



Robb Report

INDONESIA

MEDIA KIT 2023-2024

CONNECTING LUXURY



Robb Report
Arabia



Robb Report
Australia



Robb Report
Brazil



Robb Report
China



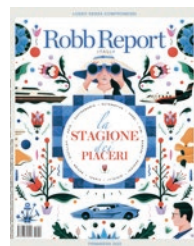
Robb Report
Germany



Robb Report
Hong Kong



Robb Report
India



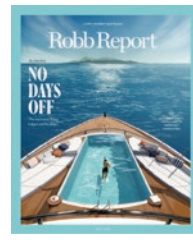
Robb Report
Italy



Robb Report
Malaysia



Robb Report
Mexico



Robb Report
Monaco



Robb Report
Russia



Robb Report
Singapore



Robb Report
Sweden



Robb Report
Thailand



Robb Report
United Kingdom



Robb Report
United States



Robb Report
Vietnam



Robb Report
Indonesia

According to a Luxe Digital study, Robb Report is among the best luxury lifestyle title for brands looking for an affluent audience

ROBB REPORT ORIGINS & GLOBAL REACH

Robb Report Indonesia is the industry's leading publication in luxury lifestyle. Our goal is to introduce HNWLs to the finest things in life constantly. How? Through industry insights, visually arresting images, carefully curated topics, and conversations with industry leaders that go beyond pleasantries. Our readers are innovators and early adopters who work relentlessly to stay ahead of the curve. We help them take their journeys further, making the inaccessible accessible. Robb Report Indonesia inspires 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. And because luxury in today's context isn't a mere synonym for 'the most expensive things in the world, we actively seek out emerging trends and showcase new or revolutionary products and experiences that are on the cusp of gaining cult status.



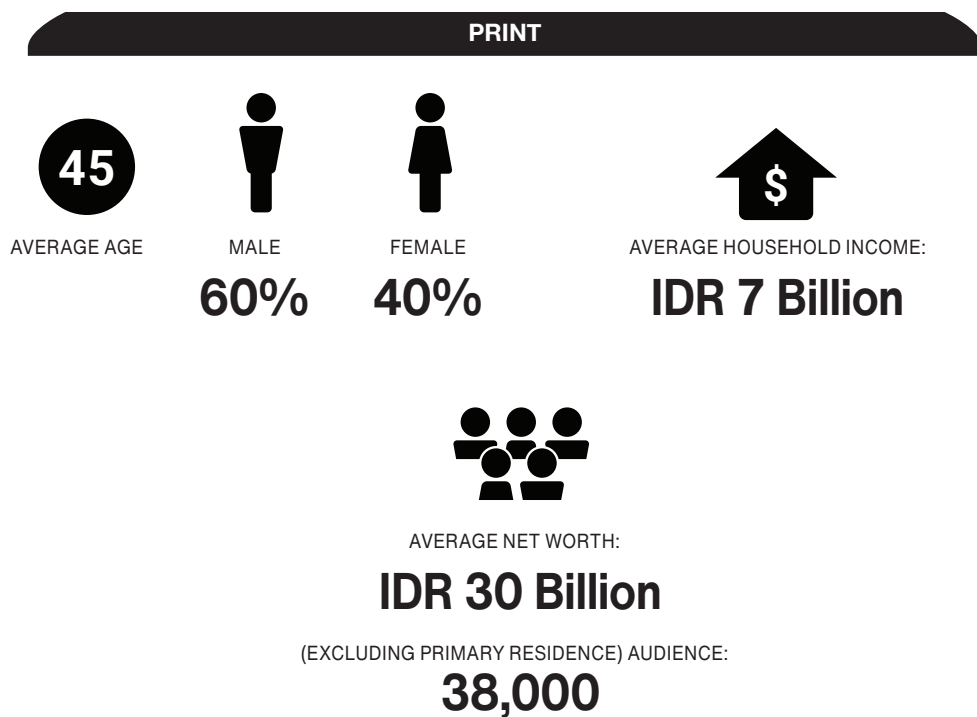
ROBB REPORT ORIGINS & GLOBAL REACH



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.

ELITE, AFFLUENT & INSPIRED AUDIENCE

Robb Report Indonesia 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

Circulation: 20,000 copies.

One issue in 2023, increasing to four issues per year in 2024.

Point of sale: Jakarta, Surabaya, Bali dan Bandung.

28.0%

Aerodromess and Airways

28.0%

Refined Circle

16.0%

Opulent Ressorts and Lavish Estates

8%

Fine Publication Outlet

8%

Elite Bussiness Entities

8%

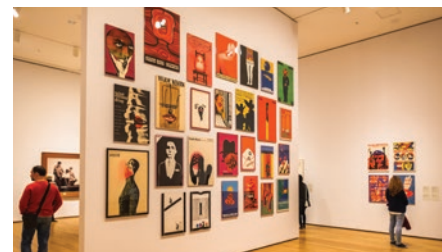
Privelleged Member

4%

Ambassadorial Headquarters



EDITORIAL CALENDAR



JAN - FEB - MAR PEOPLE POWER

High-achieving individuals, experts in diverse fields such as finance, art, technology, sports, hospitality, science, and beyond, reveal their strategies for elevating their performance to new heights.



JUL - AGT - SEPT DESTINATION & WELLNESS LUXURY

Explore the contemporary paradigm of luxury travel as we focus on destinations, services, and accommodations that will broaden your horizons.



APR - MAY - JUN HIGH FASHION

This edition presents an impressive selection of high fashion, leather products, and accessories sourced from the latest collections in Milan, Paris, London, and New York. Covering everything from casual to formal styles, these trends and items define the current season.



OCT - NOV - DEC THE ULTIMATE GIFT GUIDE

Presents a thoughtfully curated assortment of exclusive gifts while skillfully addressing the question: "What should you give when there are no bounds?"

UNIQUE SELLING POINTS

PRINT & ONLINE

A COMPREHENSIVE EXPLORATION OF THE EXPANDING LUXURY MARKET

Robb Report Indonesia is the trusted source for all things luxury, delivering authoritative insights, in-depth journalism, and captivating imagery that encapsulates everything vital to its discerning readership. The publication offers a thorough examination of the thriving luxury market, providing brands with a platform to achieve tangible results.

TAILORED CONTENT CREATION

Robb Report Indonesia meticulously crafts compelling narratives through customized editorial features, inspiring visuals, and captivating videos. These narratives are then amplified to our engaged readership across all our social media platforms and meticulously curated databases.

OPPORTUNITIES FOR NETWORKING

Through our exclusive signature events, we facilitate the development of close relationships with current and potential customers while solidifying the brand's status as a symbol of the luxurious lifestyle.



WEBSITE SECTIONS

DREAM MACHINES: Exploring the newest developments in the realms of automobiles, private aviation, and opulent yachts.

WATCHES & JEWELRY: Showcasing the finest and most exceptional creations from the world of horology.

SAVOUR: Delving into the world of culinary delights, highlighting the essential ingredients for a life well-lived.

TRAVEL: Uncovering exceptional destinations and hotels, offering insights into where to go and why.

STYLE: Embracing the realms of grooming, fashion, and jewelry as integral elements of panache.

SPACES: Presenting ultimate residences and lavish interior designs.

ROBB SOCIETY: Featuring the individuals and occasions that define the essence of Robb Report Indonesia.



PRINT EDITION RATES 2023

Single Pages

POSITION	IDR	SGD
Single Page - ROP	71.500.000	6.500
Single Page - Premium <small>(Contents, Editor's Letter, Masthead)</small>	82.500.000	7.500
Inside Back Cover - IBC	82.500.000	7.500
Outside Back Cover - OBC	165.000.000	15.000
Advertorial	84.700.000	7.700

Double-Page Spreads

POSITION	IDR	SGD
INSIDE FRONT COVER SPREAD	165.000.000	15.000
1ST SPREAD	148.500.000	13.500
2ND SPREAD	133.650.000	12.150
3RD SPREAD	120.285.000	10.935
DPS - ROP	110.000.000	10.000

**All rates are in Indonesia IDR, not including VAT 10%*

PRINT SPECIFICATION

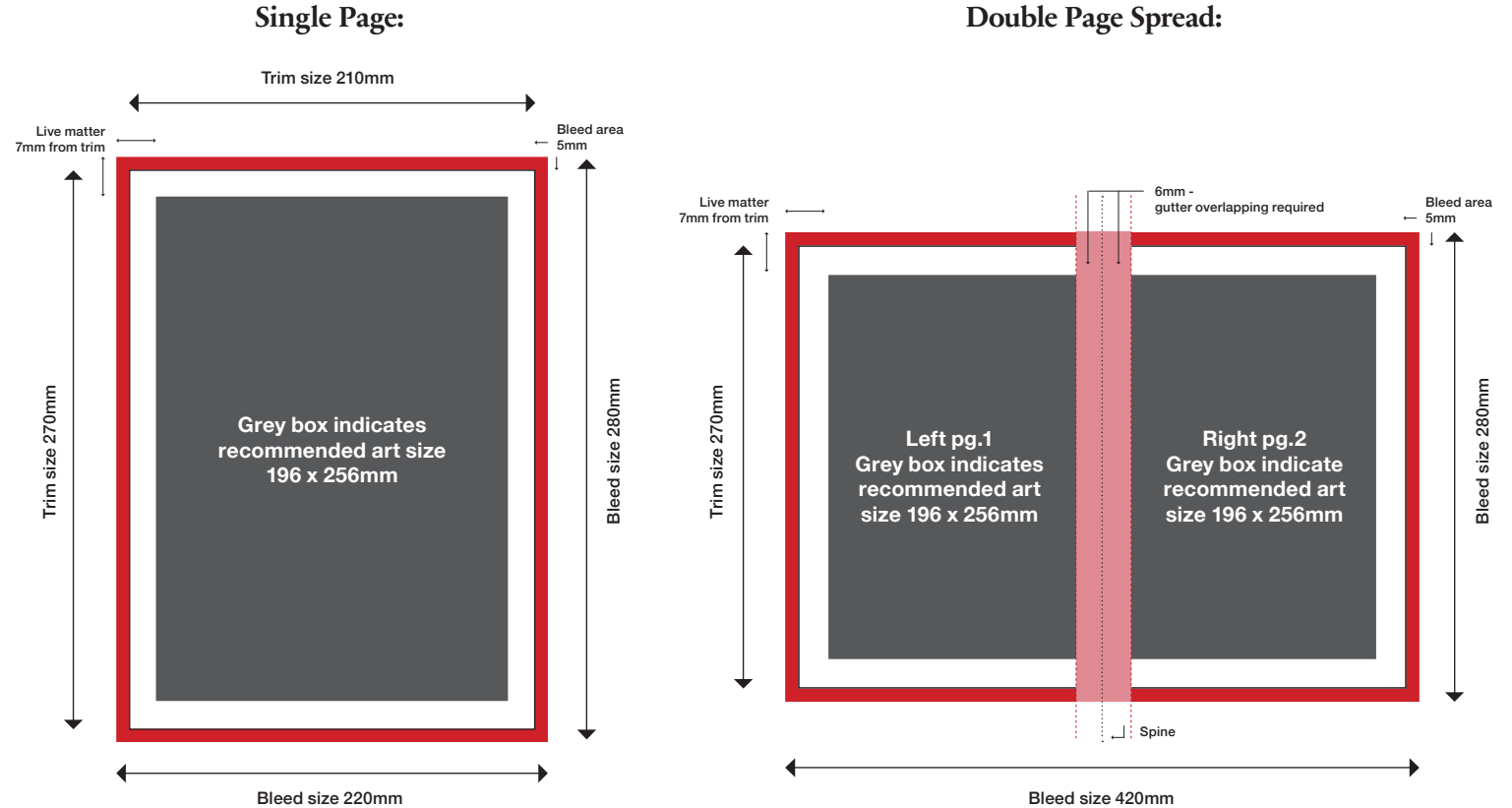
Single Page:

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

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

Double Page Spread:

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



DIGITAL EDITION RATES

Header Banners IDR 108.000.000

Vertical Banners IDR 105.000.000

Leaderboards (3x) IDR 78.000.000

EDM IDR 36.000.000

All rates are in IDR and is not yet inclusive of SGD 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

DIGITAL EDITION RATES

TYPE		PRICE (IDR)
Brand Story	An advertorial feature whereby our editorial team will come up with a tailored write-up based on materials provided by the client and editor's research, which can be also gathered from an interview, or coverage on the spot, or reviewing a product or service, include a write-up of minimum 600 words and 4 photos	36,000,000
Event Coverage (The Scene)	An advertorial feature that will publish a photo gallery and brief description of an event, include brief description up to 200 words + photo gallery up to 10 pictures	24,000,000
Social Media	Facebook Post	3,500,000
	Instagram Post	6.000.000
	Instagram Story	6.000.000
	Instagram Reels	6.000.000
	Instagram Live, includes : <ul style="list-style-type: none"> ▪Duration of up to 45 minutes & will be saved on the IGTV ▪Promotional flyer with client's logo and published on IG Post and IG Story 	18.000.000
Video Advertorial Package	This package is bespoke video solution for the client's brief, includes: Basic video shoot + editing (talent & special product cost is not included, and choice of talent is at Roob Report Indonesia's direction) 1 Instagram Post, 1 Instagram Story YouTube Channel with duration max. 3 minutes	60,000,000
Video Advertorial Placement	Video provided by client : YouTube Channel with duration max. 3 minutes 1 Instagram Post, 1 Instagram Story	36,000,000
Weekly e-Newsletter Feature	Our weekly trending article inclusion on the latest lifestyle news *include a write-up article of up to 100 words and 1 photo	18,000,000

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INDONESIA

CONTACTS

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commercial@mobilierigroup.com

