

# Robb Report

SINGAPORE

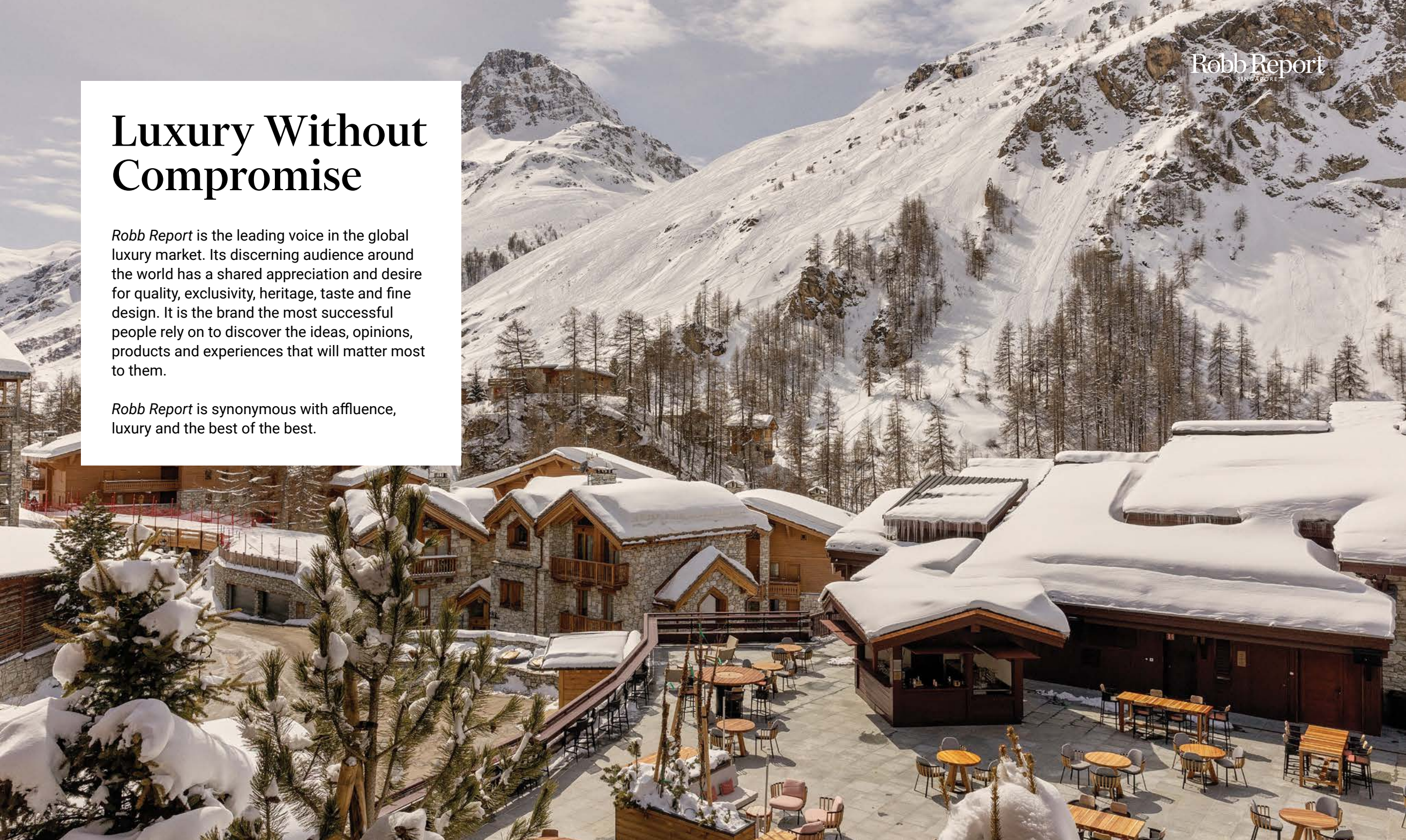
MEDIA KIT 2025



# 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* is the industry's leading luxury lifestyle publication.

We connect UHNWIs and HNWIIs with experiences and accoutrements that not only cultivate their appreciation of the finest things in life, but also inspire deeper contemplation of what luxury truly means.

Our readers are thinkers, innovators, early adopters, and astute connoisseurs of luxury. They believe in living their best lives, and desire to be ahead of the curve. Our readers constantly question not just the 'what' and 'how' of wealth, but also explore the 'what ifs' of its impact.

*Robb Report Singapore* engage accomplished personalities and visionaries who embody change and define success, because luxury isn't just about celebrating opulence. It's about uncovering the richness of exceptional experiences and exploring what can be done from a position of privilege.



# Robb Report Origins & Global Reach

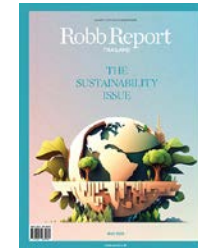
Robb Report first hit newsstands in 1976. Originally devoted to advertisements for new and vintage Rolls-Royces and distributed at the affluent neighbourhoods of California's Bel Air and Beverly Hills, the brand evolved over the course of four decades to eventually become the single most influential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



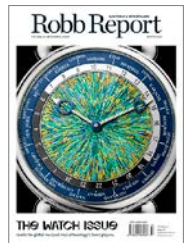
Robb Report Italy



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

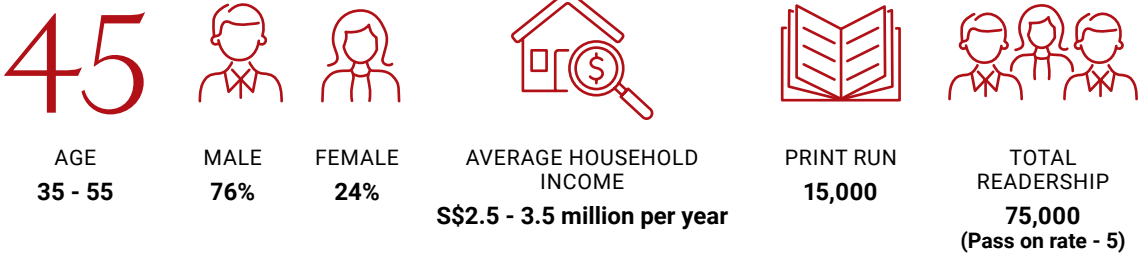


Robb Report Vietnam

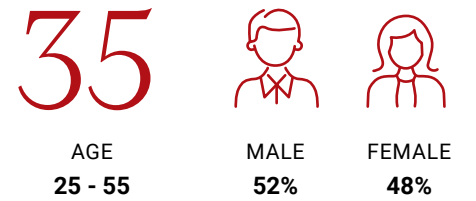
# Elite, Affluent & Inspired Audience

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.

## PRINT



## DIGITAL



# Distribution



## NEWSSTANDS & BOOKSTORES

500

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



## AIRLINES, MARINAS & PRIVATE LOUNGES

500

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



## VIP BANKING

2,500

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



## PRIVATE PROPERTIES

2,500

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



## LUXURY AUTOMOTIVE SHOWROOMS

**500**

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



## HIGH NET WORTH INDIVIDUALS

**6000**

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



## PRIVATE CLUBS & FIVE-STAR HOTELS

**2,500**

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 2025

## JANUARY

### Celebration

Kicking off the new year in style, we extend the festive spirit with a curated selection of, exquisite luxury accessories, exceptional experiences, and expert insights on how to embrace 2025 with renewed vigour and a fresh outlook.

## FEBRUARY

### Romance/Harmony

Romance, friendship, enduring partnerships, and mind-blowing collaborations—revel in the joy of ties that bind in our Romance & Harmony issue. We spotlight the most thoughtful and exquisite gifts for the month of romance, and turn our attention to the most intriguing tie-ups in the world of luxury.

## MARCH

### Femininity

We celebrate the essence of femininity with inspiring stories of women making a change in the fields of sustainability, fashion, wealth, and beyond—and explore elegance, strength, and sophistication through the lens of luxury.

## APRIL

### Signature Style

Discover the hottest Spring/Summer looks and accessories, and delve into the methods and means to distinguish yourself from the crowd.

## MAY

### Adrenaline

Take the driver's seat with the world's most coveted automobiles. Explore new travel adventures, bold timepieces, and thrill-enhancing indulgences curated for those with a penchant for thrills and adventure.

## JUNE

### Health & Wellness

Health is the ultimate luxury. From cutting-edge fitness technologies and holistic retreats to rejuvenating skincare, this edition explores how luxury can enhance physical, emotional, and mental health.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.





# Editorial Calendar

Robb Report Singapore 2025

Robb Report  
SINGAPORE

JULY

## Art & Design

We pay homage to creative brilliance, exploring the intersection of luxury and aesthetics. Featuring exclusive interviews with visionary artists, stunning architectural marvels, and cutting-edge interior design, this edition highlights how art and design shape the future of luxury living.

AUGUST

## Watches & Jewellery

Your ultimate resource to the year's most exceptional watches and jewellery launches. Learn all about the latest and greatest from the world's best watch brands, independent watchmakers and jewellery houses.

SEPTEMBER

## Best Of The Best

The Best of the Best issue showcases the pinnacle of luxury across every category, from extraordinary automobiles and timepieces to breathtaking travel experiences. This edition also features our annual Wealth Special. Together with the most esteemed private banking institutions, we explore the intricate art of wealth management in this issue.

OCTOBER

## Power

In this issue, we induct the newest members of Robb Report Singapore's ever-growing Thought Leaders community, and get up-close with the exceptional individuals and recipients of the magazine's annual gala dinner.

NOVEMBER

## Travel

We explore the world's most luxurious destinations and extraordinary journeys. From private island escapes and opulent resorts to bespoke experiences and hidden gems, this edition provides an insider's guide to unparalleled travel indulgence.

DECEMBER

## Ultimate Gift Guide

We wrap up the year with our Ultimate Gift Guide issue. Indulge yourself and those closest to you, celebrating a year well-spent with a carefully curated selection of the most exceptional luxury items and experiences.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.

# Print Edition Rates 2025

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	\$18,150
1ST SPREAD	\$16,335
2ND SPREAD	\$14,701
3RD SPREAD	\$13,230
ROP	\$12,100

## Single Pages

POSITION	RATES
ROP	\$7,865
PREMIUM POSITION PAGE <i>(Contents, Editor's Letter, Masthead)</i>	\$9,075
IBC	\$9,075
OBC	\$18,150
SPECIAL AD SECTION	TBD

**ADVERTORIAL (SINGLE PAGE) \$9,317**

# 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**

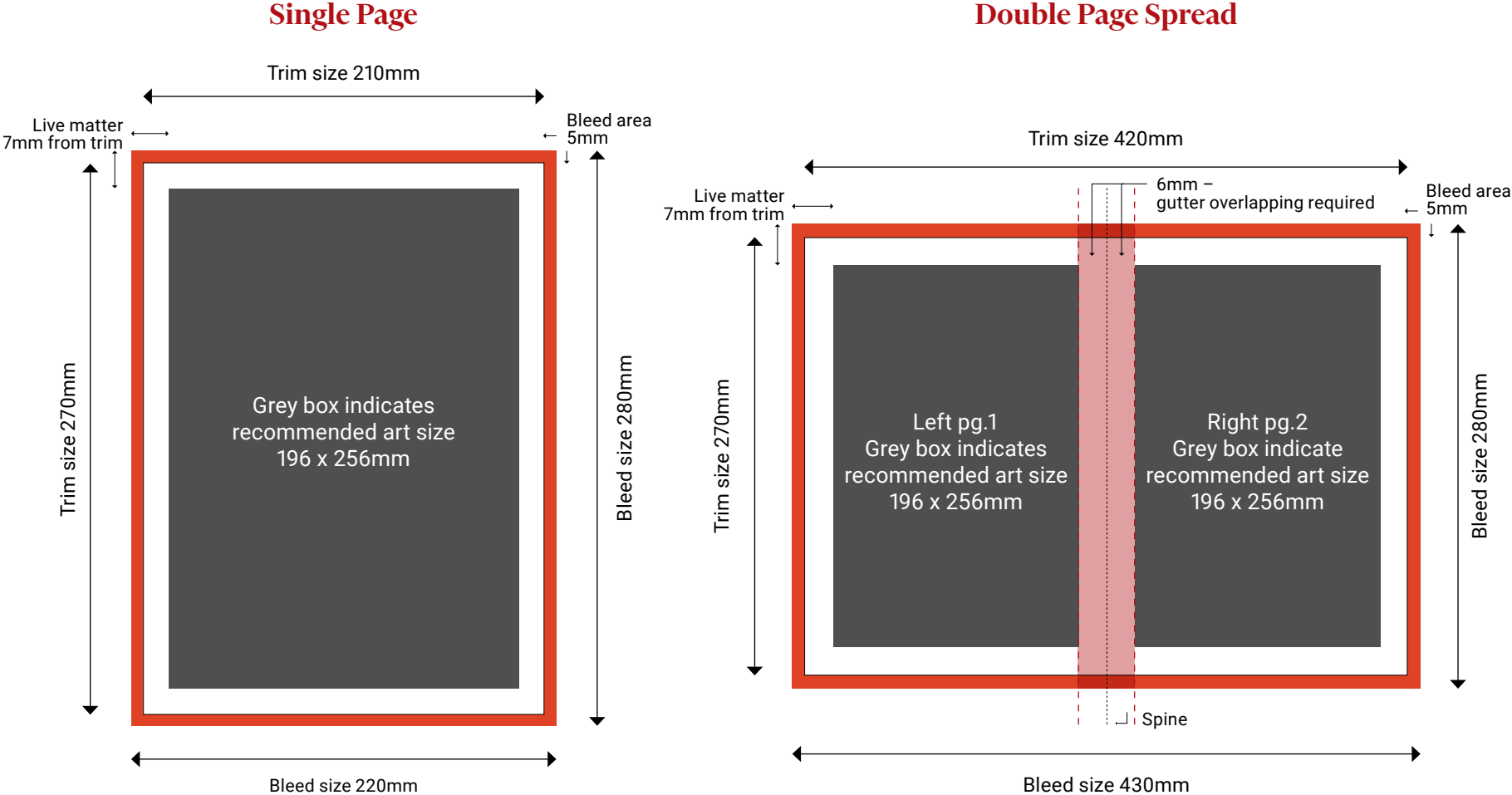
only CMYK

**All text & fonts**

Created outlined & 100% Black

**Submitted materials**

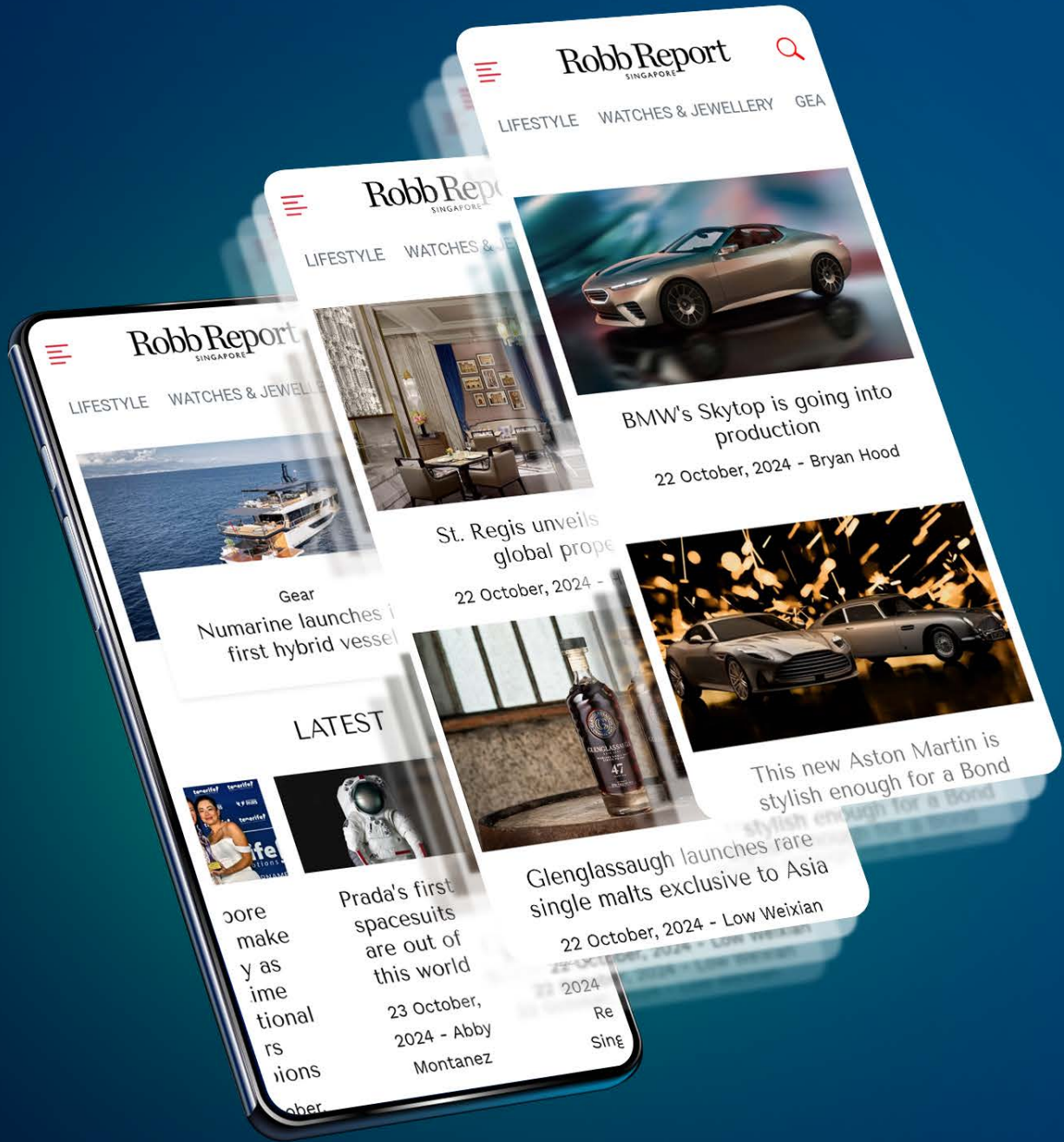
High-resolution (300DPI) PDF files are preferred





# Advertisement Booking & Material Dates

<b>JANUARY 25</b> Booking: <b>28 November 2024</b> Submission: <b>5 December 2024</b>	<b>MAY 25</b> Booking: <b>24 March</b> Submission: <b>31 March</b>	<b>SEPTEMBER 25</b> Booking: <b>24 July</b> Submission: <b>31 July</b>
<b>FEBRUARY 25</b> Booking: <b>30 December 2024</b> Submission: <b>5 January 2025</b>	<b>JUNE 25</b> Booking: <b>23 April</b> Submission: <b>30 April</b>	<b>OCTOBER 25</b> Booking: <b>22 August</b> Submission: <b>29 August</b>
<b>MARCH 25</b> Booking: <b>24 January</b> Submission: <b>31 January</b>	<b>JULY 25</b> Booking: <b>23 May</b> Submission: <b>30 May</b>	<b>NOVEMBER 25</b> Booking: <b>23 September</b> Submission: <b>30 September</b>
<b>APRIL 25</b> Booking: <b>21 February</b> Submission: <b>28 February</b>	<b>AUGUST 25</b> Booking: <b>23 June</b> Submission: <b>30 June</b>	<b>DECEMBER 25</b> Booking: <b>24 October</b> Submission: <b>31 October</b>



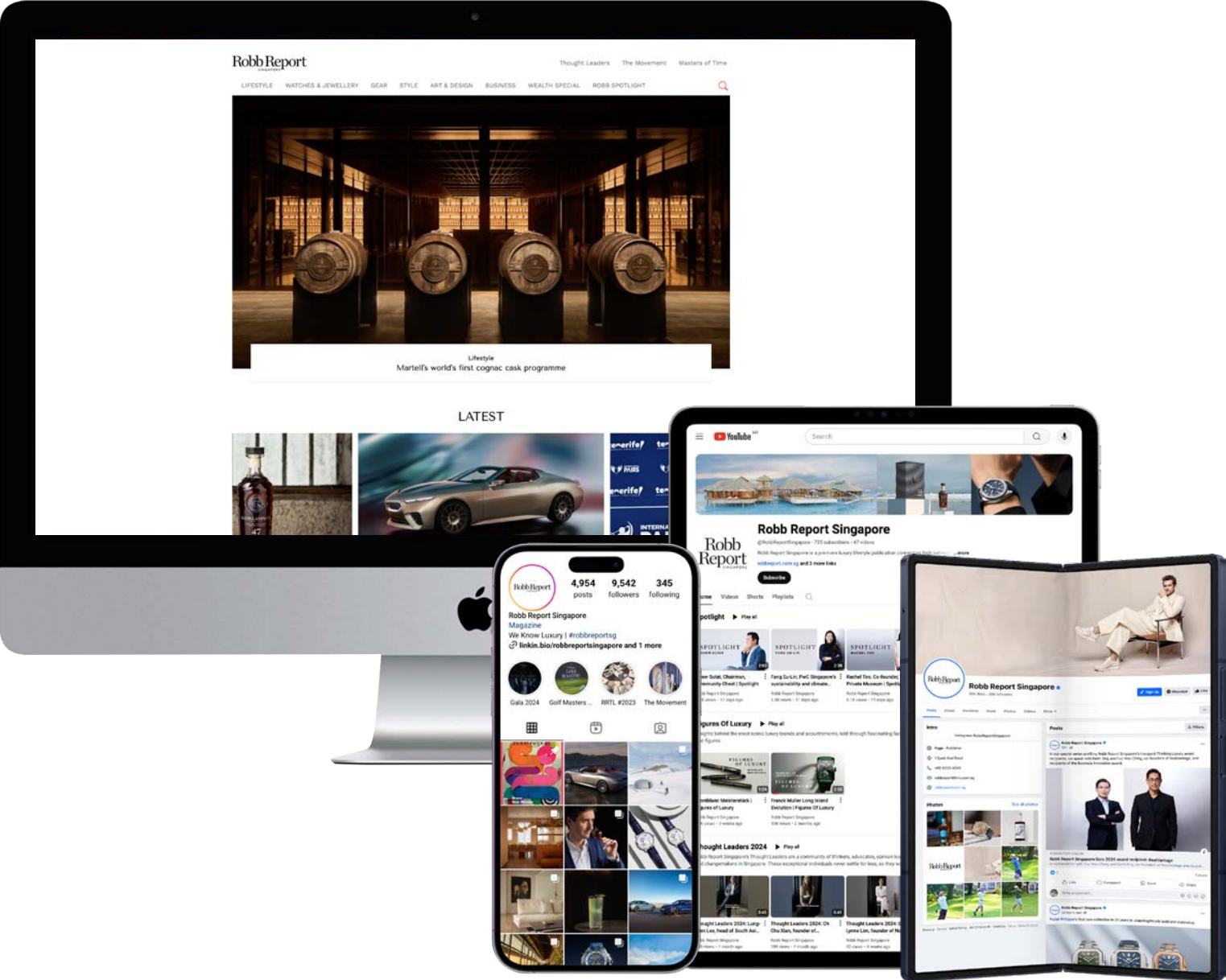
# Engage With An Elite Digital Audience

***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 October 2024)

Page Views: **339,000**  
Unique Visitors: **170,000**  
Average Time Online: **1 min 07 seconds**

## Social Media Followers

Facebook: **26,792**  
Instagram: **9,543**  
LinkedIn: **1,950**  
Newsletter Subscribers: **3,788**

# robbreport.com.sg Banners

## Home Page:

2 weeks: \$7,260  
4 weeks: \$10,285

## Section Buyout:

2 weeks: \$5,445  
4 weeks: \$8,470

## Advertorial \$9,317

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		

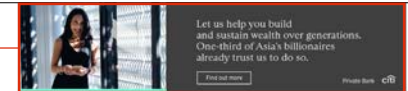
### Image Ad requirement

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

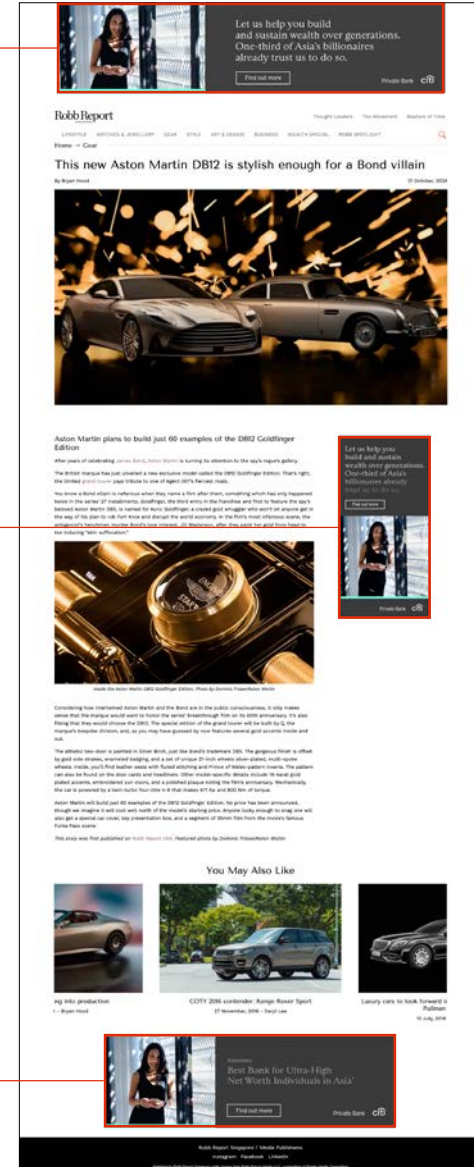
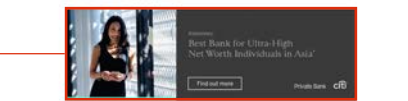
### Header Banner



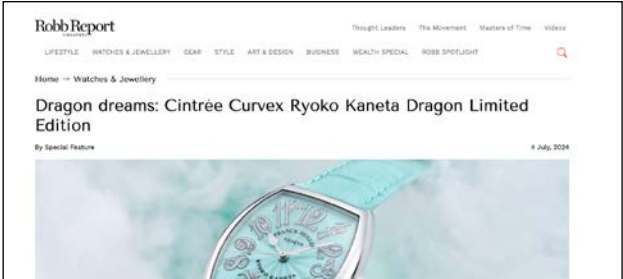
### Vertical Banner



### Leaderboard



Website



YouTube



# Custom Content Creation

Collaborate with us to tell your story, the way you want to.

Robb Report Singapore 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.



# 2025 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.



# Robb Report Golf Masters

*Robb Report Singapore* presented our third edition of the Robb Report Singapore Golf Masters in 2024. 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 Gala Night

*Robb Report Singapore's 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](mailto:alvin.wong@imv.com.sg)

### AMOS CHIN

Digital Editor  
[a.chin@imv.com.sg](mailto:a.chin@imv.com.sg)

### MUHAMMAD HAZIQ

**BIN MD YUSOF**  
Writer  
[h.yusof@imv.com.sg](mailto:h.yusof@imv.com.sg)

### LOW WEIXIAN

Writer  
[w.low@imv.com.sg](mailto:w.low@imv.com.sg)

## Advertising

---

### DANIEL CHAN

Publisher  
[d.chan@imv.com.sg](mailto:d.chan@imv.com.sg)

### JASMINE KOH

Sales Director  
[j.koh@imv.com.sg](mailto:j.koh@imv.com.sg)

### RICHELLE LIM

Sales Director  
[r.lim@imv.com.sg](mailto:r.lim@imv.com.sg)

## Events And Marketing

---

### NANCY NAH

Events Specialist  
[n.nah@imv.com.sg](mailto:n.nah@imv.com.sg)

