

Robb Report: Paid Advertorial and Custom Editorial-Style Content

A concise source exhibit documenting how Robb Report international editions have marketed paid advertorial, sponsored content, and custom editorial-style features to advertisers and brand partners.

What the documents show	What they do not establish by themselves
The media kits expressly price advertorial or sponsored content and describe custom editorial-style storytelling for paying brands.	They do not, standing alone, prove secret bribery, fabricated reporting, or that any specific independent article was paid for without disclosure.

EXHIBIT A - ROBB REPORT SINGAPORE MEDIA KIT 2026

Robb Report Singapore - Media Kit 2026

Official Robb Report Singapore PDF. Relevant material appears on pages 9, 14 and 15. Access verified September 4, 2026.

https://robbreport.com.sg/storage/2025/11/MEDIAKIT_RRSG_2026-FINAL.pdf

Paid advertorial pricing

"ADVERTORIAL (SINGLE PAGE) \$9,317"

Robb Report Singapore Media Kit 2026, p. 9. The kit states the rates are in Singapore dollars (SGD).

PRINT ADVERTORIAL
S\$9,317

DIGITAL ADVERTORIAL
S\$9,317

Custom editorial-style content for brands

"Through tailor-made editorial features ... we bring your brand narrative to life"

Robb Report Singapore Media Kit 2026, p. 15, under "Custom Content Creation."

The same section describes a suite of creative services for brand partners and says the resulting storytelling can be extended across Robb Report Singapore digital platforms, social media channels and its readership network.

Documentary significance: This is current, first-party evidence from a Robb Report domain that the publication sells advertorial placements and markets custom editorial-style storytelling to brands.

Historical sponsored-content language and rate card

Robb Report Australia & New Zealand - Media Kit 2019

Archived browser-readable mirror. Relevant material appears on media-kit pages 34-37. Access verified September 4, 2026.

<https://www.readkong.com/page/2019-media-kit-robb-report-international-editions-media-8998644>

How the kit describes sponsored content

"sponsored content is a unique combination of lifestyle editorial, advertorial and advertising"

Robb Report Australia & New Zealand Media Kit 2019, sponsored-content section, pp. 34-35.

The kit also explains that native-content integrations convey a paying brand's messaging inside Robb Report's environment and that the custom-content hub can include coverage of the brand, supported by images, video and social promotion.

Published rate for sponsored content

"Sponsored Content AU \$2,500.00"

Robb Report Australia & New Zealand Media Kit 2019, Digital Pricing, pp. 36-37.

PRODUCT Sponsored content	LISTED RATE AU\$2,500	FORMAT Digital / native content
-------------------------------------	---------------------------------	---

EVIDENTIARY TAKEAWAY

Supported conclusion

Robb Report media materials document a commercial model in which advertisers or brand partners can purchase advertorial, sponsored content, and custom editorial-style storytelling. The 2026 Singapore kit provides current first-party evidence; the 2019 Australia & New Zealand kit provides historical corroboration and a specific sponsored-content price.

Prepared as a documentary source exhibit. Quotations are intentionally brief; surrounding descriptions are summaries of the cited media-kit material.