





Robb Report THAILAND

The Leading Voice of Global Luxury

Robb Report is the world's most trusted authority on exceptional craftsmanship, refined design, and luxury without compromise.

Its discerning global audience shares an appreciation for quality, exclusivity, heritage, and considered taste – and looks to Robb Report to discover the ideas, opinions, products, and experiences that truly matter.

Synonymous with affluence and influence, Robb Report has long been recognised as the definitive guide to the Best of the Best in luxury living.

Curating Life's Luxuries Since 1976

What began as a newsletter for vintage Rolls-Royce enthusiasts five decades ago has grown to 21 international editions:

Africa | Australia | New Zealand | Brazil | China | Germany | India | Indonesia | Italy | Japan | Korea | Malaysia | En Español (Mexico + Spain) | Monaco | Singapore | Sweden | Thailand | Turkey | UK | Philippines | Vietnam

Today, when the most successful people on the planet seek the finest products, experiences, and adventures available to them, they turn to Robb Report.







THAILAND
Robb Report

The Global Standard, Reimagined for Thailand

First launched in 2014, Robb Report Thailand enters 2026 under new stewardship, marking a renewed chapter defined by editorial clarity, expanded digital capability, and a deeper connection to Thailand's evolving luxury landscape.

Published by **Lifestyle + Travel Media**, alongside its affiliated luxury platforms including **World Rewards Group** and **Flow Yacht Club**, Robb Report Thailand operates within an established ecosystem trusted by UHNW and HNW communities – while maintaining strict alignment with Robb Report's global editorial principles.





PUBLISHER AMARIN KOCHARAT

Amarin Kocharat is the Publisher of Robb Report Thailand and Managing Director of Lifestyle + Travel Media Group, leading the commercial strategy and brand partnerships behind Thailand's definitive authority on luxury living. With extensive experience across premium media and high-end experiential platforms, he oversees Robb Report Thailand's growth across print, digital, social, and bespoke experiences, positioning the brand as a trusted gateway for advertisers seeking meaningful engagement with UHNW and HNW audiences—while ensuring every collaboration delivers long-term brand equity, credibility, and alignment with Robb Report's global standards within Thailand's evolving luxury ecosystem.



EDITOR-IN-CHIEF VAJRAVORN (NA) TASUKON

Vajravorn "Na" Tasukon is the Editor-in-Chief of Robb Report Thailand, responsible for shaping the title's editorial vision, voice, and market relevance as it enters a new era. A Bangkok-based writer and editor with an international background, he brings deep experience across luxury hospitality, arts and culture, and brand storytelling, ensuring Robb Report Thailand delivers authoritative, intelligent, and commercially astute content. Under his editorial leadership, the platform serves as a trusted environment for brands seeking credibility, context, and long-term value—connecting exceptional products and experiences with Thailand's most discerning UHNW and HNW audiences through print, digital, social, and curated experiential storytelling.

Engage with an Elite, Highly Influential Audience

Robb Report Thailand's readers are educated, affluent decision-makers – entrepreneurs, founders, executives, investors, collectors, and tastemakers who value authority, quality, and curated insight.



35-50
AVERAGE
AGE



60%
MALE



40%
FEMALE



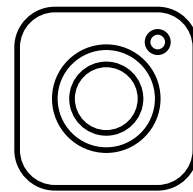
THB 1.6M
HOUSEHOLD
MONTHLY
INCOME



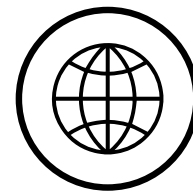
THB 61M
HOUSEHOLD
NET WORTH



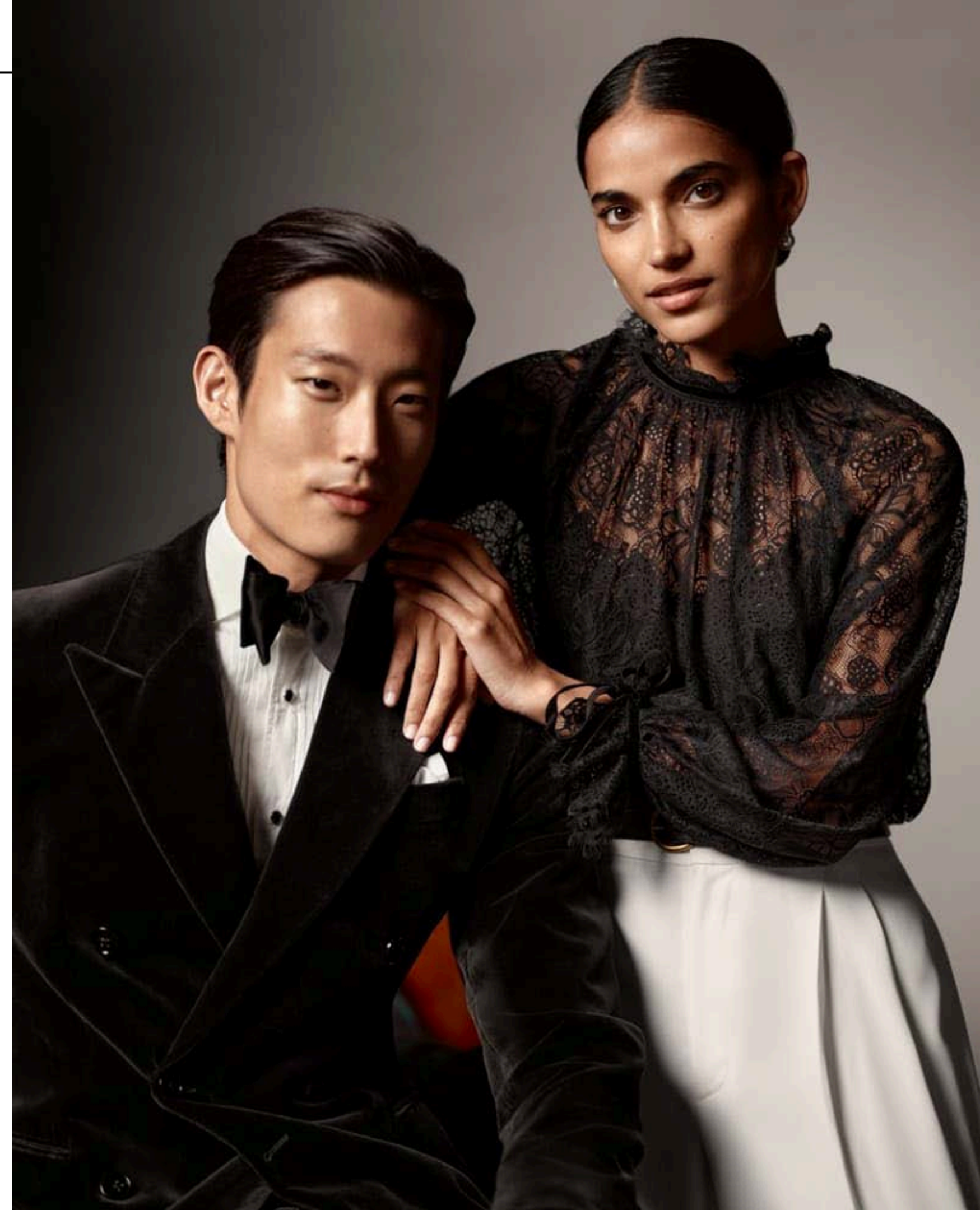
19,000+
FACEBOOK
FOLLOWERS



27,500+
INSTAGRAM
FOLLOWERS

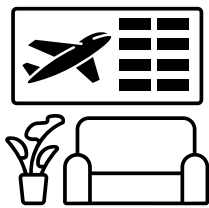


55,000+
MONTHLY
WEBSITE
VISITORS

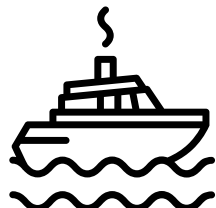


Distribution

With **a print circulation of 25,000**, Robb Report Thailand is delivered through a highly targeted distribution network across private aviation lounges, luxury hotels, yacht clubs, banks, and members-only environments—ensuring consistent access to Thailand’s most influential individuals.



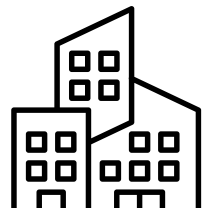
FIRST/BUSINESS
CLASS AIRLINE
LOUNGES



MARINAS &
YACHT CLUBS



PRIVATE
BANKS



LUXURY
DEVELOPMENTS



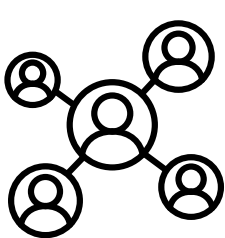
5 LUXURY HOTELS
& RESORTS



LUXURY
SHOWROOMS



HIGH NET
WORTH
INDIVIDUALS



PRIVATE
MEMBERS
CLUBS

First/Business Class Airline Lounges:

- Royal Orchid Lounge (TG)
- Coral Lounges
- MJet Private Jet Terminal

Marinas & Yacht Clubs:

- Boat Lagoon Marina
- Boat Lagoon Yachting
- Flow Yacht Club

Private Banks:

- UOB Wealth
- SCB Julius Bear

Luxury Developments:

- Minor Residences
- Raimon Land Bangkok
- CBRE Bangkok
- Twinpalms Montazure, Phuket
- MGallery, Phuket (open in Q3)
- Katamanda, Phuket
- La Colline, Phuket
- Maan Tawan, Phuket
- Kata Gardens, Phuket
- Shangri-la Hotel Bangkok

Luxury Hotels & Resorts:

- Waldorf Bangkok
- W Bangkok
- Four Seasons Chiang Mai
- InterContinental Khao Yai
- InterContinental Phuket

Luxury Showrooms:

- Bentley
- Aston Martin
- Rolls-Royce
- Porsche
- Ferrari
- MJet

Private Members Clubs:

- Iconsiam
- Siam Paragon lounge
- YPO communities
- Cenfinity Lounges

Bookstores:

- Kinokuniya & Asia Book

HNWIs

- 500 UHNWIs
- 3,000 Wealth individuals

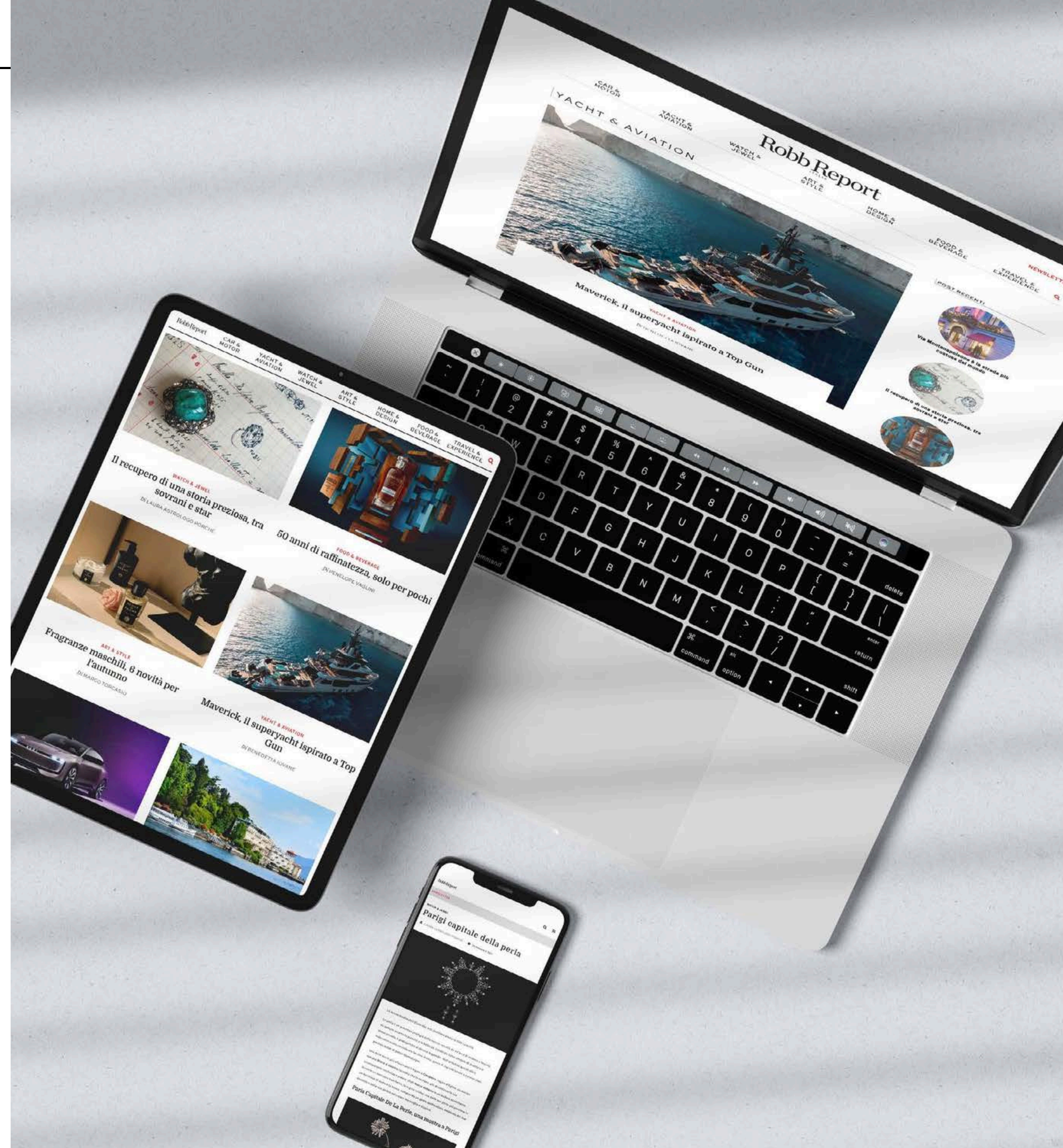
Across Multiple Platforms

2026 ushers in a renewed commitment to editorial excellence underpinned by **a multi-platform, digital-first approach**, guided by a modern, elevated voice aligned with Robb Report's global standards.

Quarterly print editions showcase world-class photography and storytelling, complemented by a dynamic digital ecosystem delivering daily luxury content.

Together, these platforms are integrated with Thailand's leading hospitality, retail, automotive, aviation, art, and investment sectors – creating a voice that not only informs, but inspires, and helps shape Thailand's next chapter as Asia's hub for ultra-luxury living.

**DIGITAL | PRINT | SOCIAL MEDIA | CUSTOM CONTENT
SIGNATURE EVENTS | TAILORED TRAVEL**



Our Editorial Pillars

Across platforms, Robb Report carries an unrivalled, global reputation for reporting on all aspects of the world of luxury with authority and discernment. We cover the best in:

ART | AUCTIONS AVIATION |
CULINARY DESIGN | DREAM
MACHINES | FASHION
INTERIORS | JEWELRY REAL
ESTATE | STYLE
TECHNOLOGY | TRAVEL
WATCHES | WEALTH
WELLNESS | YACHTS



Editorial Calendar | Print 2026

Q2 Creators & Collectors

A global-minded showcase of the places, spaces, and journeys defining contemporary luxury. Design & Travel brings together architecture, interiors, hospitality, and destination storytelling – from quietly exceptional hotels to design-forward retreats and culturally resonant experiences.

This edition serves as **a refined guide for readers who travel with purpose and taste** – celebrating craftsmanship, context, and destinations worth engaging with now, not just admiring from afar.

Q3 Design & Travel

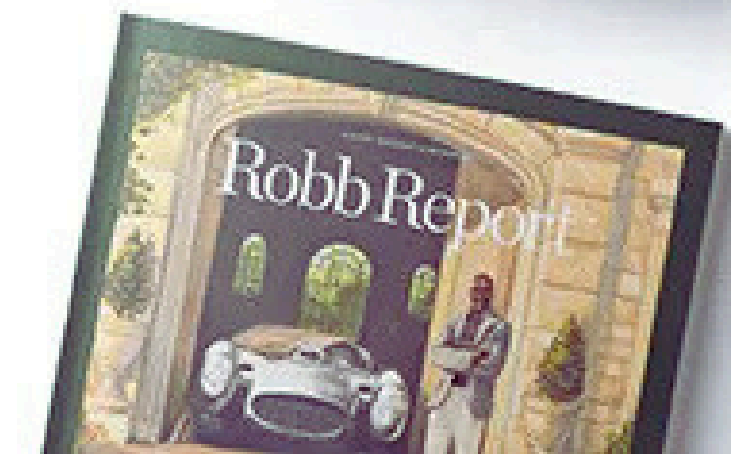
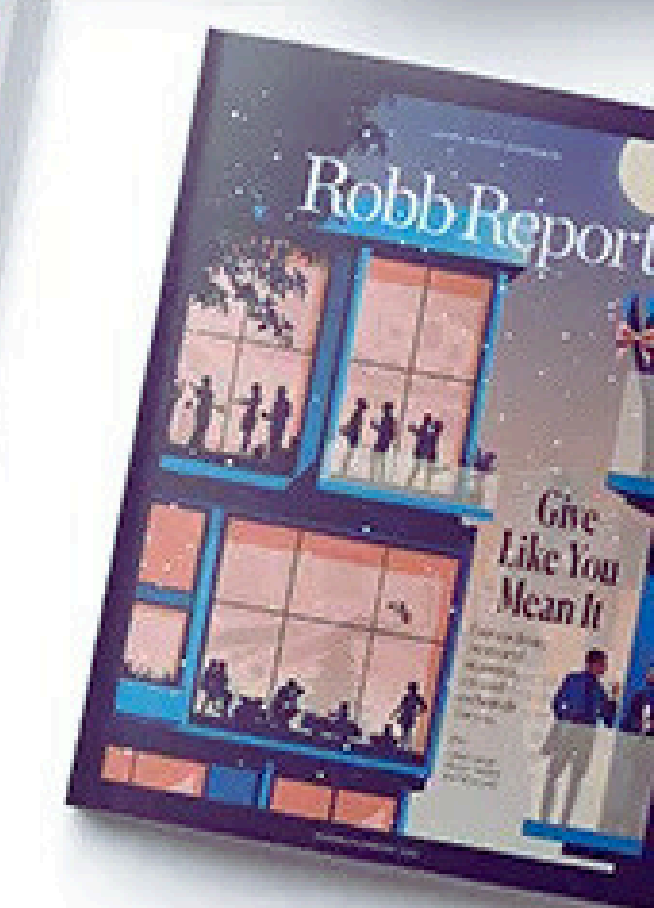
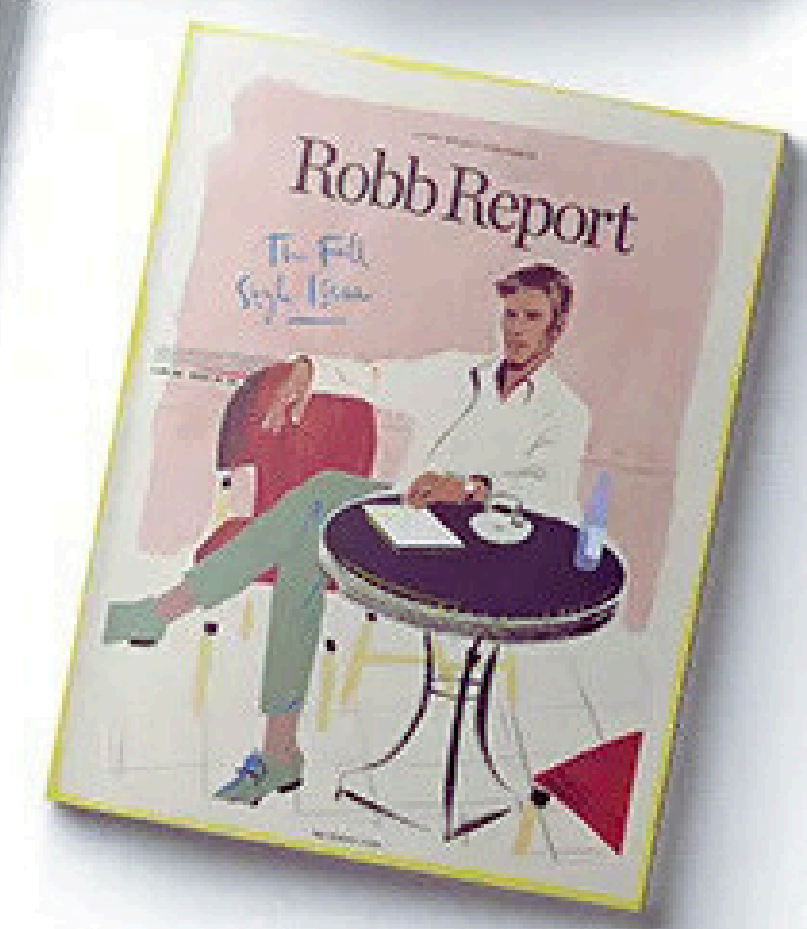
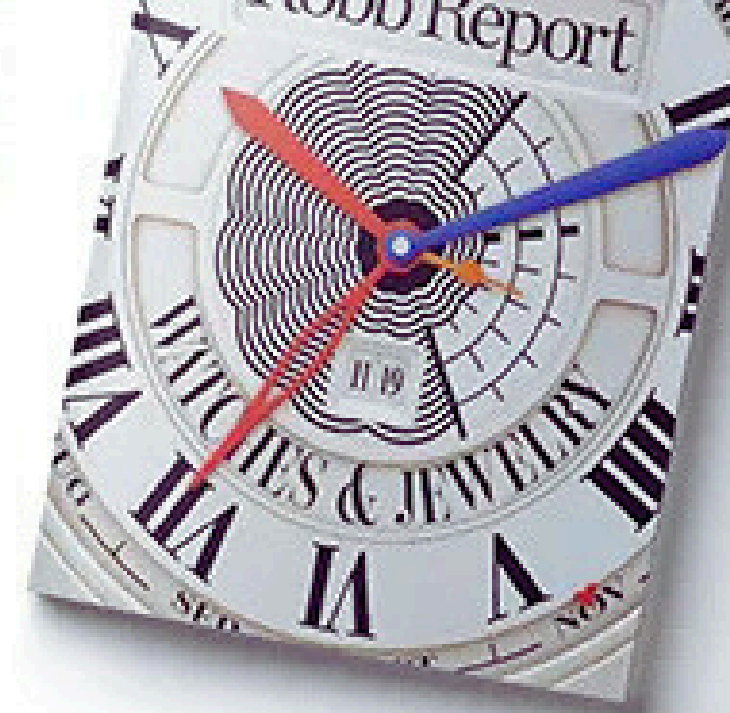
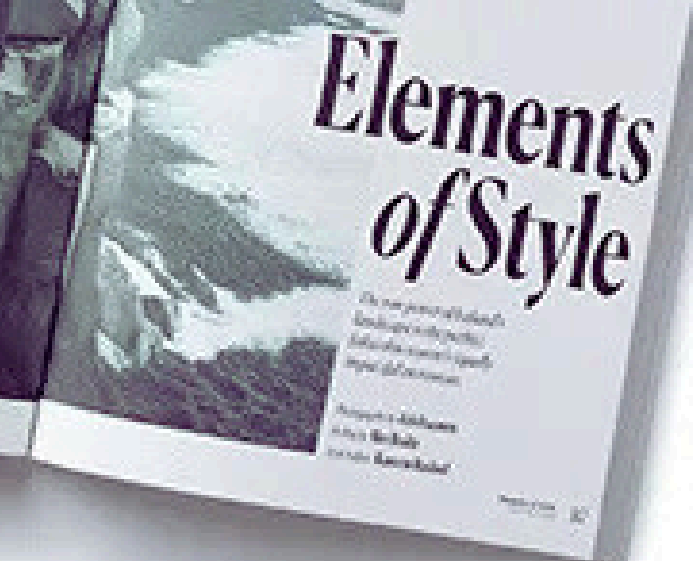
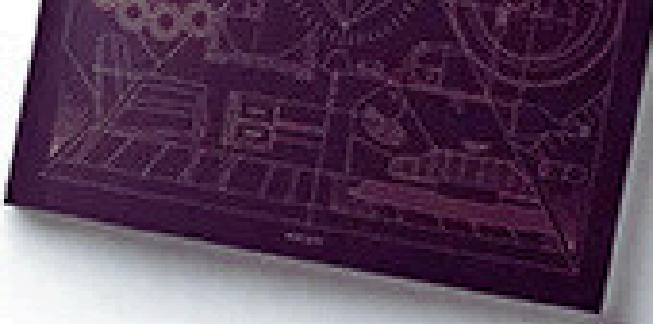
An editorial deep-dive into the minds shaping Thailand’s luxury landscape today – and those curating it for tomorrow. Creators & Collectors explores the relationship between making and meaning, spotlighting designers, artists, patrons, entrepreneurs, and tastemakers whose influence extends beyond ownership into cultural legacy.

This issue sets the tone for **a new era of Robb Report Thailand**: intelligent, discerning, and grounded in substance – where luxury is defined not by excess, but by intent, originality, and discernment.

Q4 Best of the Best

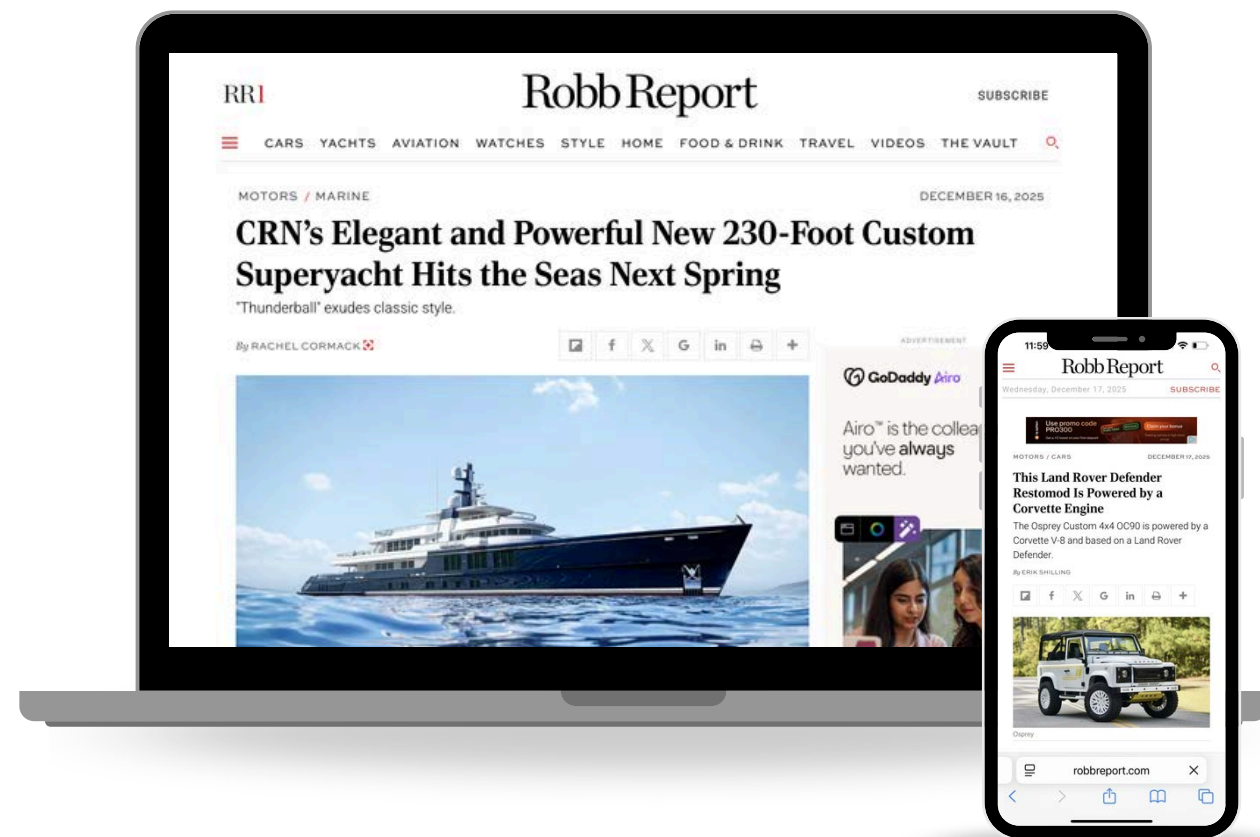
The definitive annual benchmark of excellence across luxury living. Best of the Best 2026 distils the year’s most exceptional achievements – honouring brands, properties, creators, and experiences that have set new standards in their fields.

Rigorous, editorially led, and **luxury-driven, this issue positions Robb Report Thailand as the authority on what truly stands above the rest** – not through popularity, but through enduring quality, innovation, and influence.



Digital Rate Card 2026

Premium packages designed for impact, influence, and affluent audience engagement.



SPONSORED CONTENT (Advertorial)

THB 115,000 per feature

Includes:

- 1 × editorial-style sponsored article (up to 600 words)
- 5–7 premium visuals (client-provided; edited to RRTH standards)
- 1 x Web banner placement on robbreport.co.th (30 days)
- 1 × Facebook post
- 1 × Instagram post (grid + story)

Ideal for brands seeking storytelling depth, credibility, and targeted HNW visibility.

SPONSORED VIDEO FEATURE

THB 172,000 per video

Includes:

- 1–3 minute lifestyle or interview-style video
- On-site filming & editing by RRTH production team
- One dedicated video landing page on RobbReport.co.th (30 days)
- 1 × Facebook post
- 1 × Instagram post (grid + reels + story)

For brands wanting high-impact, high-emotion content that drives engagement.

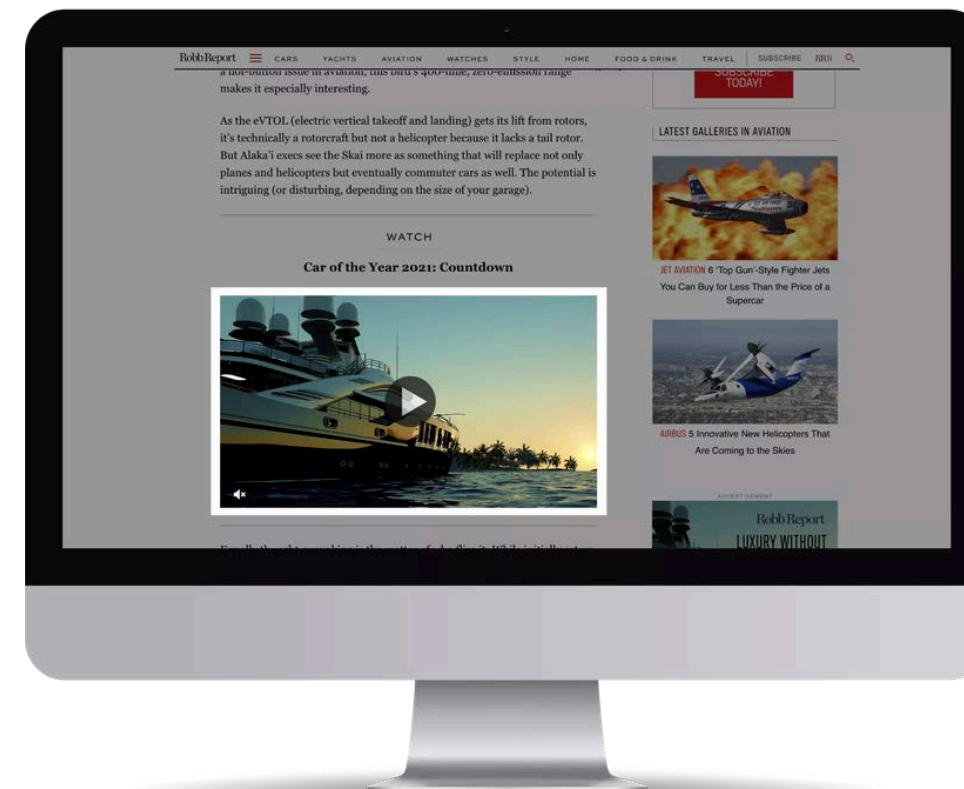
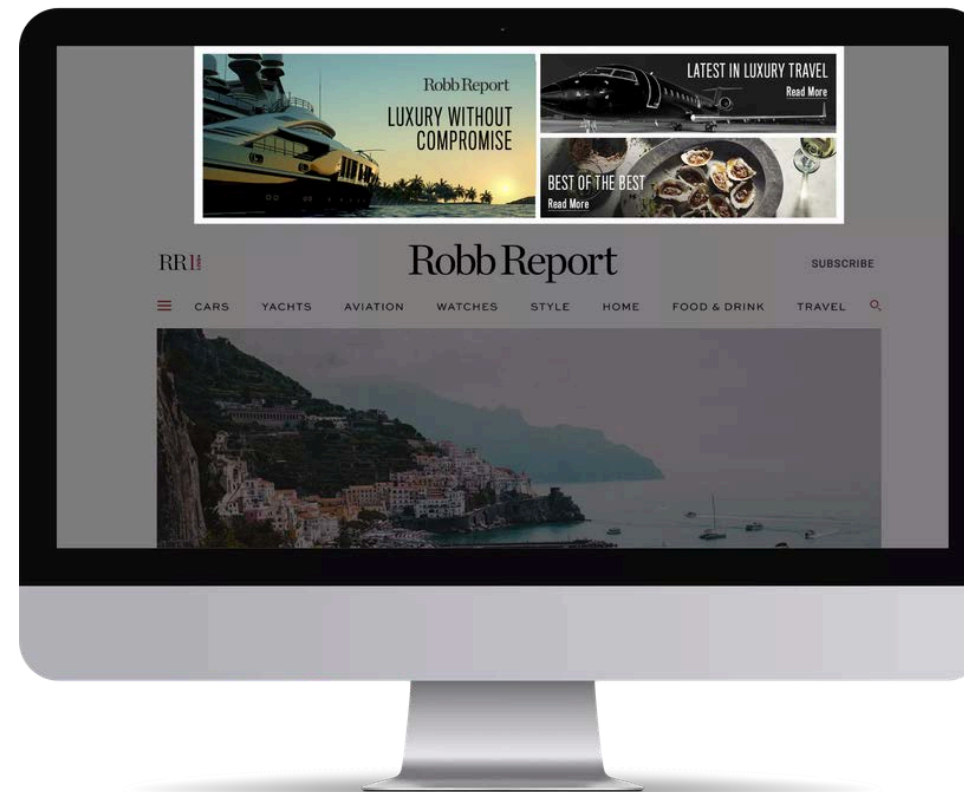
Digital Display Advertising

WEBSITE DISPLAY ADVERTISING (per month)

- Top Leaderboard: THB 52,000
- Middle Leaderboard: THB 40,000
- Bottom Leaderboard: THB 40,000
- Sidebar Display Units: THB 75,000

Inclusions:

- Guaranteed homepage rotation
- Category placement relevant to advertiser (Watches, Travel, Design, Automotive, Dining, Property, etc.)
- Standard IAB formats supported



Robb Report^{THAILAND}



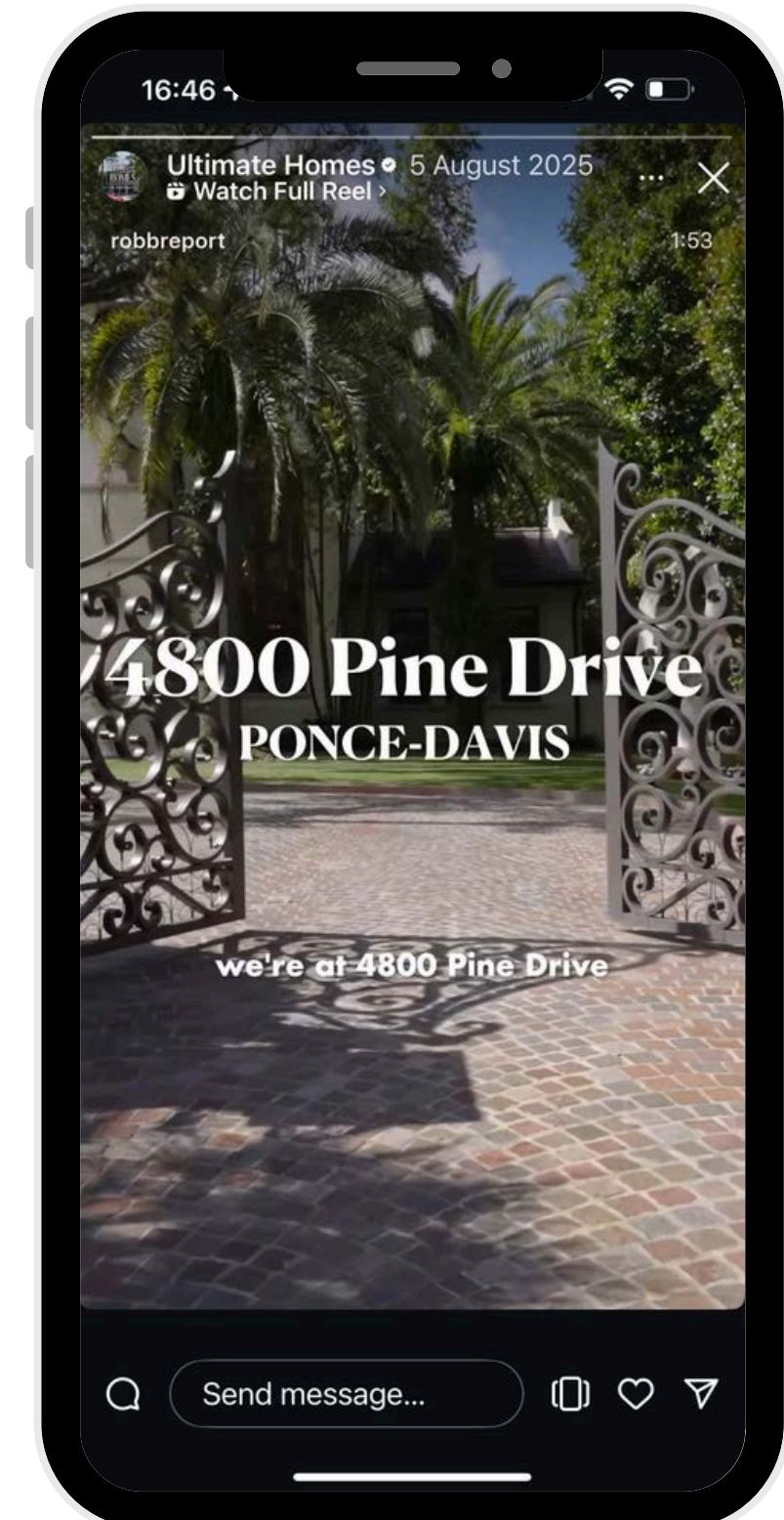
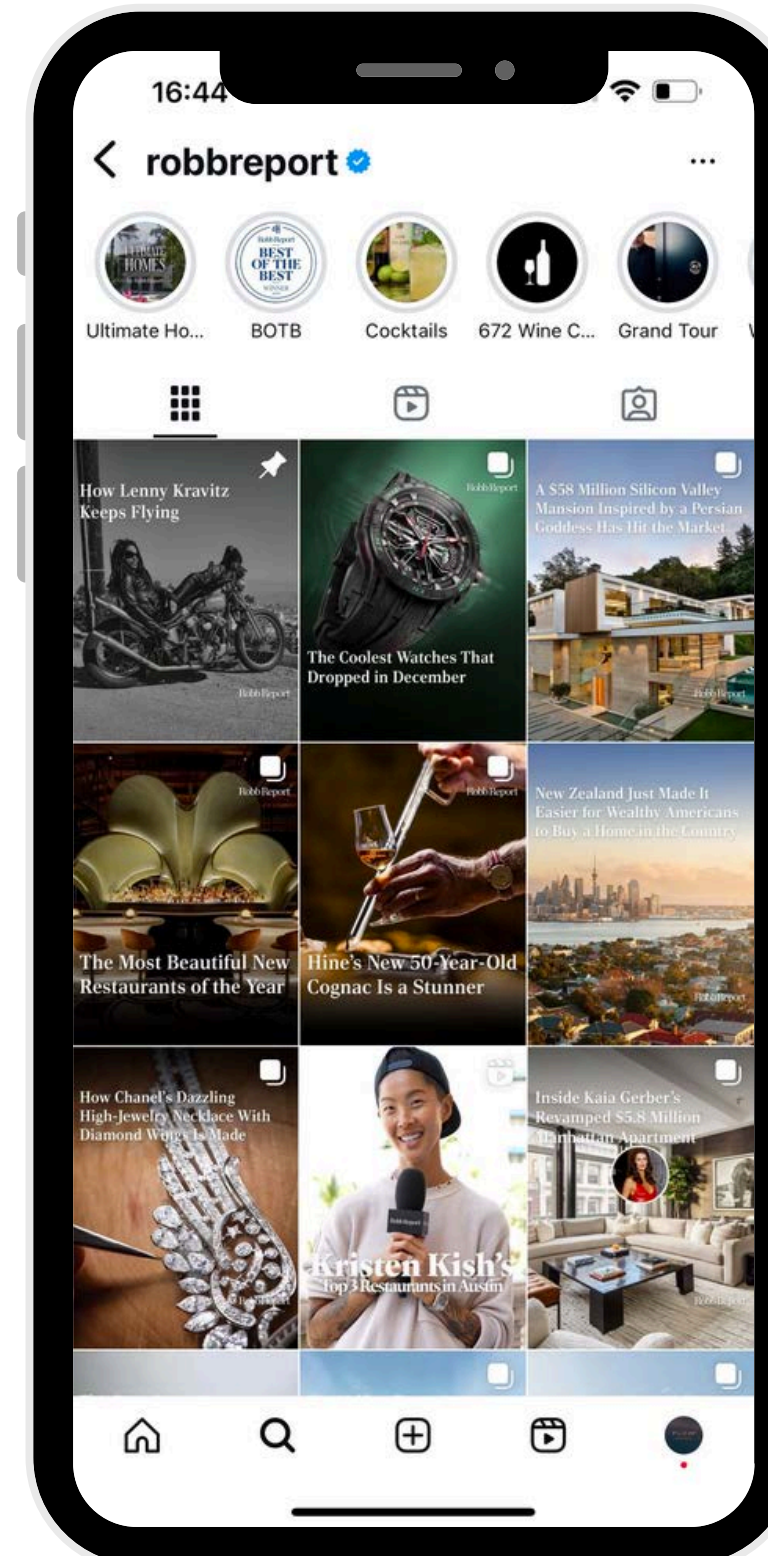
Social Media Placements

SOCIAL MEDIA POSTS (Facebook + Instagram)

- Single Static or Carousel Post: THB 40,000
- Instagram Story Sequence (3 frames): THB 30,000

Facebook Boost Add-On: +THB 10,000–20,000
(optional paid amplification)

Direct access to RRTH's curated luxury audience with
targeted reach options available.



Newsletter Advertising

SOLO EDM – Exclusive Send

Rate as per request
Exclusive brand messaging
Direct-to-inbox premium delivery
Sent to curated UHNW/HNW subscribers base 30,000+

NEWSLETTER FEATURE BLOCK

Robb Report Connect emails are dedicated emails that offer 80% share of voice as well as direct marketing access to a coveted audience who wants to hear from our partners.

Included with sponsored content
(Featured article placement in weekly e-DM)

Robb Report^{THAILAND}

THE LUXURY BRIEF



Inside E18HTEEN SEVEN, One Bangkok's Definitive Park-Fronting Residence

What One57 did to Manhattan's 57th Street, One Bangkok has done to the eastern edge of Lumpini Park — and the address it has produced, E18HTEEN SEVEN, is the clearest evidence yet of what that ambition looks like when it fully arrives. For our debut cover story, Editor-in-Chief Na Tasukon spent a morning inside the park-fronting residential tower to understand not just what makes this address significant, but what it now asks of its buyer — and what, in return, it gives back.

[READ MORE](#)

Bundles & Integrated Packages

For luxury partners seeking longer-term narrative influence.

THE DIGITAL IMPACT PACKAGE

THB 207,000

- 1 × Sponsored Content Feature
- 1 × Social Post Package (IG + FB)
- 1 × Newsletter Feature
- 1 × Top Leaderboard (2 weeks)

THE LUXURY STORYTELLING PACKAGE

THB 288,000

- 1 × Sponsored Content Feature
- 1 × Sponsored Video Feature (Provided by Partner)
- 2 × Social Posts
- 1 × Newsletter Feature
- 1 × Homepage Billboard (2 weeks)

THE QUARTERLY SIGNATURE SERIES

THB 450,000 per quarter

- Series of 3 sponsored articles
- 3 social pushes
- Rotating display ads
- Newsletter mentions
- Custom reporting + insights

Print Rate Card 2026

Print remains the foundation of Robb Report Thailand’s authority.

Each issue is conceived as a collectible editorial object, curated around a defined theme and distributed to a highly targeted UHNW and HNW audience across private clubs, luxury residences, five- and six-star hotels, and cultural networks. Print placements are offered as limited, high-impact opportunities aligned to key editorial moments throughout the year.

Position	Editorial Editions (Q2 & Q3) THB	Best of the Best (Q4) THB
Front Cover	980,000	1,150,000
Outside Back Cover	368,000	420,000
Double Spread (IFC: Pages 2–3)	420,000	432,000
Double Spread (Pages 4–5)	345,000	368,000
Double Spread (Run of Book)	290,000	310,000
Inside Back Cover	210,000	230,000
Full Page (Premium Position)	184,000	210,000
Full Page (Run of Page)	175,000	185,000

Print Specification - Q3 issue

Single Page

Trim Size 210 x 270 mm
Bleed 216 x 276 mm

Double Page Spread

Trim Size 420 x 270 mm
Bleed 432 x 276 mm

Colour Mode

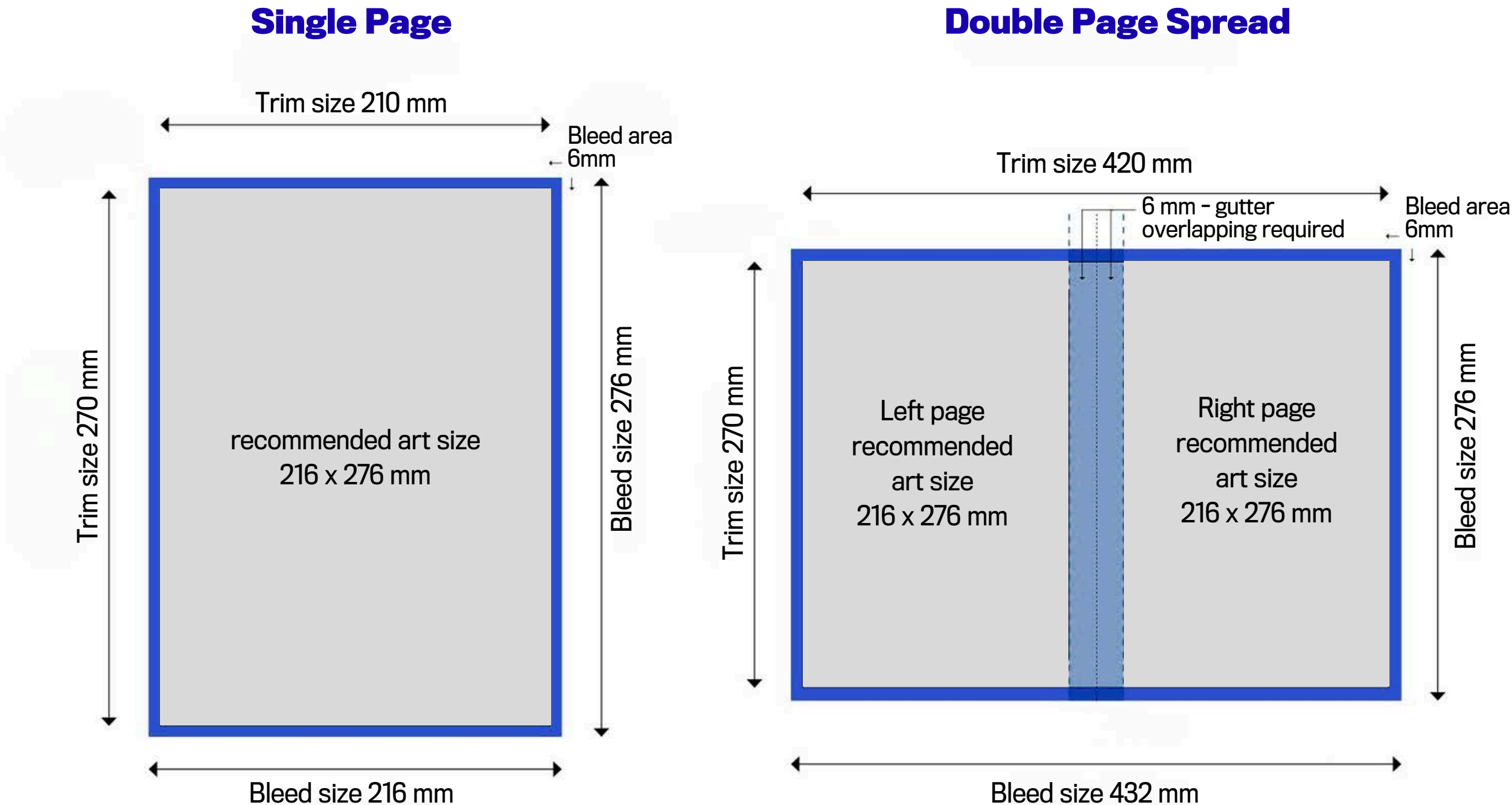
only CYMK

All text & fonts

Created outlined & 100% black

Submitted materials

High resolution (300DPI) PDF files are preferred.



Print Specification - Q4 issue

Single Page

Trim Size 245 x 295 mm
Bleed 251 x 301 mm

Double Page Spread

Trim Size 490 x 295 mm
Bleed 502 x 301 mm

Colour Mode

only CYMK

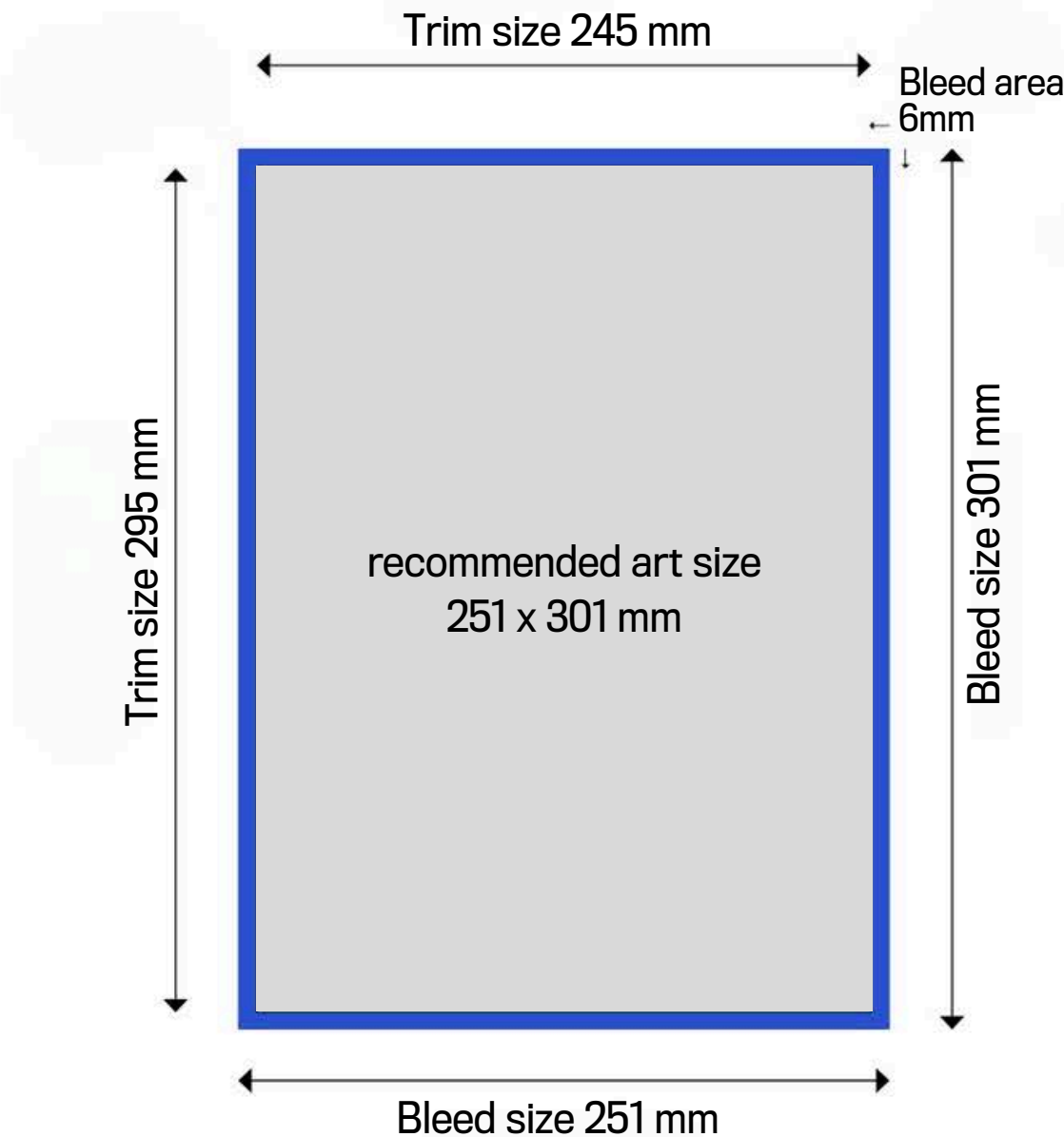
All text & fonts

Created outlined & 100% black

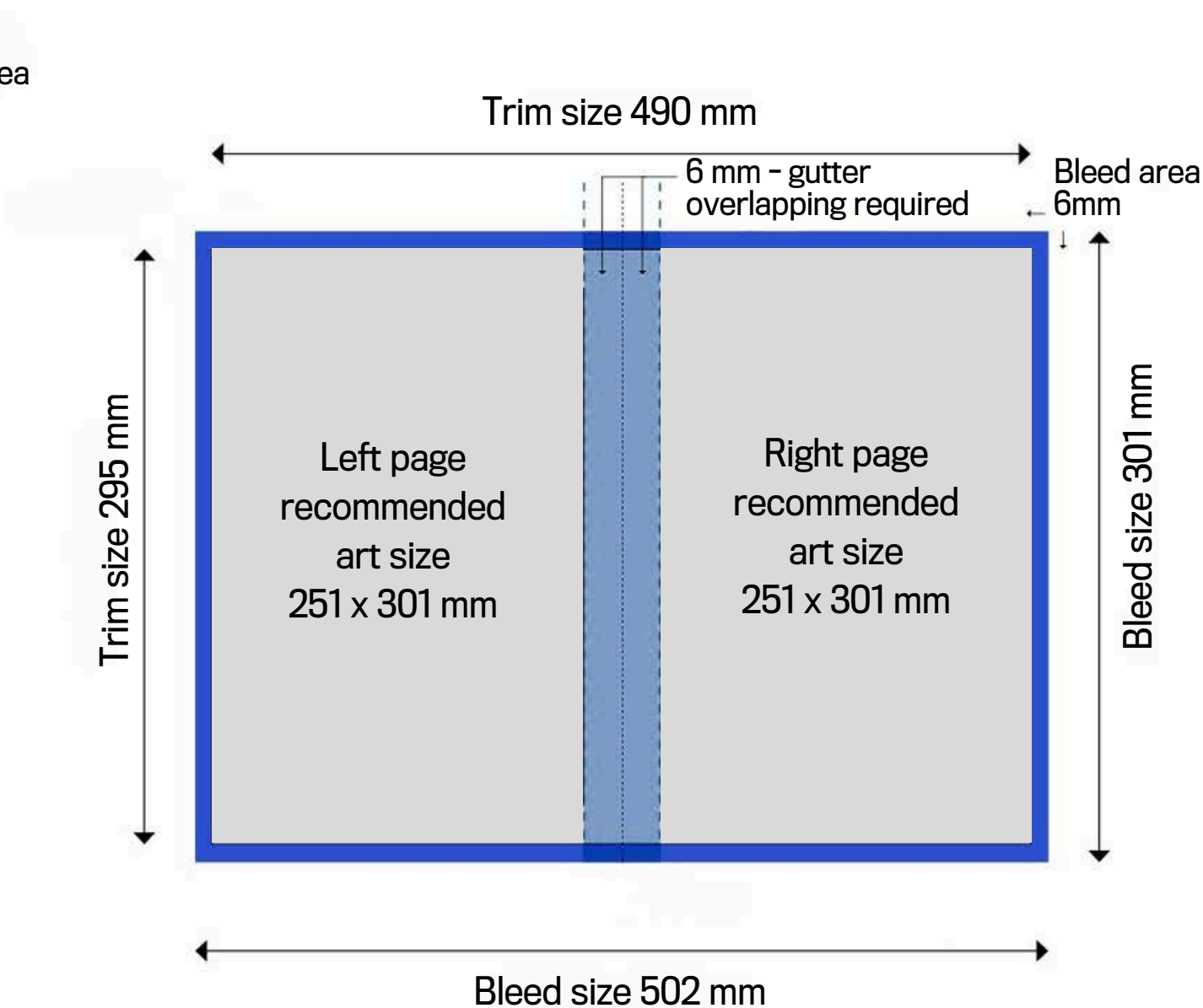
Submitted materials

High resolution (300DPI) PDF files are preferred.

Single Page



Double Page Spread



Advertorial Print Partnerships 2026

Each partnership is treated as a bespoke storytelling opportunity, not a templated advertisement.

Robb Report Thailand collaborates selectively with brands whose stories align with our editorial pillars and standards. Print advertorials are developed as long-form, magazine-quality features – written, edited, and designed to sit seamlessly within the issue while remaining clearly labelled in accordance with editorial guidelines. *

Position

Editorial Editions (Q2 & Q3)
THB

Best of the Best (Q4)
THB

Full Page Advertorial Feature	185,000	200,000
Double Page Advertorial Feature	300,000	330,000
Multi-Page Advertorial Feature (3–4 pages)	POA	POA

All Print Advertorial Partnerships include:

- Advertorial briefing and alignment session
 - Feature written by the Robb Report Thailand editorial team
 - Advertorial design and layout
 - One round of factual review / Three rounds of revisions
 - Clear advertorial / partner content labelling
-
- Features may take the form of interviews or editorial profiles. Word count, image use, and layout are determined during the briefing and remain subject to editorial team discretion.

Editorial Guidelines:

- All advertorial content is subject to editorial review and approval
- Final headline, tone, and structure remain at editorial discretion
- Content must align with Robb Report Thailand’s editorial standards and audience expectations
- Placement within the issue is subject to editorial flow and availability



Our Annual Gala A Celebration of Excellence

Best of the Best is Robb Report Thailand's annual benchmark of excellence, recognising the most outstanding achievements across the luxury landscape – from design and craftsmanship to innovation, performance, and cultural relevance.

The programme culminates in a private gala evening that brings together an invited audience of readers, industry leaders, and decision-makers. More than an awards night, it is a platform for meaningful exchange – offering direct engagement with exceptional products, ideas, and the people shaping the future of luxury in Thailand and the region.

In collaboration with Robb Report Thailand, selected partners benefit from:

- **Strategic brand partnerships** aligned with Best of the Best values
- **Bespoke co-hosted events** designed for high-impact engagement
- **Branded experiences** extending beyond the gala evening
- Involvement in **category nominations and award recognition** frameworks

Robb Report Experiences and RR1

Inspired by Robb Report's global approach to access, curation, and connection, Robb Report Thailand is developing an experience-led platform that extends beyond editorial and events.

This approach opens the door to intimate, high-value moments – from private product previews and editor-led dinners, to curated day experiences and weekend escapes – all designed to create meaningful engagement between exceptional brands and a highly discerning audience.



RR1 + Robb Report
HONG KONG





Priority Advertiser Sectors

Mobility & Engineering

Luxury automotive, performance EVs, aviation, yachting, private charter, marine lifestyle

Timepieces & Jewellery

High watchmaking, fine jewellery, heritage maisons, independent watchmakers

Property & Investment

Ultra-luxury residences, branded developments, private banks, family offices, alternative investments

Hospitality & Travel

Five- and six-star hotels & resorts, private islands, ultra-luxury travel designers, bespoke experiences

Style & Craft

Fashion houses, bespoke tailoring, leather goods, eyewear, artisanal craftsmanship

Design & Living

Luxury interiors, furniture, lighting, kitchens, home technology, collectible design

Epicurean & Indulgence

(Editorial Special Feature)

Fine wines & spirits, Champagne, whisky, cigars, private dining concepts

Technology & Innovation

High-end consumer tech, smart living, audio, mobility innovation, next-gen luxury tech

Multi-Platform Advertising Approach

Print Authority

Quarterly print placements for brand storytelling, heritage narratives, flagship launches

Digital Precision

Always-on digital campaigns, homepage takeovers, branded editorial, category ownership

Social Influence

High-impact IG storytelling, product moments, editorial-led brand features

Experiential Luxury

Editor-hosted dinners, curated brand experiences, private previews, RRTH signature events

Best of the Best

Awards participation, category alignment, bespoke brand activations around the gala



People come to Robb Report for
one reason: to discover
the **Best of the Best.**

For brands, this is a
moment to be
recognised as
a benchmark.

Robb Report does
not create desirability.

It curates it.



This is where discernment
meets distinction.

Where the world's most
considered audience
encounters products and
experiences that genuinely
earn the title:

The Best of the Best.