

Robb Report

SINGAPORE



MEDIA KIT 2024

An aerial photograph of a tropical island resort. The island is surrounded by clear, shallow turquoise water with visible coral reefs. Numerous overwater villas with thatched roofs are arranged in a semi-circle around the island. A central building with a large pool and deck is prominent in the foreground. The sky is blue with scattered white clouds.

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 HNWI's 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.



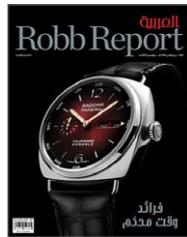
Robb Report India



Robb Report Monaco & Cote d'Azur



Robb Report Thailand



Robb Report Arabia



Robb Report China



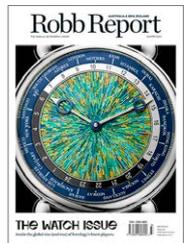
Robb Report Italy



Robb Report Russia



Robb Report United Kingdom



Robb Report Australia & New Zealand



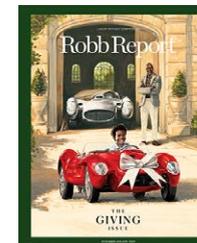
Robb Report Germany



Robb Report Malaysia



Robb Report Singapore



Robb Report United States



Robb Report Brazil



Robb Report Hong Kong



Robb Report Mexico



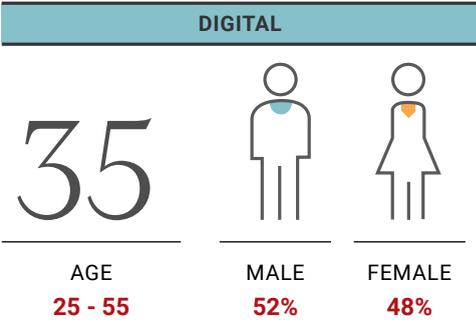
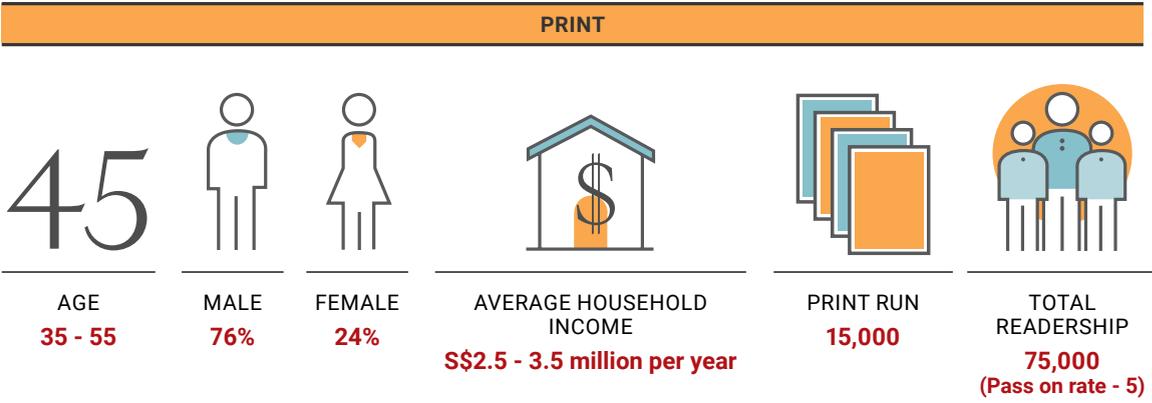
Robb Report Sweden



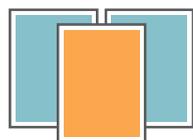
Robb Report Vietnam

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 |



6000

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

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

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.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.



Editorial Calendar

Robb Report Singapore 2024

Robb Report
SINGAPORE



JULY

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.

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 <i>(Contents, Editor's Letter, Masthead)</i> | \$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

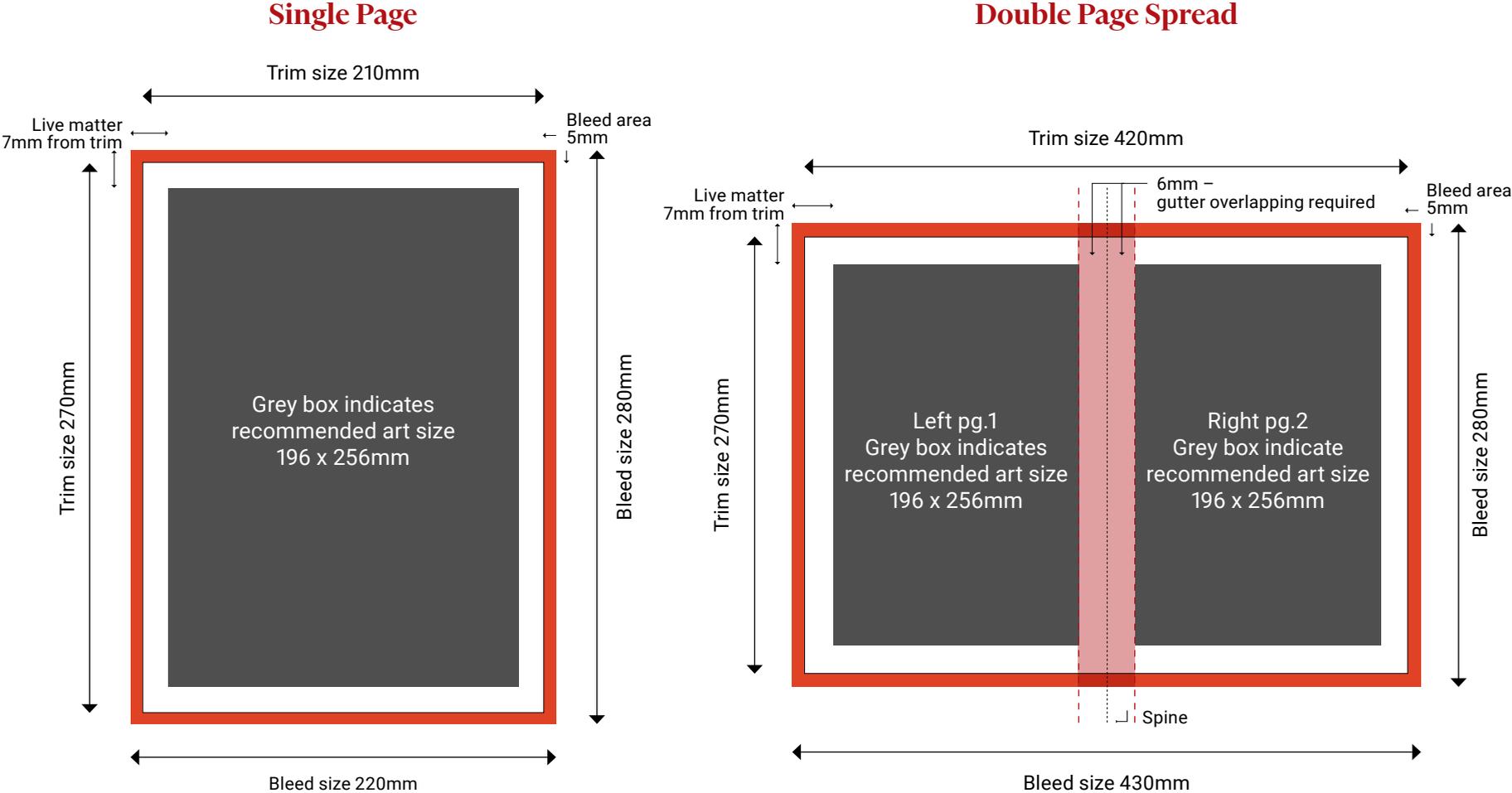
only CMYK

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.

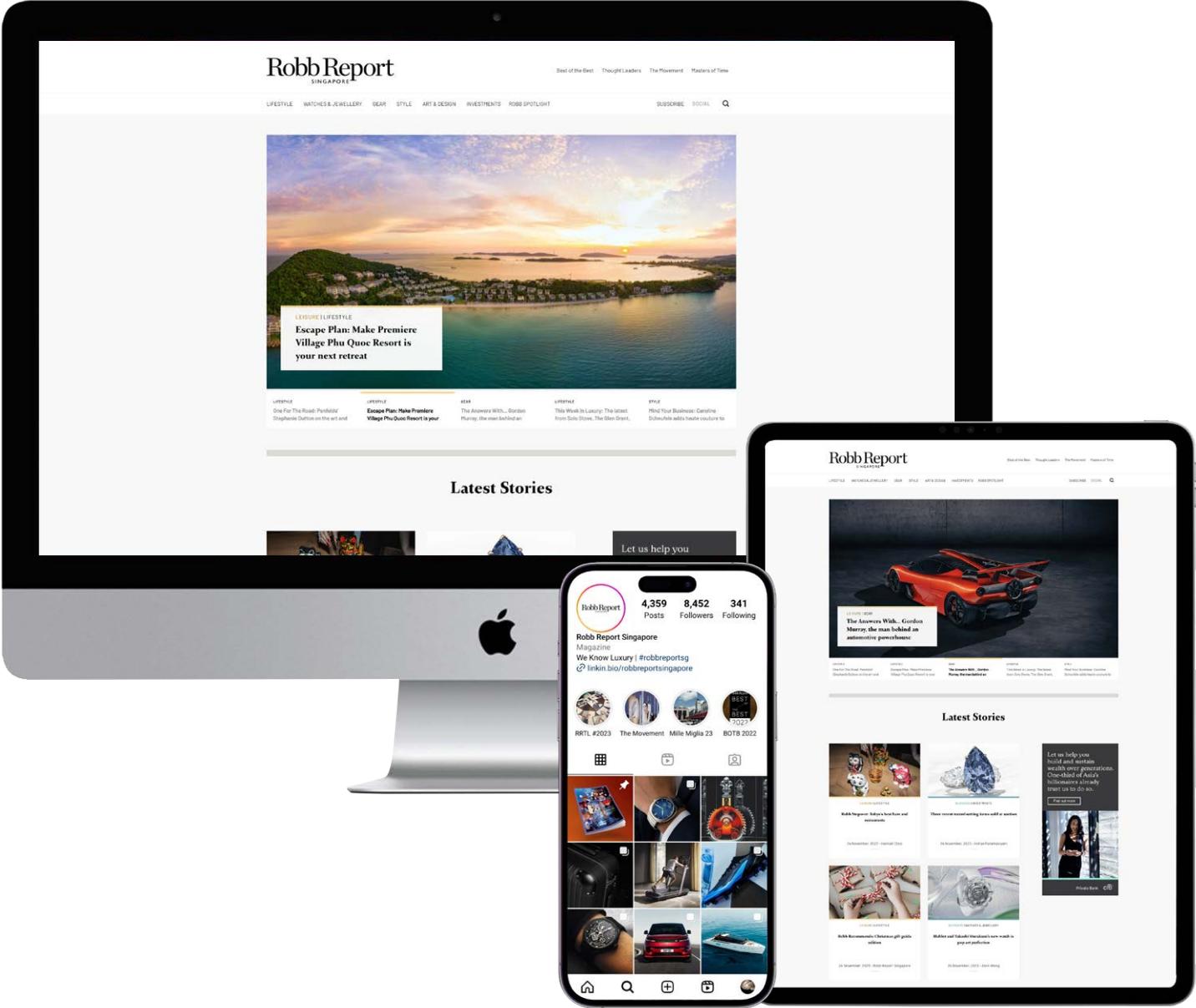
Leverage the distinctive voice of *RobbReport.com.sg* and enhance your brand positioning among the world's most desirable consumers in the digital space.

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:

2 weeks: \$6,600

4 weeks: \$9,350

Section Buyout:

2 weeks: \$4,950

4 weeks: \$7,700

Advertorial \$8,470

Special Projects TBD

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

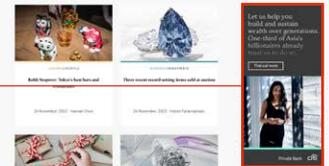
HTML5 creatives must have at least one standard click tag

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

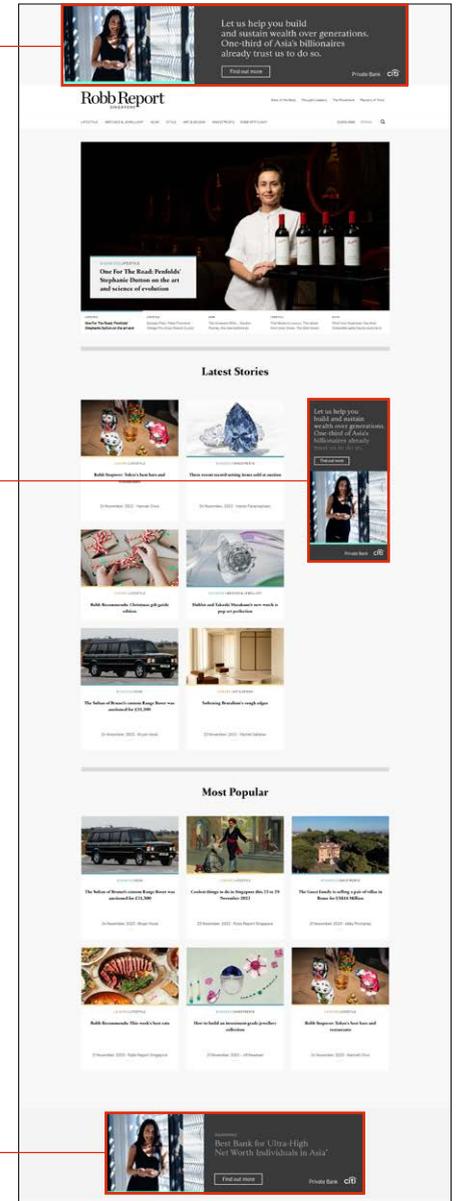
Header Banner



Vertical Banner



Leaderboard



Robb Report
SINGAPORE

Best of the Best Thought Leaders The Movement Masters of Time

LIFESTYLE WATCHES & JEWELLERY GEAR STYLE ART & DESIGN INVESTMENTS ROBB SPOTLIGHT SUBSCRIBE SOCIAL Q

LEISURE | LIFESTYLE

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

Special Feature
04 October, 2023

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 exceptional single malt Scotch whisky with its own official turf. From an exclusive immersive exhibition to 279sqm of retail space that showcases the best of art, nature and whisky craftsmanship, The Macallan House Singapore delivers nothing short of a multisensory journey.

Dipper 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 Tedeschi 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; Albariza 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 Best Thought Leaders The Movement Masters of Time

LIFESTYLE WATCHES & JEWELLERY GEAR STYLE ART & DESIGN INVESTMENTS ROBB SPOTLIGHT SUBSCRIBE SOCIAL Q

BUSINESS | LIFESTYLE

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

Special Feature
02 October, 2023

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.

STUDIO BOLINA

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.



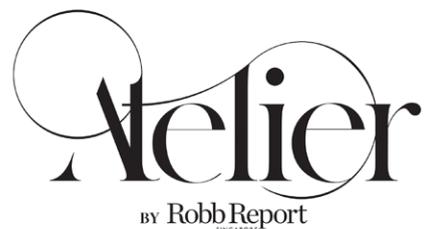


Thought Leaders

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.



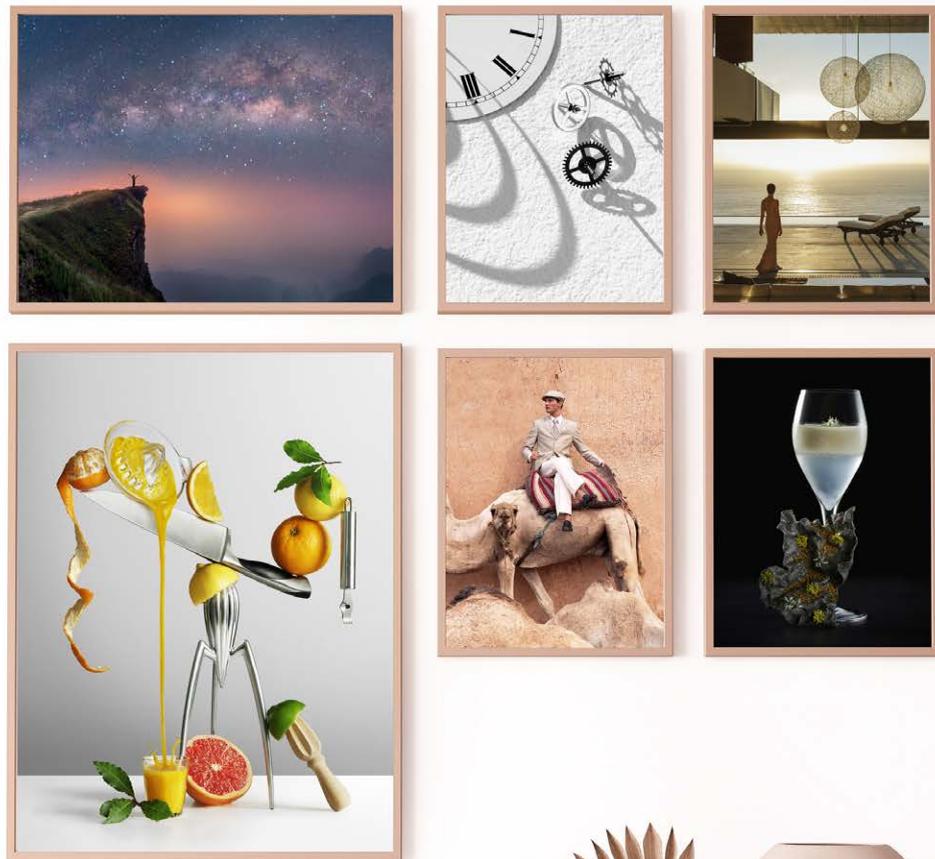
Curated To Be Exceptional

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

MUHAMMAD HAZIQ BIN MD YUSOF
Writer
h.yusof@imv.com.sg

LOW WEIXIAN
Writer
w.low@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

