

# Robb Report HONG KONG

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MEDIA KIT 2024-2025

ROBBREPORT.HK



# Robb Report Hong Kong is the leading voice in luxury lifestyle, synonymous with the best of the best.

We introduce UHNWIs to the finest things in life, inspiring our readers with the most exclusive products and experiences money can (and sometimes, can't) buy. We shed light on how the most successful people lead their lives, actively seek out emerging trends, and showcase new or revolutionary products and experiences that are on the cusp of gaining cult status.



# Robb Report

## The Global Authority of Luxury Lifestyle

11  
Languages

18  
Editions

602K+  
Worldwide Circulation

Robb Report first hit newsstands in 1976. Originally devoted to advertisements for new and vintage Rolls-Royces and distributed in 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 18 international editions across the globe.

# The Robb Report Portfolio

RR1 by Robb Report HONG KONG  
HONG KONG

## EXPERIENCES & EVENTS



Robb Report  
ULTIMATE  
DRIVES

DREAM MACHINES  
Robb Report

Robb Report HONG KONG  
Culinary  
Masters

## PRINT ANNUAL EDITION



## ROBBREPORT.HK

Robb Report HONG KONG

RR1 Hong Kong Members

# RR1 brings the pages of Robb Report to life through extraordinary experiences.

Our private membership club offers exclusive invitations, coveted benefits, and personalised gifts from global luxury brands. Members enjoy unparalleled experiences with a remarkable group of peers, while our partners gain direct access.



*As seen in Robb Report*

A twin-engine turboprop aircraft, likely a Cessna 441, is shown in flight from a high-angle perspective. The aircraft is white with black, red, and blue accents. The name "DENALI" is visible on the side of the fuselage, and "EXPERIMENTAL" is written below it. The aircraft is flying over a lush, green landscape with a large body of water in the background. The lighting suggests a late afternoon or early morning setting.

RR1 Hong Kong members have a discerning appreciation for quality, craftsmanship, fine design, exclusivity, and more. Our events focus on telling stories that resonate with the brand and captivate the target audience, both established and aspirational.

Our RR1 Hong Kong events sponsorships come in three key varieties:

Signature  
Events

Tailored  
Travel

Branded  
Events

# Previous 2023 Calendar Event Overview

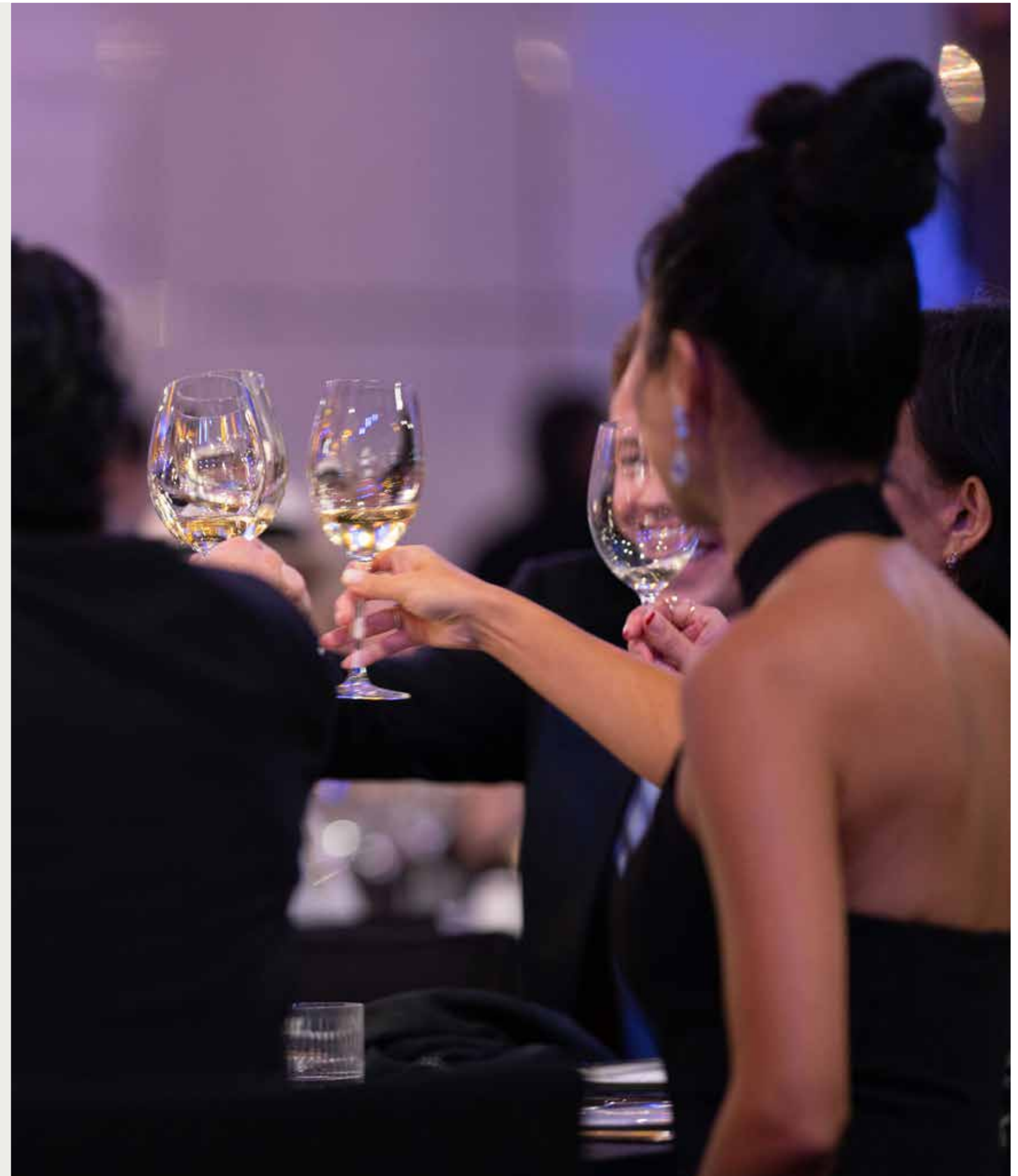
SIGNATURE EVENTS AND COLLABORATIONS FOR THE YEAR

Robb Report  
**Culinary  
Masters**

MGM COTAI MACAU | AUGUST 2023



MGM COTAI MACAU | DECEMBER 2023



# Culinary Masters Macau 2023

**AUG 10-13, 2023 | MGM COTAI, MACAU**

In 2023, VIP guests and world-renowned chefs met at the highly anticipated Culinary Masters event in Macau. Over the course of four days and three nights, guests enjoyed gastronomic workshops and tastings, resided in the luxurious hotel, and dined on the creations of Michelin-starred chefs Massimo Bottura, Yim Jung-sik, Shane Osborn, and Yang Dengquan, as well as celebrated chefs Homan Tsui and Palmira Pena. VIP guests were given the rare opportunity to mingle with these renowned chefs outside of their kitchens and revel with them across three nights of exclusive dinners, cocktails, and after-parties.

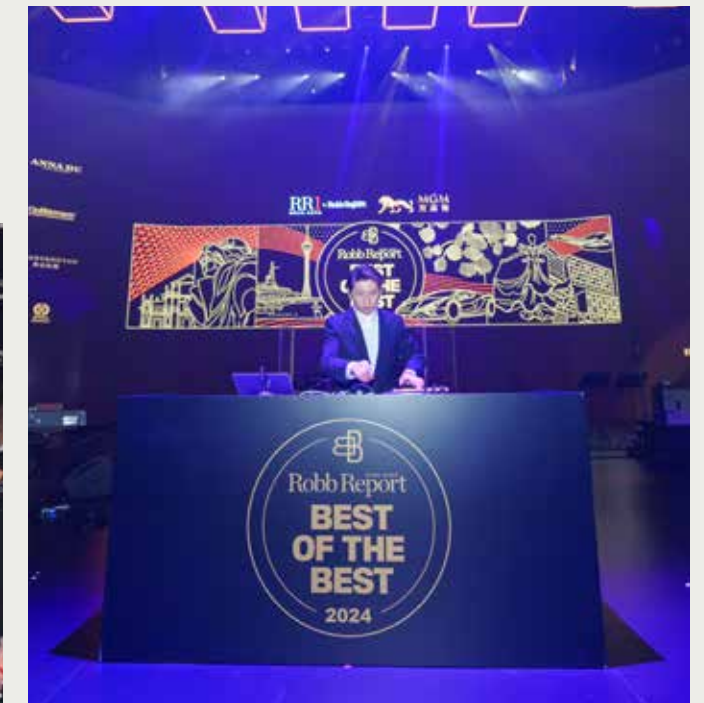




# Best of the Best 2024 Awards Gala Dinner

DEC 16, 2023 | MGM COTAI, MACAU

Over 300 guests attended the black-tie, by-invitation-only gala dinner in Macau at the MGM COTAI Theatre. In celebration of the finest products, places, and services as part of the launch of the Best of the Best 2024 print edition, the immersive luxury gala experience featured an awards ceremony, fireside chat, luxury car showcase, live music, and more.



# Upcoming 2024 Calendar Events

SIGNATURE EVENTS AND COLLABORATIONS FOR THE YEAR

Robb Report  
**Culinary  
Masters**

MGM COTAI MACAU | DATE TO BE CONFIRMED



HONG KONG | NOVEMBER 2024

DETAILS TO BE ANNOUNCED



# Culinary Masters 2024

June 2024 (exact date to be confirmed)

DETAILS TO BE ANNOUNCED



# Exclusive Integration Opportunities 2024

## Sponsorship Package From HK\$280,000

Customised sponsorship packages available upon request.  
Entitlements may vary based on the level of sponsorship.

### PRE-EVENT

#### Inclusion in promotional marketing materials:

- Logo placement on the event invitations
- Logo placement on the event page on the RR1 HK website
- Logo or company name placement in email campaigns (49,000 subscribers)
- Logo placement in all marketing collaterals (digital)
- Acknowledgment in all press releases and RRHK event coverage for the event and before the event
- Special sponsorship announcement on social media platforms × 4
- Special sponsorship announcement on dedicated email campaign × 2

### ON-SITE

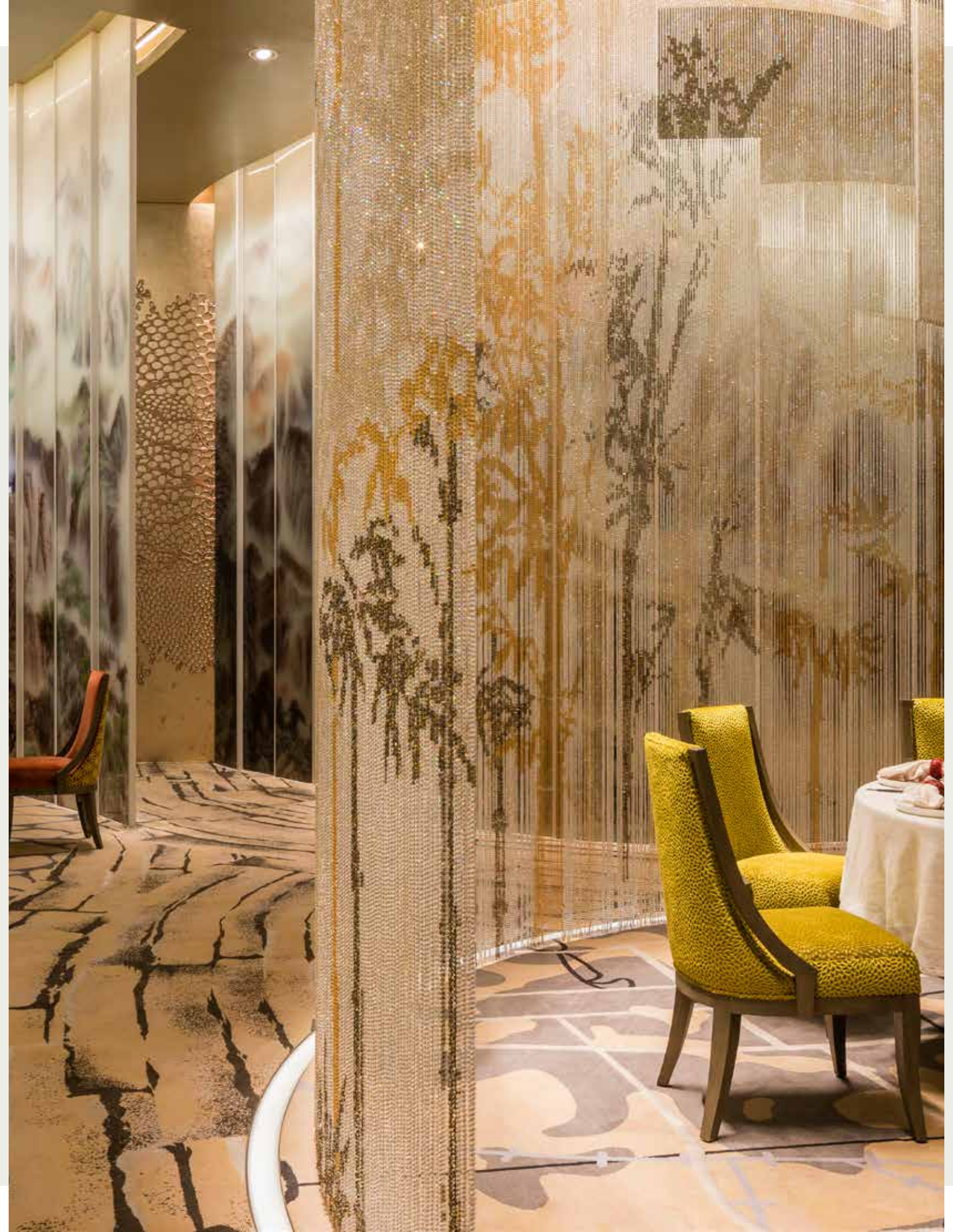
#### Custom on-site activation:

- Product displays and culinary integration opportunities during event period
- Product gifting opportunities to participants
- Logo display wherever appropriate
- Opportunity to host sponsors' clients at the event

### POST-EVENT

#### Inclusion in post-event communication, which includes:

- Newsletter to attendees
- RR1 Hong Kong Newsletter with a visual recap
- Logo recognition in all digital marketing collateral
- Permanent logo placement on the event page



# Best of the Best 2025 Awards Gala Dinner

**November 2024 (exact date to be confirmed)**

Robb Report Hong Kong's Best of the Best 2025 Awards Gala Dinner promises to be an evening of luxury without compromise. We look forward to hosting our valued RR1 Hong Kong members, luxury brand representatives, VIPs, and clients for an unforgettable night as we pay homage to the leading lights of luxury lifestyle across various industry segments.

Over 350 luxury connoisseurs and tastemakers will celebrate the Best of the Best Awards across 13 categories.

As part of this private community, gain access to our VIP guests and enjoy unparalleled experiences with a remarkable group of peers. Guests will celebrate excellence at the Best of the Best 2025 Awards Gala Dinner, enjoy live entertainment by celebrated performers, and savour excellent cuisine at one of the best locations in Hong Kong.



# Sponsorship Packages

From HK\$100,000

Customised sponsorship packages available upon request. Entitlements may vary based on the level of sponsorship.

## PRE-EVENT

**Inclusion in promotional marketing materials:**

- Logo placement on the event invitations
- Logo placement on the event page on the RR1 Hong Kong website
- Logo or company name placement in email campaigns (49,000 subscribers)
- Logo placement in all marketing collaterals (digital)
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## ON-SITE

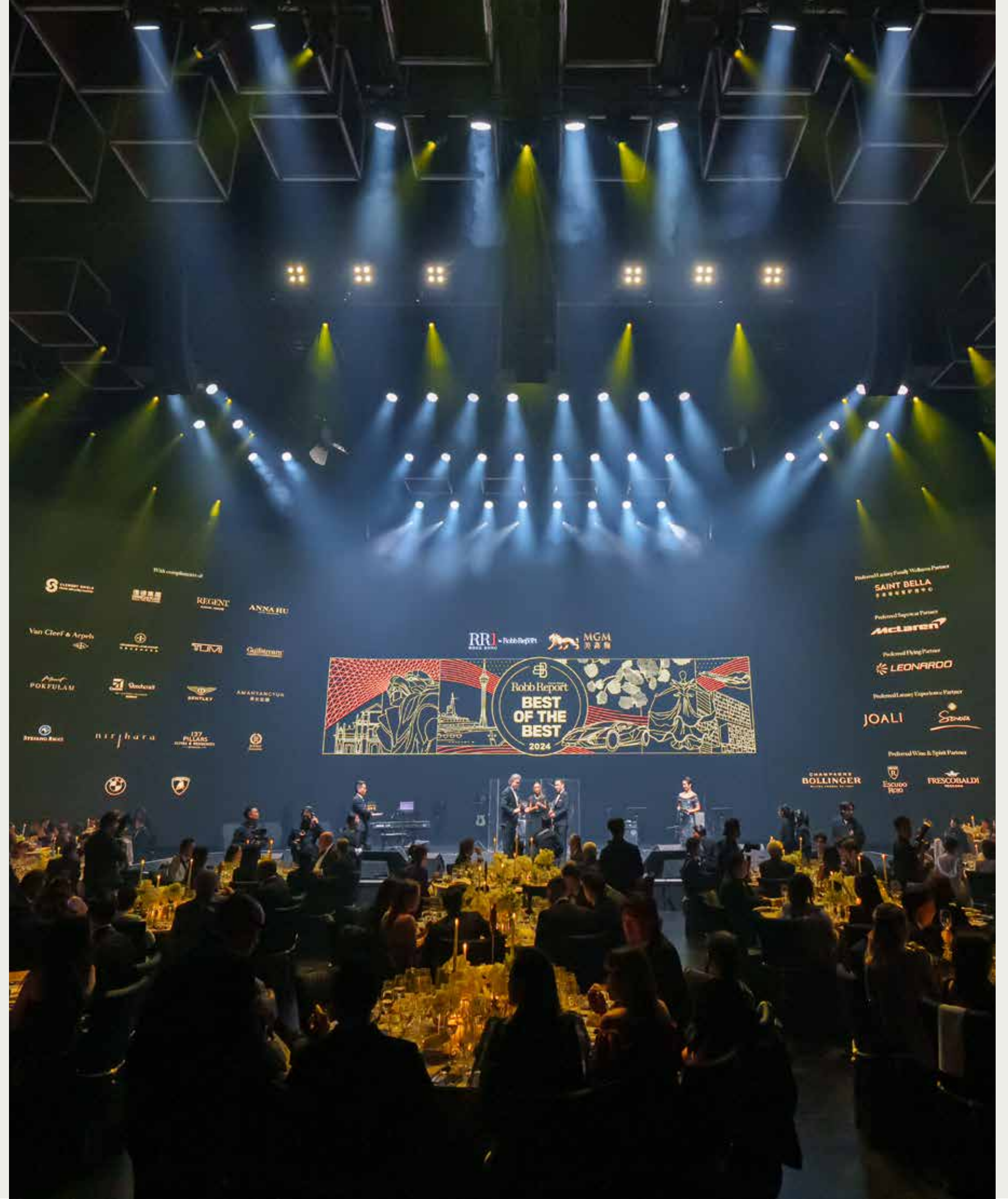
**Custom on-site activation:**

- Product displays and brand integration opportunities during event period
- Product gifting opportunities to participants
- Logo display wherever appropriate
- Opportunity to host sponsors' clients at the event

## POST-EVENT

**Inclusion in post-event communication, which includes:**

- Newsletter to attendees
- Logo recognition in all digital marketing collateral
- Permanent logo placement on the event page



# Making an impact through your brand sponsorships



## Access to a discerning UHNW audience

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As our partner, you will enjoy one-of-a-kind access to an audience of passionate luxury enthusiasts in a personalised environment that embraces building long-lasting relationships.



## Unique activation opportunities

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Showcase your brand and product offerings during the event through a selection of carefully thought-out activation opportunities. From exclusive headline sponsorships to 'pop-up' displays, create unique experiences for our guests.



## PR opportunities for future campaigns

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Meet, connect, expand your reach, and build relationships with individuals during this exclusive event for post-event meetings and follow-ups.

# RR1 Hong Kong custom private dinners are custom-created, scalable events formulated for a specific client with that brand's goals and objectives in mind.

- Enables you to engage with our UHNWI, RR1 Hong Kong members in an intimate setting, with whom you often form long-lasting relationships
- Gives you access to dynamic, curious, and enthusiastic tastemakers within their professional and personal networks
- Allows you to showcase your exceptional brand to our exclusive RR1 Hong Kong members in an intimate setting
- Supports and helps drive media mentions before and after the event

[PLEASE CONTACT US TO FIND OUT MORE](#)





# Publisher's Private Dinner



# Print & Digital

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COMPELLING AND RELEVANT CONCIERGE OF HIGH-VISUAL  
AND IN-DEPTH LUXURY CONTENT



45

AVERAGE AGE



HK\$30m+  
per year

AVERAGE  
HOUSEHOLD  
INCOME



32%

FEMALE



68%

MALE



As seen in Robb Report

Robb Report Hong Kong Audience

# The Robb Report reader is synonymous around the world with a keen taste in luxury.

Robb Report Hong Kong engages a loyal audience of highly affluent connoisseurs and cultivates the next generation of aficionados. We attract a discerning audience who share the same desire for the best of the best. A unique combination of high standards, coupled with influence and spending power, makes the Robb Report audience the ideal target for the top luxury brands in the world.

[Print](#)

# Best of the Best. Precision. Passion. Ingenuity. Soul. Without Compromise.

Arguably the most anticipated issue of the year, this is the award that means the most to the finest brands in the world.

Best of the Best Hong Kong 2025 is the annual compendium of the greatest products, services, and ideas across 13 categories in the luxury universe from the previous 12 months.

A must-read compilation that highlights the Best of the Best

AUTOMOBILES, YACHTS, AVIATION, WATCHES, STYLE,  
JEWELLERY, TRAVEL, PROPERTY, ART, DINING, WINES &  
SPIRITS, DESIGN, AND GEAR

**120,000+**  
PROJECTED READERSHIP

**10,000+**  
ISSUES IN CIRCULATION

**Annual**  
FREQUENCY



## The Distribution



**5%**

NEWSTAND & BOOKSTORE



**8%**

AIRLINES & AIRPORT LOUNGES



**25%**

PRIVATE CLUBS



**35.5%**

RESIDENTIAL CLUBS



**18.5%**

FIVE STAR HOTELS



**8%**

HIGH NET WORTH INDIVIDUALS

# Rate Card (Print)

## PRINT: BEST OF THE BEST ANNUAL EDITION

Circulation 10,000	Description	Rate (HK\$)
Front Cover Gatefold	4pp	\$220,800
Inside Front Cover Gatefold	4pp	\$197,225
Reverse Gatefold	2pp	\$161,000
Inside Front Cover Spread	2pp	\$128,800
Double Page Spread (Before Contents)	2pp	\$112,700
Outside Back Cover	1pp	\$116,725
Inside Back Cover Spread	2pp	\$108,100
Double Page Advertorial	2pp	\$104,650
Double Page Spread Ad (ROP)	2pp	\$86,940
Full Page Advertorial	1pp	\$72,450
Full Page Ad (ROP)	1pp	\$56,350

\*All other non-standard advertising are available upon request from the Publisher

## BOOKING DEADLINE

Advertorial: 11 September 2024  
Display: 17 September 2024

## COPY & MATERIAL DEADLINE

Advertorial: 17 September 2024  
Display: 23 September 2024



LIFESTYLE  
Dairy-Free "Burrata" For Brunch, Formula 1 Driving in Saudi Arabia, Sake Tastings Aboard a Cruise, and Other Things to Bookmark This September

BY MARY GOSTELOW | SEPTEMBER 12, 2023  
3 MINUTE READ

LIFESTYLE

Dairy-Free "Burrata" For Brunch, Formula 1 Driving in Saudi Arabia, Sake Tastings Aboard a Cruise, and Other Things to Bookmark This September

MOTORS

Polestar Unveils a Gorgeous Electric Supercar Concept We Wish It Would Put Into Production

YACHTS

This Sleek 230-Foot [70 m] Custom Superyacht Comes With Its Own Matching Sailboat

Recent Stories

VIEW ALL STORIES



WATCHES  
Coco Gauff Won the U.S. Open, but the Real Crown Is Her Discontinued Rolex 'Red Grape'



Digital

# RobbReport.hk is dedicated to telling your brand story in an immersive way.

We connect affluent readers and sophisticated consumers with engaging and exclusive content. Robb Report Hong Kong carries an unrivalled reputation for reporting on all aspects of the world of luxury with authority and discernment, and our dedicated digital team provides daily reviews, news, and opinions on luxury happenings across digital platforms.

We cover the best in:

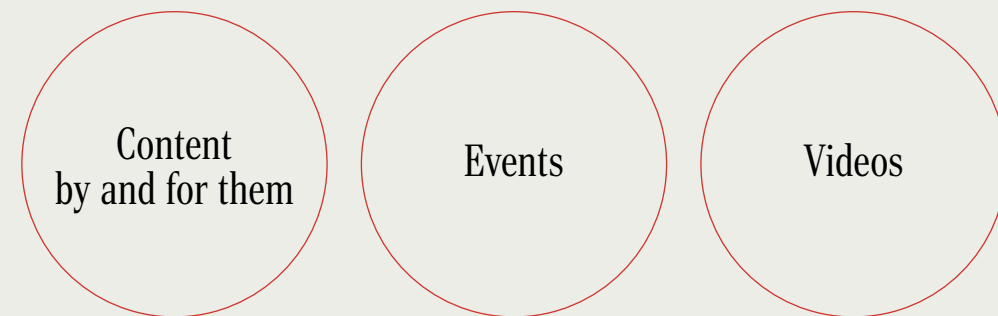
RR1 "EXPERIENCES", MOTORS, YACHTS, AVIATION, WATCHES, PROPERTY, STYLE, LIFESTYLE, AND INVESTMENTS

Digital

# Leaders of Luxury is a community of successful tastemakers, opinion leaders, and luxury purveyors.

Robb Report Hong Kong serves as a community builder and platform to bring together a group of elite individuals who seek to forge bonds with like-minded people. Leaders of Luxury are also privy to exclusive experiences and privileges.

We engage them through a three-pronged approach:



These exceptional individuals

have a passion for the finer things in life

believe that they're not defined solely by their work

are an elite group of visionaries

are collectors vaunting out-of-the-box thinking

have taken alternative paths to success

Digital

ESTIMATED MONTHLY TRAFFIC

30,000+

~TOTAL DIGITAL REACH

30,000+

~MONTHLY WEBPAGE VIEWS

7,700

~MONTHLY UNIQUE PAGE VIEWS

49,000

NEWSLETTER SUBSCRIBERS

10%+

AVERAGE OPEN RATE

TARGETING UHNWI AND TRENDSETTERS

32%

FEMALE

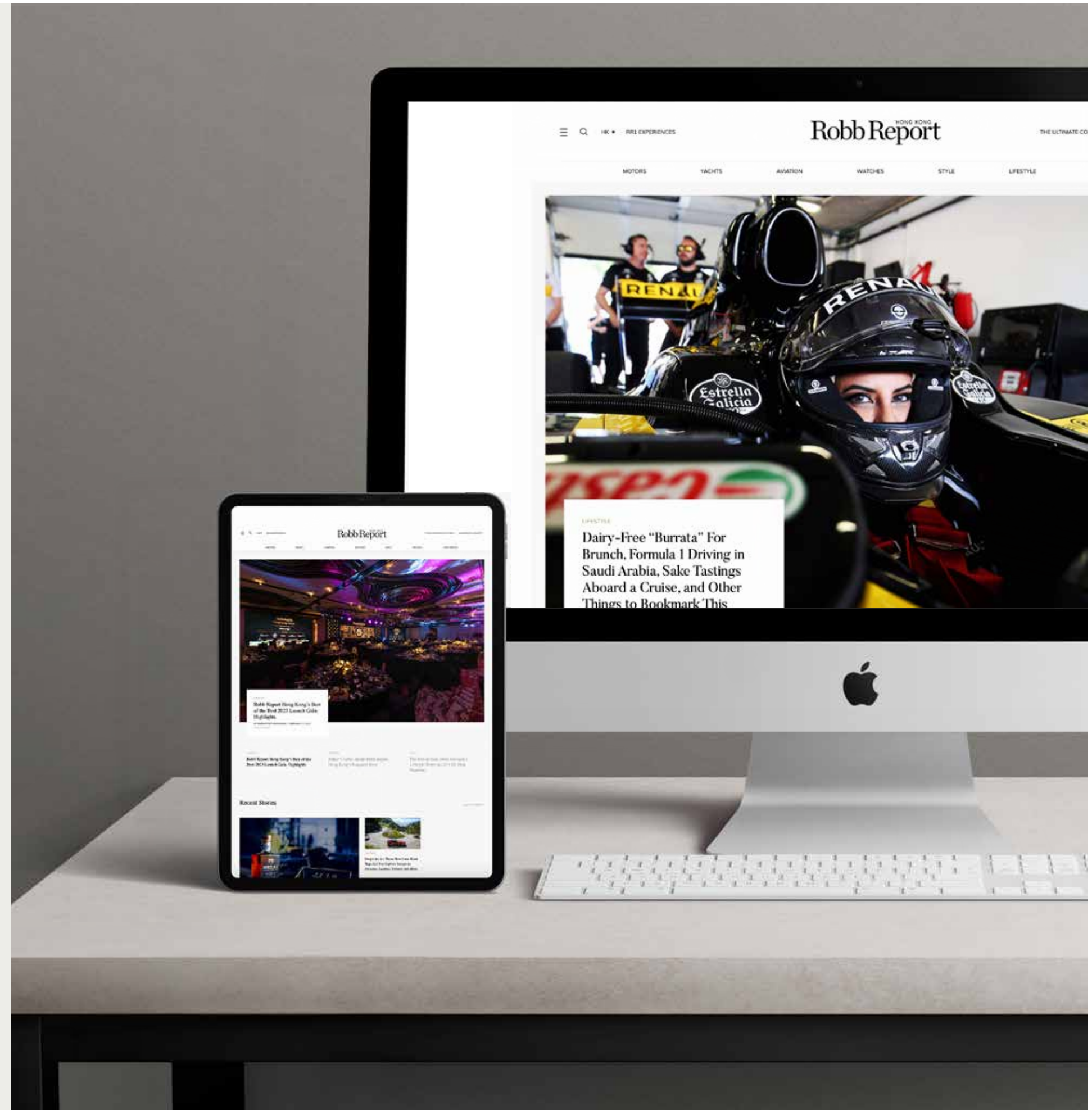
68%

MALE

Mid 30s to early 50s

MAIN AGE GROUP

\*Statistics correct as of Jan 2024





# Formats

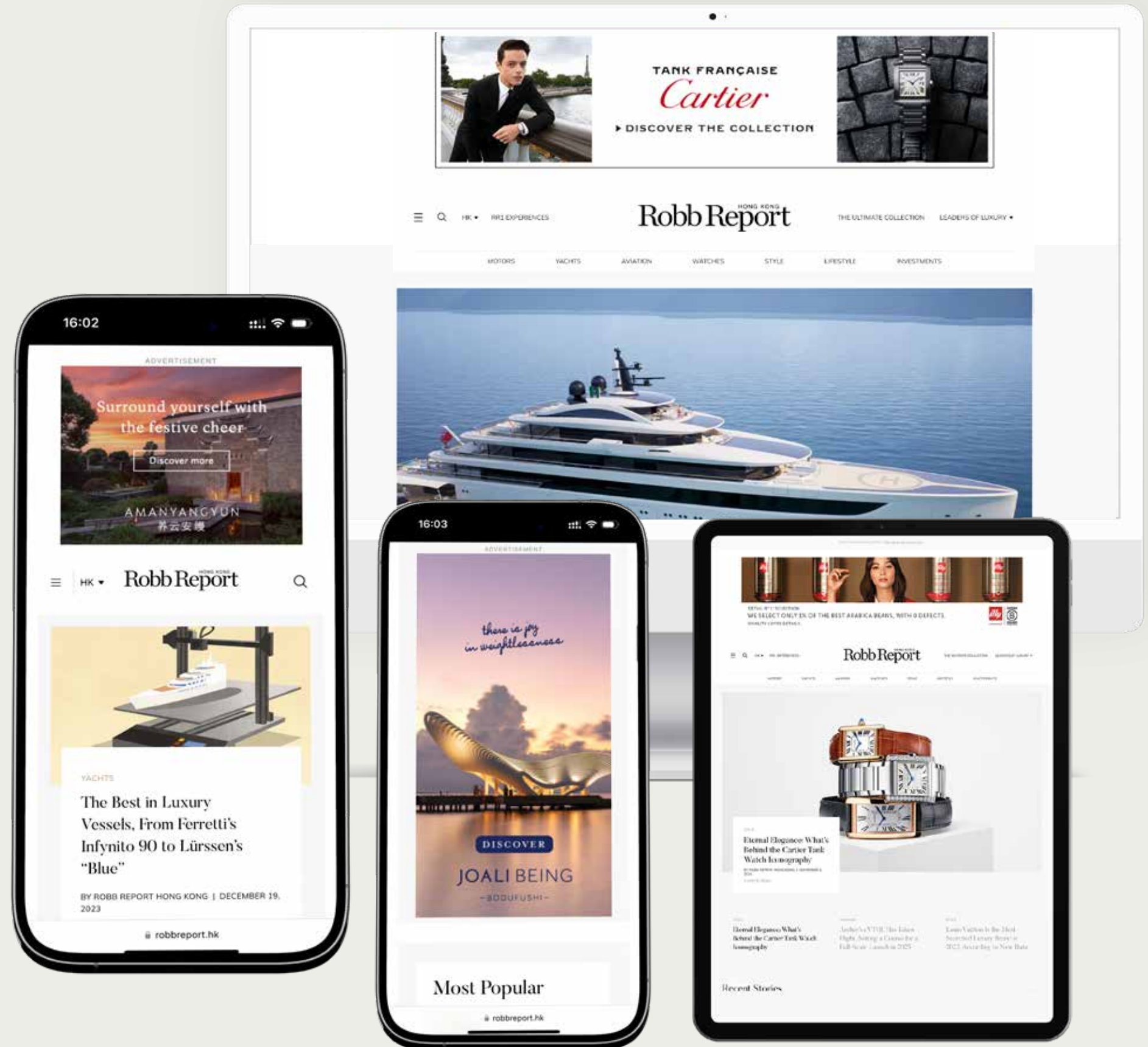
Desktop	Dimensions
Billboard	970px(W) x 250px(H)
Half Page	300px(W) x 600px(H)
Skinner	Outer Container: 1400px(W) x 980px(H) Inner Container: 966px(W) x 660px(H)

Mobile	Dimensions
Billboard	300px(W) x 600px(H)
Half Page	300px(W) x 250px(H)
Skinner	320px(W) x 100px(H)

Email Marketing	Dimensions
Standalone eDM	800px(W) x 1200px(H)
eNewsletter Banners	965px(W) x 90px(H)

Format: PNG/JPEG/GIF  
File Size: Less than 250kb

\*All rates upon request



## LUXURY WITHOUT COMPROMISE

### CONTACT US

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**Robb Report** HONG KONG