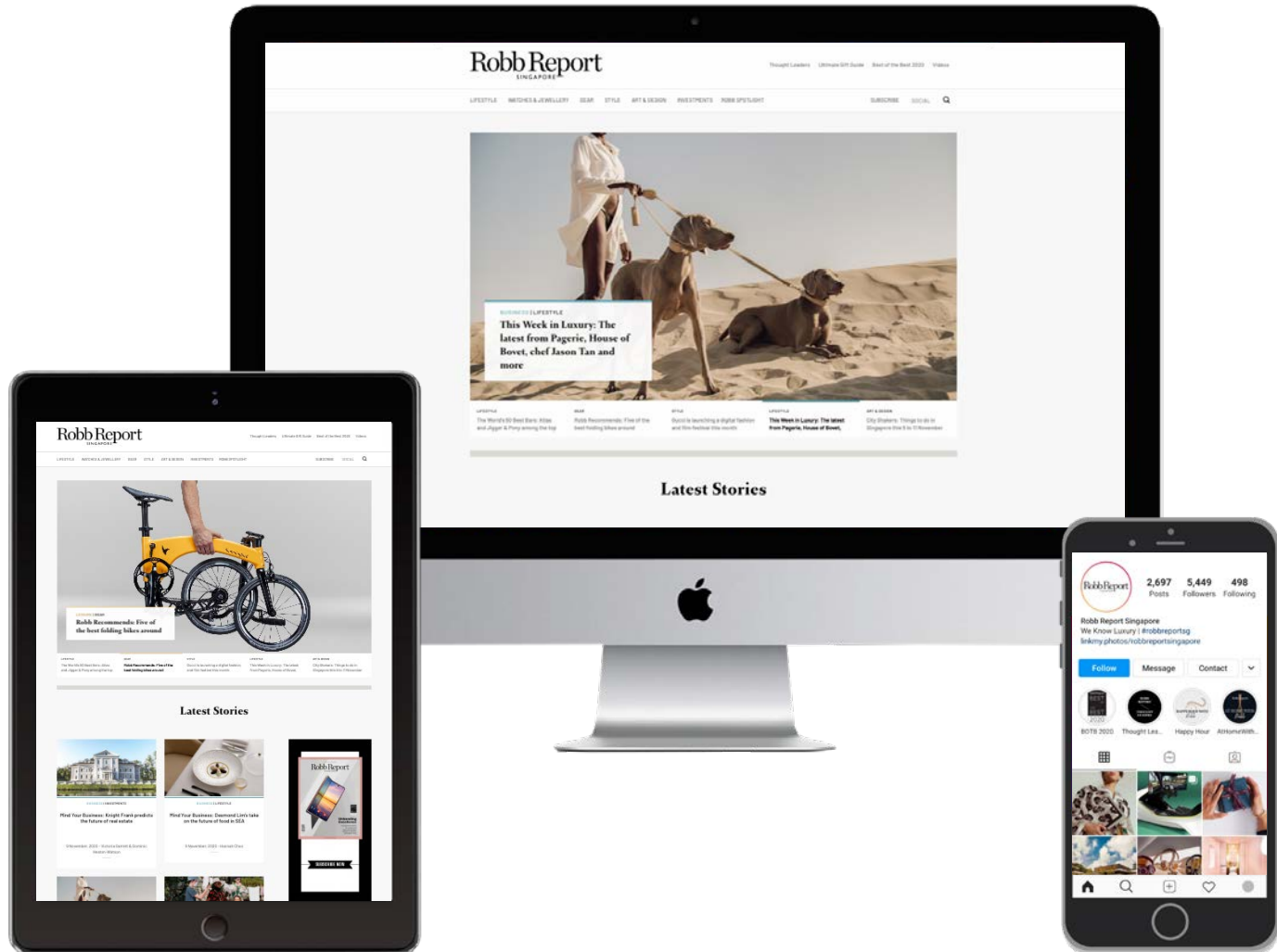
Social Media Followers

Facebook: **26,700**

Instagram: **6,500**

Linkedin: **780**

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

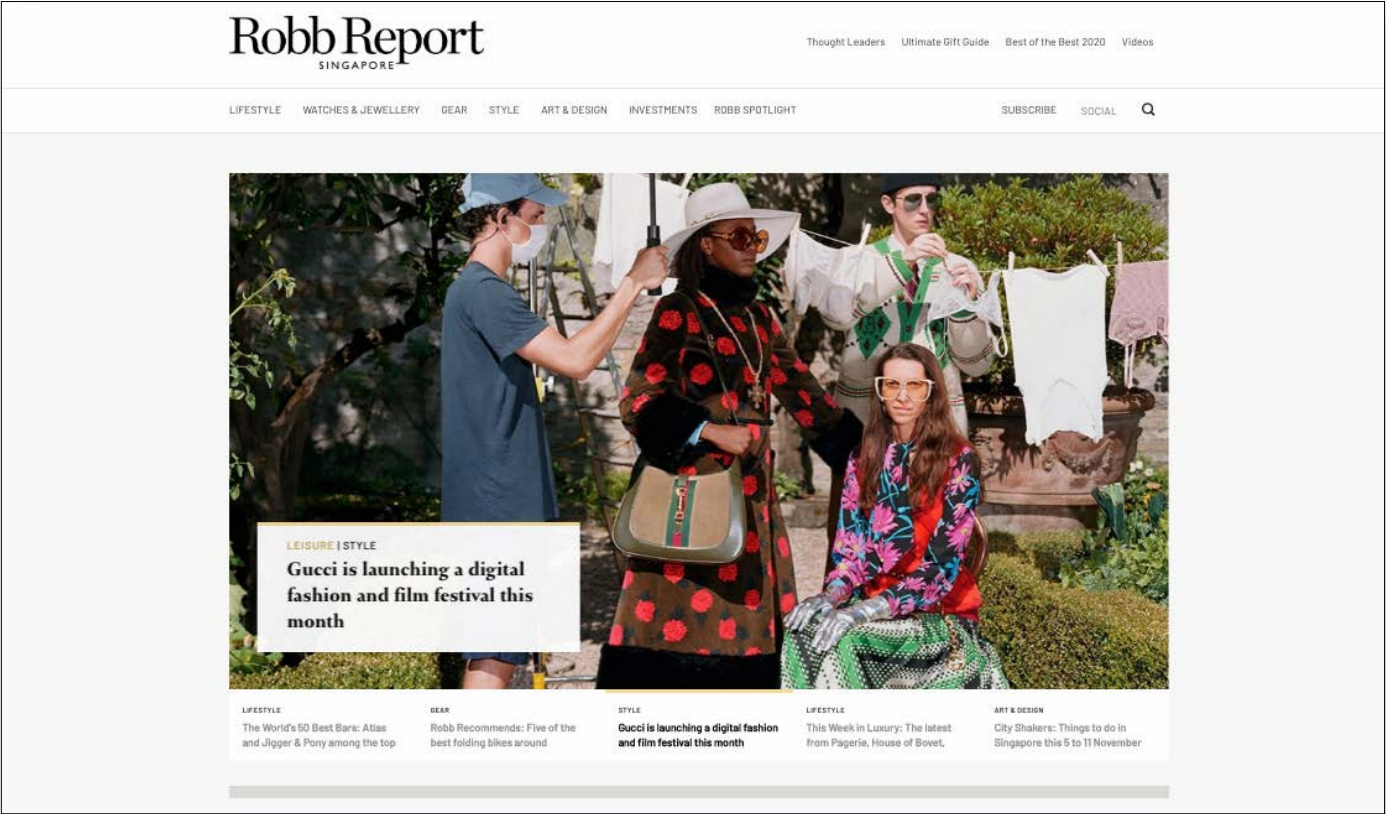
Highlights of *Robb Report Singapore*'s editorial calendar
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The Atelier

Our curation of rarities and exceptional items for gifting and home comforts.
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Thought Leaders

A circle of Opinion Leaders and savvy readers who represent the Robb Report readership



HOME PAGE

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

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

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

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

Robb Report
Special Feature
05 October, 2020

WhatsApp Facebook Email Print Telegram

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

Robb Report
Special Feature
31 July, 2020

Struggle it all? In this three-part series presented by Samsung, we explore 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 multihyphenate - 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: 86

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





Curated To Be Exceptional

Robb Report Singapore has launched its first virtual store, *The Atelier*. The platform merges e-commerce with content, allowing you to read about exclusive products, then purchase them on the spot.

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

Our first volume, *Aperitif O'Clock*, brings together a selection 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 presents its first edition of the Robb Report Singapore Golf Masters that will kick off in mid-2022. With a huge reader database of business owners and top-level executives engaged in this popular sport, we aim to bring the group together for a day of fun and networking at one of Singapore's most exclusive golf clubs.

This inaugural golfing event is poised to be a truly engaging and unforgettable experience.

Venue: TBC

Guests: 120/ 30 flights

Demographics: A select group of high-net-worth individuals chosen from Robb Report Singapore's database, that includes CEOs and business owners.



Robb Report Singapore's Best of the Best Gala Night

Robb Report Singapore invites its valued readers and clients for a celebration of the leading lights in luxury lifestyle, honouring the best in class across various industry segments. Get up close to these exceptional pieces and experience the beauty and craft which has elevated these winners in their field. Best of the Best will be a black-tie affair, a night of glamour, sophistication and luxury without compromise.

Venue: TBC

Date: November

Guests: 150pax



Robb Report Ultimate Drives

Ultimate Drives is an annual Robb Report event that features the latest premium cars and luxury brands under one roof.

Now in its upcoming 6th year, the exclusive gathering brings UHNWIs with a passion for life in the fast lane together, test driving a curated list of luxury cars with Singapore's stunning cityscape as backdrop.

In between test drives, each guest driver also has the opportunity to participate in lifestyle activities hosted by partners in our driver's lounge. To conclude the drives each night, guest drivers will be invited for an evening cocktail reception followed by a private dinner where they'll vote for their favourite car.



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