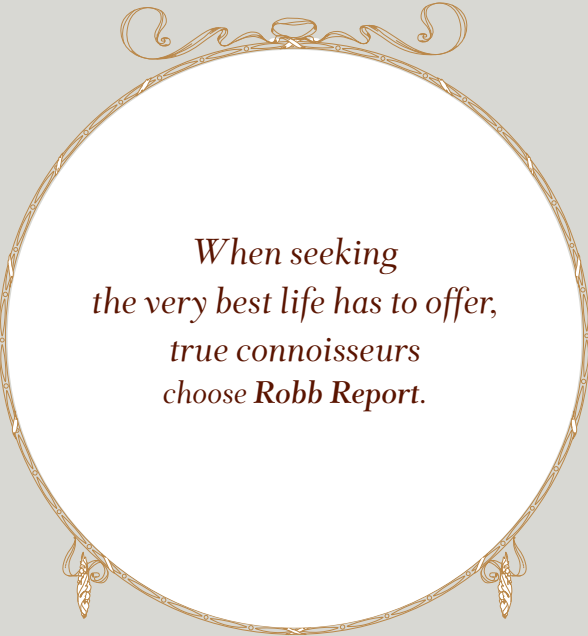




Robb Report

THAILAND

MEDIA KIT
2015



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

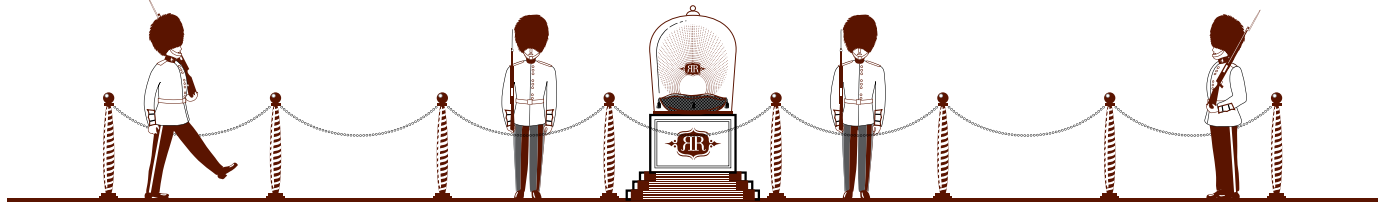


Reaching the ultra-affluent around the world with editions in the USA, Russia, China, India, Spain, Brazil, UAE, Turkey, Singapore, Vietnam, Thailand, Malaysia and Kazakhstan.

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 Thailand** 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 Thailand'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 month's most important and interesting launches from the luxury market.



ART CALENDAR

Robb Report Thailand looks at the most relevant events, shows and exhibitions throughout the world 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 Thailand'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 & LEISURE

*Exclusive and
exotic destinations
around the globe.*

DEPARTMENTS

SAVOUR

*Products, events
and experiences related
to fine dining, wine, spirits
and tobacco.*

DEPARTMENTS

HOMES

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

DEPARTMENTS

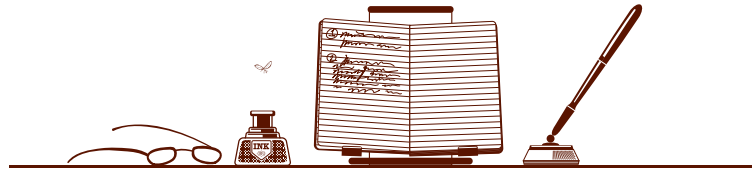
MONEY

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

DEPARTMENTS

ROBB READER

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



EDITORIAL CALENDAR

2015

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



— ❖ JANUARY 2015 ❖ —

GLOBAL LUXURY

Robb Report Thailand 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 (DESIGN & INTERIORS)

Endorsing and analysing the widest scope of local and international real estate markets, from private villas to valuable assets, Robb Report Thailand showcases the latest developments.



— ❖ MARCH 2015 ❖ —

FASHION & SIHH

Robb Report Thailand brings back first-hand accounts from the runways of Milan, Paris, London and New York plus our annual report on the latest collections and novelties from the high-end Salon International de la Haute Horlogerie (SIHH).



— ❖ APRIL 2015 ❖ —

FASHION & JEWELLERY

Robb Report Thailand 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 — ❖ —

INNOVATIONS & TECHNOLOGY

*The latest innovations and ingenious creations
in the fields of watches, automobiles,
home entertainment and more.*



— ❖ — JUNE 2015 — ❖ —

MONEY & BASELWORLD

*Robb Report Thailand surveys the abundant
investing options that are available, gives expert advice and provides
our sophisticated readership with detailed financial insight.
We also offer you an in-depth account from Baselworld.*



— ❖ — JULY 2015 — ❖ —

IDEAL HOMES & ART

*Robb Report Thailand 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.*



— ❖ — AUGUST 2015 — ❖ —

HAUTE HORLOGERIE

*Robb Report Thailand speaks to industry experts
who offer insights into high watchmaking.*



SEPTEMBER 2015

BEST OF THE BEST

Robb Report Thailand 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 one-of-a-kind items that are tailored to meet their fine standards. **Robb Report Thailand** gathers the brands, people and services offering the most exquisite workmanship and the best experiences.



NOVEMBER 2015

SMART LEISURE & TIME

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 Thailand's** guide to the must-have products, accessories and insider experiences to help you unwind, intelligently.



DECEMBER 2015

ULTIMATE GIFT GUIDE

The **Robb Report Thailand 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

2015

Year	Month	Issue	Booking Deadline	Ad Material Deadline
2015	January	Global Luxury	25 Nov 2014	02 Dec 2014
	February	Properties (Design & Interiors)	30 Dec 2014	06 Jan 2015
	March	Fashion & SIHH	23 Jan 2015	30 Jan 2015
	April	Fashion & Jewellery	24 Feb 2015	03 Mar 2015
	May	Innovations & Technology	25 Mar 2015	01 Apr 2015
	June	Money & Baselworld	24 Apr 2015	01 May 2015
	July	Ideal Homes & Art	26 May 2015	02 Jun 2015
	August	Haute Horlogerie	30 Jun 2015	07 Jul 2015
	September	Best of the Best	28 Jul 2015	04 Aug 2015
	October	Bespoke	25 Aug 2015	01 Sept 2015
	November	Smart Leisure & Time	22 Sept 2015	29 Sept 2015
	December	Ultimate Gift Guide	20 Oct 2015	27 Oct 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.

Annual subscription price



3,500

copies via clubs, hotels and private residences:

The Four Seasons Bangkok, Anantara Baan Rajprasong
Renaissance Bangkok Rachaprasong, JW Marriott Bangkok
Club Perdomo, The Sukhothai
The Sukhothai Residences, Klapsons The River Residence
Lebua, Mandarin Oriental, Oriental Residence
W Hotel Bangkok, Pan Pacific Services Suites
Sheraton Grande Sukhumvit, Sofitel So Bangkok
St. Regis Bangkok, Hansar Bangkok
Banyan Tree Bangkok, Dhara Dhevi Chiang Mai.

4,800

copies via newsstands and bookshops in Thailand:
Asia Books, Faster Book, Bookazine, Villa Market.

200

for private jet terminals and in-flight.

1,000

copies via first class and business class lounges in airports.

500

copies via direct subscription.



DEMOGRAPHICS

A DEDICATED, INVOLVED READERSHIP



For many premium and luxury advertisers looking to market their products and services to their target audience *Robb Report Thailand* 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 2015

SPREADS

Inside front cover spread	THB 245,700
1st Spread.....	THB 211,000
2nd Spread.....	THB 199,000
3rd Spread.....	THB 183,000
Spread.....	THB 162,000

SINGLE PAGES

Single page.....	THB 92,000
Premium position page	THB 129,000
<i>Contents, Editor's Letter, Masthead</i>	

IBC.....THB 126,000

OBC.....THB 245,700

Special AD Section TBD

ALL RATES ARE IN THAI BAHT AND DO NOT INCLUDE VAT.

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