

Robb Report

VIETNAM



MEDIA KIT 2026



Robb Report

CONNECTING LUXURY



Robb Report
Arabia



Robb Report
China



Robb Report
India



Robb Report
Singapore



Robb Report
Monaco & Côte d'Azur



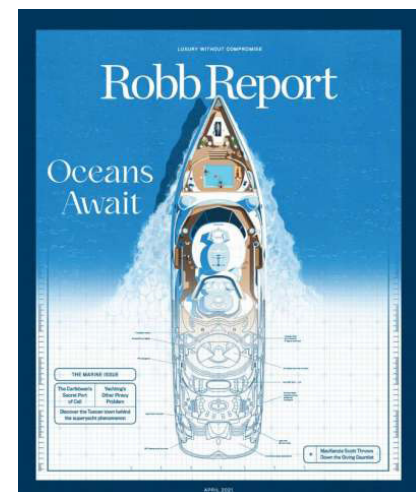
Robb Report
United Kingdom



Robb Report
Australia
& New Zealand



Robb Report
Germany



Robb Report
Italy



Robb Report
Vietnam



Robb Report
Sweden



Robb Report
US



Robb Report
Brazil



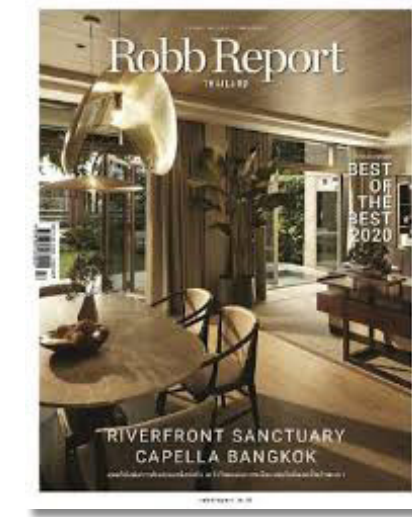
Robb Report
Hong Kong (China)



Robb Report
Malaysia



Robb Report
Mexico



Robb Report
Thailand

According to a Luxe Digital study, Robb Report is among the best luxury lifestyle title for brands looking for an affluent audience.



Robb Report

VIETNAM

Robb Report Vietnam is the industry's leading publication in luxury lifestyle. Our goal is to introduce HNWLs 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

ROBB REPORT'S READERS



WHO ARE THEY?

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

PRINT METRICS

DEMOGRAPHICS

Group A



Ages 35 +
Income over US\$150k

Group B



Ages 25 - 35
Income US\$100k

Sex

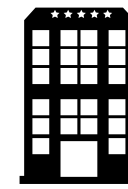


70%



30%

CIRCULATION



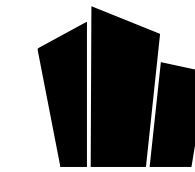
3800

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 2026 - JUNE 2026



JANUARY & FEBRUARY
ULTIMATE GIFTGUIDE

The first issue of the year will bring something unique by offering a carefully curated collection of exclusive presents and expertly answer the question: «What do you give when the sky is the limit?».



MARCH & APRIL
STYLE STATEMENT

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.



MAY & JUNE
WATCHES & JEWELRY

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 & jewelry industry, and the newest pieces from your favorite brands.

EDITORIAL PRINT CALENDAR

JULY 2026 - OCTOBER 2026



JULY & AUGUST
GOURMET & TRAVEL

An issue for the bon viveur brings the latest news and trends to life through compelling storytelling, full of inspiration for anyone who loves great food and magnificent travel destinations.



SEPTEMBER & OCTOBER
HOME & REAL ESTATE

An issue rich with design and lifestyle inspiration for your sweet home while elaborating on the latest trends and promising opportunities in the real estate market - local and international.

EDITORIAL PRINT CALENDAR

NOVEMBER 2026 - DECEMBER 2026



NOVEMBER

CARS 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. Meanwhile, the issue will tell about sustainable luxury, a trend will stay and be the future.



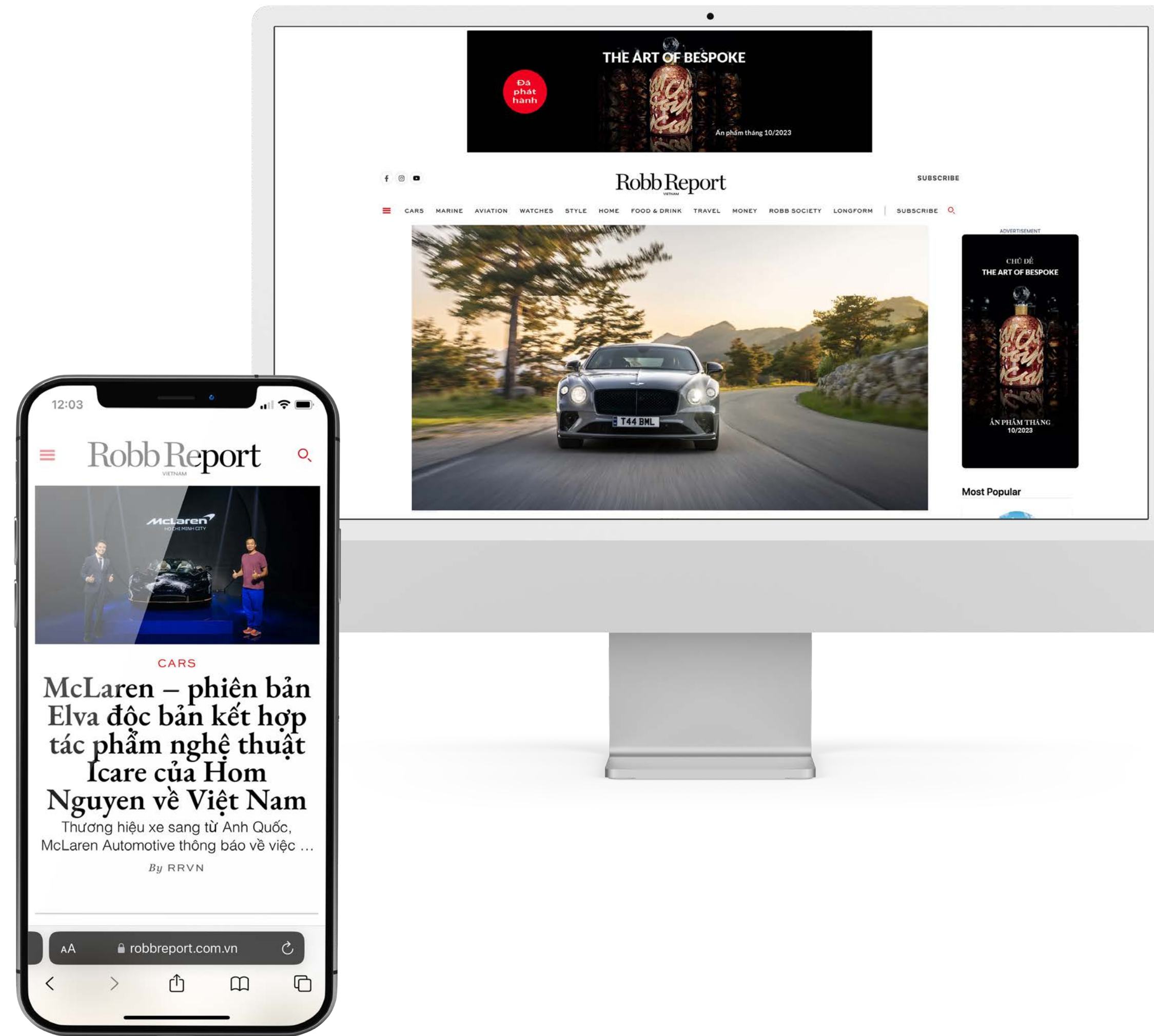
DECEMBER

BEST OF THE BEST

The issue 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.

DIGITAL METRICS

ROBBREPORT.COM.VN



DEMOGRAPHICS



52%

Male



48%

Female

ESTIMATED MONTHLY TRAFFICS

Source: Google Analytics

168,750

PAGE VIEWS

101,250

USERS

AVG. SESSION DURATION: 00:01:48



THE CURATED COLLECTION

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

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.

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.

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.

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.

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.

MONEY

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

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.

LONGFORM

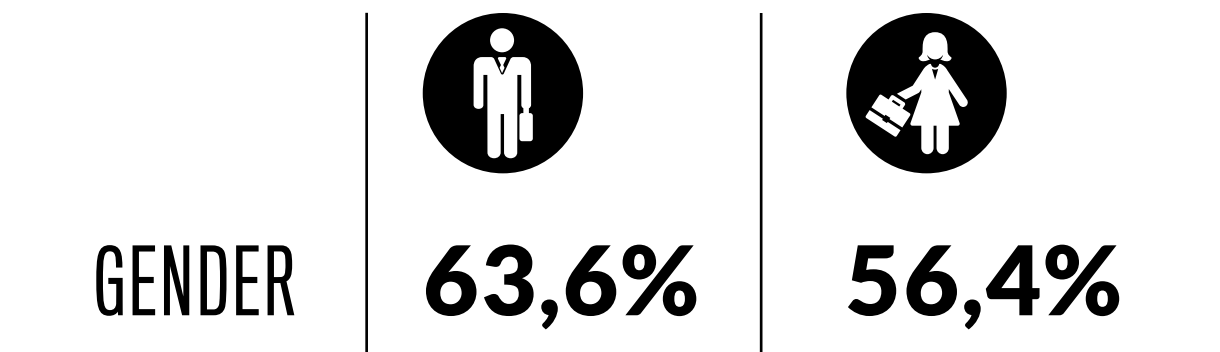
The most unique and well-invested articles in content and design, ranging from every aspect of the luxury industry, like trend forecasts, or product reviews

SOCIAL METRICS

f 19,055

📷 3,012

📺 6,800



SIGNATURE PLATFORMS

WHERE EXCELLENCE MEETS EXCLUSIVITY



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 reputable brands.

ROBB REPORT LUXURY WEDDING LOUNGE

The Robb Report Wedding Lounge presents 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.

CEO 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.

ROBB REPORT GOURMET COLLECTION

The Robb Report Gourmet Collection is an exclusive platform that unites culinary professionals through a conference and a celebration of Vietnam's Top 20 Fine Dining Restaurants. It fosters a community of fine dining enthusiasts, offering a trusted space to discover and celebrate the finest luxury dining experiences in Vietnam.

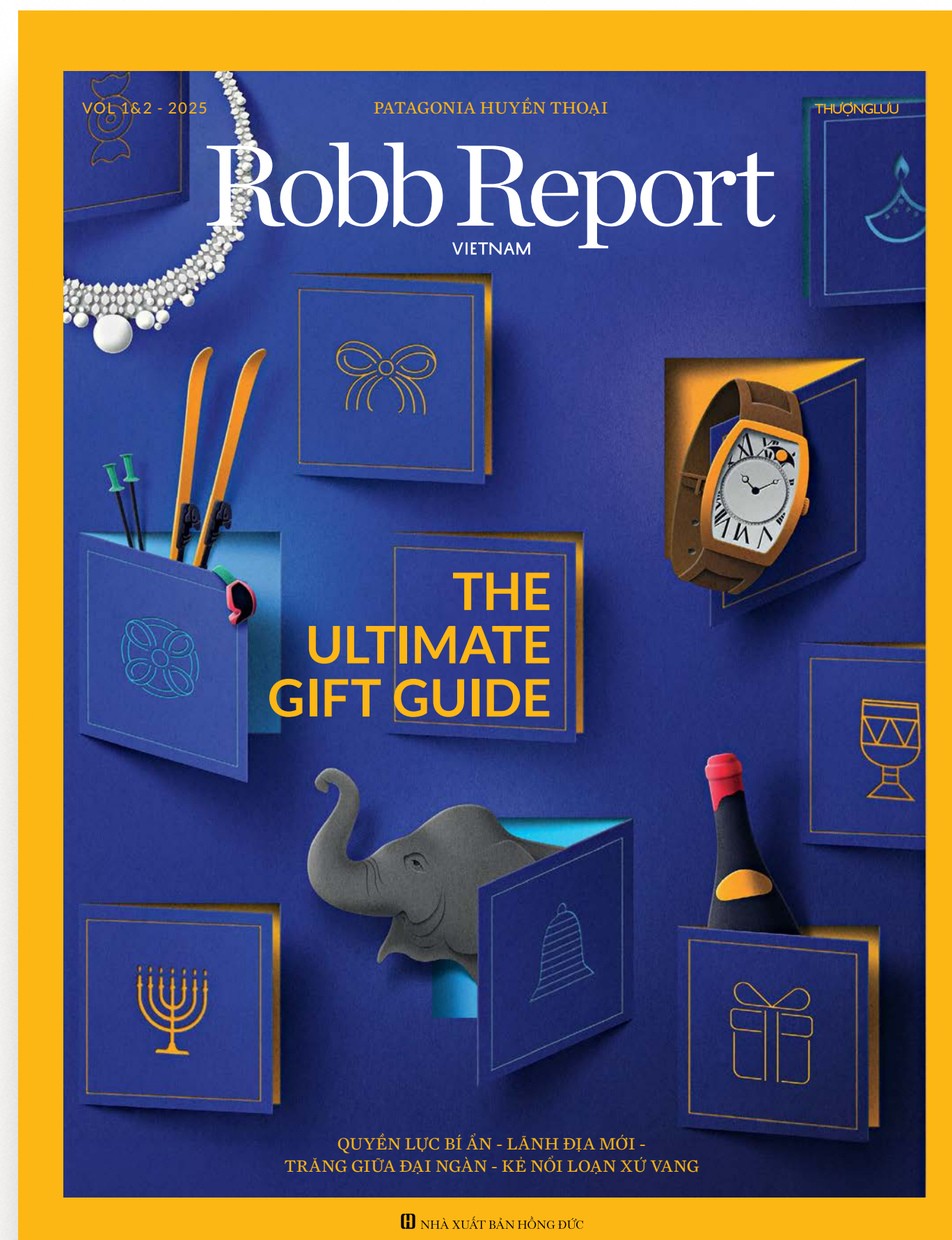
HOUSE OF ROBB

House of Robb was created to curate a dynamic array of lifestyle experiences for a sophisticated and discerning community. More than just a source for the latest trends and insights, the House of Robb is a space where guests can exchange ideas, foster connections, and engage with like-minded individuals who share a passion for luxury and sophisticated living.

ROBB REPORT COMMUNITY

Robb Report Community is a curated ecosystem that fosters meaningful conversations, celebrates shared passions, and drives innovation across luxury, business, and lifestyle. In this distinguished gathering place, members gain access to unparalleled opportunities - whether it's a transformative partnership, groundbreaking ideas, or a deeper understanding of the trends shaping the future of luxury.

PRINT EDITION RATES 2026



SPREAD PAGES

POSITIONS	RATES (VND)
1st spread	280,000,000
2nd spread	218,000,000
3rd spread	218,000,000
Spread between special positions	204,000,000
Spread	178,000,000

SINGLE PAGES

POSITIONS	RATES (VND)
Single page	98,000,000
Premium position page (content, Editor's letter, Masthead)	138,000,000
Single page in 1st - 3third	128,000,000
IBC	138,000,000
OBC	280,000,000

*All rates are in Vietnam Dong (VND), not including VAT

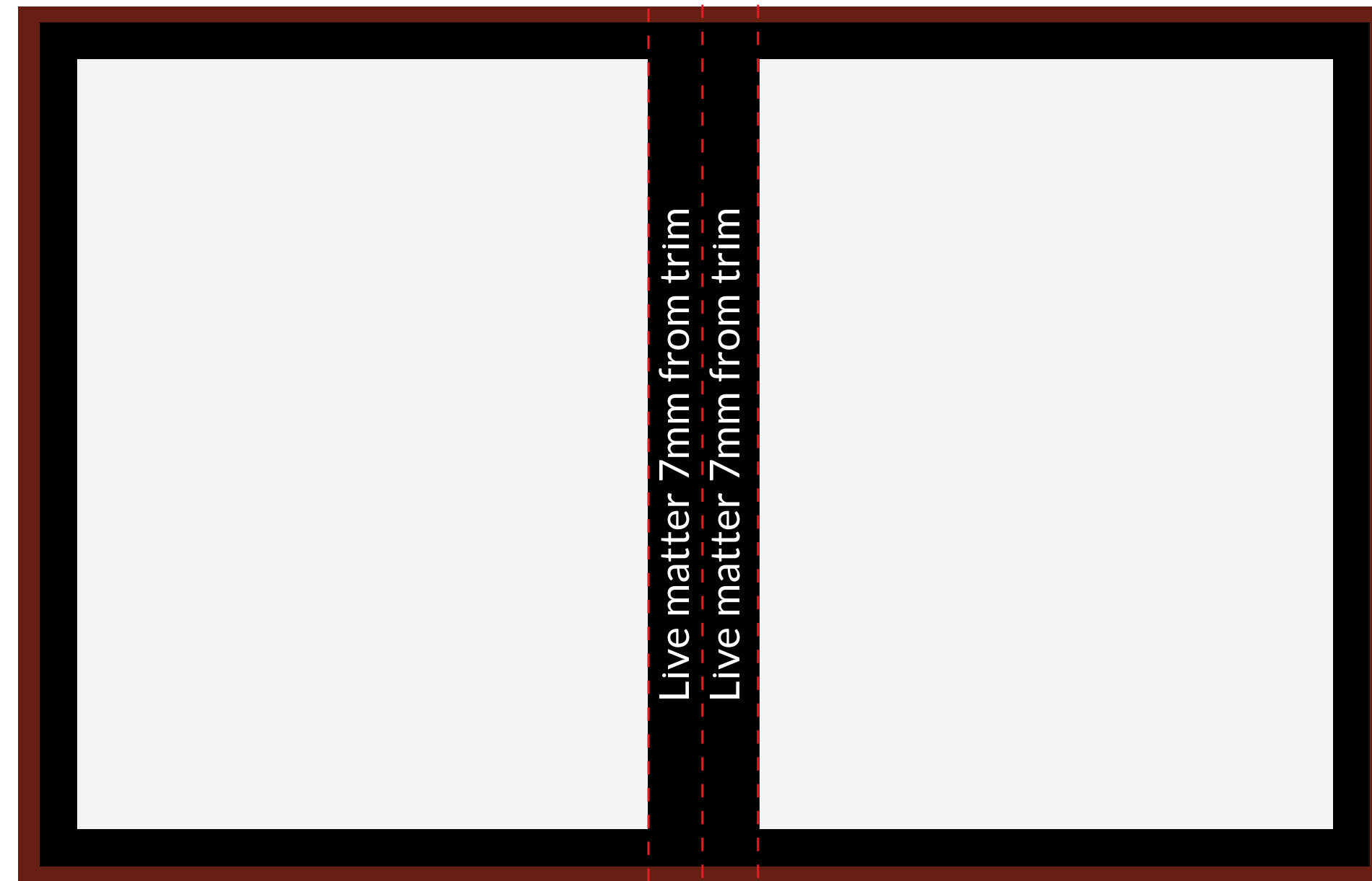
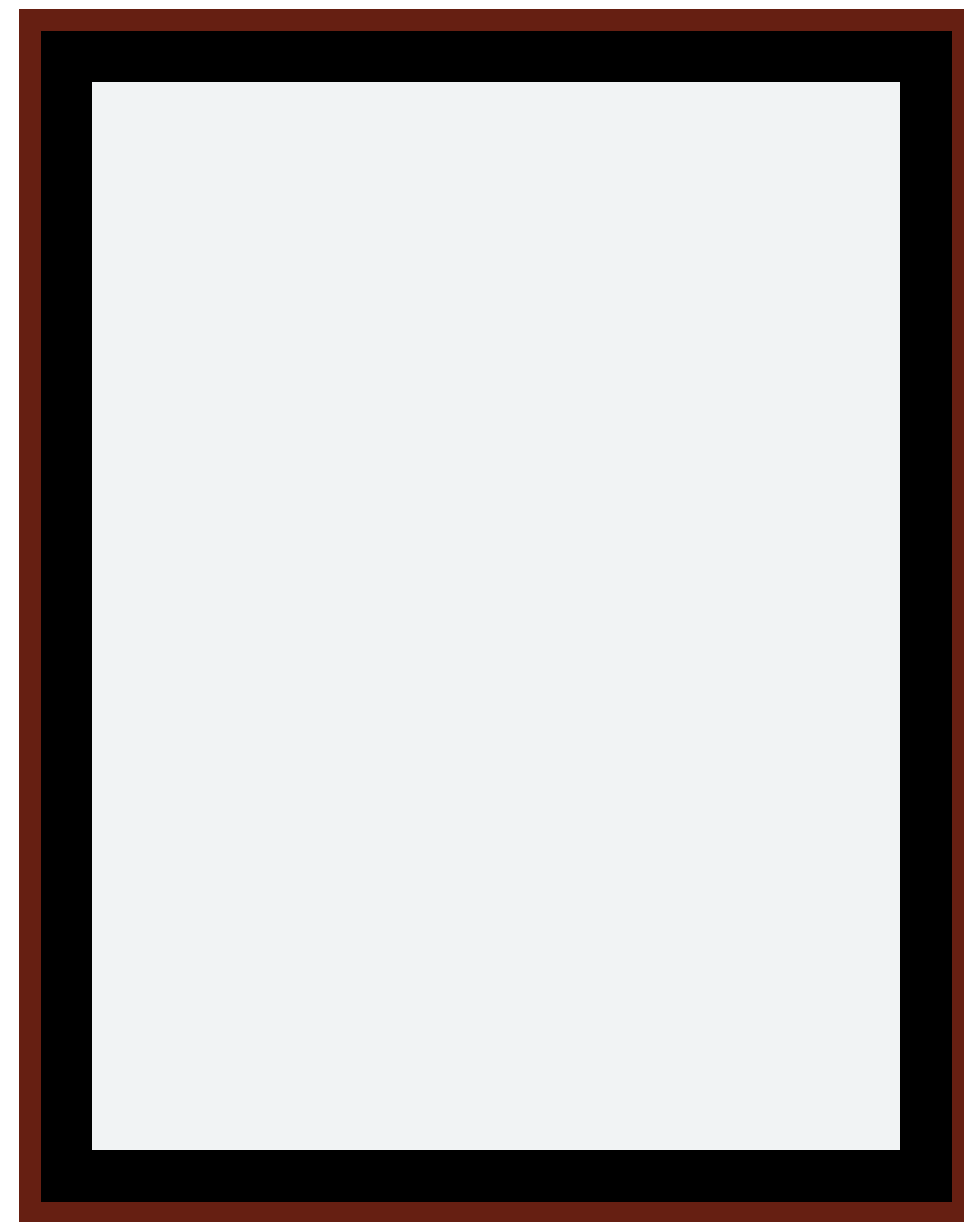
PRINT ADS FORMATS

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 2026

BANNERS ON WEBSITE

POSITIONS	SCHEDULES	RATES (VND)
Banners on only homepage (3 positions as top, middle and bottom)	2 weeks	27,000,000
	4 weeks	48,000,000
Top banners on all sections of the site	2 weeks	17,000,000
	4 weeks	33,000,000
Right vertical banner on all sections	2 weeks	15,000,000
	4 weeks	22,000,000
Corner pop-up video	2 weeks	15,000,000
	4 weeks	22,000,000
Article break banner	2 weeks	15,000,000
	4 weeks	22,000,000

CONTENTS ON WEBSITE

TYPES	RATES (VND)
Longform	40,000,000
Editorial	28,000,000
Advertorial	33,000,000

SOCIAL POSTS

PLATFORMS	RATES (VND)
1 Facebook Post / Single photo + 100 words	15,000,000
1 Facebook Post / Multiple photos + 400 words	20,000,000
1 Facebook Post / Video + 400 words	20,000,000
1 Instagram Post / Single photo + 100 words	15,000,000
1 Instagram Post / Multiple photos + 400 words	20,000,000
1 Instagram Post / Video + 400 words	20,000,000

OTHERS

TYPES	RATES (VND)
Youtube	70,000,000++/video
Special Project/Microsite	Price to be discussed

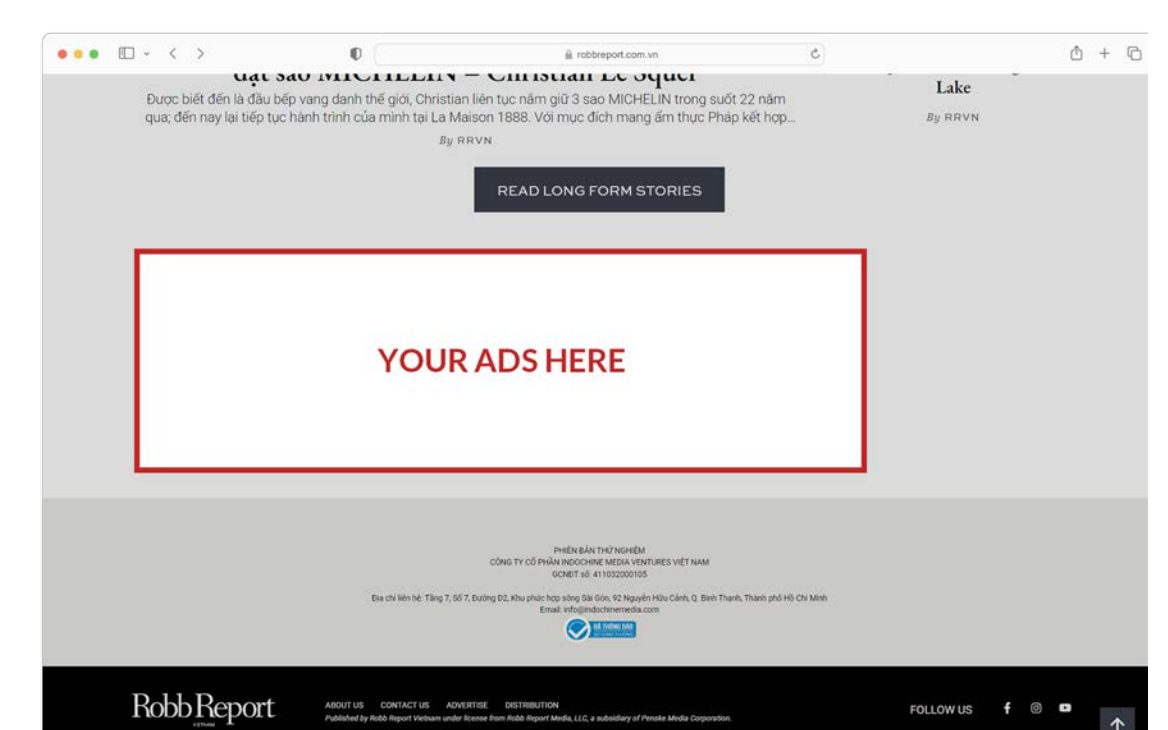
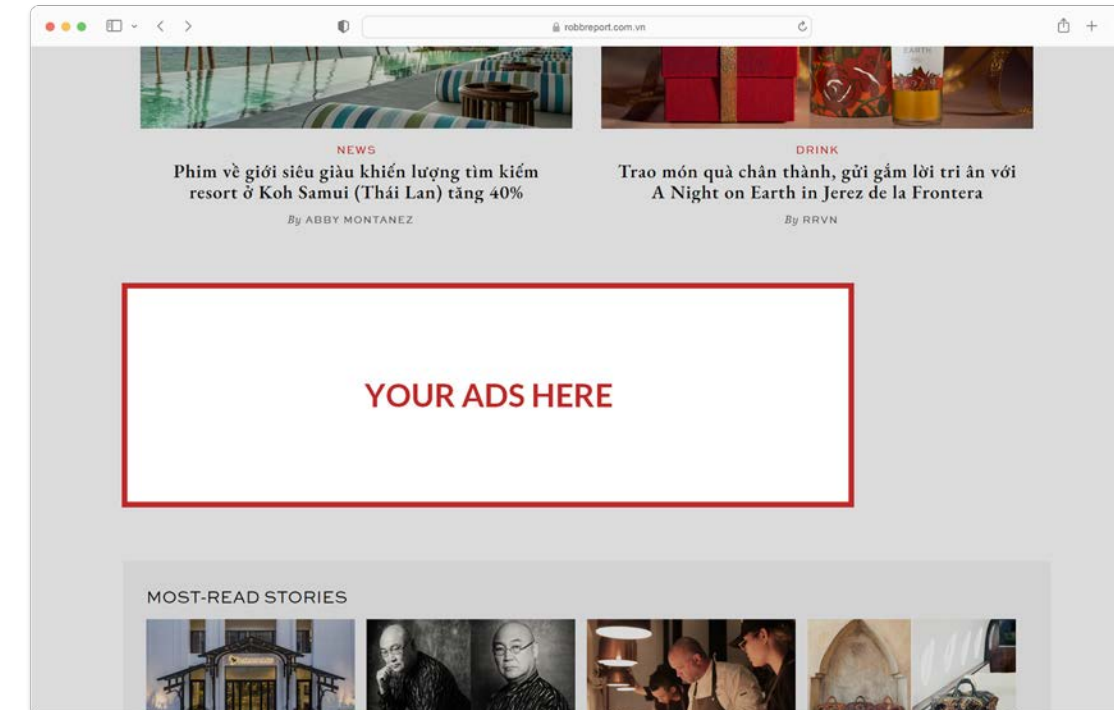
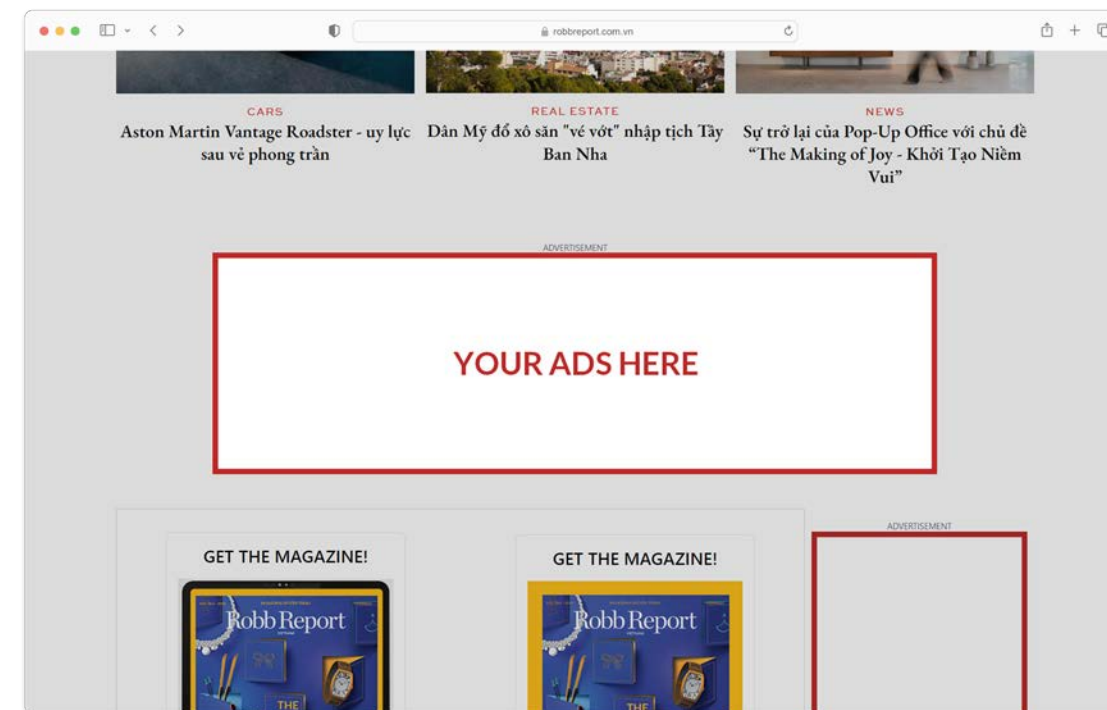
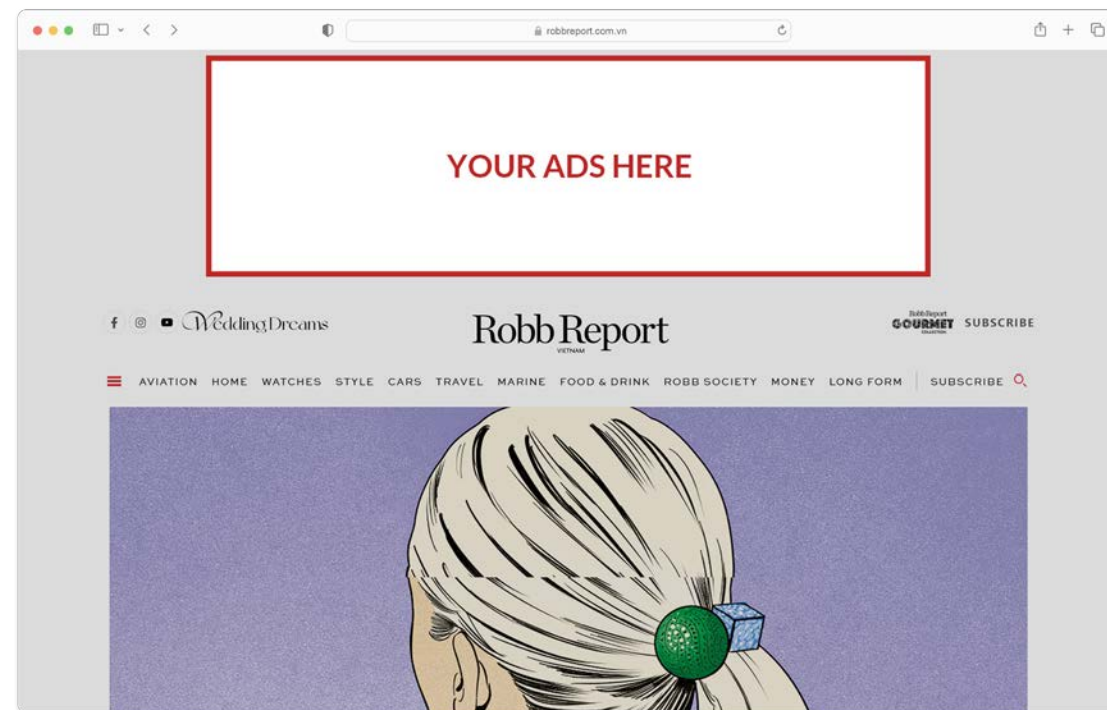
SIGNATURE PLATFORMS

Please get in touch with us for collaboration opportunities:

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 +84-913116471

*All rates are in Vietnam Dong (VND), not including VAT 10%

DIGITAL ADS AND FILE FORMATS



TOP HORIZONTAL BANNER

Position: Full site / Each category/
Homepage

Dimension: 1000 x 300 px

File format: JPG/ JPEG/ PNG/ WEBP/ GIF/
MP4/ MOV (under 10MB/video)

SUBSCRIPTION HORIZONTAL BANNER

Position: Homepage, above the subscription
section

Dimension: 1000 x 300 px

File format: JPG/ JPEG/ PNG/ WEBP/ GIF/
MP4/ MOV (under 10MB/video)

MIDDLE HORIZONTAL BANNER

Position: Homepage, above the Most-Read
Stories

Dimension: 1000 x 300 px

File format: JPG/ JPEG/ PNG/ WEBP/ GIF/
MP4/ MOV (under 10MB/video)

BOTTOM HORIZONTAL BANNER

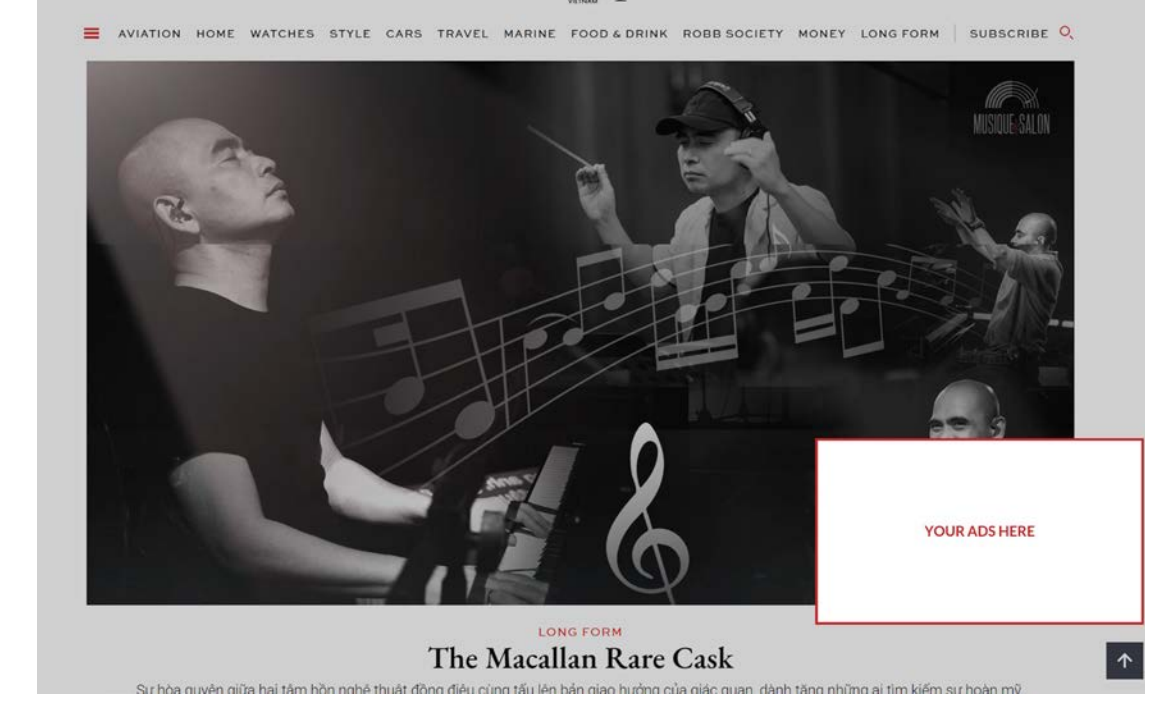
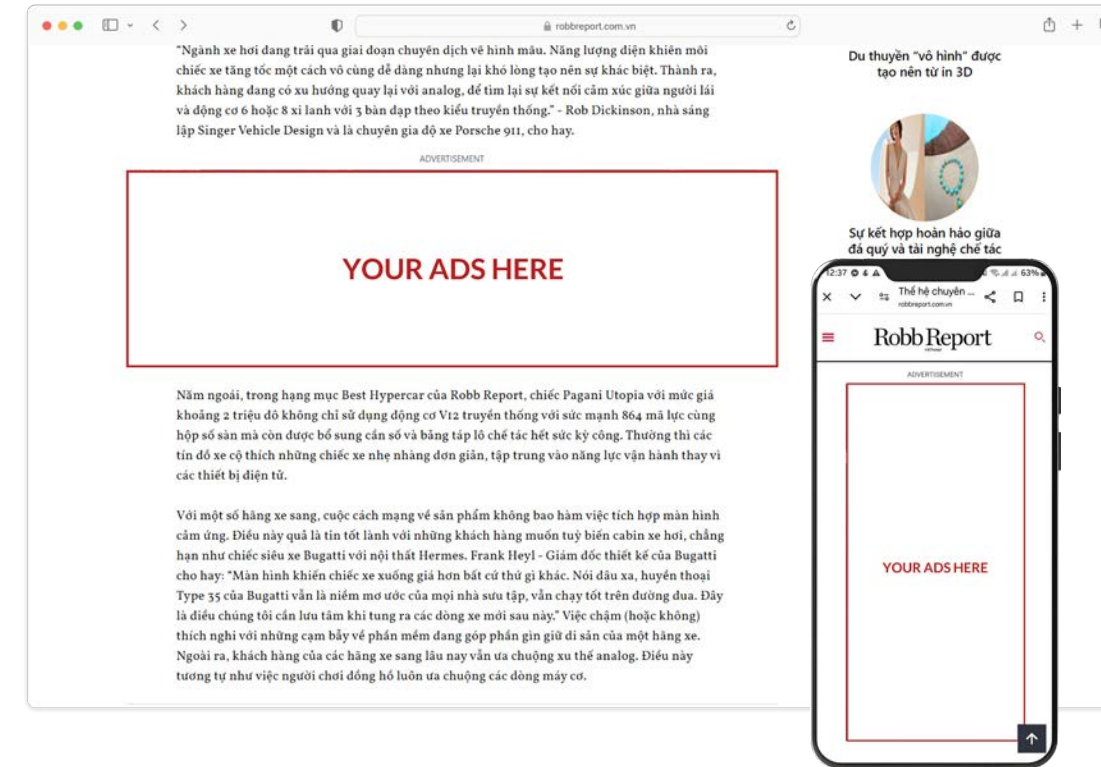
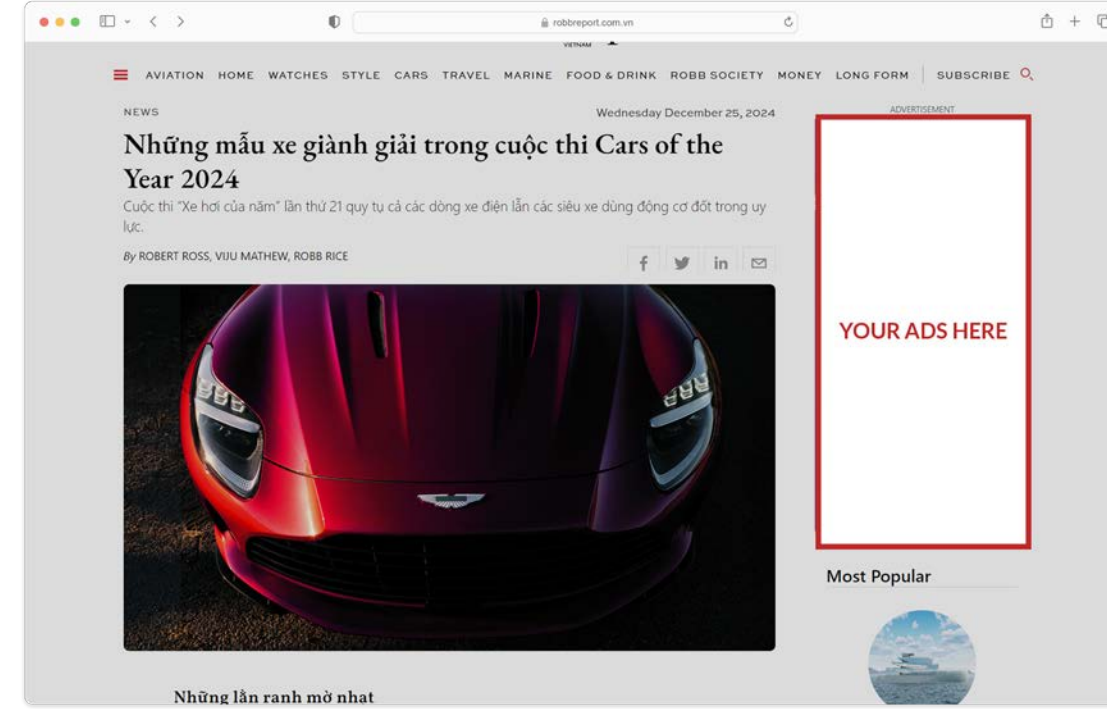
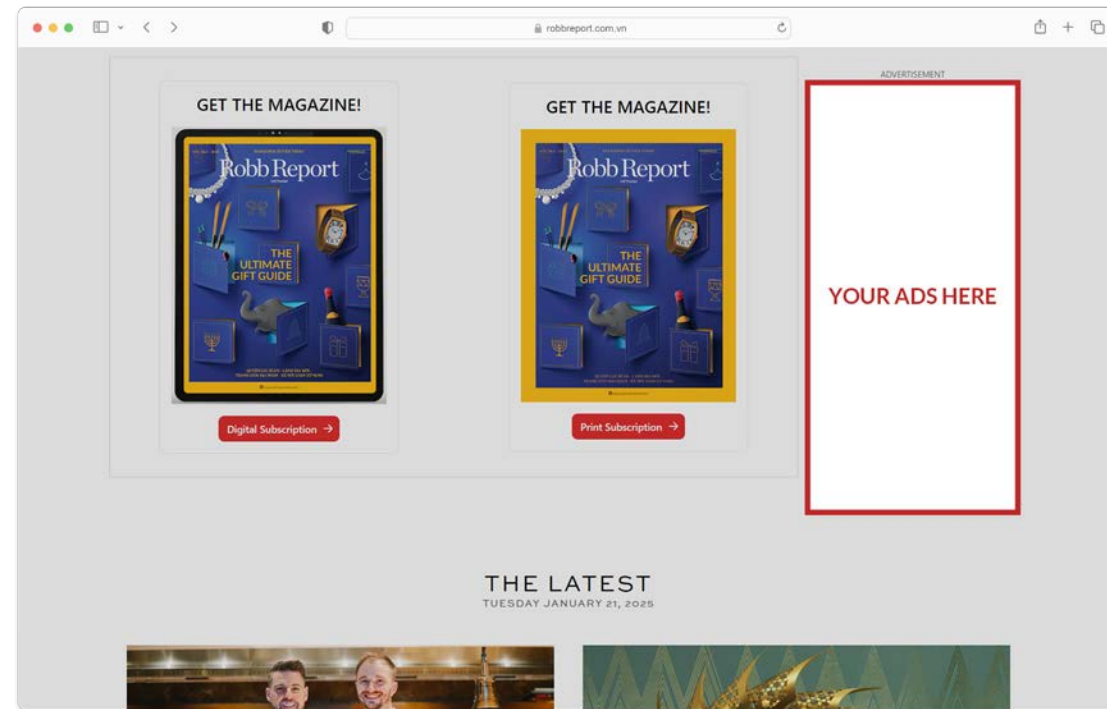
Position: Homepage, below the Longform
section

Dimension: 1000 x 300 px

File format: JPG/ JPEG/ PNG/ WEBP/ GIF/
MP4/ MOV (under 10MB/video)

Robb Report

DIGITAL ADS AND FILE FORMATS



VERTICAL BANNER /Home page

Position: Subscription space/home page
Dimension: 300 x 600 px
File format: JPG/ JPEG/ PNG/ WEBP/ GIF/ MP4/ MOV (under 10MB/video)

RIGHT VERTICAL BANNER /all sections

Position: Right side bar of the article
Dimension: 300 x 600 px
File format: JPG/ JPEG/ PNG/ WEBP/ GIF/ MP4/ MOV (under 10MB/video)

ARTICLE BREAK BANNER

Position: Article break
Platform: Desktop and Mobile
Dimension: 1000 x 300 px
File format: JPG/ JPEG/ PNG/ WEBP/ GIF/ MP4/ MOV (under 10MB/video)

CORNER POP-UP VIDEO

Position: All pages, right bottom corner of the site (desktop & mobile)
Dimension: 1000 x 300 px
File format: MP4/ MOV

Robb Report

CONTACTS

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