

Robb Report

SINGAPORE



MEDIA KIT 2024

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 HNWIs 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

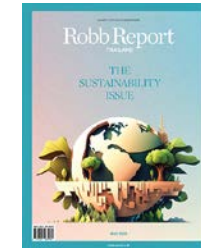
Robb Report first hit newsstands in 1976. Originally devoted to advertisements for new and vintage Rolls-Royces and distributed at the affluent neighbourhoods of California's Bel Air and Beverly Hills, the brand evolved over the course of four decades to eventually become the single most influential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



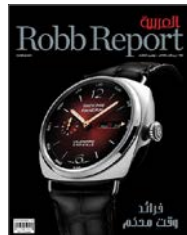
**Robb Report
India**



**Robb Report
Monaco &
Cote d'Azur**



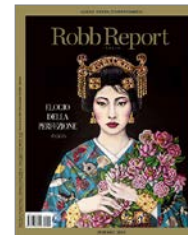
**Robb Report
Thailand**



**Robb Report
Arabia**



**Robb Report
China**



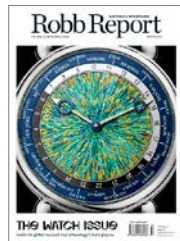
**Robb Report
Italy**



**Robb Report
Russia**



**Robb Report
United Kingdom**



**Robb Report
Australia &
New Zealand**



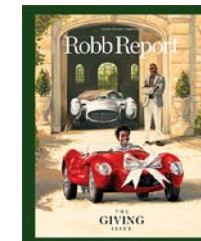
**Robb Report
Germany**



**Robb Report
Malaysia**



**Robb Report
Singapore**



**Robb Report
United States**



**Robb Report
Brazil**



**Robb Report
Hong Kong**



**Robb Report
Mexico**



**Robb Report
Sweden**

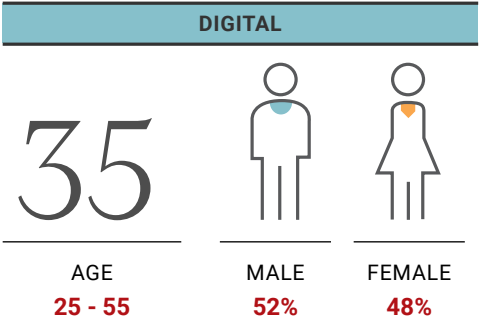
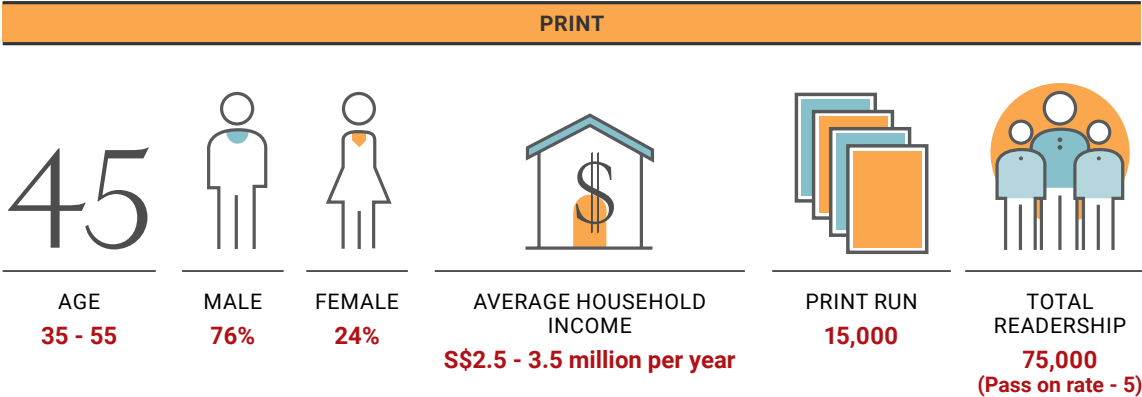


**Robb Report
Vietnam**



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



Philanthropists,000

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

Robb Report
SINGAPORE

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

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.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.



Editorial Calendar

Robb Report Singapore 2024

Robb Report
SINGAPORE



JULY

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.

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 (Contents, Editor's Letter, Masthead)	\$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

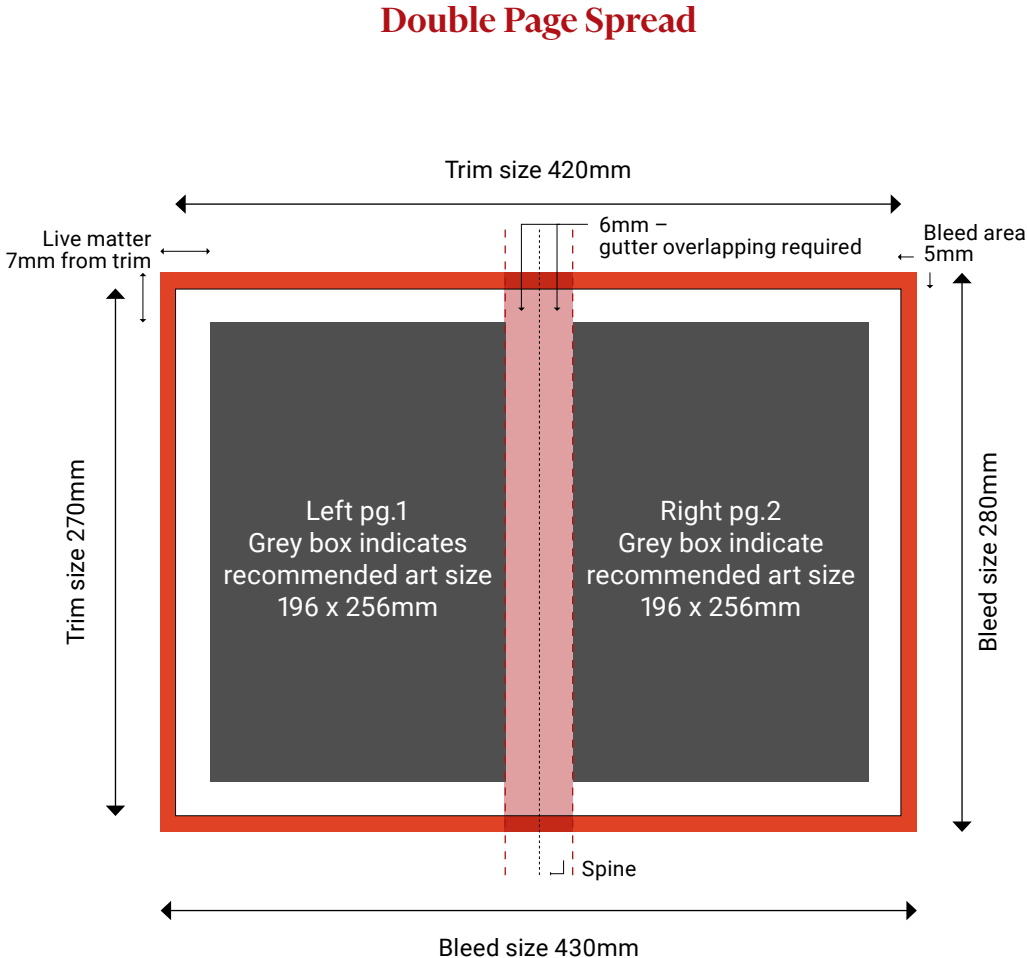
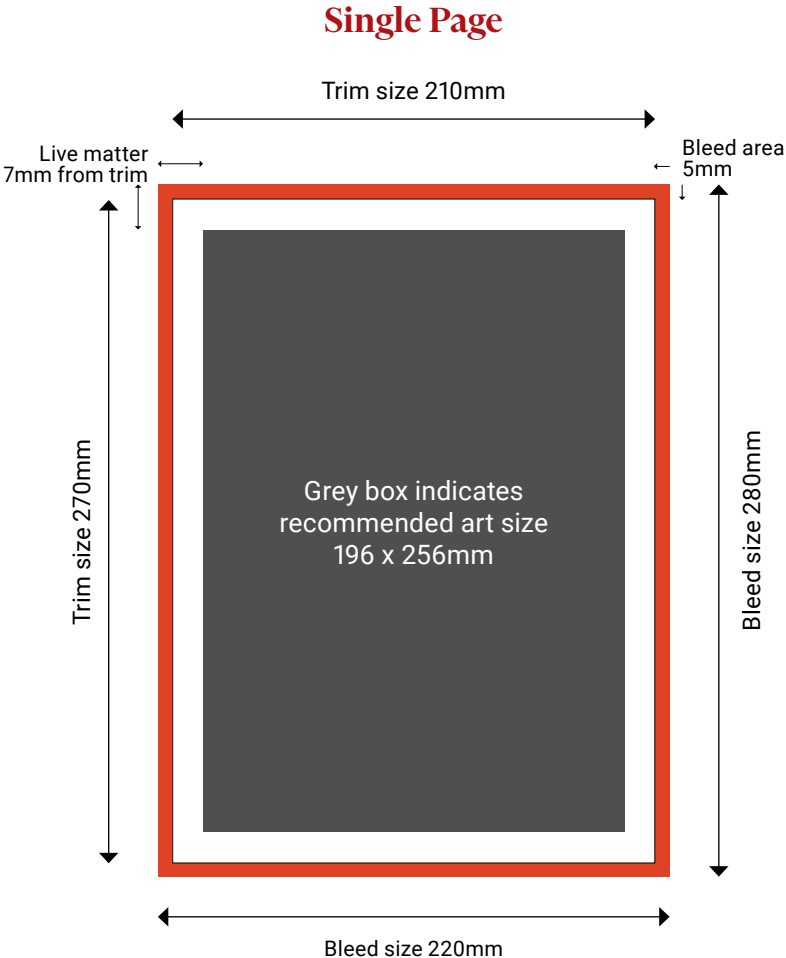
only CMYK

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.

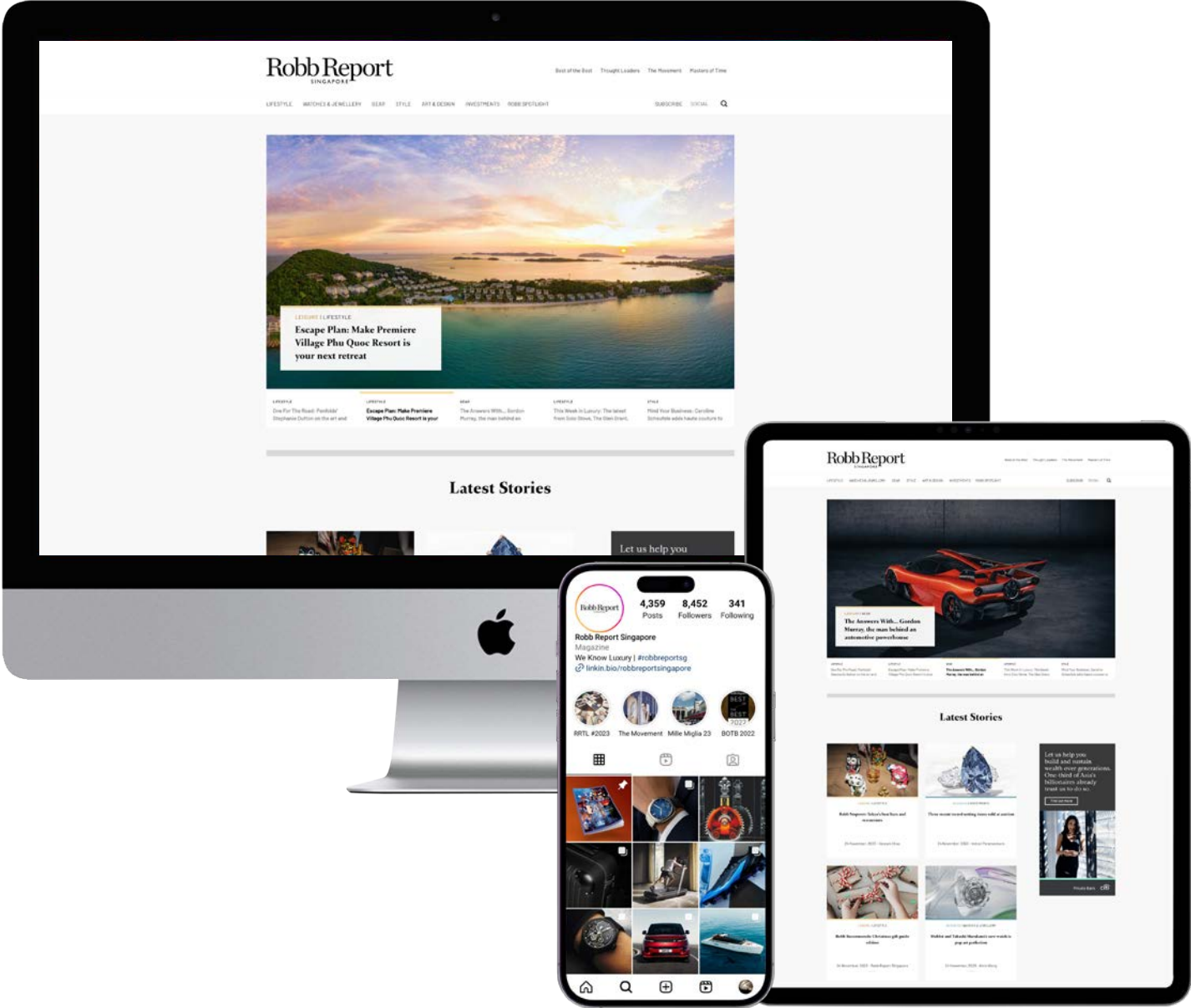
Leverage the distinctive voice of *RobbReport.com.sg* and enhance your brand positioning among the world's most desirable consumers in the digital space.

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)

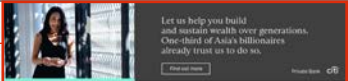
Rich Media Ad requirements

All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server

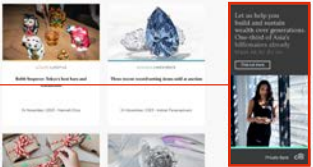
HTML5 creatives must have at least one standard click tag

HTML5 creatives can only have fixed dimensions, as per table above. Dynamic is not supported

Header Banner



Vertical Banner



Leaderboard



Robb Report
SINGAPORE

Best of the BestThought LeadersThe MovementPlatters of Time

LIFESTYLEWATCHES & JEWELLERYGEARSTYLEART & DESIGNINVESTMENTSRobb SPOTLIGHTSUBSCRIBESOCIALQ



LEISURELIFESTYLE

The Macallan House Singapore showcases the distillery's deep, inherent appreciation for innovation and exquisite craftsmanship

Robb Report

Special Feature

04 October, 2023

f i t

Explore The Macallan House Singapore through meticulously designed immersive spaces, each promising a harmonious fusion of sensory encounters to highlight The Macallan's relationship with nature

Following the debut of The Macallan Experience in October 2020, it was only a matter of time before we saw Raffles Hotel Singapore welcome the *macallan single malt* Scotch whisky with its own official turf. From an exclusive immersive exhibition to 27sqm of retail space that showcases the best of art, nature and whisky craftsmanship, The Macallan House Singapore delivers nothing short of a multisensory journey.



Copper walls represent the Macallan's small stills. Photo by The Macallan

Designed by acclaimed architect Jamie Fobert, who is known for his work on the historic Fondaco del Tedesco in Venice, the space expresses the brand's essence through contemporary interiors. Sights and senses are teased with the four distinct microclimates of The Macallan Estate in Scotland: the barley field, the River Spey, the woodland and Easter Elchies House.

The design codes also pay tribute to the brand's foundational elements, such as the copper walls representing The Macallan's small stills; Albaniza Stone celebrating the fertile soil from Jerez la Frontera, Spain, which is well-known for its sherry vineyards; and walled walls resembling the River Spey, which inspired the distinctive distillery roof. The most tell-tale sign of all would naturally be the oak flooring—a homage to the sherry-seasoned oak casks that are indispensable to whisky making.

Robb Report
SINGAPORE

Best of the BestThought LeadersThe MovementPlatters of Time

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BUSINESSLIFESTYLE

Rimowa celebrates 125 years of superlative travel with Seit 1898, an inspired and insightful exhibition that is appropriately globetrotting

Robb Report

Special Feature

02 October, 2023

f i t

Seit 1898 debuted in Tokyo in June. It will move on to Shanghai in December, before arriving in Cologne in spring 2024, the birthplace of the company, for a fitting finale



The exterior of *Seit 1898* in Tokyo features the kind of stickers one would find on Rimowa luggage. Photo by Rimowa

You cannot miss them: Rimowa's grooved beauties that are wheeled across airport lounges, airborne for thousands upon thousands of miles, before arriving just as impeccably as they departed.

The Rimowa luggage, recognised by its iconic grooves that recall the fuselage of early aircraft, has become ubiquitous now. It is as much a universal symbol of luxury travel for celebrities and the jet-set as it is a safe and reliable companion for intrepid adventurers. And, like any iconic creation, the rise of Rimowa is rich with the histories and stories of people and places that contribute to its legacy.

Rimowa, which celebrates its 125th anniversary this year, is retracing its incredible history with a three-stop travelling exhibition. Called *Seit 1898*, the commemorative showcase debuted in Tokyo in June. It's made its way to New York this month, and will move on to Shanghai in December, before arriving in Cologne in spring 2024, the birthplace of the company, for a fitting finale.



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.



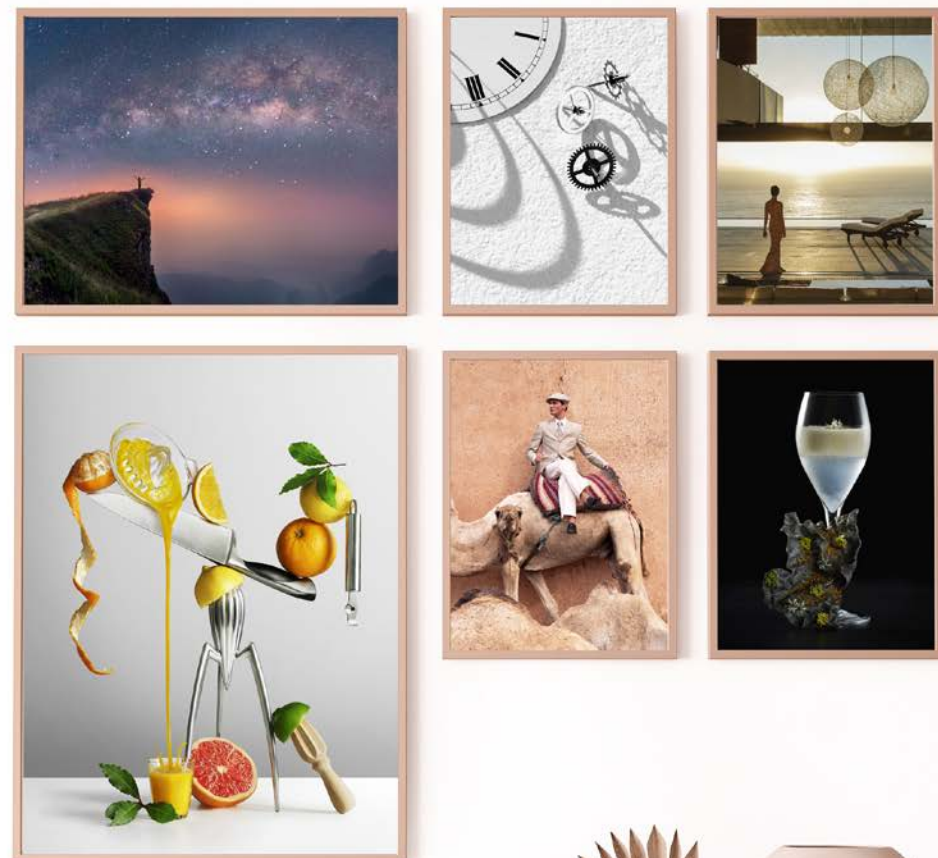
Curated To Be Exceptional

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

INDRAN PARAMASIVAM

Features Editor

i.paramasivam@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

