

# Robb Report

MALAYSIA

MEDIA KIT 2022



AS SEEN IN ROBB REPORT MALAYSIA

# 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 of 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.

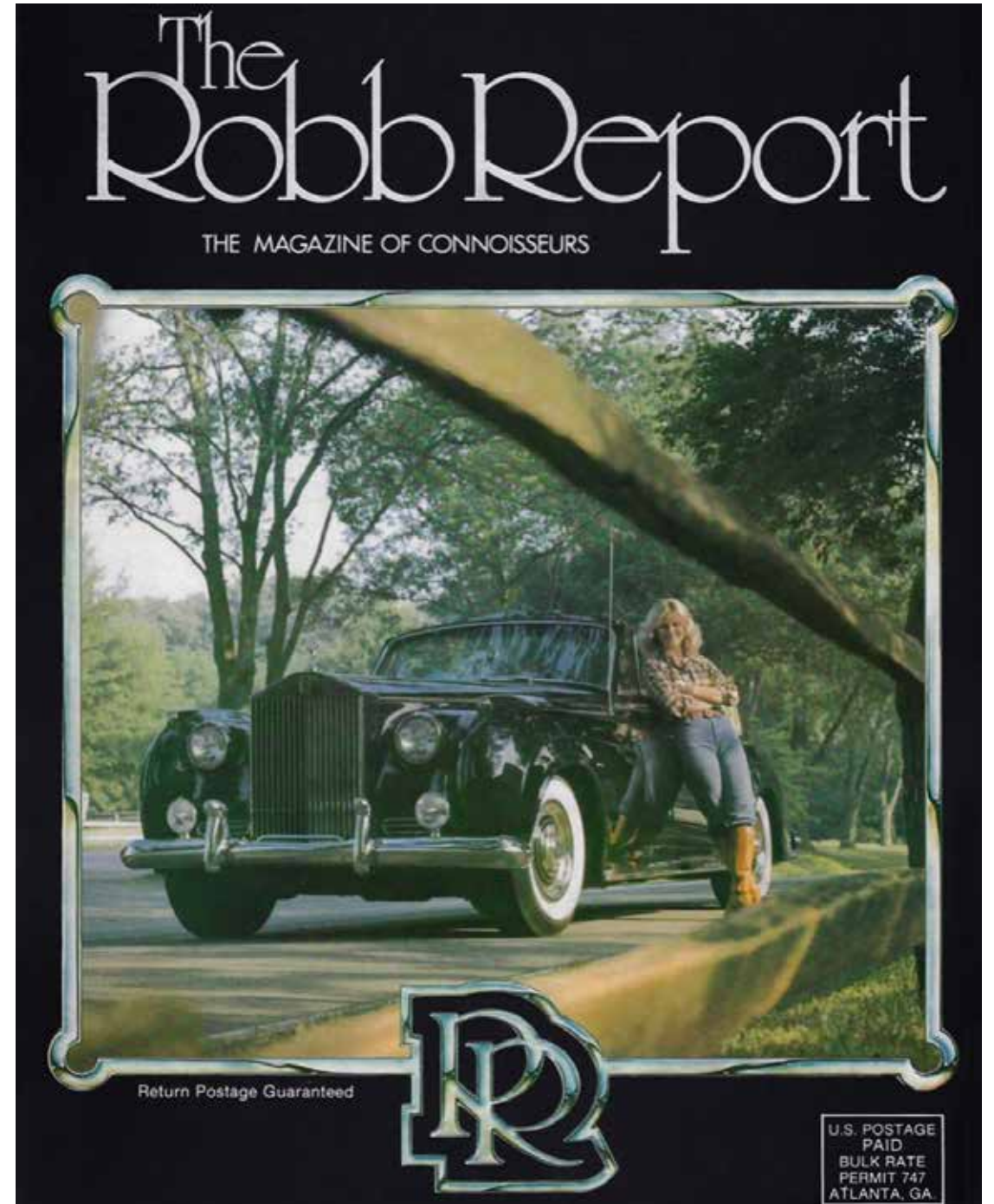
*Robb Report* is synonymous with affluence, luxury and the best of the best.

*Robb Report*: Luxury Without Compromise.



# ROBB REPORT ORIGINS

*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. For all of the changes that have taken place in the years since *Robb Report* first hit newsstands, the standards of exceptional quality, beauty, and precision have remained as constant in the hearts and minds of true connoisseurs, as they have in the pages of the magazine.



# ROBB REPORT INTERNATIONAL



Robb Report  
Arabia



Robb Report  
Germany



Robb Report  
Korea



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  
Italy



Robb Report  
Russia



Robb Report  
Thailand



Robb Report  
Vietnam



Robb Report  
China



Robb Report  
Kazakhstan



Robb Report  
Singapore



Robb Report  
Turkey

According to a [Luxe Digital study](#), Robb Report is among the best luxury lifestyle title for brands looking for an affluent audience.



# ABOUT ROBB REPORT MALAYSIA

*Robb Report Malaysia* was launched in 2014 and immediately became the de facto reference for luxury lifestyle publications in the country. Over 80 per cent of its 11,000 month copies are privately circulated among highly affluent individuals, tastemakers and key circles of influence. *Robb Report Malaysia* may be found at private jet terminals, airport lounges, marinas, top golf courses, five-star hotels and resorts, luxury automotive, timepiece and fashion boutiques throughout the country. The title is also the sole official media supporting the Ferrari Owners' Club Malaysia since 2016 and regularly hosts the members on drives, social gatherings and golf getaways. *Robb Report Malaysia* continues to maintain its lofty benchmark by engaging affluent groups through on-ground activation, be it boutique events, private dinners, automobile launches, yachting and social golfing. Copies are also available on selected newsstands, B.I.G, Village Grocer and Tong Hing supermarkets, as well as Kinokuniya, MPH, Borders, Times and Popular bookstores.

AS SEEN IN ROBB REPORT MALAYSIA







# DRIVING DISCOVERY & PASSION

*The Robb Report Malaysia editors fuel our readers' passions and report on novel developments across multiple platforms.*

ART / DESIGN & INTERIORS / JEWELRY / FOOD & DRINK / STYLE / TRAVEL / WATCHES / WHEELS, WINGS & WATER

AS SEEN IN ROBB REPORT MALAYSIA

# ROBB REPORT MALAYSIA'S READERS ARE WELL-READ, WIDELY TRAVELLED, ULTRA-AFFLUENT OPINION LEADERS

*Robb Report Malaysia's readers are well-educated,  
ultra-affluent opinion leaders.*

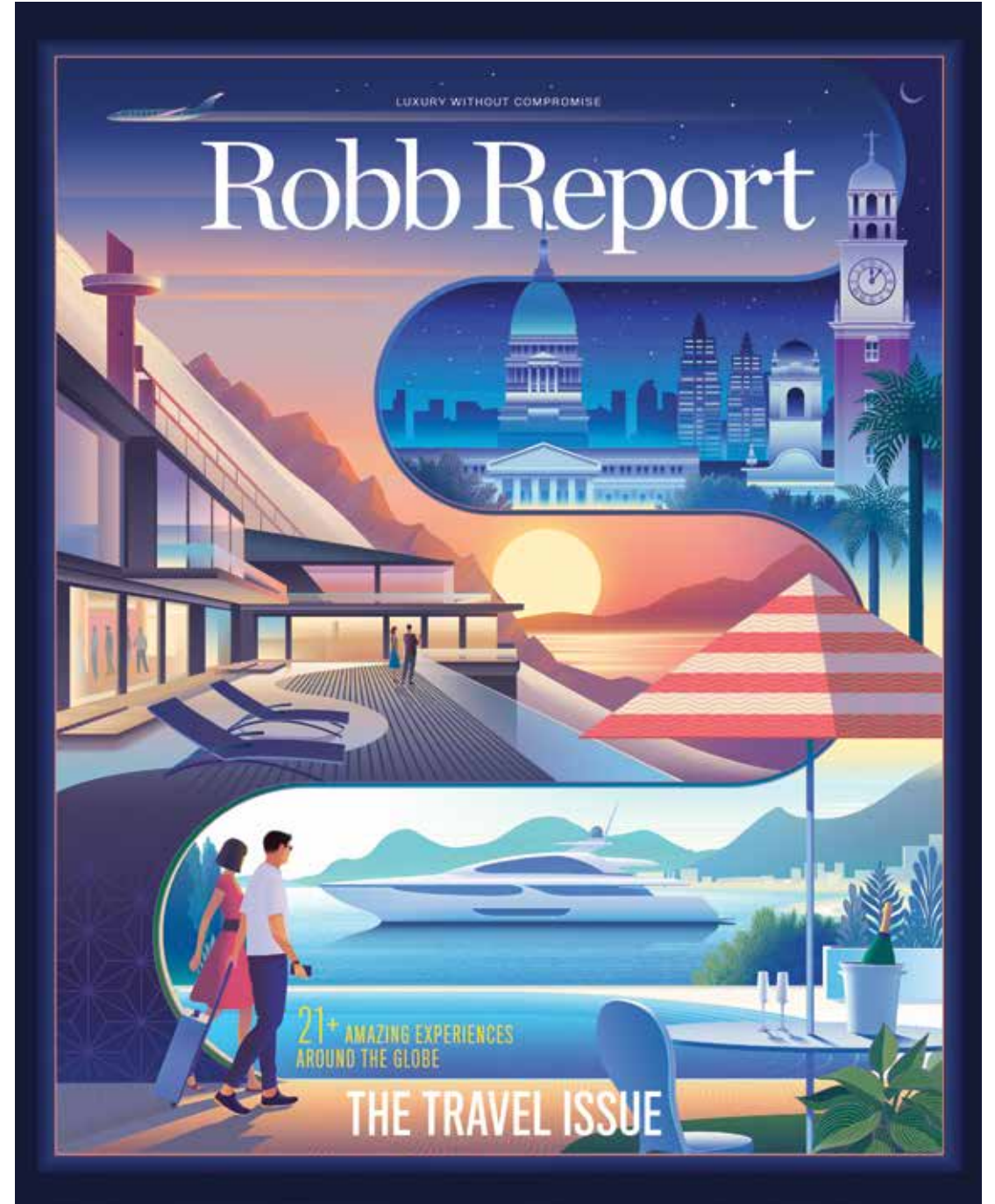
**AVERAGE AGE: 45**

**MALE/FEMALE: 80%/20%**

**AVERAGE HOUSEHOLD INCOME: RM2,000,000**

**AVERAGE NET WORTH: RM9,000,000**

**AUDIENCE: 38,000**





# DISTRIBUTION



**100**

copies via private jet terminals, first-class and business-class international airport lounges in Peninsular and East Malaysia

## **KLIA 1**

Cathay Pacific Airlines  
China Airways LTD Lounge  
Dynasty Lounge  
Emirates Lounge  
Etihad Airways  
Eva Airways Corp  
KLM Royal Dutch Airlines  
Malaysia Airlines  
MAS Golden Lounge  
MAS Golden Lounge  
(Regional Lounge)  
Oman Airways  
Plaza Premium Lounge  
Royal Orchid Lounge  
(Thai Airways)  
Singapore Airlines

## **KLIA 2**

Plaza Premium Lounge

## **SUBANG SKYPARK**

SkyPark RAC  
Private Jet Lounge

## **KUCHING INTERNATIONAL AIRPORT**

Plaza Premium Lounge

## **KOTA KINABALU INTERNATIONAL AIRPORT**

Plaza Premium Lounge

## **LANGKAWI INTERNATIONAL AIRPORT**

Plaza Premium Lounge  
St. Regis Lounge

## **PENANG INTERNATIONAL AIRPORT**

China Airlines  
China Airways LTD Lounge  
China Southern Airlines  
Plaza Premium Lounge  
Silk Air



**750**

copies via newsstands and bookshops in Malaysia

Borders  
BIG Supermarket  
Jaya Grocer  
Kinokuniya  
MPH

Popular  
Times Bookstore  
Tong Hing  
Village Grocer  
Selected bookstores, newsagents and convenience stores



**1,600**

subscriptions to VIP banking clients

Affin Bank  
Alliance Bank Malaysia  
CIMB Investment Bank  
Hong Leong Bank  
Malayan Banking  
OCBC Bank  
Public Bank  
RHB Bank  
Standard Chartered Bank Malaysia  
UOB Private Bank



**500**

copies to luxury boutiques and brands in prominent shopping centres

Bangsar Shopping Centre  
Gurney Paragon Mall  
Gurney Plaza  
Mid Valley Southkey  
Pavilion Kuala Lumpur  
Suria KLCC  
Sogo Kuala Lumpur  
The Starhill  
The Gardens Mall  
as well as VIP rooms



**4,000**

copies to High-Net-Worth Individuals (HNWIs)

Members of the Ferrari Owners Club Malaysia (FOCM), supercar club members, entrepreneurs, second-generation wealth, CEOs and MDs of public-listed corporations, professionals



**500**

copies to automotive showrooms and yacht brokerages

Airbus  
Aston Martin  
Audi  
Azimut Yachts  
Bentley  
BMW  
Bufori  
Ducati  
Ferrari  
Harley Davidson  
Jaguar  
Jeep  
Lamborghini  
Land Rover  
Lexus  
Maserati  
McLaren Kuala Lumpur  
Mercedes-Benz  
Pen Marine  
Porsche  
Rolls-Royce Motor Cars  
Simpson Marine



**250**

copies via golf clubs in Malaysia

Bukit Jalil Golf & Country Resort  
Bukit Kemuning Golf & Country Club  
Bukit Kiara Resort  
Darul Ehsan Golf Club  
Forest City Golf Resort  
Glenmarie Golf & Country Club  
Horizon Hills Golf & Country Club  
Kelab Golf Subang  
Kelab Golf Sultan Abdul Aziz Shah  
Kelab Raintree Kuala Lumpur  
Kinrara Golf Club  
Kota Permai Golf & Country Club  
Kuala Lumpur Golf & Country Club  
Monterez Golf & Country Club  
Palm Garden Golf Club  
Royal Selangor Club  
Royal Selangor Golf Club  
Saujana Golf & Country Club  
The Els Club Desaru Coast  
The Els Club Teluk Datai  
The Royal Lake Club  
The Mines Resort & Golf Club  
Tropicana Golf & Country Club



# DISTRIBUTION



**1,500**

copies to property developers, interior design firms  
& luxury property show galleries

1Pavilion Property Consultancy	KSK Land
Aetas Damansara Sales Gallery	Lendlease Development Malaysia
Andaman Group	Mah Sing Group
Arte Axis	Malaysian Resources Corporation (MRCB)
Asia Green Properties	Matthew Lim Associates
Bandar Raya Developments	Mulia Property Development
Bandar Malaysia	Malton
BCB	Mulpha Land
Beneton Properties	Naza TTDI
Bellworth Developments Beverly	OSK Property Holdings
Binastra Land	Paramount Properties
Blu Water Studio	Peremba Development
Bon Estates	Perdana Park City
Bukit Kiara Properties	PJ Development Holdings
Country Heights Holdings	PNB Ventures
CRSC Property	Putrajaya Perdana
Damansara City	Rutland Development
Eastern & Oriental	SetiaSky Seputeh
Eco World Development Group	Sime Darby Property
Eupe Corporation	SkyWorld Development
Gamuda Cove	SP Setia
Gamuda Land	Symphony Life
Gamuda Gardens Experience Gallery	The Sunway Group
Glenmarie Properties Guocoland	Titijaya Land
Hap Seng Land	Tower Developments
IGB Corporations	Tropicana Corporations
IJM Corporation	Triterra
IOI Properties Group	Tung Ling Development
Ireka Corporation	Twentyfive 7
Kelang Lama Land	UEM Group
Kepong Industrial Park	United Malayan Land
KL Eco City	UOA Development
KLK Land	Wing Tai Malaysia
KL Pavilion Design Studio	YTL Land & Development
KLCC Properties Holding	Yee Seng Heights (Gita Bayu)



**1,800**

copies via selected five-star hotels and resorts in Malaysia  
*(placed in suites as well as guest areas)*

<b>KLANG VALLEY</b> Alila Bangsar Ascott Sentral Kuala Lumpur Banyan Tree Kuala Lumpur Berjaya Hotel & Resort EQ Kuala Lumpur Four Seasons Kuala Lumpur Grand Hyatt Kuala Lumpur Hilton Kuala Lumpur Hilton Petaling Jaya JW Marriott Kuala Lumpur Le Méridien Kuala Lumpur Mandarin Oriental Kuala Lumpur The Club Saujana Resort Kuala Lumpur Sekeping Sin Chew Kee Sekeping Tenggara Sekeping Terasaku Sheraton Imperial Hotel Sofitel Kuala Lumpur Damansara Sunway Resort Hotel & Spa The Hotel Majestic Kuala Lumpur The Ritz-Carlton Kuala Lumpur The RuMa Hotel & Residences The St. Regis Kuala Lumpur The Westin Kuala Lumpur W Kuala Lumpur	<b>LANGKAWI</b> Bon Ton Resort Four Seasons Resort Langkawi The Danna Langkawi Hotel The Datai Langkawi The Ritz-Carlton Langkawi The St. Regis Langkawi The Westin Langkawi Resort & Spa	<b>JOHOR</b> Anantara Desaru Coast Resort & Villas Batu Batu (Tengah Island) Japamala Resorts (Tioman) One&Only Desaru Coast
<b>PENANG</b> Angsana Teluk Bahang China House Eastern & Oriental Hotel The Edison George Town G Hotel Gurney G Hotel Kelawai Lone Pine Hotel Macalister Mansion Parkroyal Penang Hotel Seven Terraces Shangri-La's Rasa Sayang Resort Sekeping Victoria The Prestige Hotel		<b>TERENGGANU</b> Tanjong Jara Resort
<b>PERAK</b> Pangkor Laut Resort The Banjaran Hotsprings Retreat		<b>MALACCA</b> The Majestic Malacca Hotel
<b>PAHANG</b> Cameron Highlands Resort Crockfords Hotel, Resorts World Genting The Chateau, Berjaya Hills Resort The Kasturi Resort, Cherating The Acres Resort		<b>SABAH</b> Gaya Island Resort Hilton Kota Kinabalu Kota Kinabalu Marriott Hotel Le Méridien, Kota Kinabalu Hotel Shangri-La's Rasa Ria Resort & Spa Shangri-La's Tanjung Aru Resort & Spa The Magellan Sutera Harbour Resort
		<b>SARAWAK</b> Hilton Kuching Miri Marriott Resort & Spa Mulu Marriott Resort & Spa

# A YEAR OF EXTRAORDINARY

*The 2022 Robb Report Malaysia Editorial Calendar*



AS SEEN IN ROBB REPORT MALAYSIA

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 looking to rediscover that 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. SUPPLEMENT: 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 out dress the rest. Plus, we bring you up close and personal with the most exciting names in the fashion world, with in-depth stories on the trends moving the luxury market.

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. Featuring toys, tenders and top destinations to help you make the aquatic world your oyster.

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.



# A YEAR OF EXTRAORDINARY

*The 2022 Robb Report Malaysia Editorial Calendar*



AS SEEN IN ROBB REPORT MALAYSIA

JULY

## DESIGN & HOME

Robb Report Malaysia offers an insider's look into the most luxurious and modern interior designs around the globe. Looking for new ways to improve your home? It all starts right here. LUXURY PROPERTY GUIDE: The Best Homes To Own In Malaysia.

AUGUST

## TIMEPIECES

What elevates a timepiece to become a work of art? In this signature issue, we pen a love letter to the luxury world of horology, with reporting on this age-old craft and the modern ingenuity that is driving it to become future proof (and highly collectible).

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, to do more at every opportunity, at any age.

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 the superlative essence of these winners.

DECEMBER

## ULTIMATE GIFT GUIDE

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. This annual guide live up to its name with incredible, nowhere-else-to-be-found ideas for the recipient who has (almost) everything.

# RATES 2022

*All rates are in Malaysian Ringgit and is not yet inclusive of SST or any prevailing taxes of the day*

## SPREADS

POSITION	RATES
INSIDE FRONT COVER SPREAD	MYR 16,400
1ST SPREAD	MYR 14,800
2ND SPREAD	MYR 12,600
3RD SPREAD	MYR 10,700
SPREAD	MYR 10,000

## SINGLE PAGES

POSITION	RATES
SINGLE PAGE	MYR 6,500
PREMIUM POSITION PAGE <i>(Contents, Editor's Letter, Masthead)</i>	MYR 7,200
IBC	MYR 7,200
OBC	MYR 18,000
SPECIAL AD SECTION	TBD



# PRINT SPECIFICATION

**Single Page:**

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

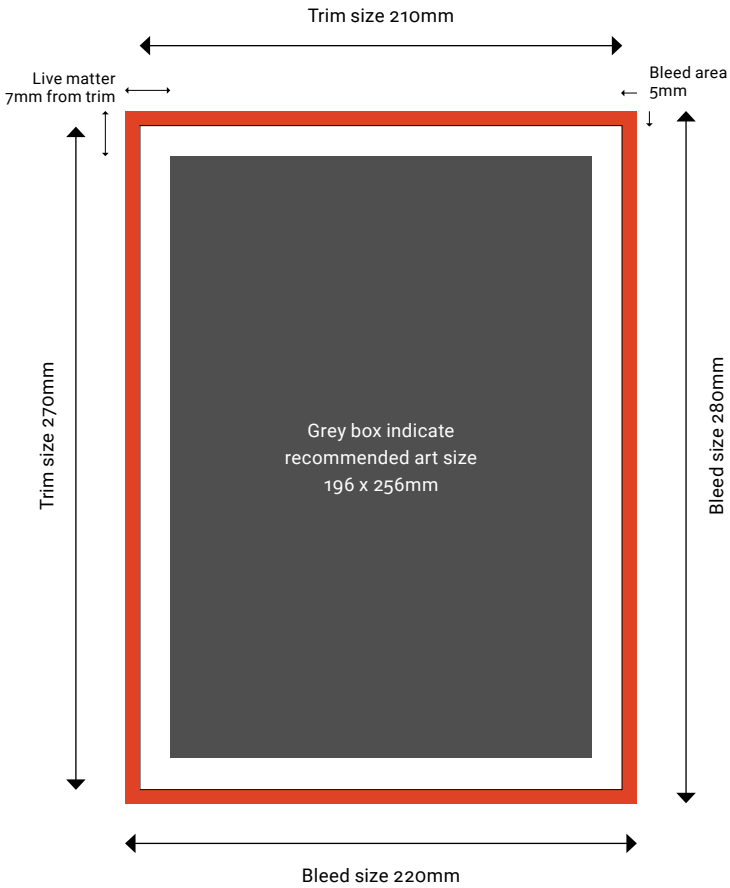
*\*Keep live matter 7mm from the trim.*

**Double Page Spread:**

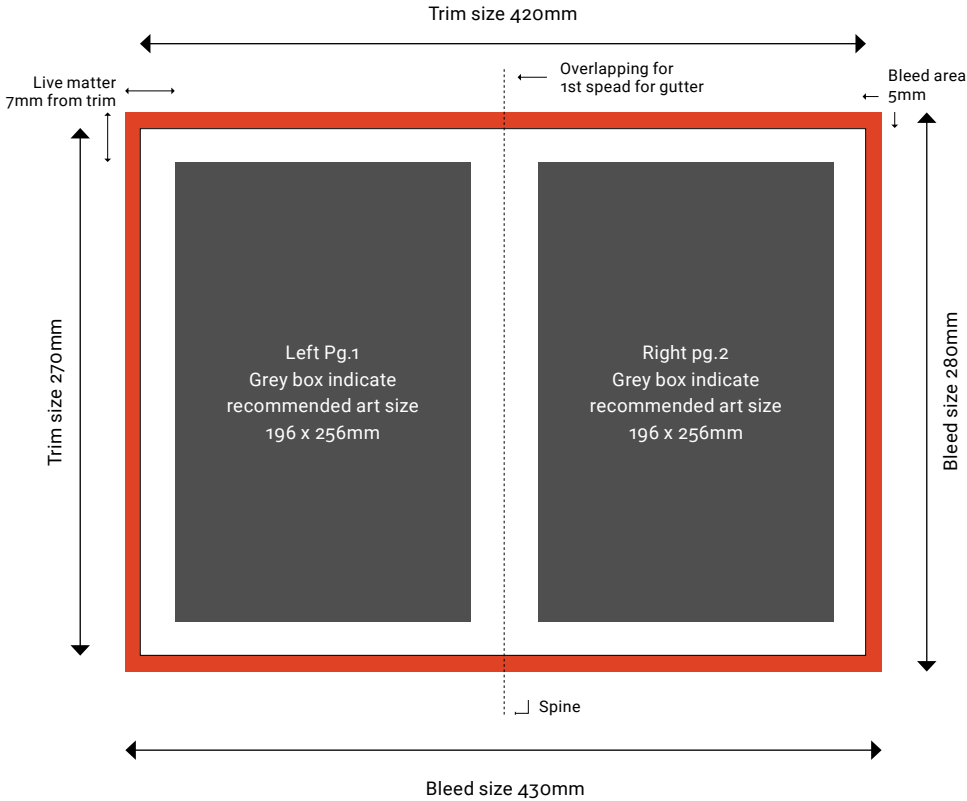
Art Size 420 x 270mm  
Bleed 430 x 280mm  
Art Size 196 x 256mm

*\*Keep live matter 7mm from the trim.*

SINGLE PAGE



DOUBLE PAGE SPREAD



# ROBBREPORT.COM.MY

*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.my 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.

CONNOISSEURSHIP  
FOR THE ULTRA-AFFLUENT



ROBB REPORT MALAYSIA



ROBBREPORT.COM.MY



ROBBREPORT\_MALAYSIA



# DEMOGRAPHICS

*Robb Report Malaysia* 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.

40

AGES 30 – 50



MALE 60%



FEMALE 40%

# ESTIMATED MONTHLY TRAFFIC

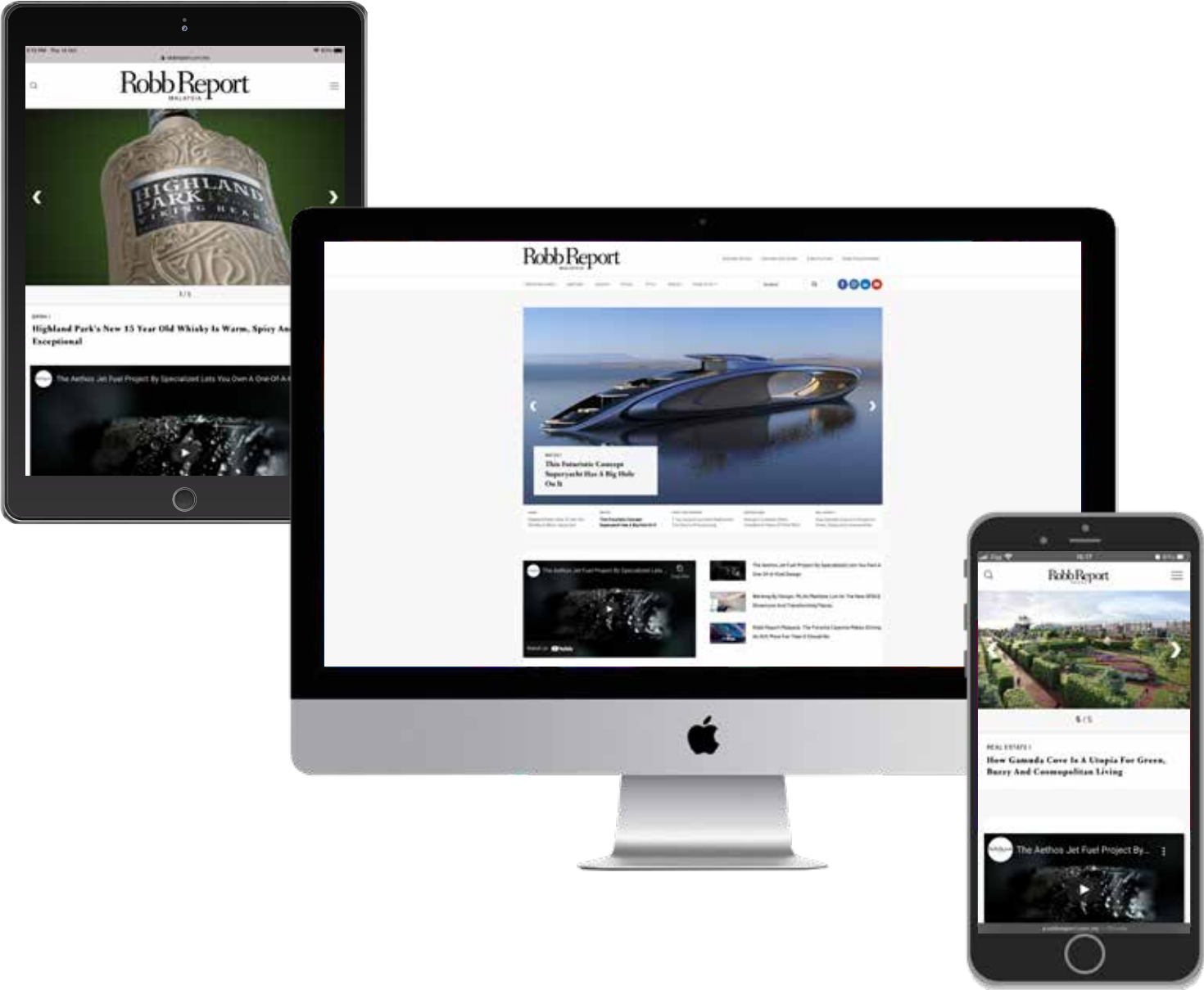
(Source: Google Analytics)

**PAGE VIEWS**  
**220,000**

**UNIQUE VISITORS**  
**38,000**

**PAGES PER SESSION**  
**5.12**

**AVERAGE TIME ONLINE**  
**2.30 minutes**





# UNIQUE SELLING POINTS

## INCREASED FUNCTIONALITY

*RobbReport.com.my* 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.my* 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.my* promotes exclusive products and experiences from across the world, and often only available through word of mouth.

AS SEEN IN ROBB REPORT MALAYSIA





# SECTIONS

## 1 DREAM MACHINES

All the latest in the world of automobiles, private aviation and luxury yachts.

## 2 WATCHES

Best and brightest from the world of horology

## 3 SAVOUR

Food and drink - the essential ingredients for a life lived well

## 4 TRAVEL

Where to go and why, an exploration into dream destinations and hotels

## 5 STYLE

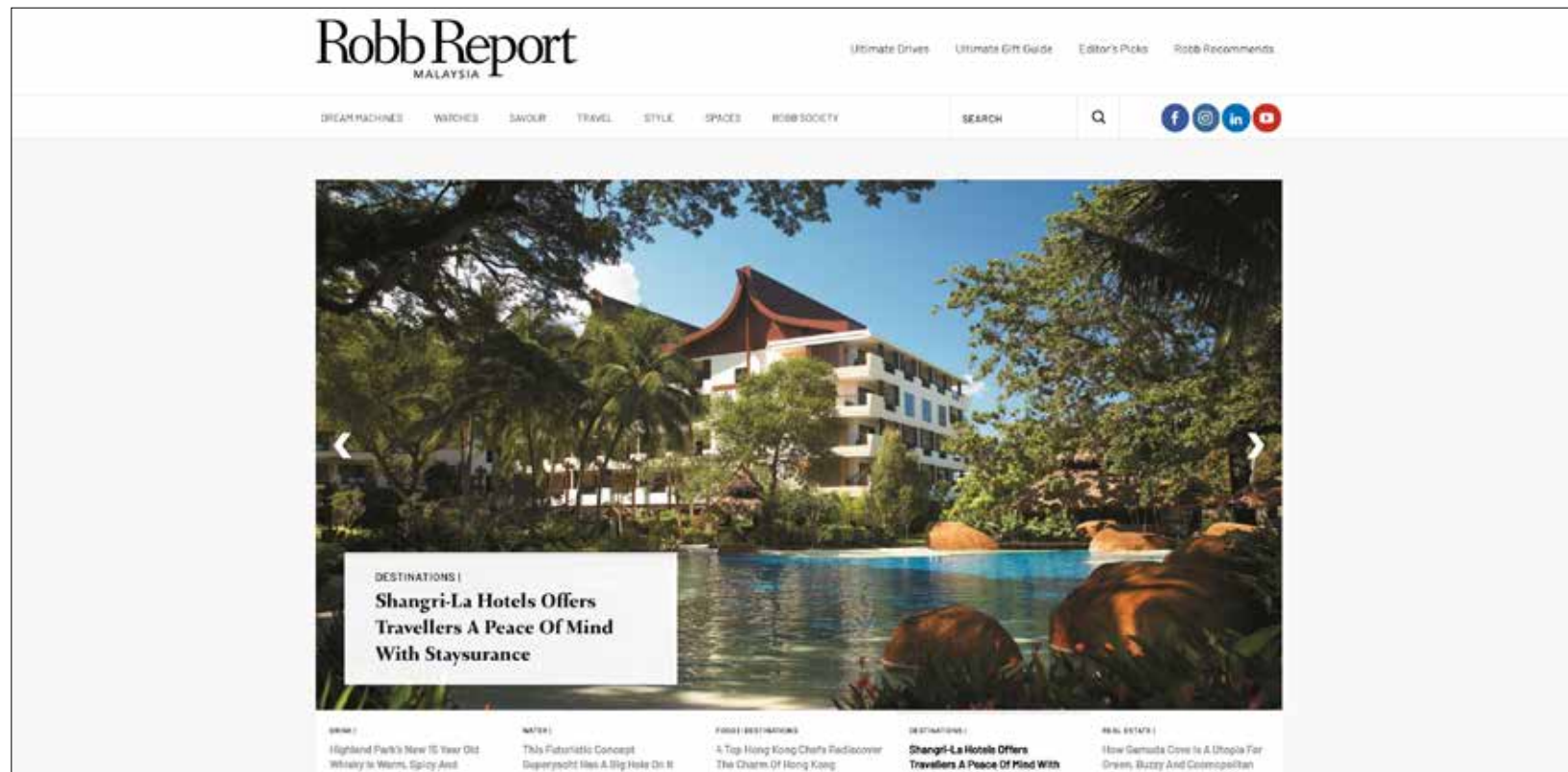
Grooming, fashion and jewellery which make up the elements of panache

## 6 SPACES

Ultimate homes and resplendent interiors

## 7 ROBB SOCIETY

The people and events of *Robb Report Malaysia*



## HOME PAGE

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

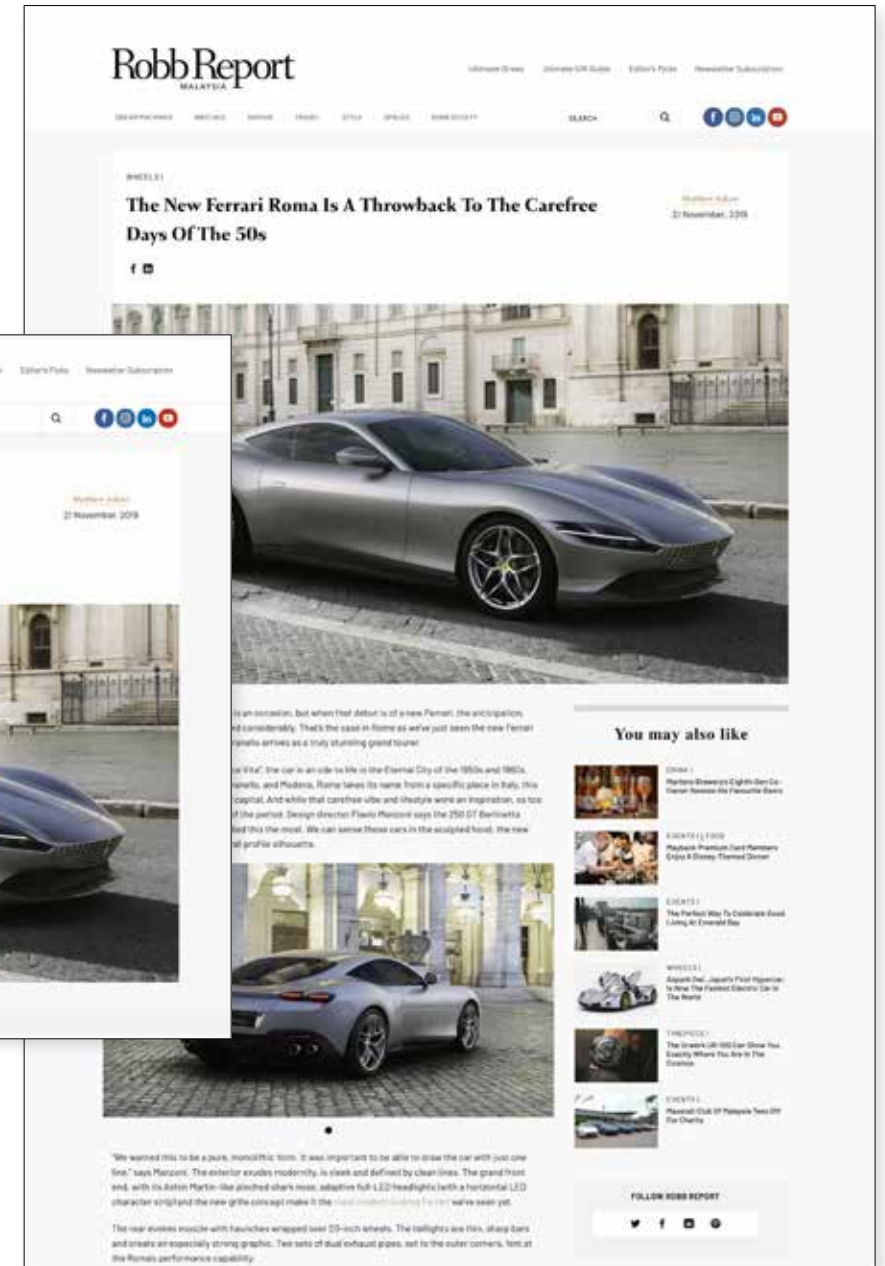
# NATIVE CONTENT

An immersive, highly visual and engaging digital environment dedicated to telling your brand's story.

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

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

Rates from RM35,000 + 6%SST with video production, and RM25,000 + 6%SST without video production.

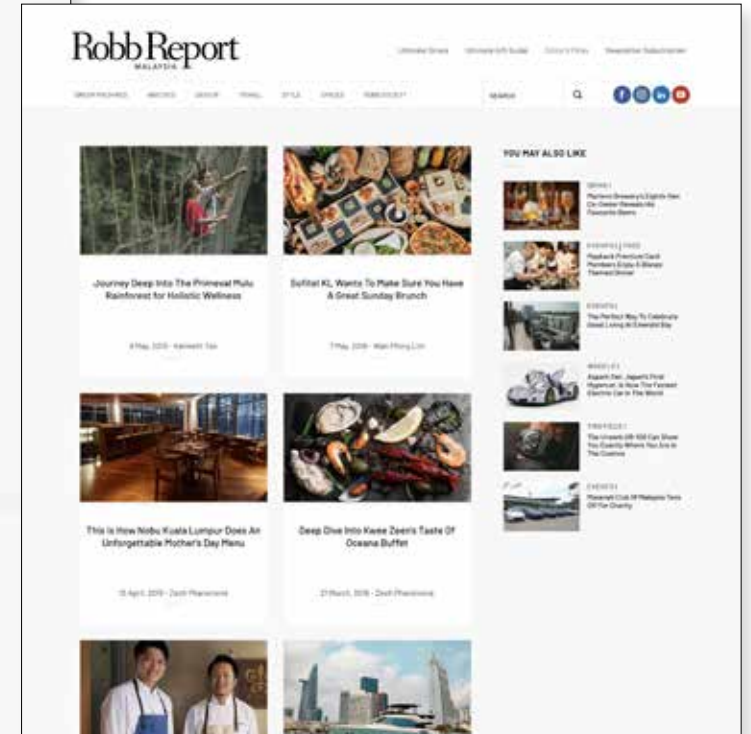
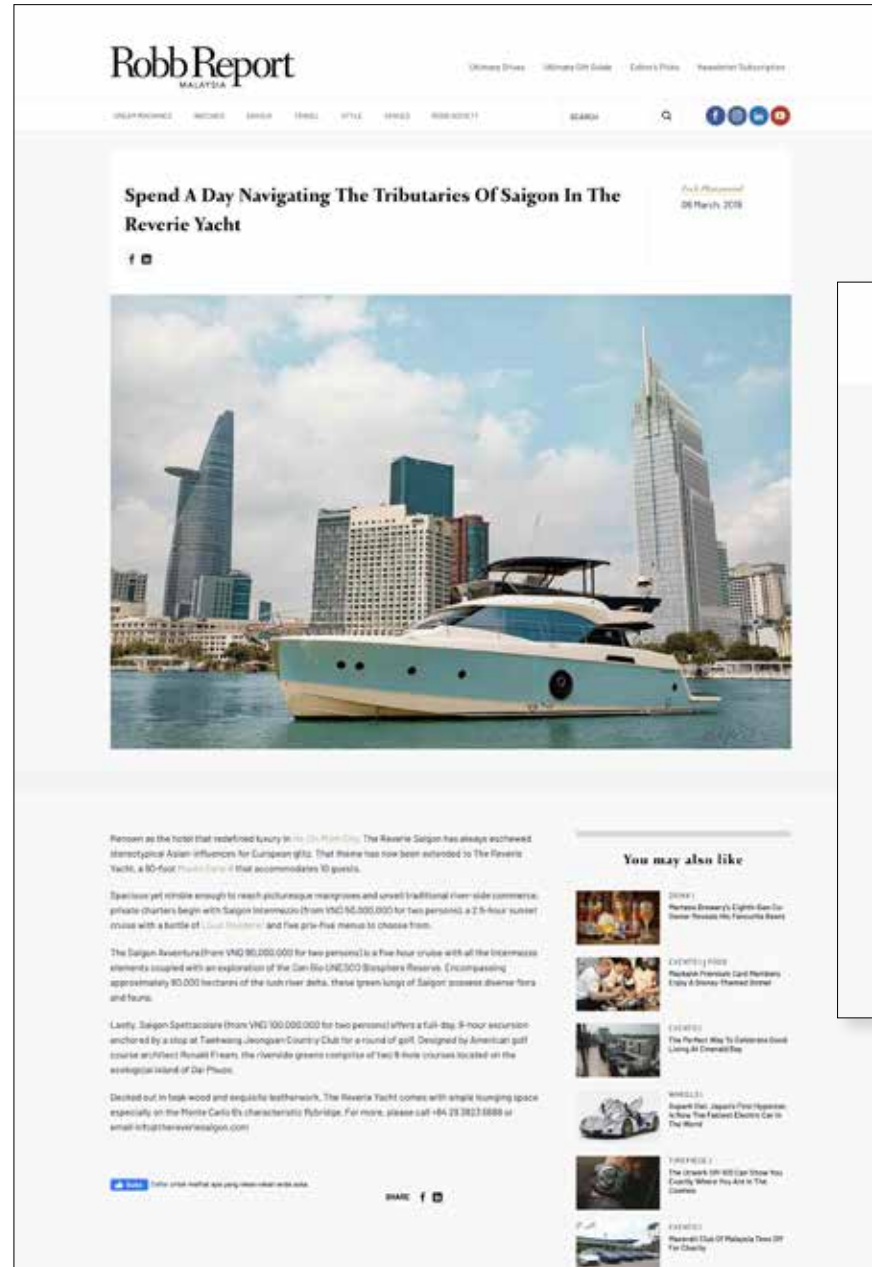


# EDITOR'S PICKS

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 Malaysia* emails.

Rtes from RM15,000 + 6% SST





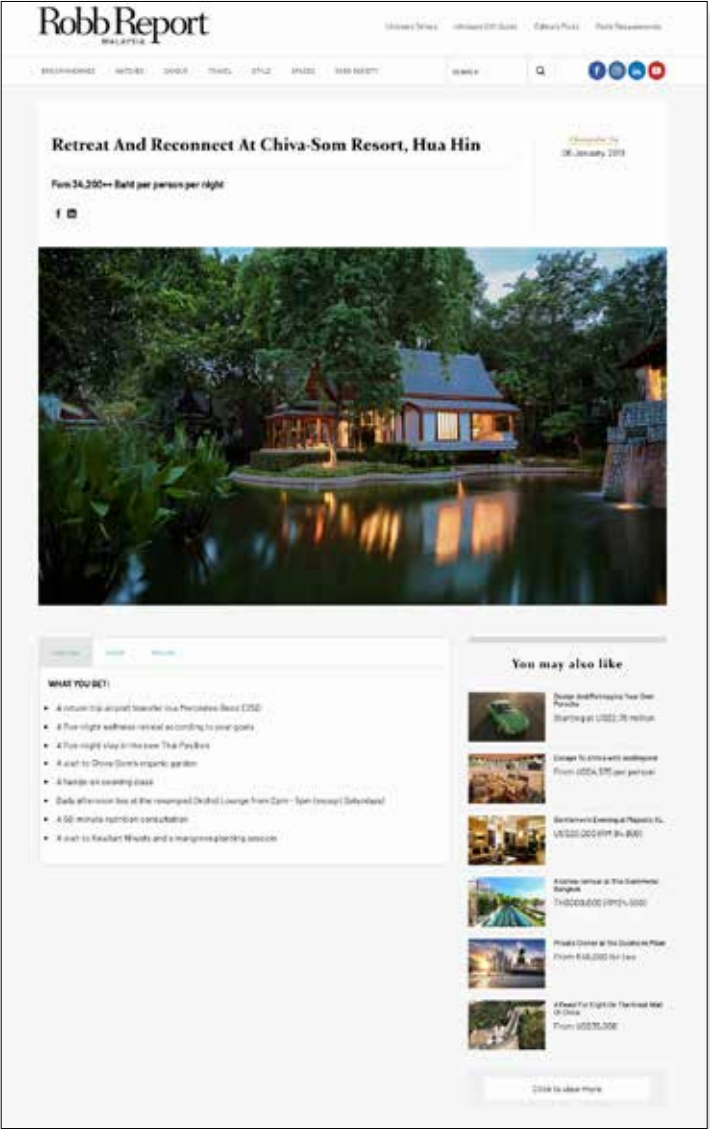
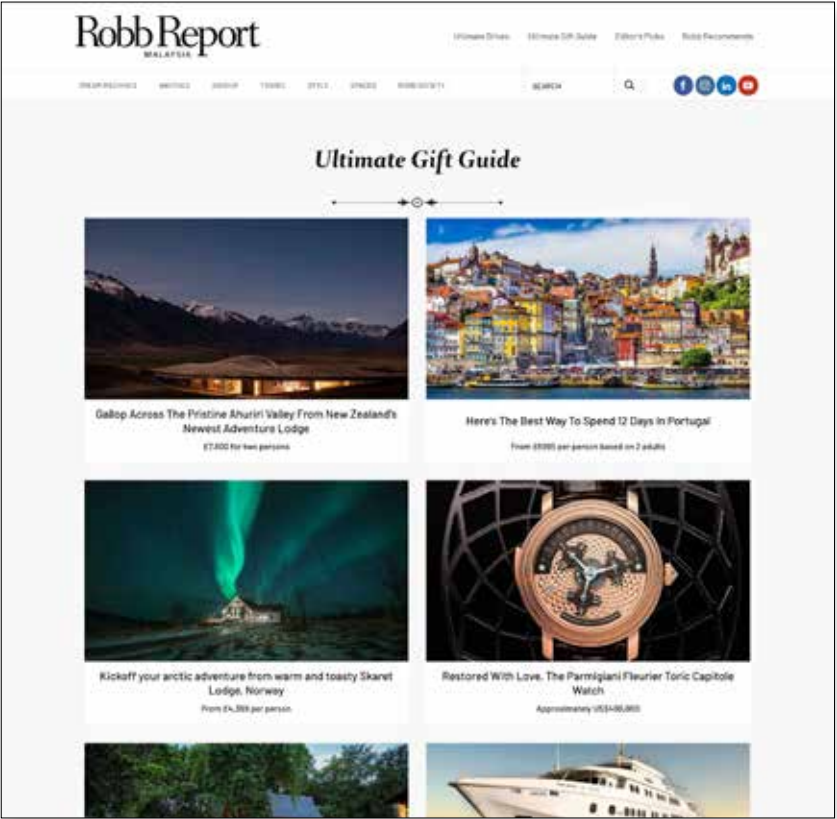
# ULTIMATE GIFT GUIDE

To truly reflect your brand’s exceptional approach to the ultra-affluent, the Ultimate Gift Guide is the ideal vehicle.

It will offer readers an opportunity to understand the levels of bespoke luxury by the brand and is intended to generate market chatter, enquiries, potential leads and conversion.

Gift ideas should involve a certain level of customisation which makes it exclusive to the *Robb Report Malaysia* website.

Rates from RM15,000 + 6% SST



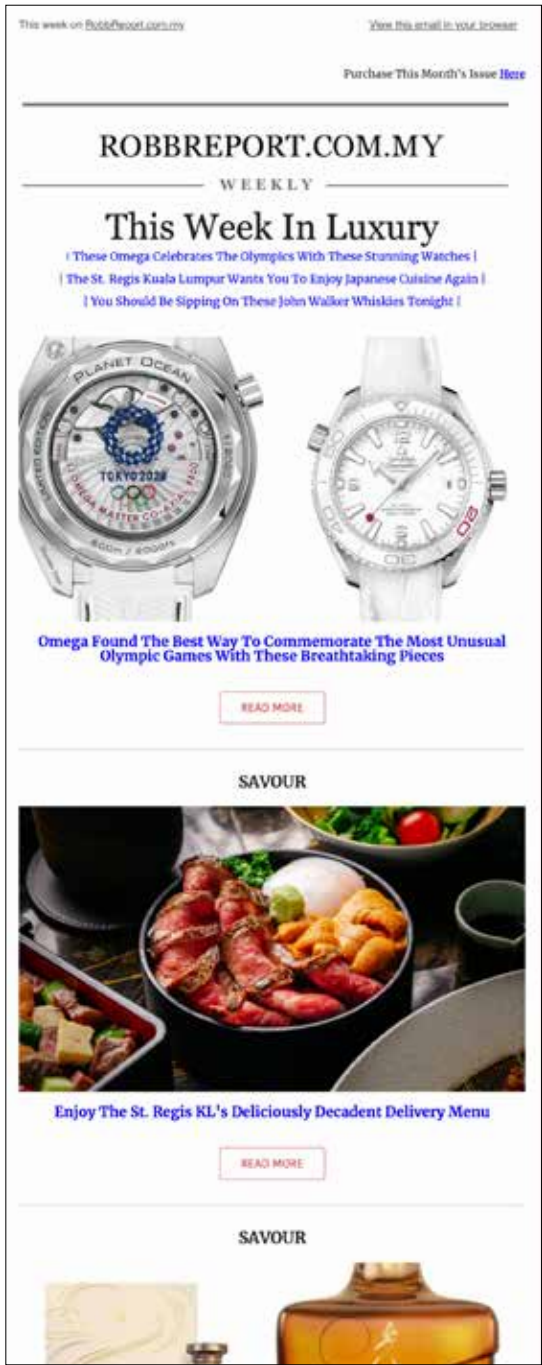
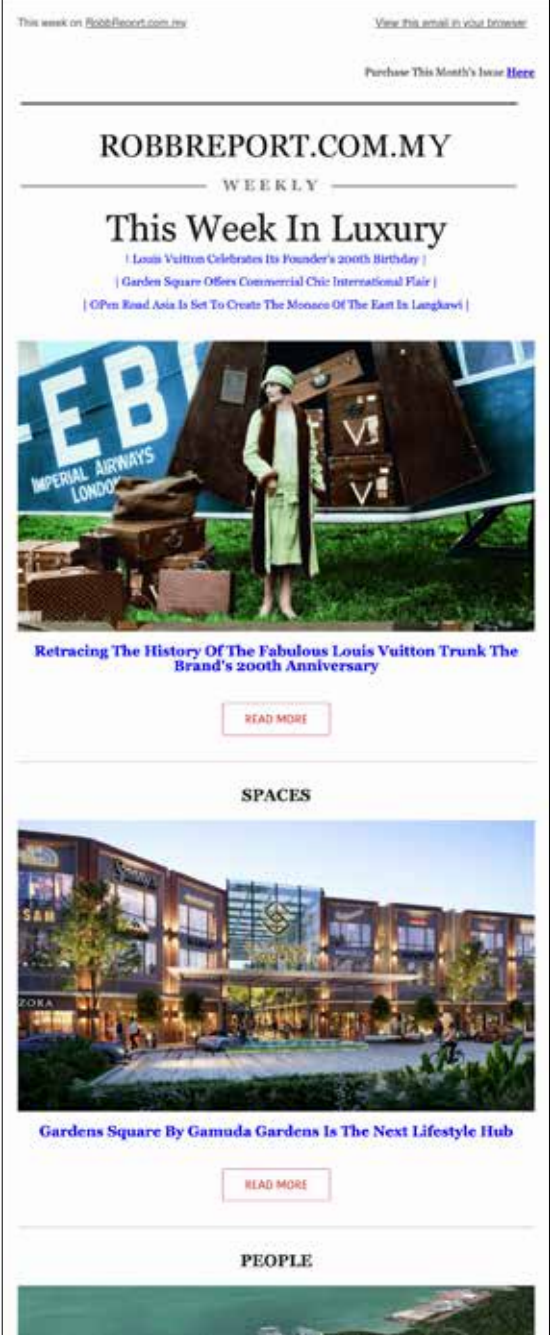
# ROBB REPORT MALAYSIA CONNECT

## Promotional Email

Generate the right leads for your brand through *Robb Report Malaysia Connect*, with our reach of over 5,000 opt-in subscribers (and growing). This electronic direct mailer offers 100% exclusivity and is designed around your brand, with direct marketing access to a coveted audience who wants to hear from our partners.

Rates from RM10,000 + 6% SST

AS SEEN IN ROBB REPORT MALAYSIA



# ROBB REPORT MALAYSIA WEBSITE

HOME PAGE:  
2 weeks: RM15,800

SECTION BUYOUT:  
2 weeks: RM12,000

## WEB BANNER DIGITAL SPECIFICATIONS

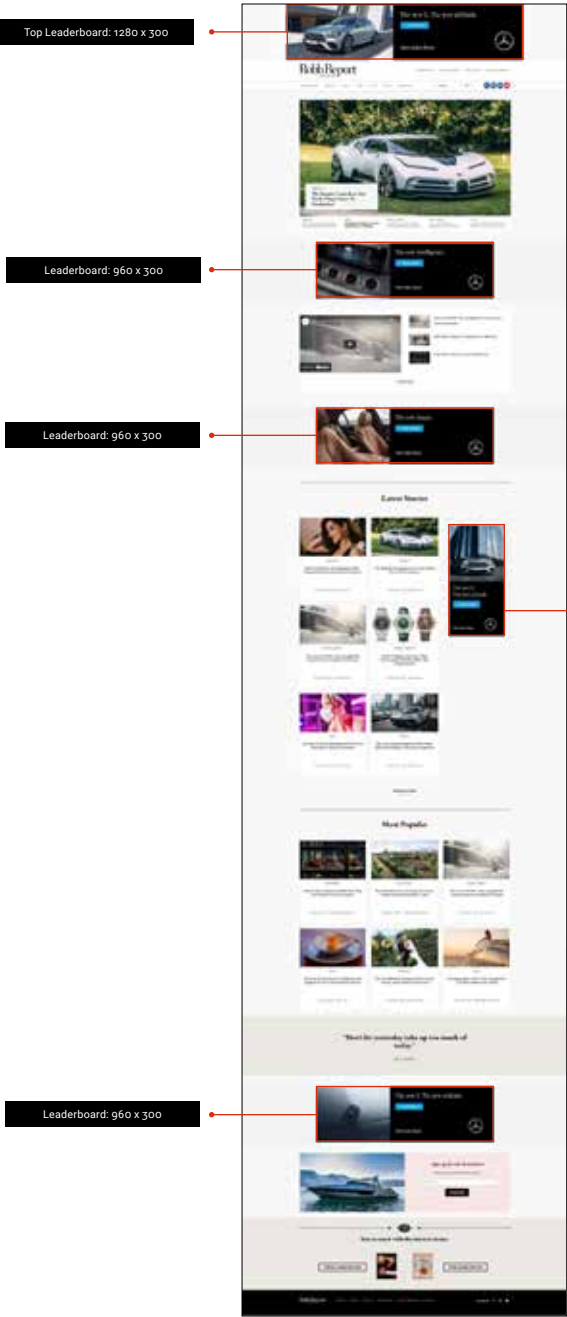
Top Leaderboard (x1):  
400 x 225 (Mobile) / 1280 x 300 (Desktop)

Leaderboard (x3):  
400 x 500 (Mobile) / 960 x 300 (Desktop)

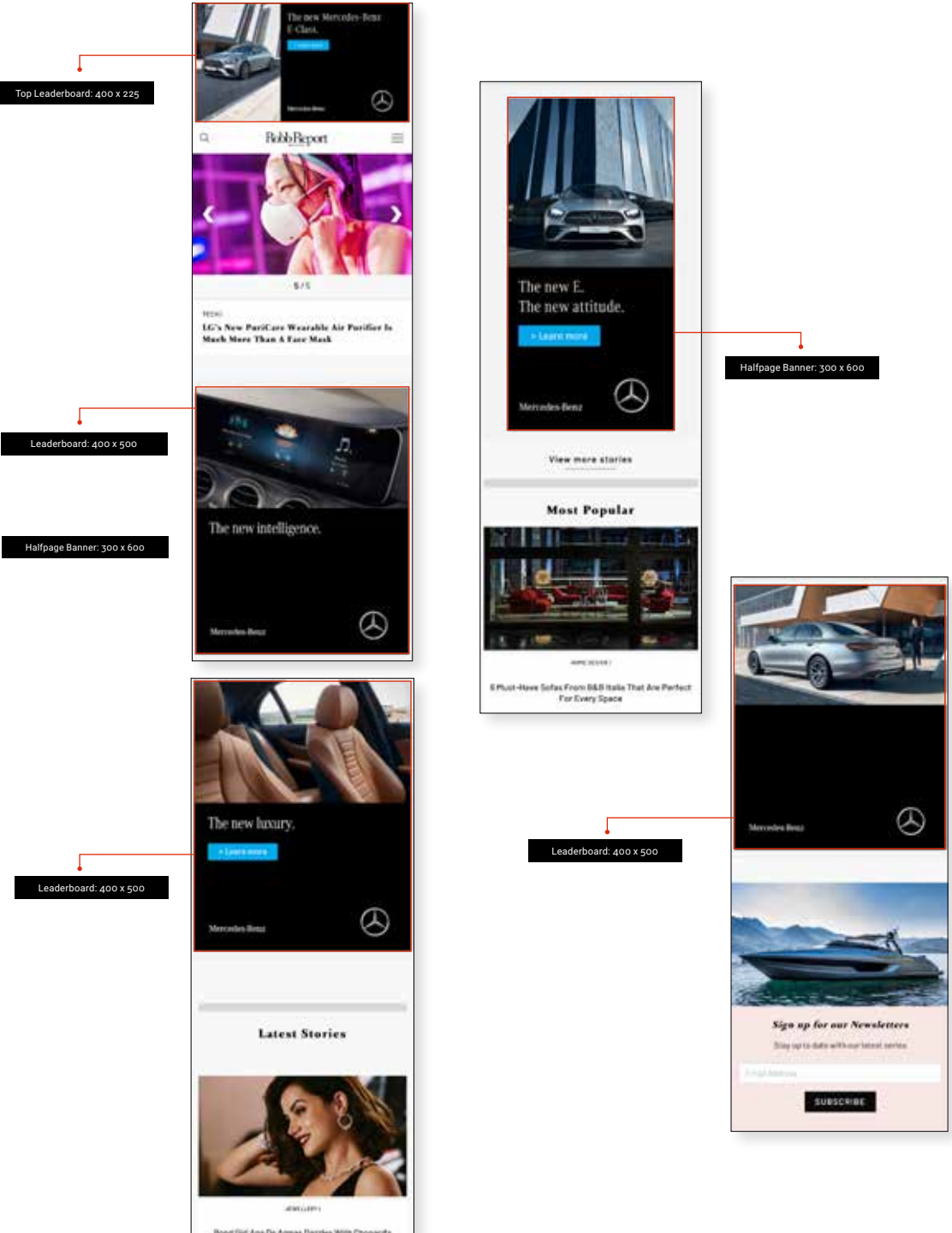
Halfpage Banner: 300 x 600  
*\*gif files must be below 1MB*

AS SEEN IN ROBB REPORT MALAYSIA

### DEKSTOP VIEW



### MOBILE VIEW





# ROBB RECOMMENDS

*Rarities, travel and gifting ideas*

Each experience and gifting suggestion is truly tailored for the Robb Reader. We collaborate for months and even years in advance with internationally recognised luxury brands and uniquely artisan and boutique names. The result: indulgent proposals which are perfectly made for the ultra-affluent personality. From rare, limited edition releases, to delightful festive boxes, each recommendation offers excitement and exploration.



RARITIES



TRAVEL



GIFTING



# Robb Report MALAYSIA Golf Masters 2021

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## A DAY AT MALAYSIA'S MOST LUXURIOUS AMATEUR GOLF TOURNAMENT

Imagine swinging off at Malaysia's top-rated golf course.  
Where stunning hospitality awaits.  
And amazing prizes are in store.  
The fairways are calling.

Robb Report  
MALAYSIA





A red Rolls-Royce Phantom is shown driving through a tunnel at night. The car is positioned on the left side of the frame, moving towards the right. The tunnel's interior is illuminated by a series of lights along the ceiling, creating a warm, golden glow. The car's headlights are on, and its license plate reads "CLUNAN". The background is dark, with the tunnel walls and ceiling visible.

Robb Report  
MALAYSIA

# Ultimate Drives

The signature Robb Report Malaysia Ultimate Drives returns after a hiatus, bringing together automotive collectors who will test-drive the world's top luxury performance cars. Presenting fine examples from some of the most renowned Italian, German and English marques, there will be something to tickle the fancy of every type of driver—from sleek and sporty two-seaters, to lengthy and opulent four-door sedans and limos, and to spacious and tech-forward SUVs – all those present are guaranteed to feel the adrenaline rush with the range-topping vehicles on exhibition.



# CONTACTS

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### RODERICK CHAN

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