

# Robb Report

MALAYSIA

**MEDIA KIT 2026**

*As seen on Robb Report Malaysia November 2025.*



# 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.

As seen on *Robb Report Malaysia* September 2024.



As seen on *Robb Report Malaysia* September 2024

# ROBB REPORT MALAYSIA

*Robb Report Malaysia* is the industry's premier luxury lifestyle publication.

An indispensable and intelligent resource, we connect HNWLs 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.

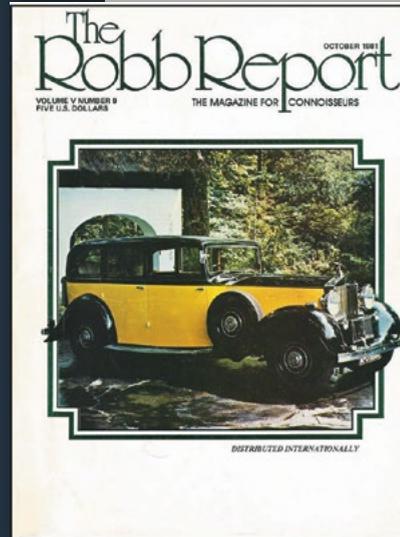
*Robb Report Malaysia* inspires our readers with the planet's most exclusive products and experiences. We engage accomplished personalities and visionaries who embody change and define success. We pursue beauty and regality beyond the surface.

And because true luxury isn't just about enjoying the world's most expensive things, but uncovering richness in exceptional experiences.

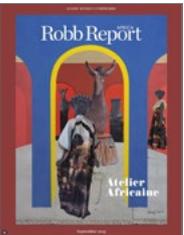
# ROBB REPORT ORIGINS

*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 five decades to eventually become the single most influential journal of living life to the fullest, with more than 20 international editions across the globe and growing. 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.

This year, join us as *Robb Report* celebrates our 50th anniversary with a specially themed issue in November. From modest origins to global leaders in the universe of ultra-luxury, let's take a stroll down memory lane, recap many of the highlights we've accomplished, and look ahead to where the next half-century takes us.



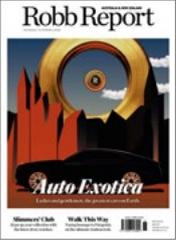
# ROBB REPORT INTERNATIONAL EDITIONS



**Robb Report  
Africa**



**Robb Report  
Arabia**



**Robb Report  
Australia &  
New Zealand**



**Robb Report  
Brazil**



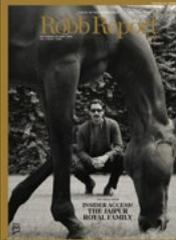
**Robb Report  
China**



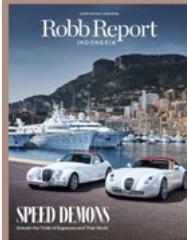
**Robb Report  
Germany**



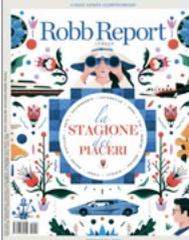
**Robb Report  
Hong Kong**



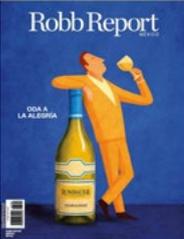
**Robb Report  
India**



**Robb Report  
Indonesia**



**Robb Report  
Italy**



**Robb Report  
Mexico**



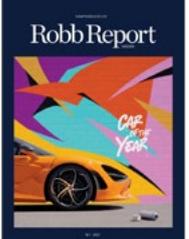
**Robb Report  
Monaco &  
Cote d'Azur**



**Robb Report  
Philippines**



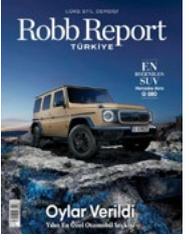
**Robb Report  
Singapore**



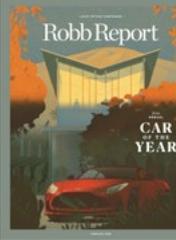
**Robb Report  
Sweden**



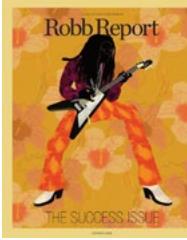
**Robb Report  
Thailand**



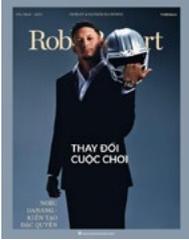
**Robb Report  
Türkiye**



**Robb Report  
United Kingdom**



**Robb Report  
United States**



**Robb Report  
Vietnam**



As seen on *Robb Report Malaysia* December 2024.

# ELITE, AFFLUENT & INSPIRED AUDIENCE

*Robb Report Malaysia* engages a loyal and highly affluent audience, as well as the next generation of aficionados across print and online platforms.

## PRINT DEMOGRAPHIC

**45** AVERAGE AGE      **70%** MALE      **30%** FEMALE

**RM20 MILLION+**

AVERAGE NET WORTH EXCLUDING PRIMARY RESIDENCE

**RM2.7 MILLION+**

AVERAGE ANNUAL HOUSEHOLD INCOME

**55,000**  
(PASS ON RATE - 5)

TOTAL READERSHIP

**11,000**  
PRINT RUN

# EDITORIAL CALENDAR

## Robb Report Malaysia 2026

### JANUARY

#### Renewal

With every new year comes a fresh set of challenges to overcome and goals to achieve. We'll show you the best methods and introduce you to the most seasoned of experts to help you make 2026 your year.

### APRIL

#### Style

Kickstart your wardrobe overhaul right here as we showcase the very best of Spring/Summer and how you can elevate each outfit, watch, accessory, and footwear for every personality and any occasion.

### FEBRUARY

#### Romance

Friendships, partnerships, collaborations, and more—everything we love about human connection comes together in this issue. We also pay tribute to the festive joy taking place this season.

### MAY

#### Adrenaline

From the roads to the open seas, and up in the skies and beyond, these are the vehicles, crafts, machines, and automatons that will get us from A to Z in less time than it takes you to read this.

### MARCH

#### Femininity

Let's celebrate everything great about femininity, from titans of industry to impactful movements, as well as the finest from luxury ateliers and the artisans crafting these masterpieces.

### JUNE

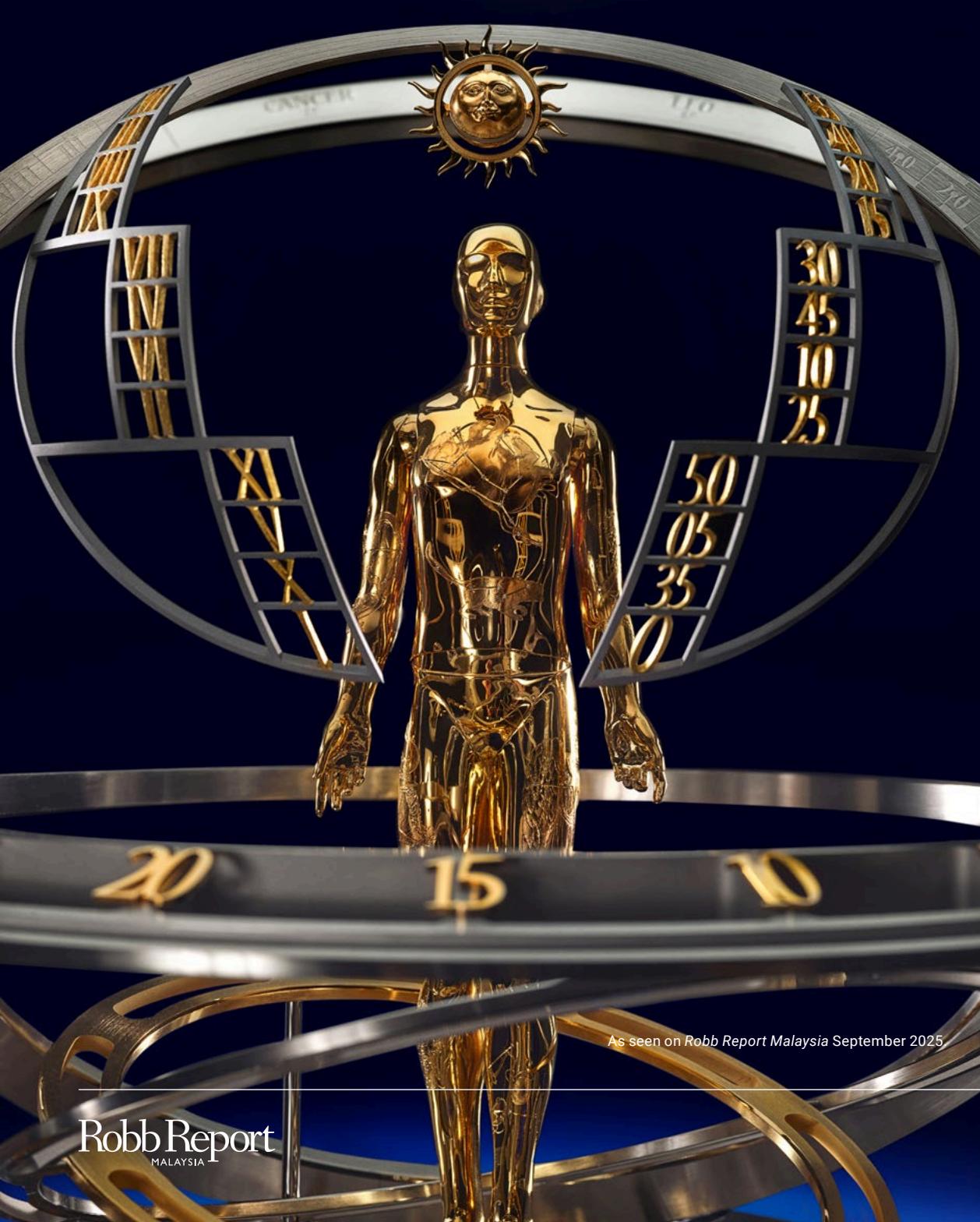
#### World Cup

It's that time again, when football fans gather once every four years in the spirit of competition and national pride. We'll guide you through all 48 teams, all the star players, and more.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.



As seen on Robb Report Malaysia March 2025.



As seen on *Robb Report Malaysia* September 2025

# EDITORIAL CALENDAR

## Robb Report Malaysia 2026

### JULY

#### **Art & Design**

Artistic excellence and brilliance in visual mediums are often difficult to describe—but we're embarking on a journey towards an understanding anyway. We speak to the curators, collectors, and craftspeople who make it all possible.

### OCTOBER

#### **Power**

In a series of frank, candid conversations, these individuals reveal that power, influence, and leadership often come with great responsibility—and cost. Whether they're local or global, their stories will inspire and motivate you.

### AUGUST

#### **Watches & Jewellery**

The worlds of haute horlogerie and haute joaillerie converge in a very special issue dedicated to the timepieces and objets d'art that will be turning heads this year and for decades to come.

### NOVEMBER

#### **Legends of Luxury**

How time flies—it seems like it was only yesterday that *Robb Report* began in 1976. So, you're invited to a very special issue as we celebrate our golden jubilee with exclusive interviews and fond retrospectives.

### SEPTEMBER

#### **Best Of The Best**

Long a *Robb Report* tradition and perennial favourite, our Best of the Best issue honours the world's most outstanding creators, manufacturers, brands, and destinations, among many.

### DECEMBER

#### **Ultimate Gift Guide**

What's the best way to end the year? The Ultimate Gift Guide. From experiences and holidays to showpieces and dream machines, these exclusive gifts are only available from *Robb Report*.

NOTE: EDITORIAL THEMES SUBJECT TO CHANGE.

# DISTRIBUTION



**4,000**

copies to UHNWIs (Ultra-High-Net-Worth Individuals) and HNWIs (High-Net-Worth Individuals) comprising Forbes Top 40 personalities, directors of public-listed companies, supercar owners' communities, property developers, second-generation wealth, professionals from various fields law, medicine, engineering.

**2,000**

copies to selected five-star hotels and resorts in Malaysia (for suites and above as well as guest areas)

**1,500**

copies to property developments and luxury show galleries, interior design firms, designer furniture showrooms

**1,500**

subscriptions by VIP banking clients as well as private and premier wealth centres

**500**

Copies to luxury brand boutiques and VIP lounges of prominent shopping centres

**500**

Copies via newsstands and bookstores

**400**

copies to automotive showrooms, yacht and private jet brokerages

**300**

copies to top golf and country clubs in the country

**300**

copies to private jet terminals, first- and business-class lounges in Peninsular Malaysia as well as Sabah and Sarawak

# PRINT EDITION RATES 2026

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



# ADVERTISING RATE CARD

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

ADVERTORIAL	RATES (STARTING FROM)
<b>STANDARD ADVERTORIAL (PRINT ONLY)</b> <i>Written content based on brand supplied assets and visuals</i>	MYR 15,000
<b>STANDARD ADVERTORIAL CAMPAIGN</b> <i>1 x advertorial (Online Only or Print + Online)</i> <i>1 x Instagram story sharing adv</i> <i>1 x Facebook post sharing adv</i> <i>1 x inclusion in Robb Report Weekly EDM</i>	MYR 25,000
<b>BESPOKE ADVERTORIAL CAMPAIGN (PRINT &amp; ONLINE)</b> <i>- Fully customised and produced based on brand's brief</i>	MYR 35,000



As seen on Robb Report Malaysia October 2025.

# 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

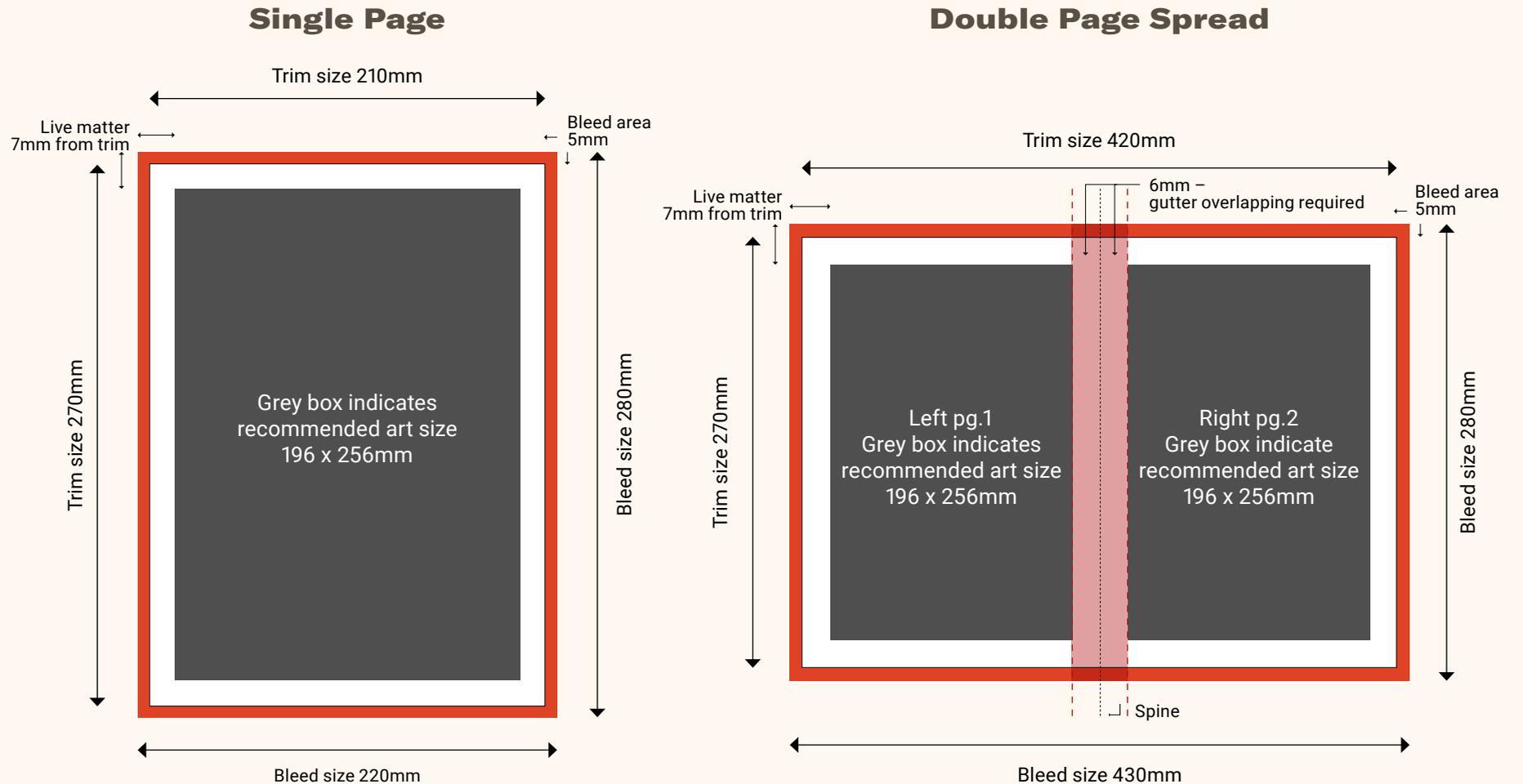
only CMYK

### All text & fonts

Created outlined & 100% Black

### Submitted materials

High-resolution (300DPI) PDF files are preferred





As seen on Robb Report Malaysia October 2025.

# ADVERTISEMENT BOOKING & MATERIAL DATES

## January 26

Booking: 28 November 2025  
Submission: 5 December 2025

## February 26

Booking: 28 December 2025  
Submission: 5 January 2026

## March 26

Booking: 26 January  
Submission: 31 January

## April 26

Booking: 21 February  
Submission: 28 February

## May 26

Booking: 25 March  
Submission: 31 March

## June 26

Booking: 23 April  
Submission: 30 April

## July 26

Booking: 25 May  
Submission: 31 May

## August 26

Booking: 21 June  
Submission: 28 June

## September 26

Booking: 25 July  
Submission: 31 July

## October 26

Booking: 23 August  
Submission: 30 August

## November 26

Booking: 23 September  
Submission: 30 September

## December 26

Booking: 25 October  
Submission: 31 October

# ENGAGE WITH AN ELITE DIGITAL AUDIENCE

*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.



ROBBREPORT.COM.MY



ROBB REPORT MALAYSIA



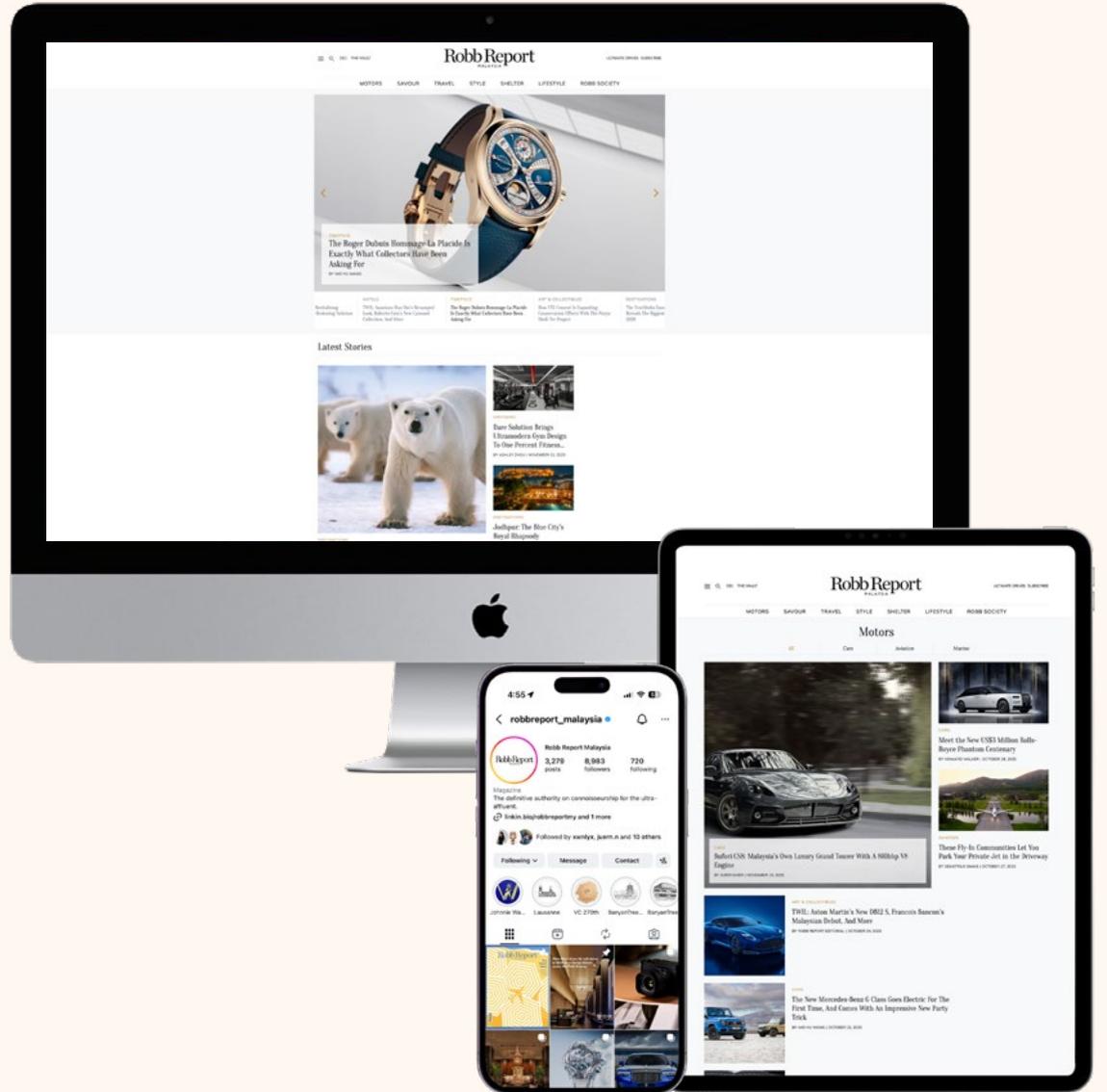
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# ONLINE READERSHIP DEMOGRAPHICS

*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, craftsmanship, 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 35 – 55



MALE 55%



FEMALE 45%



BOUNCE RATE  
18%



TIME ON SITE:  
2 MINUTES 35 SECONDS



PAGE VIEWS:  
480,000



ACTIVE USERS:  
300,000

# DIGITAL RATE CARD

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



Instagram Story and Post

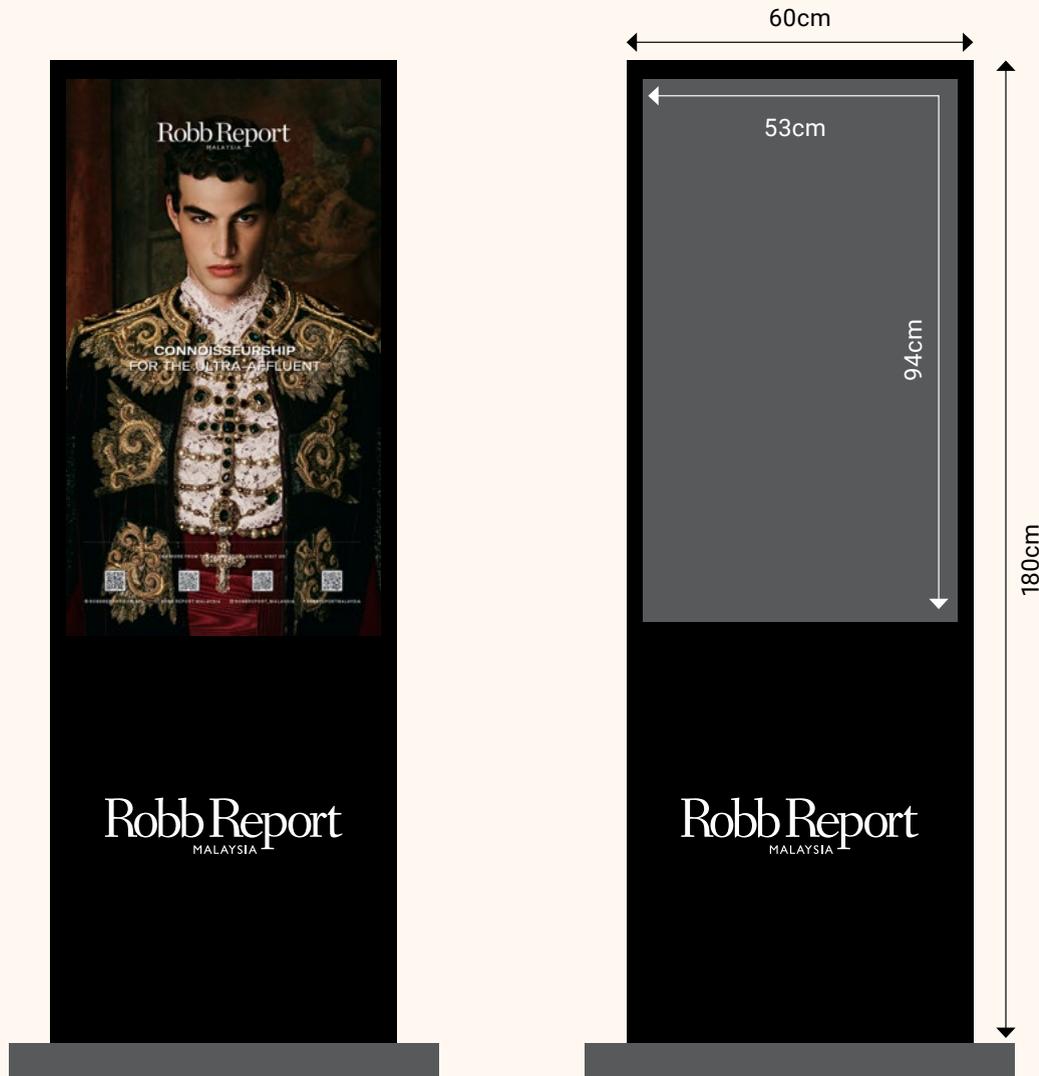


Banner in EDM Newsletter

SOCIAL MEDIA	RATES
INSTAGRAM POST	MYR 3,000
INSTAGRAM STORY	MYR 1,500
FACEBOOK POST	MYR 1,500
DIGITAL STANDEE (MONTHLY)	MYR 5,000

EDM	RATES
SOLO EDM BLAST – Brand-supplied assets with CTA link	MYR 5,000
EDM NEWSLETTER INCLUSION – Must be paired with Robb Report Malaysia content	MYR 2,500
BANNER IN EDM NEWSLETTER (4X)	MYR 2,500

# DIGITAL STANDEE: SPECIFICATIONS



## Standee Information:

Display Size: 43" - 180cm (H) x 60cm (W)  
Display Screen Resolution: 4K Ultra HD (2160p)  
3840 x 2160 pixels (ratio: 16:9)  
Display Screen Size: 94cm (H) x 53cm (W)

## UOB Lounge Information:

### Eligible UOB card holders:

- UOB World Mastercard
- UOB World Visa
- UOB Zenith
- UOB PRVI Miles Elite World Mastercard
- UOB PRVI Miles Elite Visa
- UOB World Business Card
- UOB Business Signature Card
- UOB Lady's Solitaire
- UOB Visa Infinite
- UOB Visa Infinite Metal Card
- UOB Privilege Banking Visa Infinite

### Estimate numbers of customers in the lounge per day

- 500 to 600 persons per day

### Demographics of customers

- Mid-high income guests, business travellers, couple travellers

### Peak time period

- Festive seasons (e.g. CNY, Hari Raya, Christmas) as well as long weekends and school holidays

# SECTIONS

## MOTORS

Your daily dose of dream machines from private aviation and automobiles to some of the most beautiful yachts in the world

## SAVOUR

Gastronomy, luxury spirits and some of the choicest cigars to help you become the master in the art of entertainment

## TRAVEL

All the new it spots, from far-flung and remote lodges in Lapland to the sunny beaches and paradise idyll of The Maldives

## STYLE

Grooming, fashion, jewellery and timepieces that maketh the man, with fashion week highlights and novelties from key fairs and shows

## SHELTER

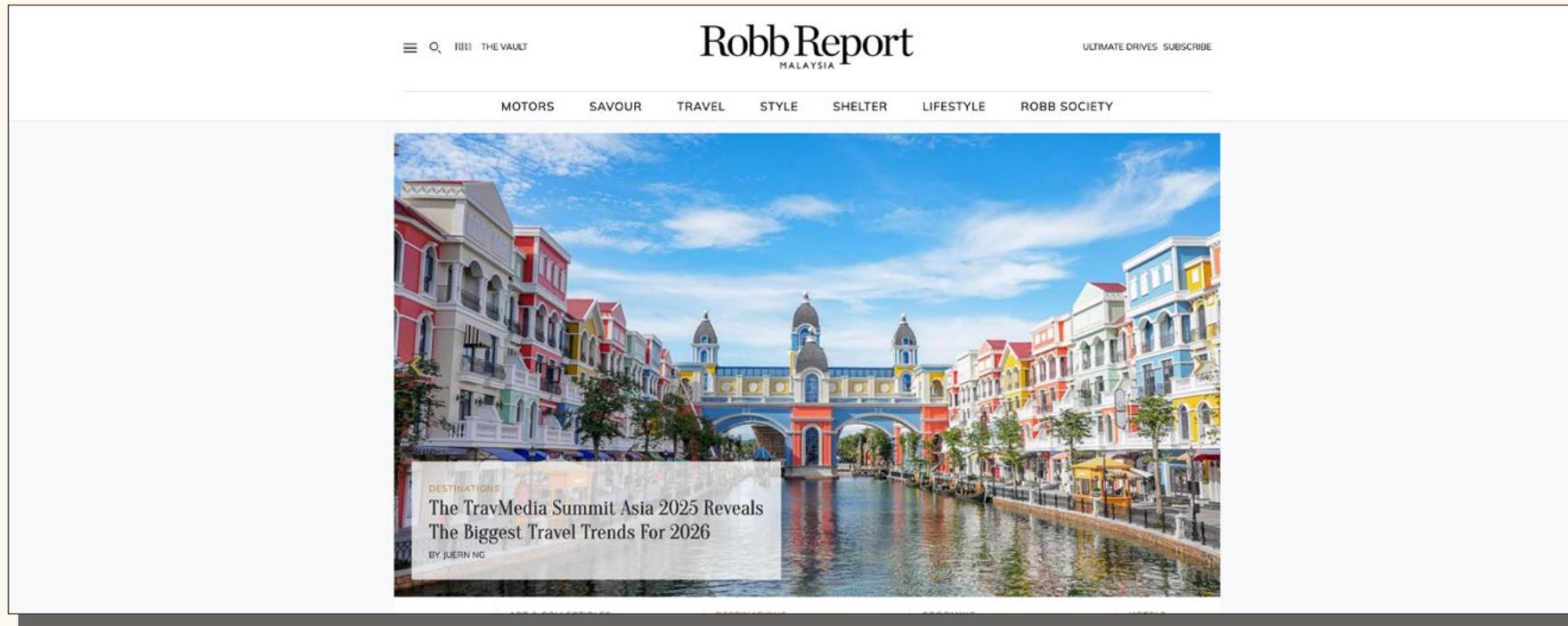
A compendium of ultimate homes, resplendent interiors, plus art and collectibles which will make your house a dream to be in

## LIFESTYLE

Luxury's latest cutting-edge, from wellness and health to investment and financial innovations as well as lifestyle tech that live on the edge of tomorrow

## ROBB SOCIETY

The people and events that make up *Robb Report Malaysia*, from insightful responses by power players to live media engagements



## 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

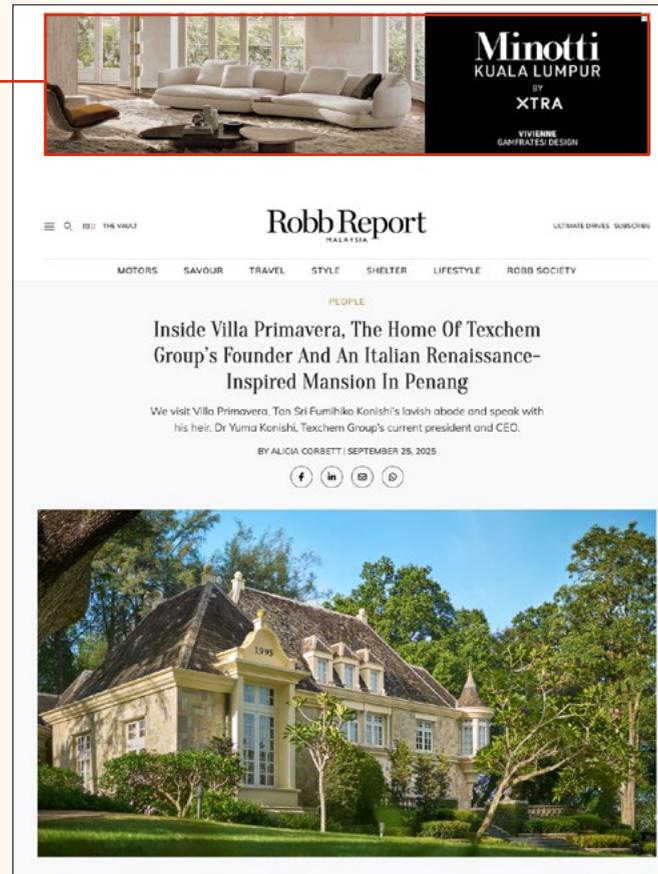
## WEB BANNER DIGITAL SPECIFICATIONS

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

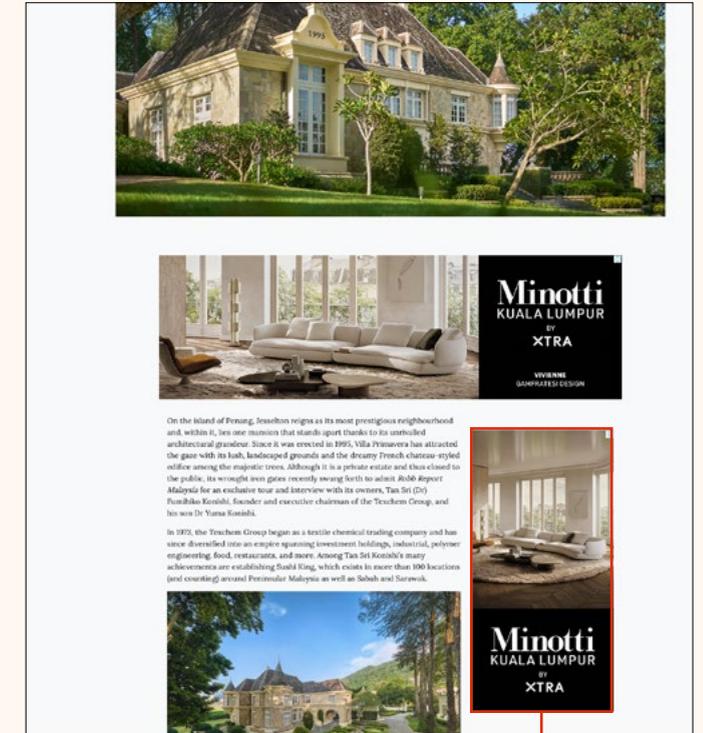
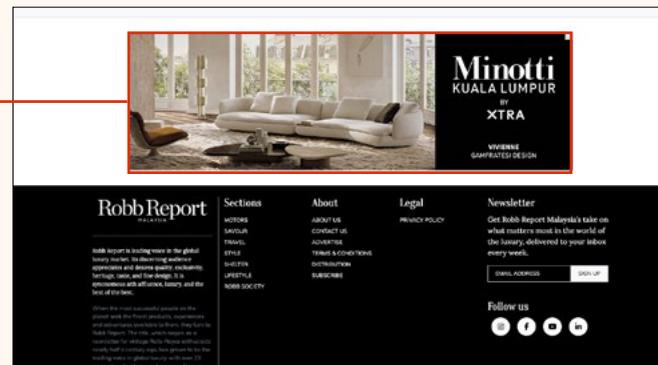
**Leaderboard (x3):**  
400 x 500 (Mobile) / 960 x 300 (Desktop)

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

Header Banner



Leaderboard



Halfpage Banner



# EVENTS CALENDAR

**Robb Report Malaysia 2026**

JANUARY

**LADIES SUPERCAR CLUB MALAYSIA  
CNY DINNER**

FEBRUARY

**MCLAREN OWNERS'  
COMMUNITY CHINESE NEW YEAR  
DRIVE AND DINNER TO  
THE BANJARAN**

MARCH

**YEAR OF THE HORSE CNY  
DINNER WITH FERRARI OWNERS'  
CLUB MALAYSIA**

**PU'ER IMMERSION AND  
AMANDAYAN IN YUNNAN**

APRIL

**HARI RAYA DRIVE  
AND CELEBRATION**

MAY

**DREAM MACHINES**

JUNE

**GOLF GETAWAY AT MANDARIN  
ORIENTAL DESARU COAST**

**GRAND TOUR OF ASIA – BORNEO  
EDITION [MALAYSIA / BRUNEI /  
INDONESIA]**

JULY

**WORLD CUP 2026 VIEWINGS**

**ROBB REPORT MALAYSIA  
JAZZ EVENINGS IN PENANG**

SEPTEMBER

**EAST COAST DRIVE**

OCTOBER

**KOTA KINABALU ESG BALL**

NOVEMBER

**ROBB REPORT MALAYSIA  
BEST OF THE BEST GALA NIGHT**

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