

Robb Report

THAILAND

MEDIA KIT 2023



Robb Report
THAILAND

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 refined design. It is the brand the most successful and High Net Worth individuals (HNWIs) rely on to discover the ideas, opinions, products and experiences that will matter the most to them.

We are synonymous with affluence, luxury, and the best of the best.

Robb Report: Luxury Without Compromise.





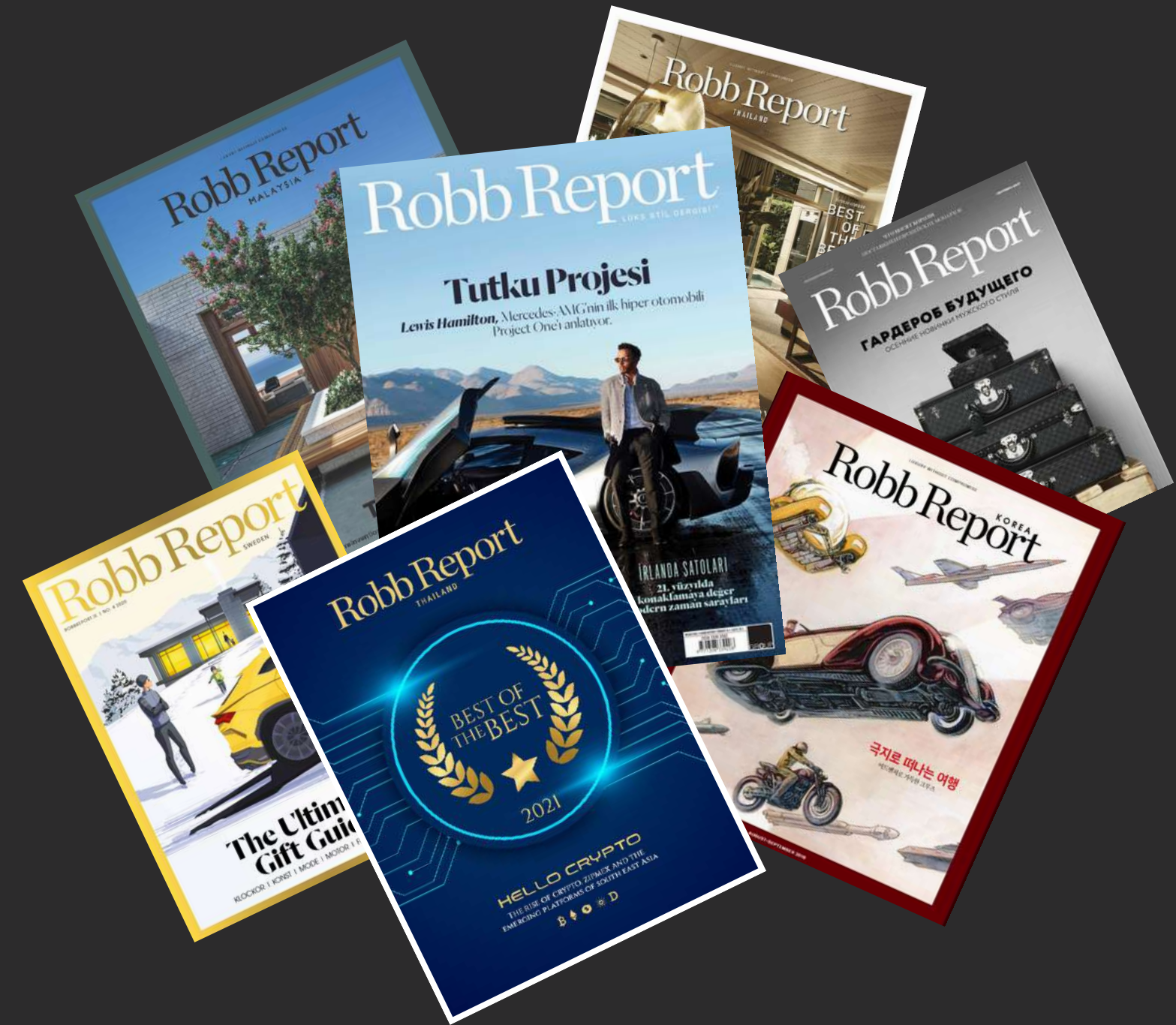
ROBB REPORT ORIGINS & OTHER EDITIONS

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.

The Global Authority, Global Sophisticates

WORLDWIDE CIRCULATION: 614K

EDITIONS: 17 LANGUAGES: 11 COUNTRIES: 29



China Germany Mexico Spain United State Korea Russia Sweden United Kingdom
Australia & New Zealand Turkey Vietnam Arabia Brazil India Malaysia Singapore Thailand

ABOUT

Robb Report

THAILAND

The beginnings of Robb Report Thailand commenced in March 2014 and immediately became the de-facto reference for ultimate luxury lifestyle all over the country.

Over 80 percent of its copies have circulated amongst High Net worth Individuals, tastemakers, and circles of influence. Robb Report Thailand is distributed to private jet terminals, private banking lounges, private residences, airport lounges, marinas, top golf courses, five and six-star luxury hotels and resorts, luxury automotive brands and showrooms, high end timepiece boutiques, and fashion boutiques throughout the country.

The publication is also the sole official media supporting exclusive and unique social gatherings. Robb Report Thailand 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 made available for purchase at custom selected newsstands and bookstores such as Kinokuniya, Asia Books and Popular bookstores.



Robb Report
THAILAND

A DEDICATED, INVOLVED READERSHIP

Robb Report Thailand's readers are well-educated, luxury pioneers, captains of industry, trendsetters, ultra-affluent opinion leaders who look to Robb Report to inform and inspire.

AVERAGE AGE: 38-48

MALE / FEMALE: 80% / 20%

AVERAGE HOUSEHOLE INCOME: 16M THB

AVERAGE HNW: 61M THB

AUDIENCE: 38,000

FACEBOOK: 5,235

INSTAGRAM: 4,480

CIRCULATION: 16,000



ROBB REPORT THAILAND **VISION 2023**

A 360-degree, multi-faceted content creator that brings the Robb Report ethos to life through print, digital activations, social media, experiences and events

The ultimate authority on international luxury, and appealing to early adopters and discerning bon-vivants

The resource for High net worth individuals readers for all aspects of their lives: lifestyles, passions, work, investments, family and friends

Embodiment of a life of luxury & sophistication lived by our erudite, well-travelled and passionate readers through a value-based system

To maintain the LUXE BIBLE standard for the High net worth individuals and successful people in Thailand and become a more informative, enjoyable reading in Thai language, tailored to Thai readers

**ROBB REPORT THAILAND
EDITORIAL CALENDAR
2022**

MAY

Sustainability

An in-depth exploration into the cutting-edge science, technology, tools and ideas that allow us to live better, longer—and do more at every opportunity, at any age.

AUGUST/SEPTEMBER

BEST OF THE BEST 2023

Best of the Best has been around for 34 years.

It's the annual issue for which we pause our relentless pursuit of the latest and greatest to take stock of the luxury industry over the past 12 months and anoint those brands, innovators and artisans who have reached the pinnacle of their profession.



Robb Report
THAILAND

**ROBB REPORT
THAILAND'S
BEST OF THE BEST
AWARDS & GALA
NIGHT**

Robb Report Thailand invites its valued readers and clients for a celebration of the leading lights in luxury lifestyle, honouring the best in class across various industry segments. Get up close to these exceptional pieces and experience the beauty and craft which has elevated these winners in their field. Best of the Best will be a black-tie affair, a night of glamour, sophistication and luxury without compromise.

Venue: TBC

Date: AUGUST/SEPTEMBER 2023

Guests: 100 pax

Robb Report
THAILAND



2021

Prizes have recognized the marriage of remarkable craft and exceptional design in the manufacture of an item, either by hand or by machine, of impeccable quality. Over nearly three and a half decades, we've bestowed thousands of awards upon hundreds of winners across America and throughout the world.



BEST OF THE BEST PACKAGES AND RATES 2023

Front Cover THB1,500,000

INSIDE COVER THB 350,000
(DOUBLE PAGE SPREAD)

BACK COVER THB350,000

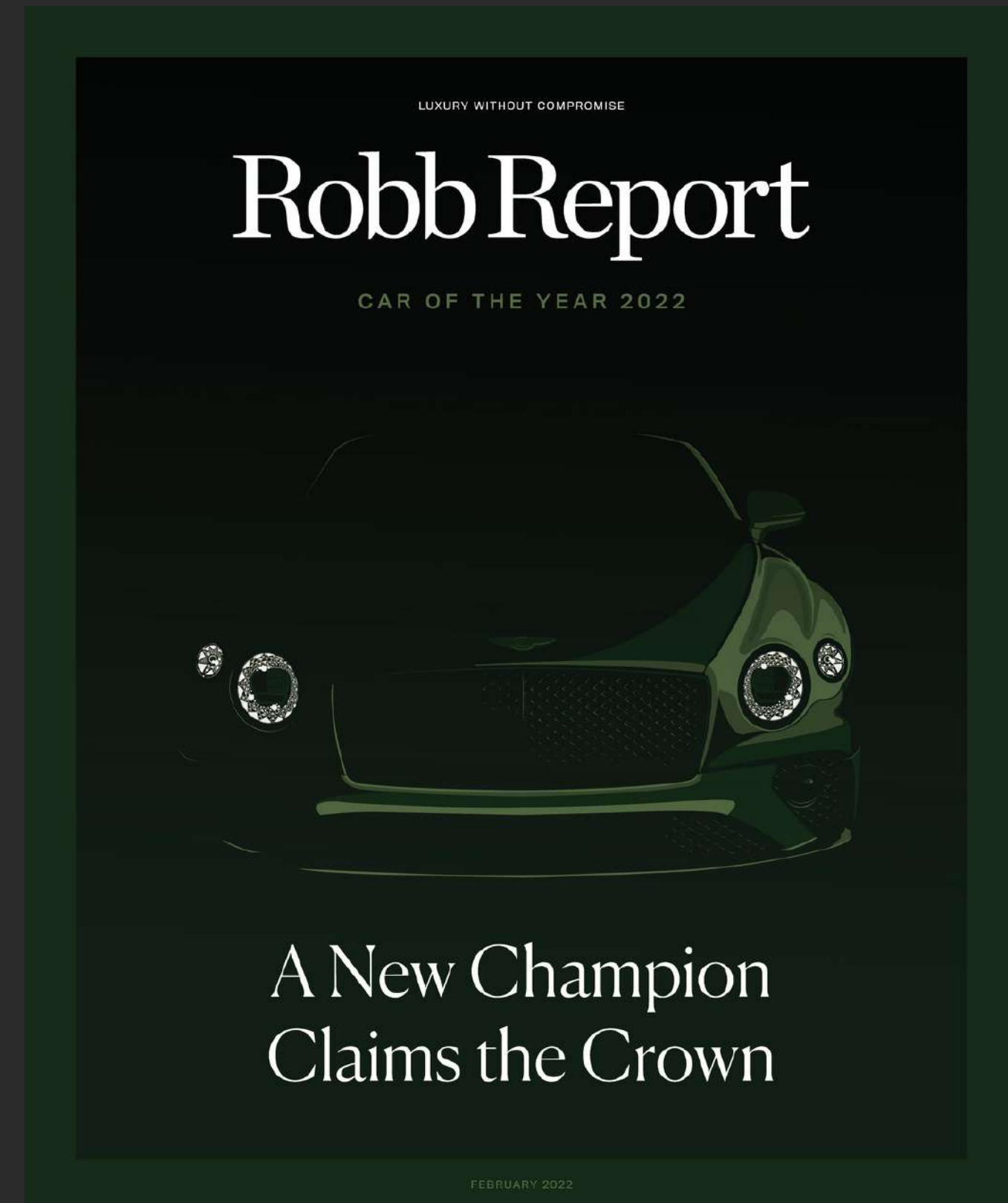
INSIDE BACK COVER THB 200,000

RUN OF PRESS SINGLE PAGE THB 180,000

ONLINE ONLY ADVERTORIAL THB150,000

Table Reservation THB100,000 per table

*Contact us for customized packages



PER ISSUE PRINT RATE CARD

FRONT COVER

THB 1,000,000

DOUBLE-PAGE SPREAD IFC	1ST DPS AFTER IFC	2ND DPS AFTER IFC	3RD DPS AFTER IFC	ROP
THB 372,195	THB 285,795	THB 269,595	THB 247,995	THB 218,700

FULL PAGE FULL COLOUR	ROP	PREMIUM POSITION (CONTENTS, EDITOR'S LETTER & MASTHEAD)	IBC	OBC
	THB 150,000	THB 175,000	THB 170,100	THB 330,750

ADVERTORIAL (SINGLE PAGE) THB 150,000

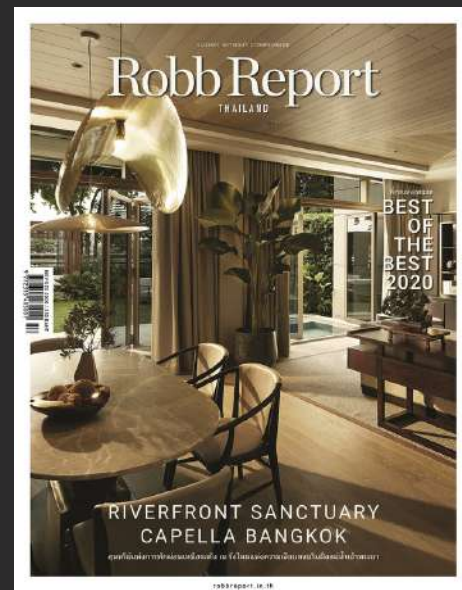
ADVERTORIAL

An interview of a spokesperson, an advertorial of a product or service written by Robb Report Thailand that appears in the print magazine or website.

Inclusions:

- Not more than 5 images (in print) or 7 images (online)
- Up to 400 words

* Final layout, copy and image selection are subject to editorial discretion. 3 rounds of vetting will be allowed. This will be labelled as a Special Feature.



Special Feature

THE MACALLAN'S EXTRA ORDINARY WOOD JOURNEY

By Somchai Srisakuldech

INTERVIEW WITH: MURRAY MACALLAN

When it comes to whisky, there are few names as iconic as James Watson & Co. The brand's Extra Ordinary Wood Journey is a testament to the craftsmanship and tradition of Scotch whisky. In this special feature, we sit down with Murray MacAllan, the brand's master distiller, to explore the intricate process of creating this exceptional spirit.

MacAllan's Extra Ordinary Wood Journey is a unique blend of Scotch whisky, aged in a variety of exotic woods. The process begins with the selection of the finest malted barley, which is then distilled in traditional copper stills. The resulting spirit is then aged in a variety of exotic woods, including American oak, European oak, and even more unusual woods like cedar and sandalwood. This process gives the whisky a rich, complex flavor profile that is truly extraordinary.

MacAllan's Extra Ordinary Wood Journey is a true masterpiece of craftsmanship and tradition. It is a whisky that is as unique as the woods it is aged in, and it is a testament to the art of Scotch whisky making.



DIGITAL RATE CARD

	2 WEEKS	4 WEEKS
HOME PAGE	THB109,700	THB168,750
SECTION BUYOUT	THB84,000	THB143,400

	1 TIME	2 TIMES
INSTAGRAM POST	THB50,000	THB90,000
FACEBOOK POST	THB50,000	THB90,000

100% SOV, including 4 banners on page
(Top Leaderboard, Middle Leaderboard and Bottom Leaderboard)

Online Advertorial THB150,000

SPECIAL PROJECTS TO BE DISCUSSED



PRINT AD DIMENSIONS

FULL PAGE FULL COLOUR

Trim size – 210mm x 270mm

Bleed size – 220mm x 280mm

Text area – 196mm x 256mm

*Keep live matter 7mm from the trim

DOUBLE-PAGE SPREAD

Trim size – 420mm x 270mm

Bleed size – 430mm x 280mm

Text area – 196mm x 256mm

*Keep live matter 7mm from the trim

Colour Profile Fogra 39L

Maximum Ink Density 280% – 300%

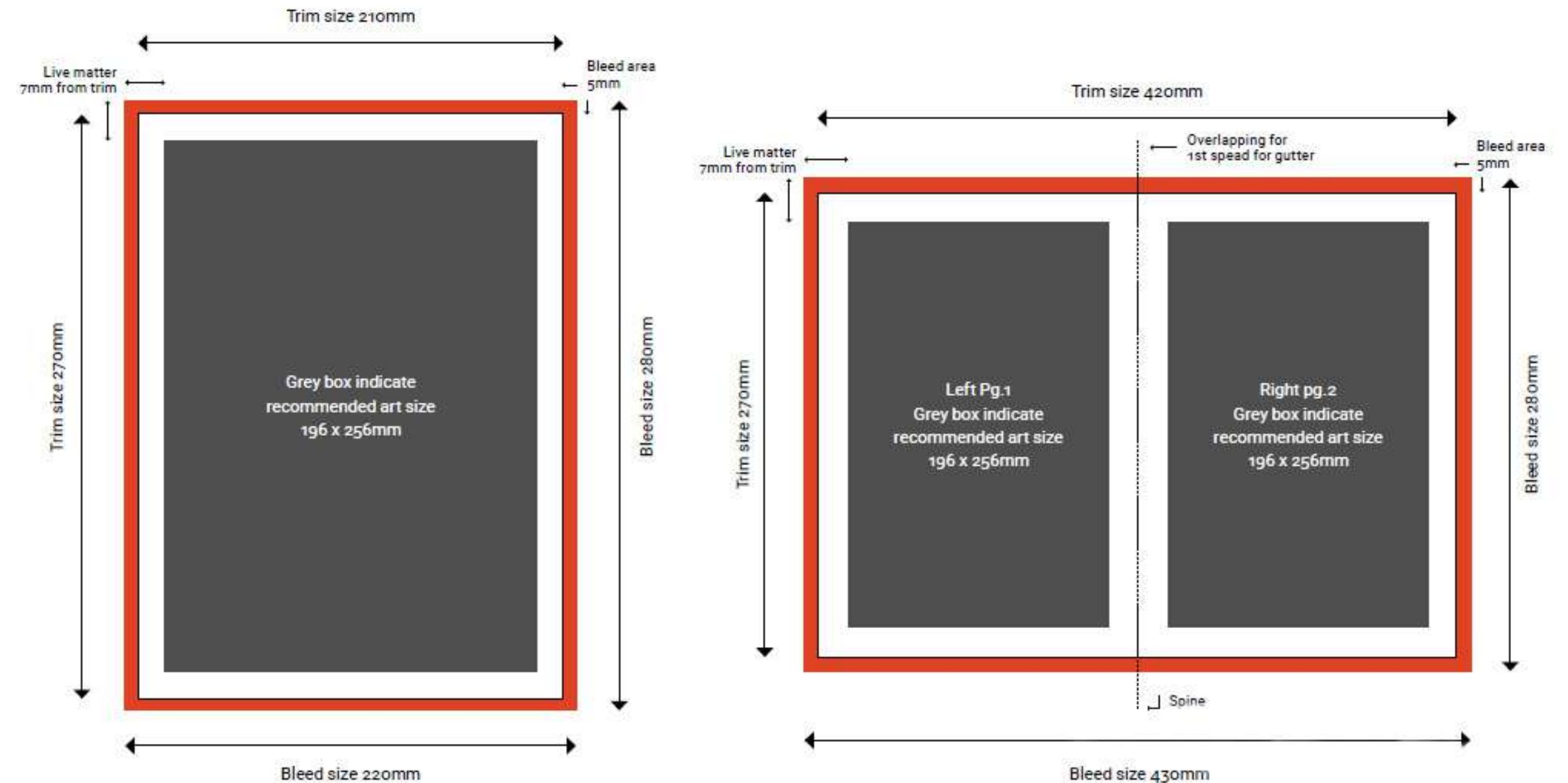
Colour Mode Strictly CMYK only

All text & fonts

- Create outline for all fonts used
- Use 100% black instead of 4-colour black

Submitted materials

High-resolution (300dpi) PDF files are preferred



DIGITAL AD DIMENSIONS & FILE SIZES

	DIMENSION (PIXELS, FIXED)	IMAGE AD FILE SIZE	IMAGE AD FILE FORMAT	RICH MEDIA AD FILE SIZE	RICH MEDIA AD FILE FORMAT
HEADER BANNERS	1280 x 200px (Desktop and tablet) 400 x 225px (Mobile)	Up to 1MB	GIF, JPG, PNG, HTML	Up to 1MB	HTML zip bundle or standalone HTML file
LEADERBOARDS (3x)	960 x 200px (Desktop and tablet) 400 x 500px (Mobile)	Up to 1MB	GIF, JPG, PNG, HTML	Up to 1MB	HTML zip bundle or standalone HTML file

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

SPECIAL PROJECTS

A customised solution to advertise products or services that meets client objectives.

Inclusions:

- A unique project tailored to suit client goals and objectives
- A 360-degree campaign which includes social media, print coverage and offline activation
- 100% SOV media on page

* Final layout, copy and image selection are subject to editorial discretion.



ROBBREPORT.IN.TH

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.in.th 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.



UNIQUE SELLING POINTS

Increased Functionality

RobbReport.in.th 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.in.th 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.in.th promotes exclusive products and experiences from across the world, and often only available through word of mouth.



NATIVE CONTENT

An immersive, highly visual and engaging digital environment dedicated to telling your brand's story. This can be done via features, videos, social media posts, or other tools.

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

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

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 Thailand emails.



SPOTLIGHT

Robb Report Thought Leaders is a community of successful taste makers, opinion leaders and luxury purveyors in Thailand. These exceptional individuals have a passion for the finer things in life, and believe that they're not defined solely by their work. They're an elite group of visionaries, vaunting out-of-the-box thinking, and have taken alternative paths to success.

They are like-minded elite individuals who are looking to forge bonds with people like them – they're always looking to learn and broaden their horizons.

Robb Report serves as a community builder and platform to bring this community together. It's a vehicle to help these like-minded personalities forge connections, and to introduce them to exclusive and thought-provoking experiences.

Robb Report Thought Leaders are also privy to exclusive experiences and privileges. We engage with the community of Thought Leaders through a four-pronged approach:

- Content (by and for them)
- Events
- Social media engagement (especially LinkedIn)
- Dedicated EDM and perks



SPOTLIGHT

ภาคภูมิใจในไทย Robb Report

ทำในสิ่งที่ไม่เพียงดีกว่า แต่ต้องแตกต่าง

เมื่อคุณต้องการขยายธุรกิจจากท้องถิ่นไปยังระดับสากล คุณต้องมองหาพันธมิตรที่มีความสามารถและเชี่ยวชาญในต่างประเทศ ไม่ใช่แค่ผู้เชี่ยวชาญในสาขาเฉพาะทางเท่านั้น Robb Report Thailand ได้เป็นพันธมิตรที่สำคัญของคุณในการก้าวข้ามพรมแดนสู่ระดับโลก

ภาคภูมิใจในไทย Robb Report คือ "คณะผู้บริหารไทย Robb Report" ที่ประกอบด้วยผู้บริหารและพันธมิตรที่สำคัญของไทยที่เข้าร่วมกับ Robb Report เพื่อสร้างความสัมพันธ์ที่แข็งแกร่งและยั่งยืน

ความสำเร็จของ Robb Report Thailand ในปีที่ผ่านมา Robb Report Thailand ได้จัดกิจกรรมต่างๆ มากมาย เพื่อส่งเสริมความสัมพันธ์กับภาคีในไทย และสร้างความมั่นใจให้กับผู้บริโภคชาวไทย

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www.robbsingapore.com

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