

Robb Report

MALAYSIA



MEDIA KIT 2024

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 MALAYSIA

Robb Report Malaysia 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.

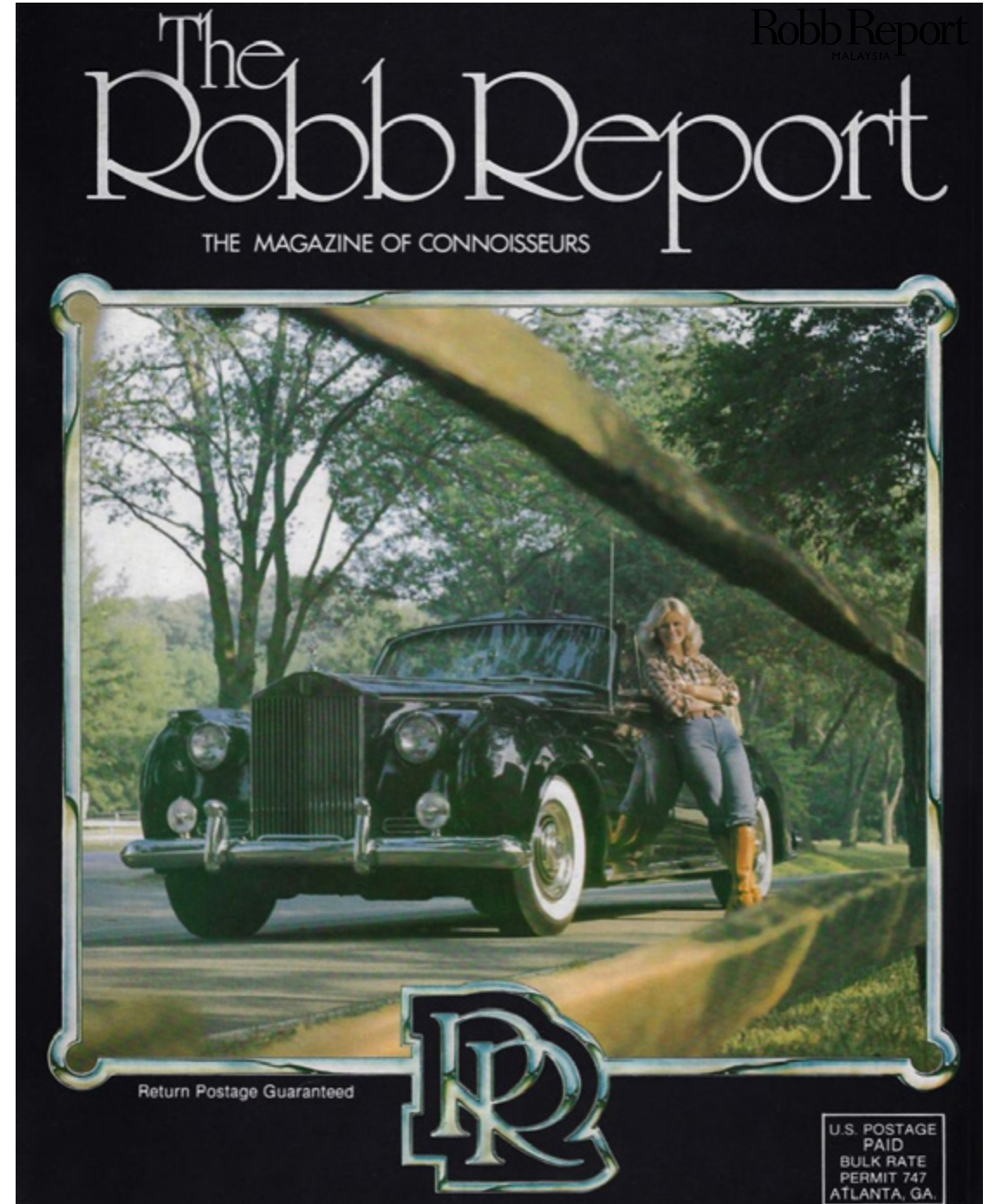
Our readers are thinkers, innovators, early adopters and astute connoisseurs of luxury who believe in living their best lives. They desire to be ahead of the curve and we help them take their journeys a step further.

Robb Report Malaysia 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

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 EDITIONS

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



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
Korea



Robb Report
Singapore



Robb Report
United States



Robb Report
Brazil



Robb Report
Hong Kong



Robb Report
Mexico



Robb Report
Sweden



Robb Report
Vietnam



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

AVERAGE AGE: 45

MALE/FEMALE: 80%/20%

AVERAGE HOUSEHOLD INCOME: RM2,000,000

AVERAGE NET WORTH: RM9,000,000 (EXCLUDING PRIMARY RESIDENCE)

AUDIENCE: 38,000

EDITORIAL CALENDAR

Robb Report Malaysia 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 items 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 Malaysia 2024



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 the ever-growing influential members of the *Robb Report Malaysia* community, both local and global. 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 pieces and experiences.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.

DISTRIBUTION



200

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
Royal Orchid Lounge
(Thai Airways)
Silver Kris Lounge
Singapore Airlines

SUBANG SKYPARK

Sky Lounge by Naza
SkyPark RAC
Private Jet Lounge

LANGKAWI INTERNATIONAL AIRPORT

St. Regis Lounge

PENANG INTERNATIONAL AIRPORT

China Airlines
China Airways LTD Lounge
China Southern Airlines
MAS Golden 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



1,800

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



600

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



5,000

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



1,700

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

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



2,600

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

<p>KLANG VALLEY</p> <p>Alila Bangsar Ascott Sentral Kuala Lumpur Banyan Tree Kuala Lumpur Berjaya Hotel & Resort Concorde Hotel Kuala Lumpur Else Kuala Lumpur EQ Kuala Lumpur Four Points by Sheraton Kuala Lumpur Four Seasons Kuala Lumpur Grand Hyatt Kuala Lumpur Hilton Kuala Lumpur Hilton Petaling Jaya Intercontinental Hotel JW Marriott Kuala Lumpur Le Méridien Kuala Lumpur Mandarin Oriental Kuala Lumpur Park Hyatt Kuala Lumpur Park Royal Collection Kuala Lumpur Sekeping Sin Chew Kee Sekeping Tenggara Sekeping Terasaku Sheraton Imperial Hotel Sofitel Kuala Lumpur Damansara Sunway Resort Hotel & Spa The Club Saujana Resort Kuala Lumpur The Hotel Majestic Kuala Lumpur The Ritz-Carlton Kuala Lumpur The RuMa Hotel & Residences The Saujana Hotel The St. Regis Kuala Lumpur The Westin Kuala Lumpur W Kuala Lumpur</p>	<p>LANGKAWI</p> <p>Bon Ton Resort Four Seasons Resort Langkawi Pelangi Beach Resort & Spa The Datai Langkawi The Ritz-Carlton Langkawi The St. Regis Langkawi The Westin Langkawi Resort & Spa</p> <p>PENANG</p> <p>Ascott Gurney Paragon Angsana Teluk Bahang China House Courtyard by Marriott Eastern & Oriental Hotel G Hotel Gurney G Hotel Kelawai Lone Pine Hotel Macalister Mansion Parkroyal Penang Hotel Seven Terraces Shangri-La's Rasa Sayang Resort The George The Edison George Town The Granite Luxury Hotel</p> <p>PERAK</p> <p>Pangkor Laut Resort The Banjaran Hotsprings Retreat</p> <p>PAHANG</p> <p>Cameron Highlands Resort Crockfords Hotel, Resorts World Genting Mangala Resort & Spa, Kuantan The Chateau, Berjaya Hills Resort The Kasturi Resort, Cherating The Acres Resort</p>	<p>JOHOR</p> <p>Anantara Desaru Coast Resort & Villas Batu Batu (Tengah Island) Japamala Resorts (Tioman) One&Only Desaru Coast</p> <p>TERENGGANU</p> <p>Tanjong Jara Resort</p> <p>MALACCA</p> <p>Liu Men Hotel The Majestic Malacca Hotel</p> <p>SABAH</p> <p>Gaya Island Resort Hilton Kota Kinabalu Hyatt Centric 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 Luma Hotel The Magellan Sutura Harbour Resort</p> <p>SARAWAK</p> <p>Hilton Kuching Miri Marriott Resort & Spa Mulu Marriott Resort & Spa</p>
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PRINT EDITION RATES 2024

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

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

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

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

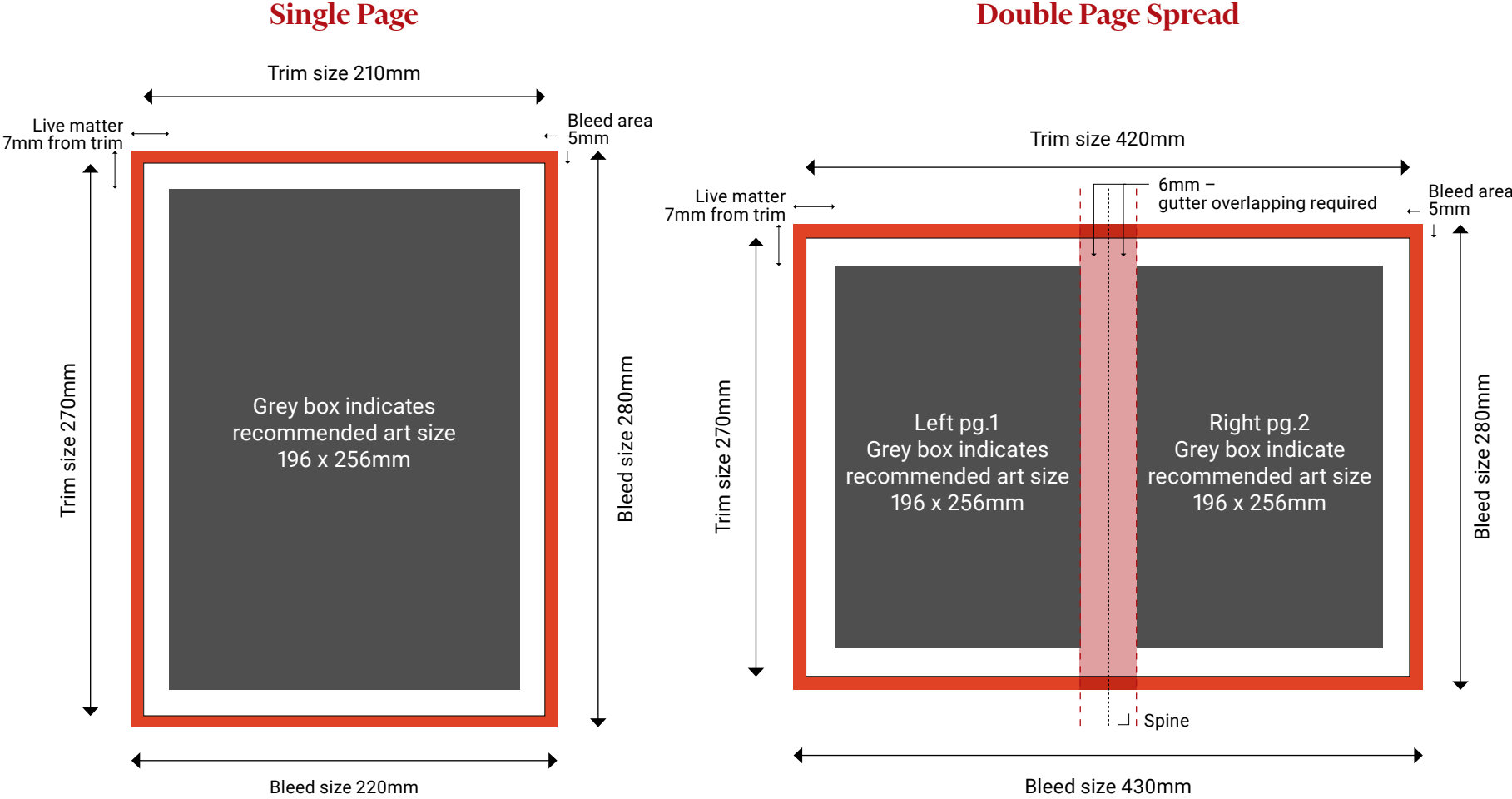
only CMYK

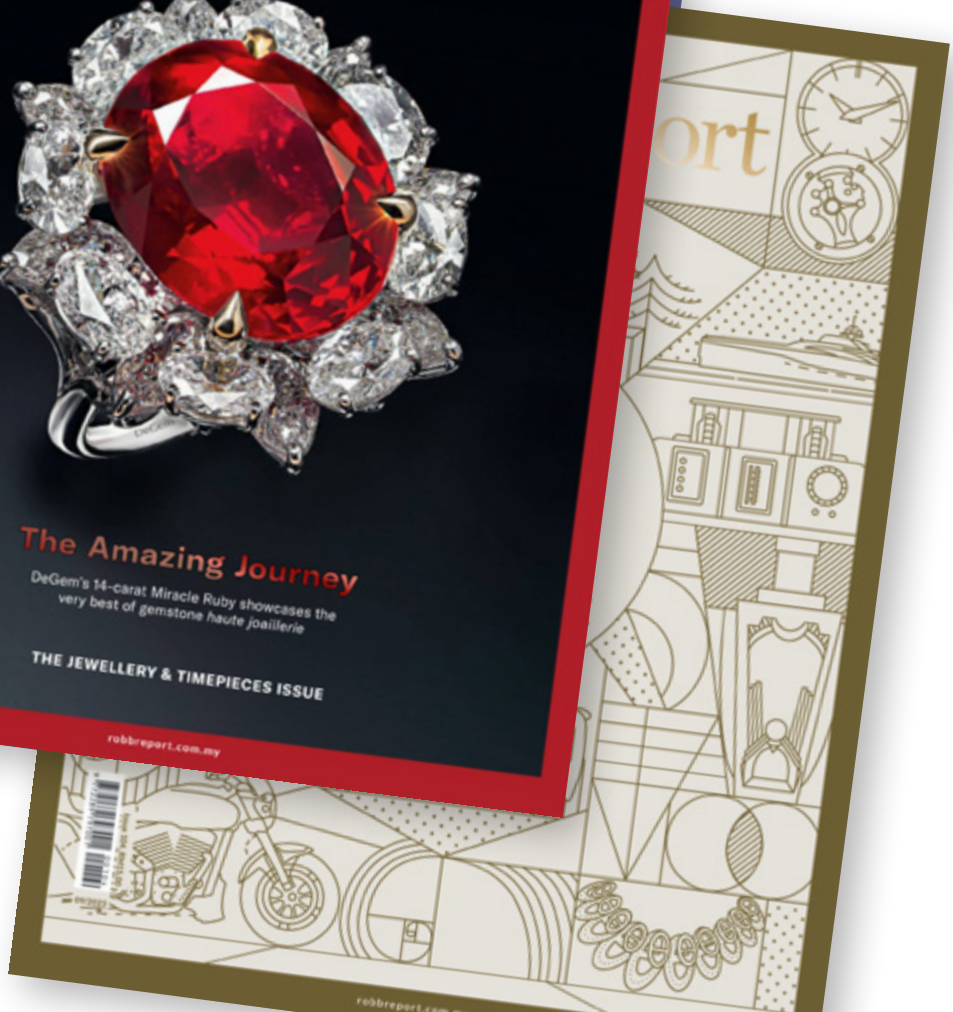
All text & fonts

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 2024

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

CONNOISSEURSHIP FOR THE ULTRA-AFFLUENT

Robb Report
MALAYSIA



ENGAGE WITH AN ELITE DIGITAL AUDIENCE

robbreport.com.my

Robb Report Malaysia's stand-alone online platform - *RobbReport.com.my* - 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.my* and enhance your brand positioning among the world's most desirable consumers in the digital space.



ROBB REPORT MALAYSIA



ROBBREPORT.COM.MY



ROBBREPORT_MALAYSIA

ONLINE READERSHIP 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%



COUNTRY OF ORIGIN:
MALAYSIA 95.48%



BOUNCE RATE
15.86%



PAGES PER VISIT:
12.59



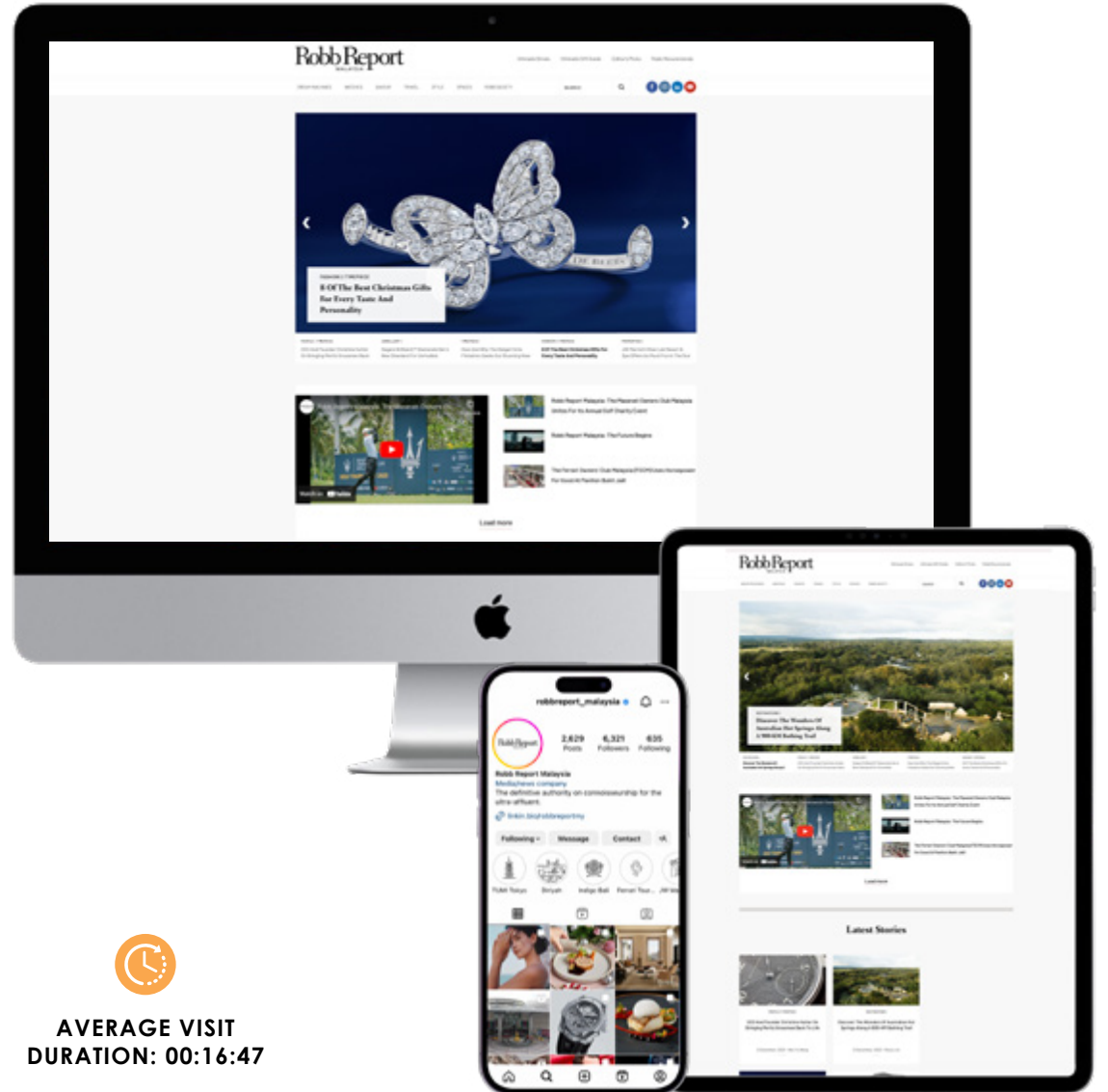
PAGE VIEWS:
220,000



UNIQUE VISITORS:
38,000



AVERAGE VISIT
DURATION: 00:16:47



*source: similarweb as of 23rd November, 2023

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

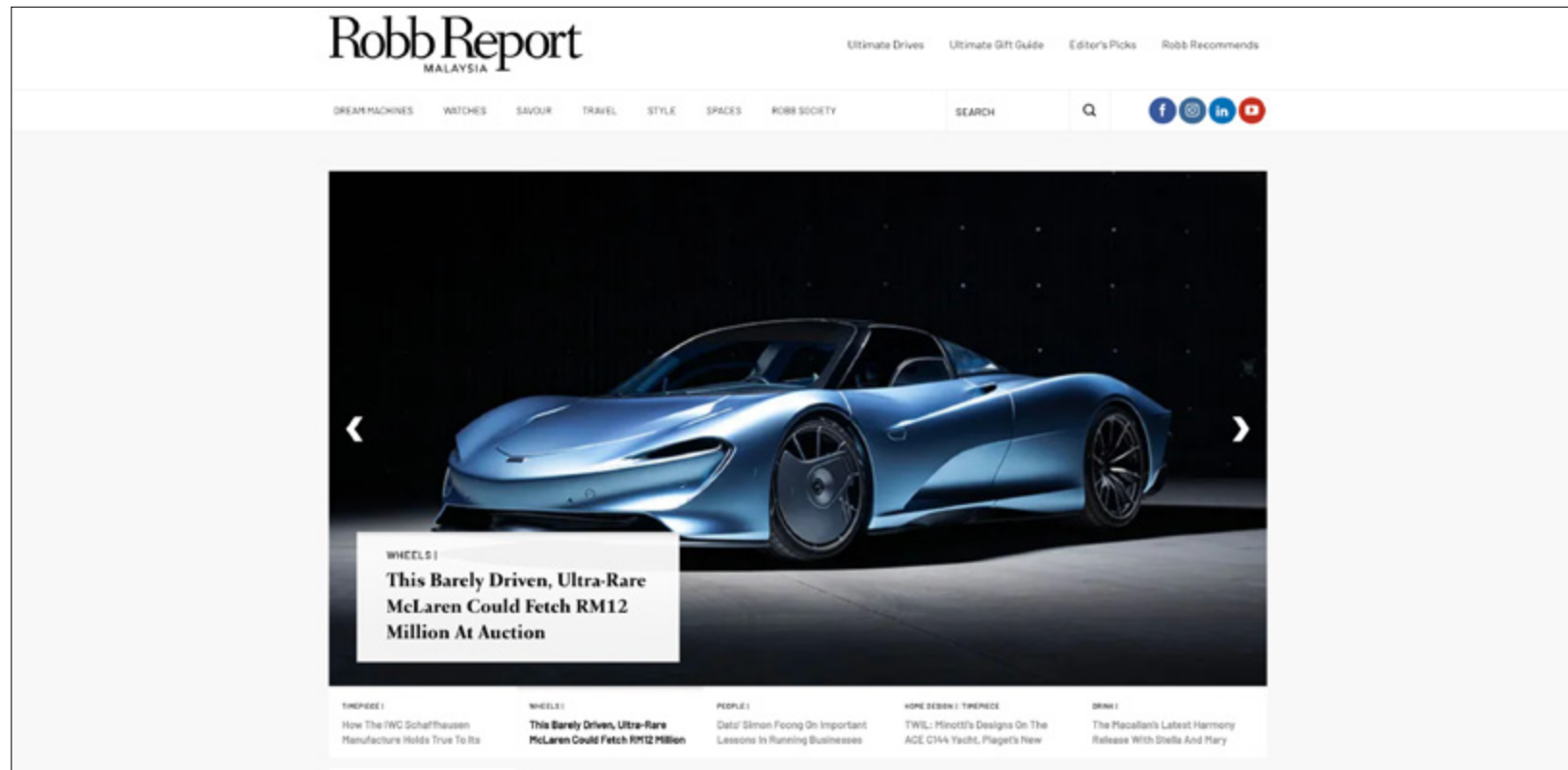
Grooming, fashion and jewellery which make up the elements of panache

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.

ROBB REPORT MALAYSIA WEBSITE

Home Page:

2 weeks: RM15,800

Section Buyout:

2 weeks: RM12,000

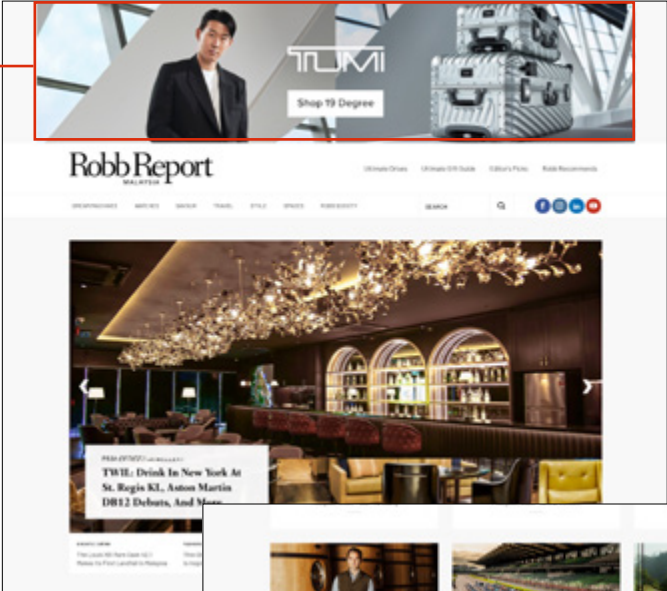
WEB BANNER DIGITAL SPECIFICATIONS

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

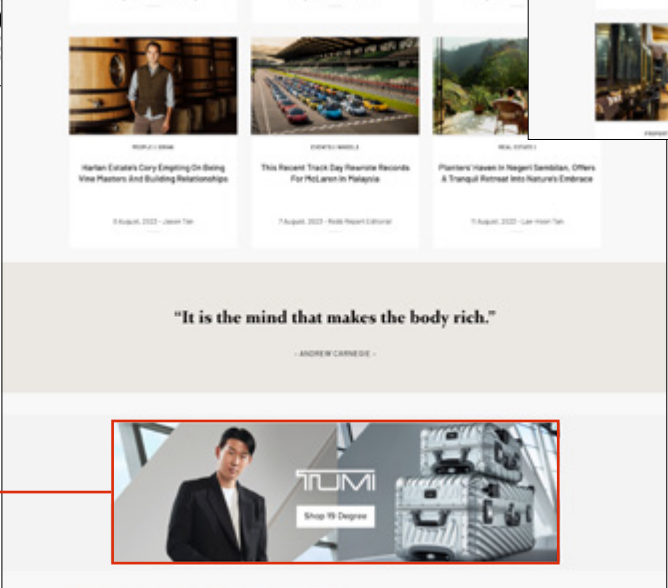
Leaderboard (x3):
400 x 500 (Mobile) / 960 x 300 (Desktop)

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

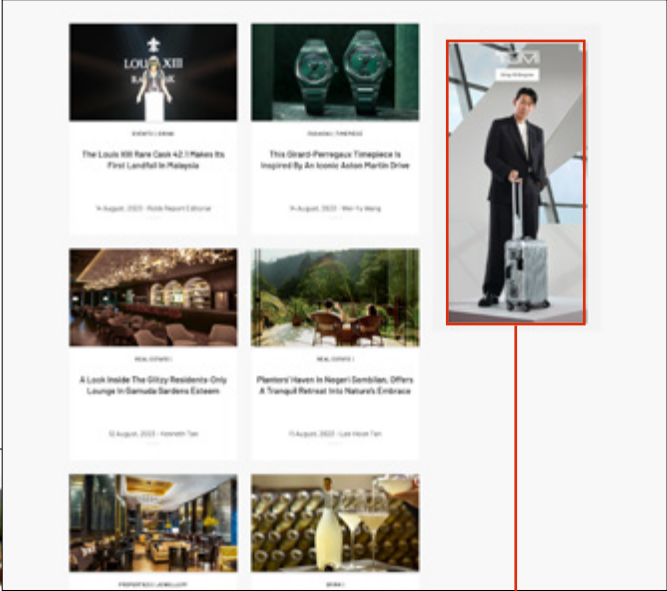
Header Banner



Leaderboard



Halfpage Banner



EVENTS
Lamborghini Celebrates Its 60th Anniversary In The Southeast Asian Region With A Lamborghini Esperienza Giro

Robb Report Editorial
28 December, 2023



The inaugural Southeast Asian edition of the Lamborghini Esperienza Giro celebrated the marque's 60 years with a convey of more than 40 super sports cars and super SUVs badged by the Ringing Bull. Lamborghini owners from Malaysia, Singapore and Thailand converged in Penang for the start of the journey, with a welcome lunch at the beautifully restored Cheong Fatt Tze mansion. From here, the Lamborghinis made their way along the island's curvaceous northern strip towards Shangri-La Rasa Sayang, Penang. Soon enough, in the golden glow of the setting sun, the owners were greeted by a garden cocktail party before being ushered into a dining canopy. Inside, they were greeted by a resplendent menu by chef Su Kim Hock of one-Michelin-starred Au Jardin.



You may also like

- WHEELS | This Rare Drive, Ultra-Rare McLaren Could Fetch RM2 Million At Auction
- INTERIORS | How The MG CyberHeaven Prototype Holds True To Its Design
- PEOPLE | Best Cities To Live In: Important Lessons In Building Businesses
- HOME DESIGN | TIMEPIECE | TWIL | Miami's Design On The ACE CNA Yacht, Project's New Tourbillon
- DRINK | Martell Celebrates 150 Years In Malaysia With Special Releases And Special Events

reconnected TRX Residences Is A Futuristic
A World City In Kuala Lumpur

Robb Report Editorial
06 April, 2021



Financial districts are clear; the likes of London's Canary Wharf, Hong Kong's Centre and Marina Bay in Singapore represent hubs which attract multibillion-dollar investment, contributing to the national economy as well as signalling the city's importance to its workers. Meanwhile, contribute to the gentrification of the entire city, the rise of swanky residences, restaurants, retail, gyms and entertainment is of the RM1.4 billion Tun Razak Exchange (TRX), Malaysia's first master-planned district by TRX City - the project master developer wholly owned by the state.



You may also like

- WHEELS | This Rare Drive, Ultra-Rare McLaren Could Fetch RM2 Million At Auction
- INTERIORS | How The MG CyberHeaven Prototype Holds True To Its Design
- PEOPLE | Best Cities To Live In: Important Lessons In Building Businesses
- HOME DESIGN | TIMEPIECE | TWIL | Miami's Design On The ACE CNA Yacht, Project's New Tourbillon
- DRINK | Martell Celebrates 150 Years In Malaysia With Special Releases And Special Events
- DRINK | The Martell's Latest Harmony Release With Stella And My McCartney

CUSTOM CONTENT CREATION

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

RobbReport.com.my 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.

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MALAYSIA

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