

Robb Report

VIETNAM



MEDIA KIT 2023



Robb Report

CONNECTING LUXURY



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



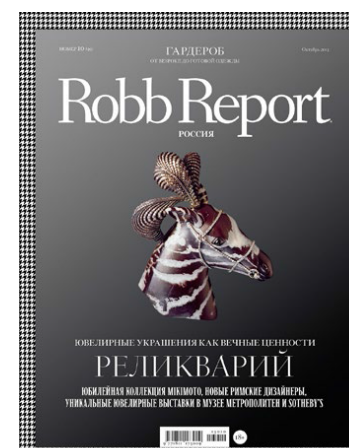
Robb Report United States



Robb Report Brazil



Robb Report Italy



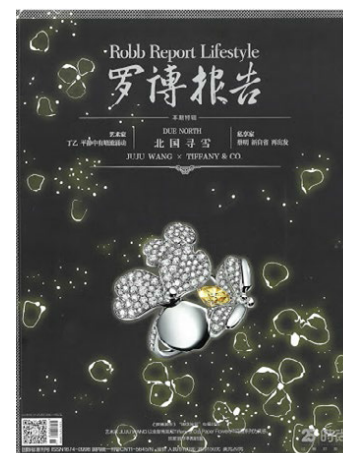
Robb Report Russia



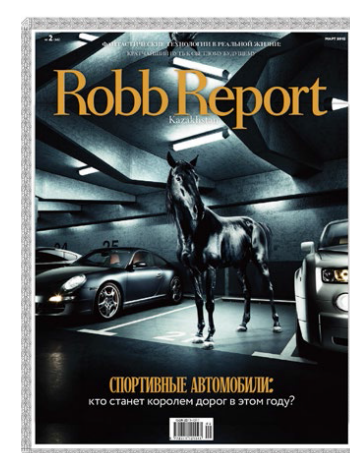
Robb Report Thailand



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.

INDOCHINE MEDIA VENTURE'S (IMV) PORTFOLIO INCLUDES VIETNAM, SINGAPORE, MALAYSIA AND THAILAND

Robb Report

VIETNAM

Robb Report Vietnam is the industry's leading publication in luxury lifestyle. Our goal is to introduce HNWIs 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 Vietnam* 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'S READERS



WHO ARE THEY?

Business Owners
Chairmen
GMs
C-level members
Middle-level Managers
Lifestyle Connoisseurs
Lifestyle Lovers

PRINT METRICS



DEMOGRAPHICS



25-55

Ages



70%

Male

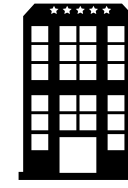


30%

Female

PRINT METRICS

CIRCULATION



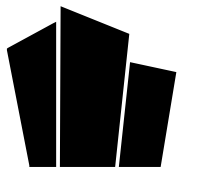
3800

Via VIP Banking



1600

Via exclusive private clubs and five star hotels



1950

Top spenders



1250

To High Net-Worth Individuals



1200

Via golf clubs, golfers and luxury automotive showrooms



200

Copies via international direct mail and miscellaneous

Total of Distribution: 10.000 copies

EDITORIAL PRINT CALENDAR

JANUARY 2023 – MAY 2023



JANUARY & FEBRUARY
**ULTIMATE
GIFTGUIDE**

Offers a carefully curated collection of exclusive presents and expertly answers the question: «What do you give when the sky is the limit?».



MARCH
FINEST FASHION

The issue curates a fantastic range of high fashion, leather goods, and accessories from the latest collections in Milan, Paris, London, and New York. From casual to formal, these trends and pieces define the season.



APRIL
GEN Z

Who is the most influential consumer of luxury brands post-pandemic? What do they expect from luxury brands? How can luxury brands win them? *Robb Report Vietnam's* insights will help you to figure out those issues.



MAY
**THE SYMPHONY
OF TIME**

You'll find real-time news, up-to-date information, in-depth features that foreground today's latest trends, insight behind the scenes of the watchmaking industry, and the newest timepieces from your favorite luxury brands.

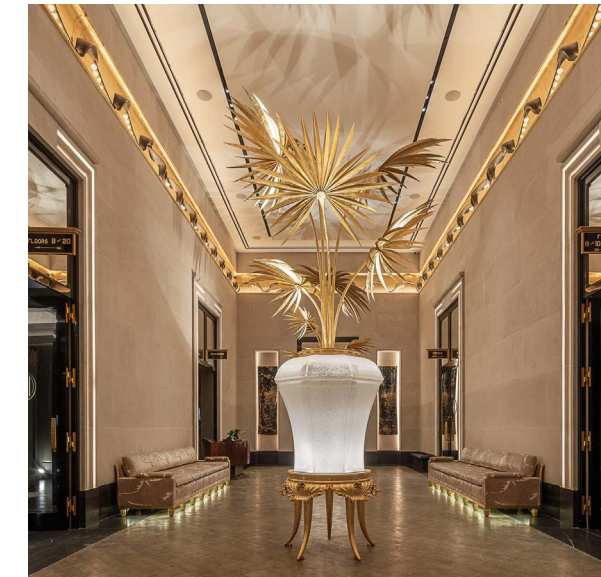
EDITORIAL PRINT CALENDAR

JUNE 2023 - SEPTEMBER 2023



JUNE
**DESTINATION
& WELLNESS**

An issue for the bon viveur highlighting magnificent travel destinations & the incandescence of wellness in all things luxurious. Robb Report combines travel, culinary, health & wellness with a need to impart.



JULY
**THE ART
OF DESIGN**

Where do the lines of science and design blur? Are watches, jewelry, cars, and property considered art? What's art in today's context?



AUGUST
**INNOVATION
AND EXCELLENCE**

The latest innovations and most ingenious creations from horology, motoring, high fashion, homewares, audio-visual entertainment, and much more. All are avant-garde and cutting-edge, with an eye to the future.

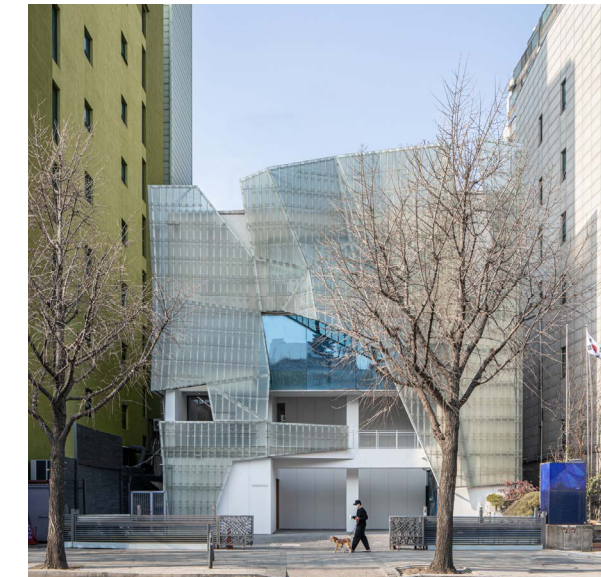


SEPTEMBER
**SUSTAINABLE
LUXURY**

Sustainable Luxury is not just another trend. It will stay and be the future. Sustainable Luxury is about satisfying your individual needs by making smarter consumer decisions and protecting the environment.

EDITORIAL PRINT CALENDAR

OCTOBER 2023 – DECEMBER 2023



OCTOBER
REAL ESTATE

A detailed analysis of the latest trends and promising opportunities in the real estate market - local and international. Showcasing the latest developments and consulting expert advice.



NOVEMBER
CAR OF THE YEAR

The annual Robb Report's competition celebrates the world's very best luxury cars - those that ignite the imagination and stoke the senses. Robb Report editors and an ensemble of invited, distinguished panelists select the top performers.

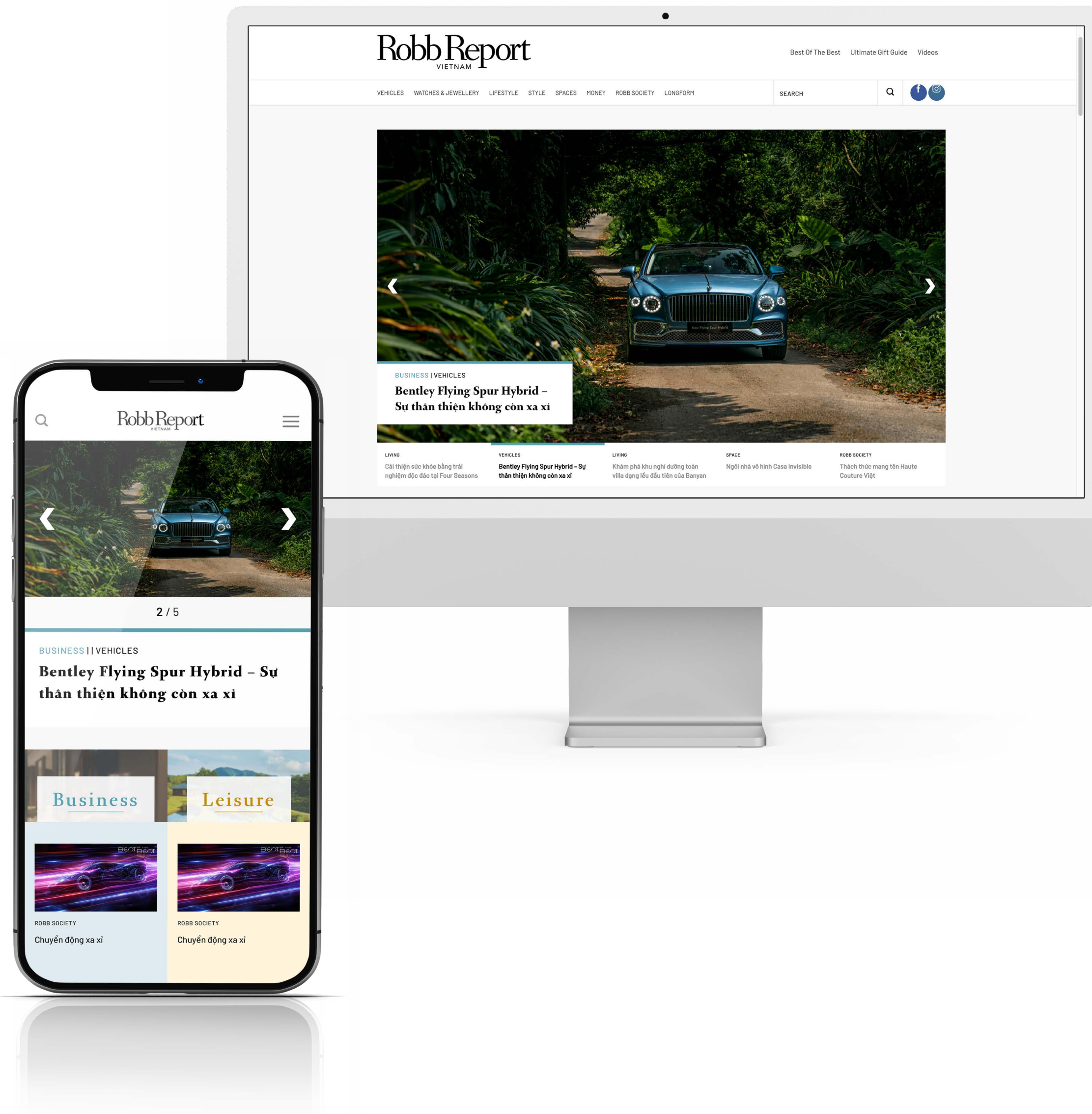


DECEMBER
BEST OF THE BEST

Puts together an exquisite collection comprising only the cream of the luxury crop - from the most coveted automobiles and intricate timepieces to extraordinary jewels, the best fashion items, opulent hotels, and much more. This issue is not about the finer things in life. It is about the finest.

DIGITAL METRICS

ROBBREPORT.COM.VN



DEMOGRAPHICS



51,96%

Male



48,04%

Female



AGES

18-24	33,09%
25-34	40,48%
35-44	15,62%
45-54	6,68%
55-64	2,16%
65+	1,64%

DIGITAL METRICS

ROBBREPORT.COM.VN



READERS' DIGITAL INSIGHTS

1. Real Estate
2. Vehicles
3. Watches & Jewelry
4. Leisure
5. People
6. News
7. Events

ESTIMATED MONTHLY TRAFFICS

Source: Google Analytics

156,250

PAGE VIEWS

93,750

USERS

AVG. SESSION DURATION: 00:01:48

UNIQUE SELLING POINTS

PRINT & ONLINE VERSIONS



A DEEP DIVE INTO THE GROWING LUXURY MARKET

Since its launch in 2011, *Robb Report Vietnam* has brought an authoritative voice, in-depth journalism, and extraordinary imagery to featuring all that is essential to its readership. The magazine presents a deep dive into the growing luxury market with increased functionality for brands that require tangible results. With outstanding quality and creativity, *Robb Report Vietnam* has quickly established a solid core of readers who appreciate its unrivaled sophistication.

CUSTOM CONTENT CREATION

Robb Report Vietnam crafts 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.

A CHANCE FOR NETWORKING

Via our signature events, we help to create a close relationship with the current & potential customers as well as solidify the brand as a symbol of the lifestyle.

EDITORIAL DIGITAL SECTIONS

ROBBREPORT.COM.VN



VEHICLES

Fresh news paired with the finest pieces of writing capturing the automotive industry, motorbike, yacht, and private jet features. Robb Report Vietnam connects the world of ICE vehicles with the EV trend as our planet heads toward a more sustainable future.

SPACES

Discover the most outstanding properties and home décor from the top brands and talented designers. Explore new aesthetic perspectives to elevate your work and play.

WATCHES & JEWELRY

Inspiring stories and features of the watch-making industry often go hand in hand with the jewelry sector. As a result, trends are covered in sexy ways, while the most prestigious exhibitions are appropriately highlighted.

MONEY

Find new ideas and advice on business strategy, innovation, and leadership in the luxury industry from our team of business and management experts.

LIFESTYLE

Be the first luxury publication to discover and reveal new travel destinations, food & beverage spots, and unique hideaways that are perfect for daydreaming and guarantee exceptional experiences from every corner of the globe.

ROBB SOCIETY

Including Columnist, People, and Event, the section serves our readers with in-depth articles to lighten their minds, featuring people with influence and covering events of the noble life.

STYLE

With a unique journalistic and artistic point of view from our top experts in the industry, we cover the best articles on fashion themes, such as trends, wardrobe suggestions, famous designers, and new talents.

LONGFORM

The most unique and well-invested articles in content and design, ranging from every aspect of the luxury industry, like trend forecasts, or product reviews

SOCIAL METRICS

f 16k
68,70% MEN
31,30% WOMEN

18 - 24 14,5%
25 - 34 49,5%
35 - 44 22,9%
45 - 54 8,3%
55 - 64 2,2%
+65 2,7%

📷 2,3k
55% MEN
44.9% WOMEN

13 - 17 2.1%
18 - 24 17.4%
25 - 34 40.8%
35 - 44 22.9%
45 - 54 10.6%
55 - 64 3.9%
+65 2%

📺 5,22k
83% MEN
17% WOMEN

13 - 17 1%
18 - 24 29,3%
25 - 34 48,2%
35 - 44 14,8%
45 - 54 4,5%
55 - 64 1,6%
+65 0,7%

✉️ 9,2k Electric Digital Marketing

SIGNATURE EXPERIENCES

ROBB REPORT COMMUNITY



BEST OF THE BEST AWARDS

Best of the Best Awards by *Robb Report Vietnam* started in 2013 in the form of Gala Dinners. The events have been held at the top luxury venues in the city, such as The Reverie Sai Gon, Diamond Island a.o. with VVIP attendees, including CEOs, business owners, and HNWI/UHNWIs.

SUSTAINABLE LUXURY AWARDS

Sustainable Luxury Awards 2022 is an award initiated and organized for the first time by *Robb Report Vietnam* with the companionship of the Johnnie Walker Blue Label brand of Diageo Group.

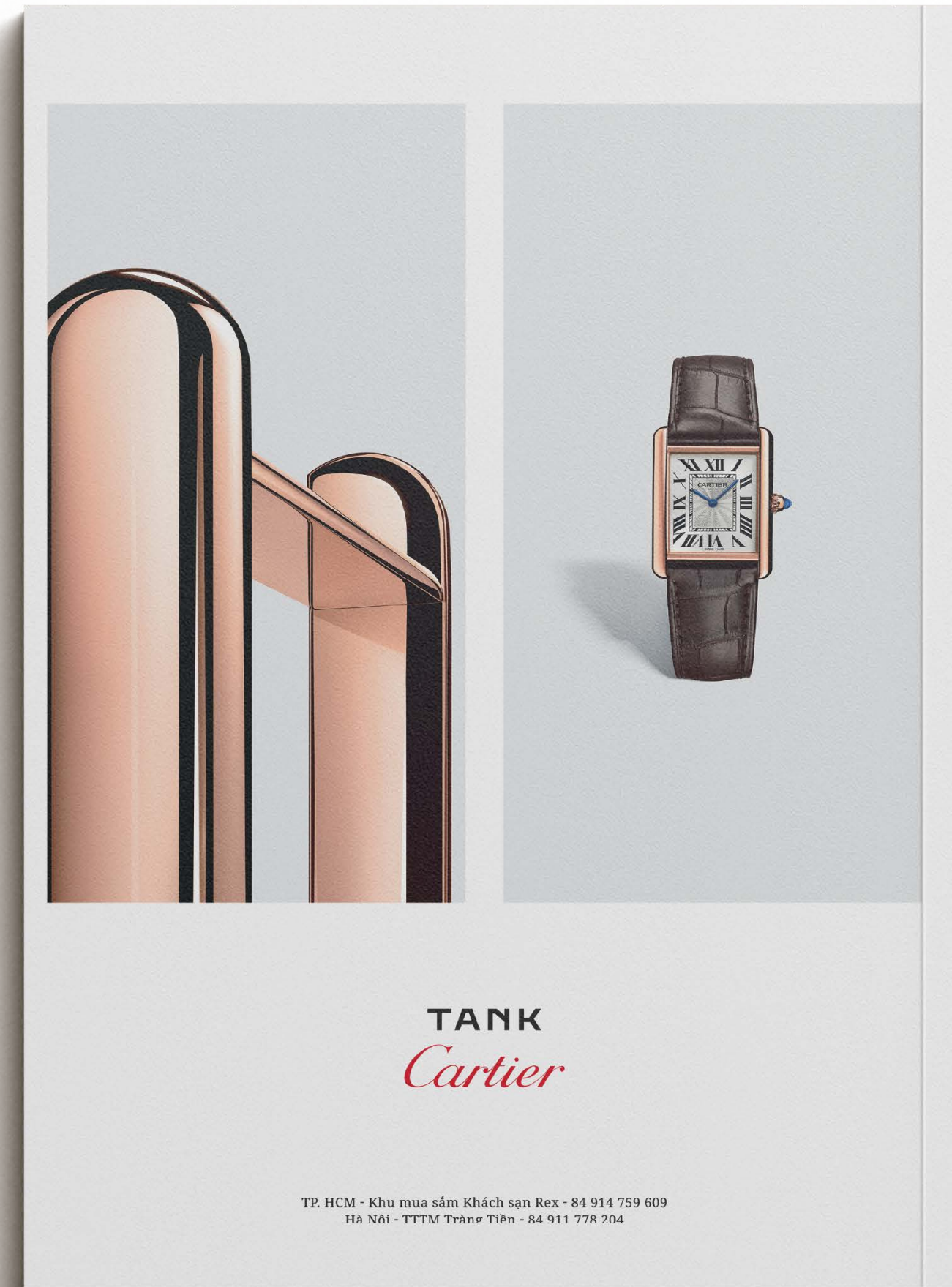
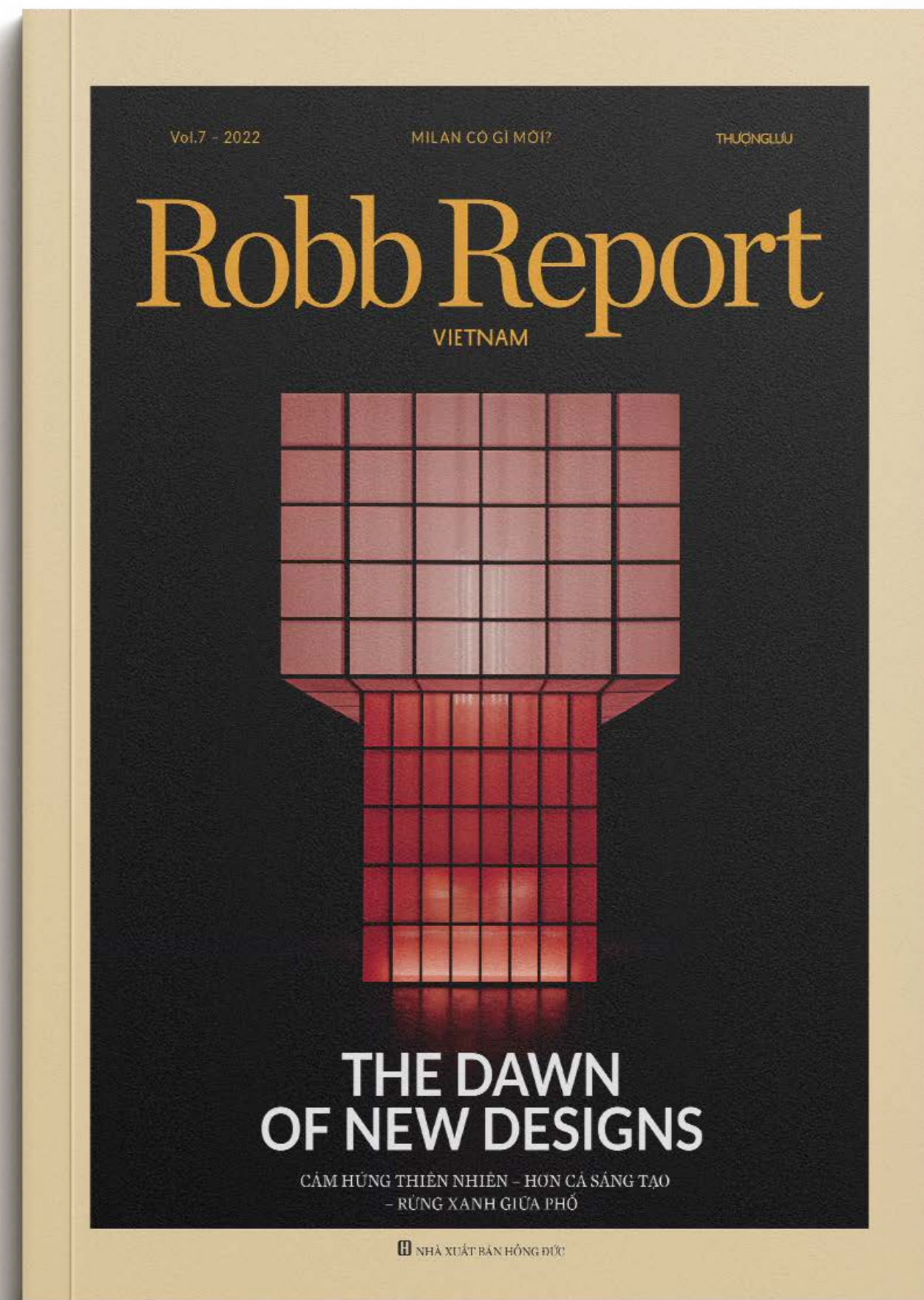
WEDDING LOUNGE

The Robb Report Wedding Lounge presents an a-one-stop destination for all grooms and brides with high aspirations. *Robb Report Vietnam's* exclusive wedding lounge combines practical information, a high user value component, and a trademark Robb Report lifestyle experience.

C.E.O DINNER

A private party for CEOs to discuss specific subjects which may impact the luxury market. In addition, it creates a chance to update new information in the market and build connections to the luxury society in Vietnam.

PRINT EDITION RATES 2023



SPREAD PAGES

POSITIONS	RATES (VND)
1st spread	254,000,000
2nd spread	199,000,000
3rd spread	199,000,000
Spread between special positions	185,500,000
Spread	162,000,000

SINGLE PAGES

POSITIONS	RATES (VND)
Single page	89,000,000
Premium position page (content, Editor's letter, Masthead)	125,000,000
Single page in 1st - 3third	117,000,000
IBC	125,000,000
OBC	254,000,000

*All rates are in vietnam dong (vnd), not including VAT 10%

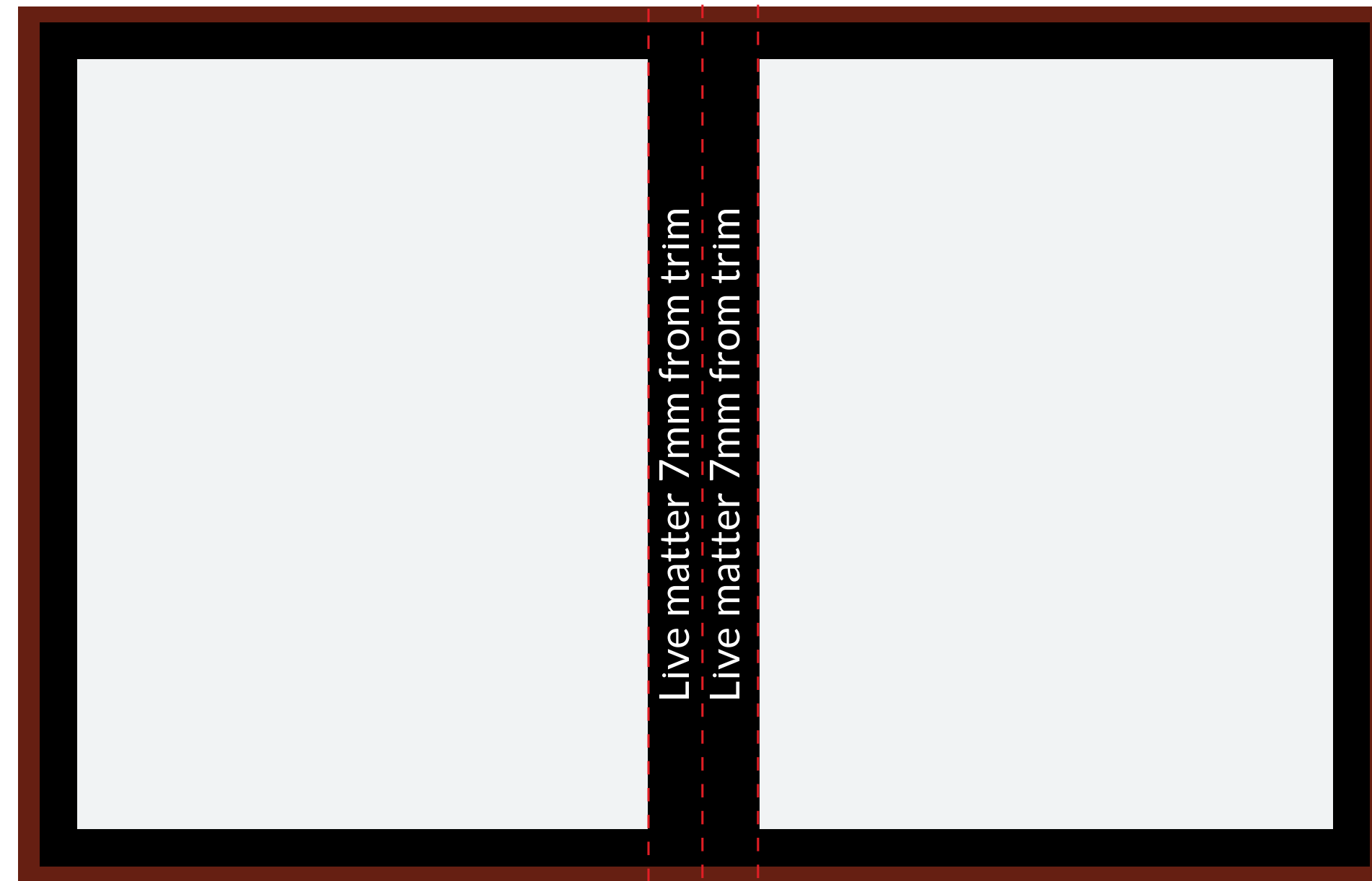
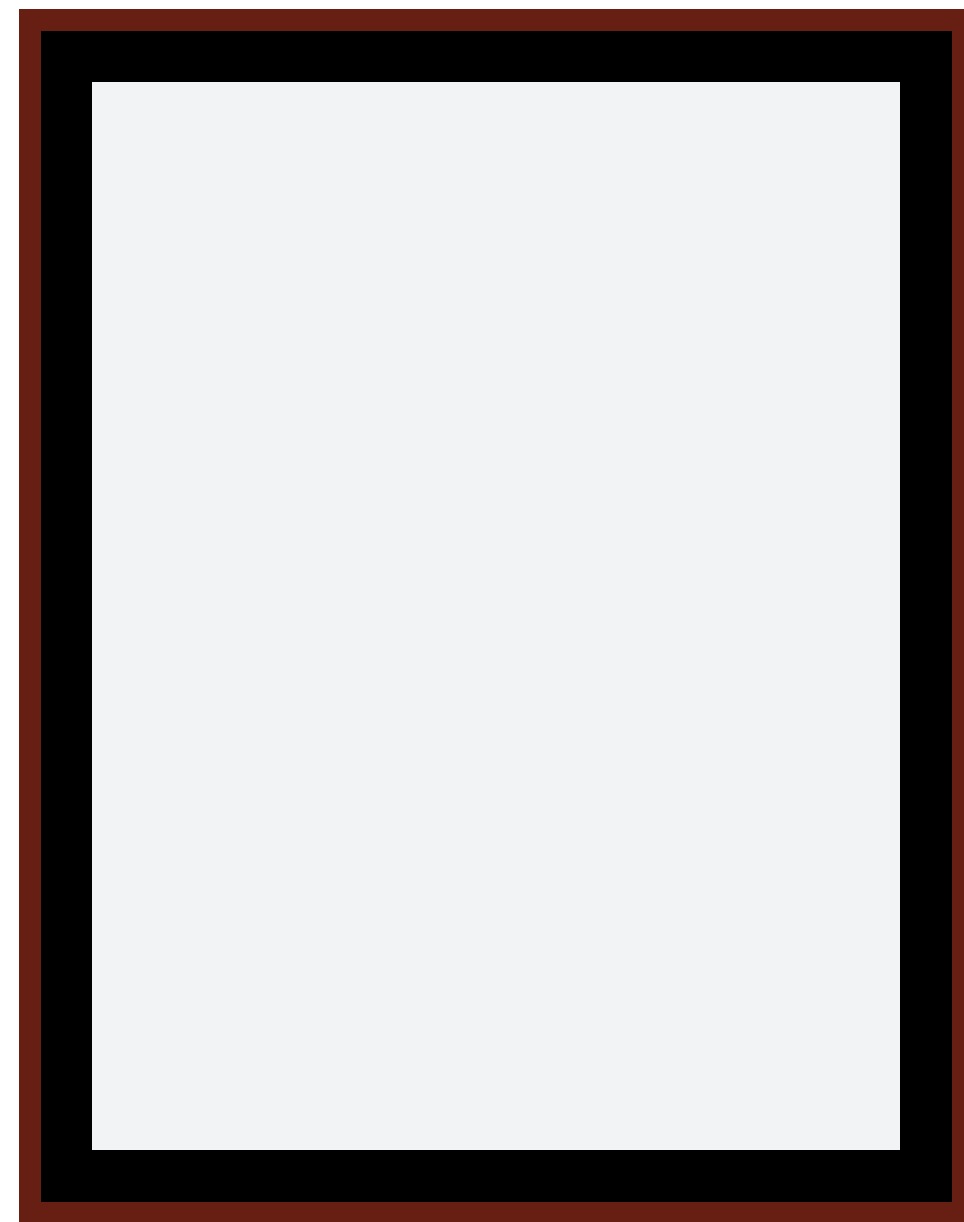
PRINT ADS FORMATS

FULL PAGE FULL COLOUR

- Trim size – 210mm x 270mm
- Bleed size – 220mm x 280mm
- Text area – 196mm x 256mm

DOUBLE-PAGE SPREAD

- Trim size – 420mm x 270mm
- Bleed size – 430mm x 280mm
- Text area – 196mm x 256mm



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 EDITION RATES 2023 (VALID UNTIL FEB 28th, 2023)

BANNERS ON WEBSITE

POSITIONS	SCHEDULES	RATES (VND)
Banner on only homepage (3 positions as top, middle and bottom)	2 weeks	24,000,000
	4 weeks	44,000,000
Banner on one section (3 positions as top, middle and bottom)	2 weeks	15,000,000
	4 weeks	30,000,000

CONTENTS ON WEBSITE

TYPES	RATES (VND)
Longform	35,000,000
Editorial	24,000,000
Advertorial	30,000,000

SOCIAL POSTS

FLATFORMS	RATES (VND)
1 Post on Facebook	9,000,000
1 Post on Instagram	9,000,000

OTHERS

TYPES	RATES (VND)
Youtube	50,000,000++/video
Custommized EDM Distribution	16,000,000
Weekly Newsletter	7,000,000
Special project/microsites	price to be discussed

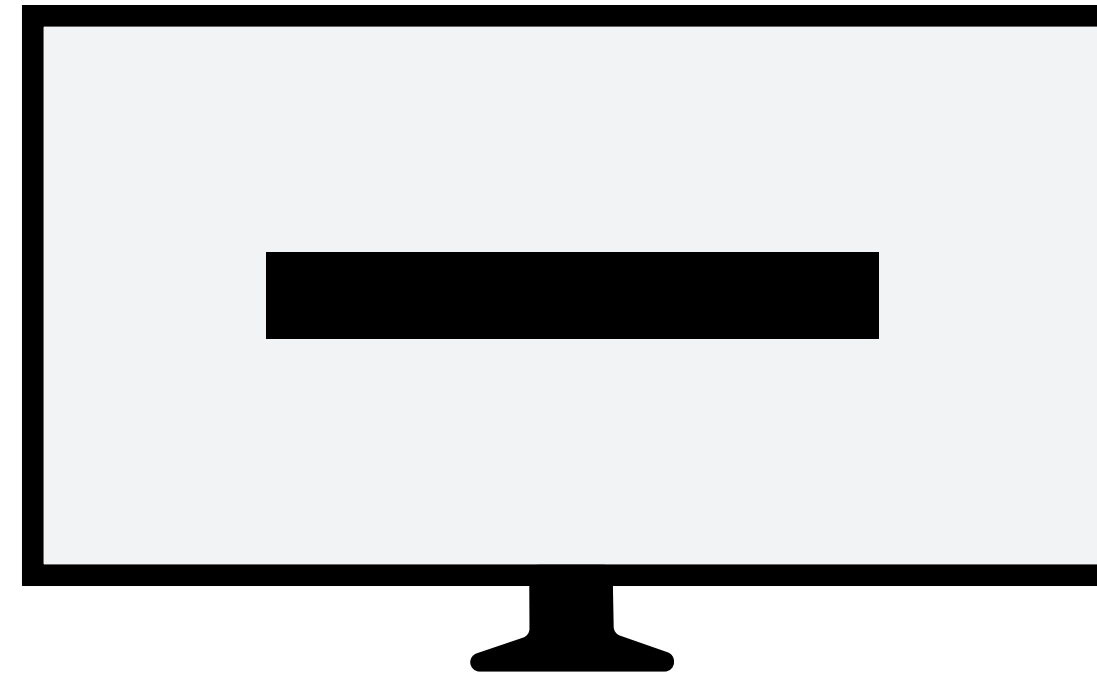
*All rates are in vietnam dong (vnd), not including VAT 10%

DIGITAL ADS AND FILES FORMATS

1002x121 pixels (top)



1002x121 pixels (middle)



1002x121 pixels (bottom)

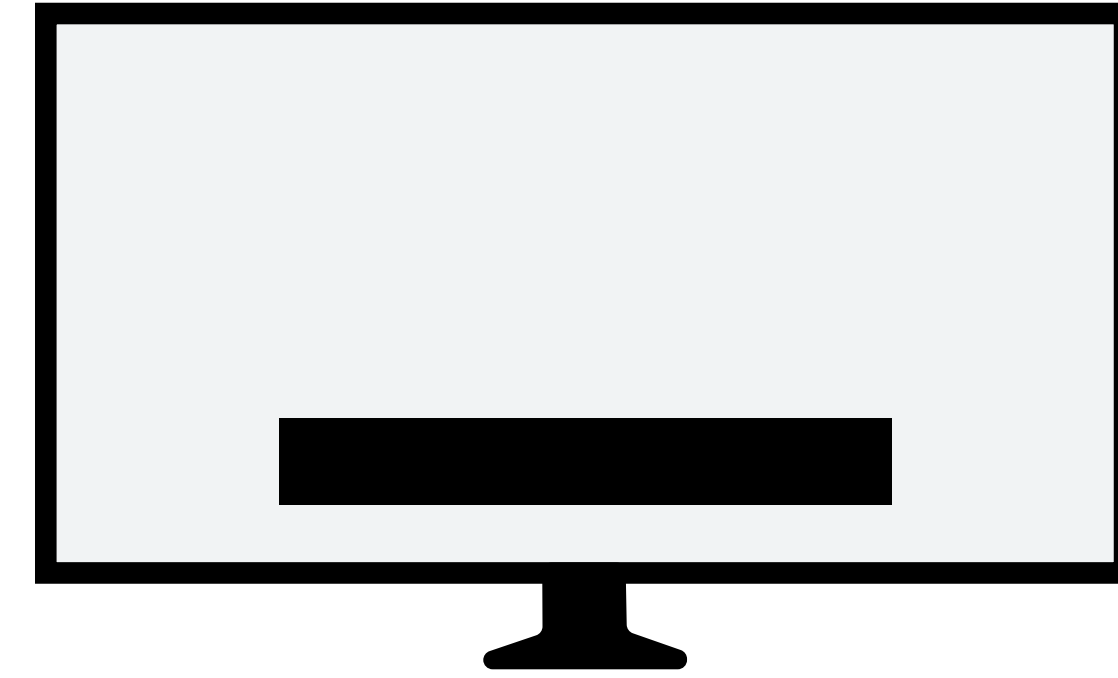


Image Ad Requirement

- All creatives must be in RGB colour mode and at 72dpi

Rich Media Ad Requirements

- All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server

CONTACTS

SALES & MARKETING

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