

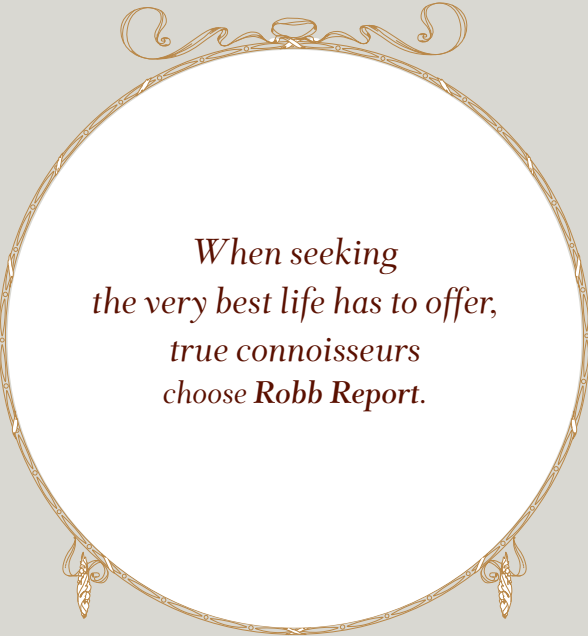


Robb Report

MALAYSIA

MEDIA KIT

2014-2015



*When seeking
the very best life has to offer,
true connoisseurs
choose **Robb Report**.*



Reaching the ultra-affluent around the world with editions in the USA, Russia, China, India, Spain, Brazil, UAE, Singapore, Vietnam, Malaysia, Thailand and Kazakhstan.

Robb Report

For more than 30 years, this distinctive magazine has captivated ultra-affluent readers, delivering authoritative coverage of the luxury market. Each month, **Robb Report** showcases prestige brands that matter most to a sophisticated readership, offering uncommon insight, elegance and style. The magazine's influence shines in signature issues such as Car of the Year, Best of the Best and Ultimate Gift Guide – indispensable resources that draw widespread praise and high-profile publicity for the featured products. Other editorial topics include fashion, real estate, travel, private aviation, money, jewellery & watches, and home electronics.





EDITORIAL

*Robb Report's editorial content
is produced and written by an expert team of editors
and international contributors
who cover the luxury landscape from
an insider's point of view.*



PORTFOLIO

A collection of awe-inspiring spreads showcasing products that represent the best of industrial and aesthetic design.



FRONTRUNNERS

A fast-paced survey of the latest developments in fashion, watches, jewellery, automobiles, money and investment, home entertainment and real estate, and more – from cutting-edge innovations to the movers and shakers shaping tomorrow's world.



GRAND OPENINGS

An editorial selection of the most important and interesting launches in the luxury market.



ART CALENDAR

Robb Report looks at the most relevant events, shows and exhibitions throughout the worlds of art and entertainment.



ROBB COLLECTIONS

Profiles of the best products, events and destinations, and of the people who wield influence, in the following categories:

Architecture, home design and real estate,

Art, antiques, collectibles

Automobiles, motorcycles

Aviation, boating

Epicurean, wine, spirits, cigars

Fashion, accessories, grooming

Golf

Home electronics, personal technology

Jewellery, watches

Money, investing and wealth management

Travel, resorts, hotels, spas



COVER STORY

The main feature of each issue, researched and written by Robb Report's team of editors or renowned experts, discusses the latest trends and developments surrounding the topic of the month.



DEPARTMENTS

STYLE

*The rarest and best in
fashion, jewellery
and accessories.*

DEPARTMENTS

TIME

*The finest watches
and latest
developments in horology.*

DEPARTMENTS

WHEELS

*News and experiences
related to
luxury automobiles.*

DEPARTMENTS

WINGS & WATER

*Products and services
associated with yachting
and private aviation.*

DEPARTMENTS

TRAVEL

*Exclusive and
exotic destinations
around the globe.*

DEPARTMENTS

SAVOUR

*Products, events
and experiences related
to fine dining.*

DEPARTMENTS

HOME & REAL ESTATE

*An expert look at cutting-edge
home technologies, interiors
and real estate.*

DEPARTMENTS

MONEY

*Advice and expertise
on everything related to
your money and wealth.*

DEPARTMENTS

ROBB READER

*Robb Report profiles its
readers – real people,
who stand for our values
and reflect our audience.*



EDITORIAL CALENDAR

2014–2015

Each month, Robb Report Malaysia devotes special attention to one or two main topics.



— ❖ — OCTOBER 2014 — ❖ —

BESPOKE

The most discerning appreciate impeccably made items that are tailored to meet their fine standards. Robb Report Malaysia gathers the brands, people and services who offer the most exquisite workmanship and the best experiences.



— ❖ NOVEMBER 2014 ❖ —

SMART LEISURE

Whether it's a short breather between meetings or a relaxing vacation, every second of your free time is precious. Get the most out of it with Robb Report Malaysia's guide to the must-have products, accessories and insider experiences to help you unwind, intelligently.



— ❖ DECEMBER 2014 ❖ —

ULTIMATE GIFT GUIDE

The Robb Report Malaysia Gift Guide offers a carefully curated collection of exclusive presents and expertly answers the question: what do you give when the sky is the limit?



— ❖ JANUARY 2015 ❖ —

GLOBAL LUXURY

Robb Report Malaysia showcases the products and services available from the most prestigious luxury brands around the globe that target affluent connoisseurs seeking the very best that life has to offer.



— ❖ FEBRUARY 2015 ❖ —

PROPERTIES

Robb Report Malaysia turns the spotlight on the local and international real estate markets with a compilation of the best of luxury developments, swoon-worthy private villas, and assets that deserve a space in our readers' portfolio.



— ◆ — MARCH 2015 — ◆ —

FASHION COLLECTIONS

*Robb Report Malaysia brings back first-hand accounts
from the runways of Milan, Paris, London and New York.*



— ◆ — APRIL 2015 — ◆ —

FASHION & JEWELLERY

*Robb Report Malaysia highlights the
to-die-for jewellery collections from the world's leading
luxury brands and offers an expert guide through
women's fashion trends for the upcoming season.*



— ◆ — MAY 2015 — ◆ —

WATCHES, INNOVATION & TECHNOLOGY

*Our annual report on the latest collections
and novelties from the high-end
Salon International de la Haute Horlogerie (SIHH)
and the latest breakthrough innovations that
bring sci-fi fantasies to life.*



— ◆ — JUNE 2015 — ◆ —

MONEY

*Robb Report Malaysia surveys the abundant
investing options that are available,
gives expert advice and provides
our sophisticated readership
with detailed financial insight.*



— ❖ — JULY 2015 — ❖ —

HAUTE HOROLOGY

Robb Report Malaysia speaks to industry experts who offer insights into high watchmaking, and reports from Baselworld with a first-hand account of the latest developments in luxury timepieces.



— ❖ — AUGUST 2015 — ❖ —

IDEAL HOME & ART

Robb Report Malaysia spotlights the *creme de la creme* of interior design, and curates a collection of the most lust-worthy accoutrements for the stylish home. This issue also highlights exquisite private art collections and offers tips on art investment while uncovering new talent and art world trends.



SEPTEMBER 2015

BEST OF THE BEST

Robb Report Malaysia puts together an exquisite collection comprising only the cream of the luxury crop – from the most coveted automobiles and intricate timepieces to opulent hotels, and much more. This issue is not just about the finer things in life. It's about the finest.



— ❖ — OCTOBER 2015 — ❖ —

BESPOKE

The most discerning appreciate impeccably made items that are tailored to meet their fine standards. Robb Report Malaysia gathers the brands, people and services who offer the most exquisite workmanship and the best experiences.



— ❖ — NOVEMBER 2015 — ❖ —

SMART LEISURE, WATCHES & JEWELLERY

Robb Report Malaysia presents a guide to the must-have products, accessories and insider experiences to help you unwind, intelligently. Plus, industry experts offer insights into the world's most coveted haute watch and jewellery collections.



— ❖ — DECEMBER 2015 — ❖ —

ULTIMATE GIFT GUIDE

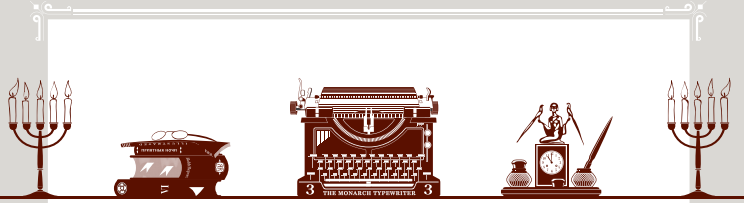
The Robb Report Malaysia Gift Guide offers a carefully curated collection of exclusive presents and expertly answers the question: what do you give when the sky is the limit?



EDITORIAL CALENDAR & DEADLINES

2014–2015

YEAR	MONTH	ISSUE	Booking Date	Material Deadline	On Sale
2014	October	Bespoke	22 Aug 2014	25 Aug 2014	03 Oct 2014
	November	Smart Leisure	19 Sept 2014	22 Sept 2014	03 Nov 2014
	December	Ultimate Gift Guide	17 Oct 2014	24 Oct 2014	01 Dec 2014
2015	January	Global Luxury	15 Nov 2014	25 Nov 2014	20 Dec 2014
	February	Properties	16 Dec 2014	23 Dec 2014	24 Jan 2015
	March	Fashion Collections	20 Jan 2015	27 Jan 2015	05 Mar 2015
	April	Fashion & Jewellery	20 Feb 2015	24 Feb 2015	02 Apr 2015
	May	Watches, Innovation & Technology	20 Mar 2015	24 Mar 2015	02 May 2015
	June	Money	21 Apr 2015	25 Apr 2015	02 Jun 2015
	July	Haute Horology	20 May 2015	23 May 2015	01 Jul 2015
	August	Ideal Home & Art	20 Jun 2015	23 Jun 2015	01 Aug 2015
	September	Best of the Best	21 Jul 2015	25 Jul 2015	01 Sep 2015
	October	Bespoke	22 Aug 2015	25 Aug 2015	03 Oct 2015
	November	Smart Leisure/Watches & Jewellery	19 Sept 2015	22 Sept 2015	03 Nov 2015
	December	Ultimate Gift Guide	17 Oct 2015	24 Oct 2015	01 Dec 2015



DISTRIBUTION

PRINT RUN

10,000

copies

FREQUENCY

12

issues per year

MONTHLY DISTRIBUTION

We do not work blindly,
we know exactly who our readers are
and where to reach them.

1,200

copies via first-class and business-class lounges
at Kuala Lumpur International Airport (KLIA)

1,000

copies via golf clubs in Malaysia.

3,000

copies via newsstands and bookshops in Malaysia

2,000

subscriptions to VIP banking clients and elite condominiums

1,500

copies via selected five-star hotels in Malaysia.

1,000

copies via editorial subscriptions.

300

copies via international direct mail



DEMOGRAPHICS

A DEDICATED, INVOLVED READERSHIP

For many premium and luxury advertisers looking to market their products and services to their target audience **Robb Report** is one of the most trusted and effective marketing tools.

The typical **Robb Report** readers are:

18-34	13%
35-49	50%
50+	37%
Male	60%
Female	40%
Married	75%

HIGH-NET-WORTH SUBSCRIBERS

Robb Report subscribers are well-educated, ultra-affluent leaders.

EDUCATION

Attended College	94%
Postgraduate Study	34%

EMPLOYMENT

Professional/Managerial	86%
Owner, Partner	56%
Self-employed	39%

INCOME

(IN USA)

Average Household Income	\$1,375,000
Households with an annual income of \$100,000+	93%
Households with an annual income of \$500,000+	51%

ASSETS

(IN USA)

Average Household Assets	\$7,738,000
Assets with a net worth of \$1,000,000+	80%
Assets with a net worth of \$5,000,000+	46%

SECURITIES

(IN USA)

Average Value of Household Securities	\$3,612,000	
Portfolio	\$1,000,000+	47%

REAL ESTATE VALUE

(IN USA)

Average Value of Primary Residence	\$1,923,000	
Average Value of Other Real Estate Owned	\$4,374,000	
Primary Residence	\$1,000,000+	56%
Other Real Estate	\$1,000,000+	68%

WITH HOUSEHOLD
INCOMES SUBSTANTIALLY ABOVE
AVERAGE, ROBB REPORT READERS
REPRESENT AN INCOMPARABLE
CONCENTRATION OF BUYING POWER
THAT TRANSLATES INTO A CORRESPONDING
VOLUME OF SPENDING IN ALL LUXURY
CATEGORIES, FROM PRIVATE AVIATION
TO SUMPTUOUS RESIDENCES,
FROM EXOTIC TRAVEL TO SUPERCARS,
HOME THEATRES, AND THE WORLD'S
MOST EXQUISITE FASHIONS, DECOR,
JEWELLERY AND COLLECTIBLES.



RATES 2014 & 2015

SPREADS

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

SINGLE PAGES

Single page	MYR 6,500
Premium position page	MYR 7,200
<i>Contents, Editor's Letter, Masthead</i>	

IBC

MYR 7,200

OBC

MYR 18,000

Special AD Section TBD

ALL RATES ARE IN MALAYSIAN RINGGIT
AND DO NOT INCLUDE GST.

ADVERTISERS

THESE BRANDS ADVERTISE
IN THE INTERNATIONAL EDITIONS OF *ROBB REPORT*



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