Beyond *the* Boardroom

Media Kit 2026

Where Culture Informs Commerce

Who We Are

Beyond the Boardroom is a cultural intelligence platform for the luxury industry across Asia Pacific and the Middle East.

We translate the forces shaping culture, consumer behaviour and influence into business intelligence for luxury leaders and decision-makers. Through editorial, intelligence, convening and advisory, we help brands understand what is happening in the market, why it matters and how it should inform strategy.

Founded by luxury media operators, strategists and editors, *BTB* combines the strategic expertise of R.S.V.P with the editorial authority behind our fellow publications such as *Vogue* Singapore, and *Robb Report* Singapore, Malaysia and Vietnam, Luxury Guide and *Buro* Malaysia.

Through proprietary insights, closed-door leadership forums and curated experiences, we bring together the people shaping the future of luxury.

Strategic Insight

Strategic Intelligence & Consulting
for SEA & ME
Communications Services

Editorial Excellence

Website, Social and Podcast



Curated Experiences

Luxury Summit
Leadership Retreats
White Label Events

Community Building

BTB Circle Community
Collaborative Network with *Vogue* Singapore &
Robb Report Singapore, Malaysia and Vietnam



BTB Audience

Profile & Reach

Gender: 55% female, 45% male

Platform Age Group:

- 18-24: 5%
- 25-34: 28%
- 35-44: 45%
- 45-54: 16%
- 55-64: 5%
- 65 and above: 1%

Website Reach: 75,000 per month
Monthly Page Views: Up to 250,000
Average Session Duration: 9 minutes 20 seconds

Profile: Senior executives, decision-makers, founders, entrepreneurs, investors, marketers, creatives, luxury leaders, and next-generation cultural figures shaping the future of business across Asia Pacific and the Middle East.

Digital Content Formats

BTB Bite-Sized
The deals, shifts, launches and cultural moments worth knowing now, distilled into a single scroll.

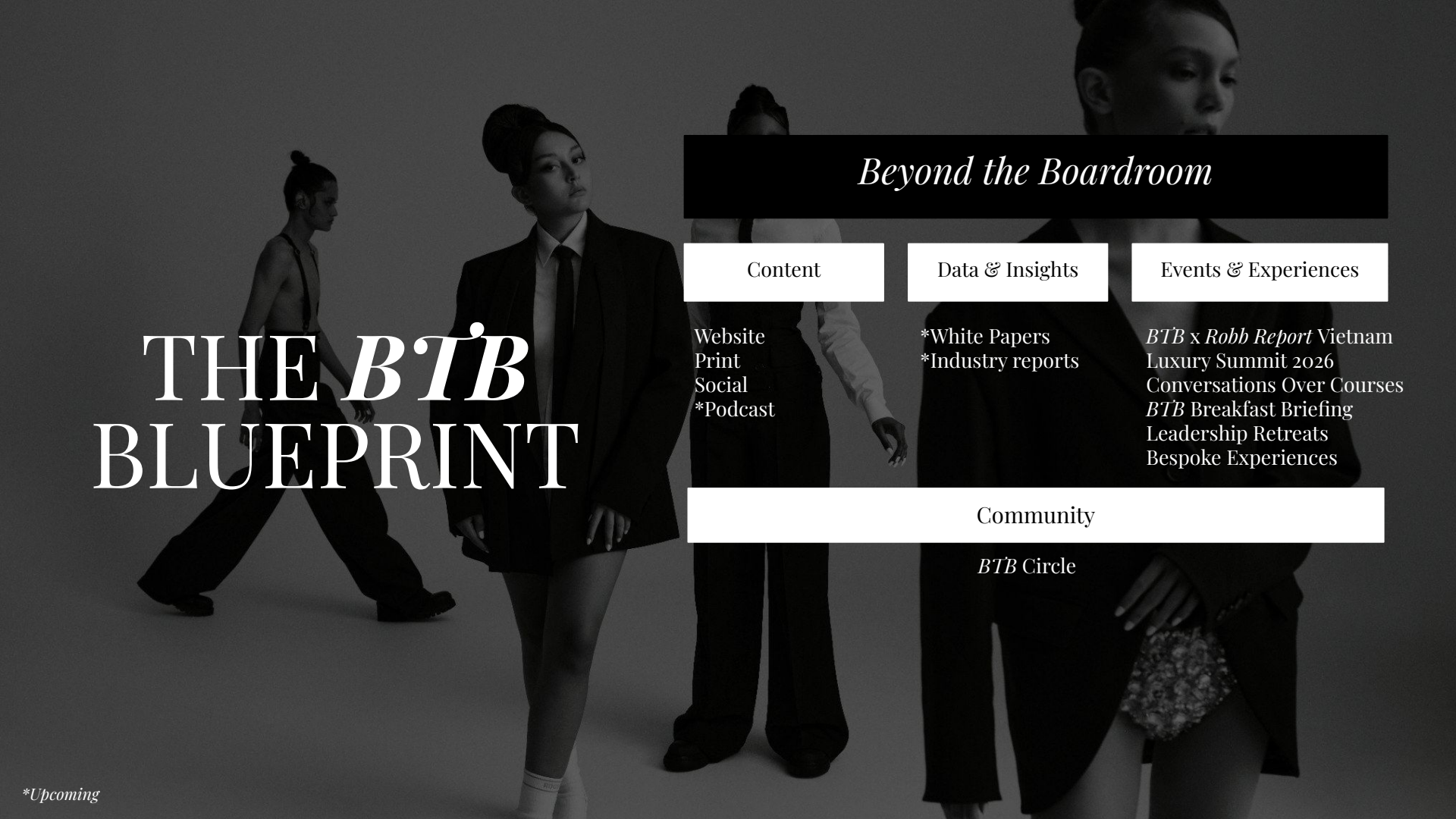
Brands, Culture & Influence
How brands build relevance in culture, from changing consumer behaviours and communities to fandom, influence and the forces shaping what people value.

Innovation & Intelligence
Where technology meets human behaviour. We explore AI, emerging platforms, new business models and the innovations changing how brands understand and engage their audiences.

Ethics & Sustainability
The tensions shaping responsible business, from sustainability and accountability to trust, reputation and the changing expectations placed on companies and leaders.

Leadership & Power
Who holds influence, how it is changing and the people, networks and cultural forces shaping decisions inside and beyond the boardroom.

Experience & Connection
How brands turn culture into something people can experience, exploring the spaces, communities, events and real-world moments creating connection, belonging and lasting relevance.



THE *BTB* BLUEPRINT

Beyond the Boardroom

Content	Data & Insights	Events & Experiences
Website Print Social *Podcast	*White Papers *Industry reports	*BTB* x *Robb Report* Vietnam Luxury Summit 2026 Conversations Over Courses *BTB* Breakfast Briefing Leadership Retreats Bespoke Experiences

Community

BTB Circle

**Upcoming*



Social Media

Instagram

From story polls to carousels that break down ideas, trends, or insights from our editorial into a sequence of image-led frames, made for executives who consume content on the move.

Digital Cover

A monthly digital cover tied to our editorial calendar, featuring the issue's lead story or interview subject, published across Instagram and available for partner co-branding.

BTB Newsletter

Delivered every two weeks, the *BTB* Fortnightly is our newsletter distilling the ideas, deals and cultural shifts shaping luxury across Asia-Pacific and the Middle East, spanning brand strategy, market intelligence and the campaigns worth watching.

LinkedIn

Each piece from our editorial is adapted into a LinkedIn post, reaching an audience of nearly 500 executive-level and above followers with analysis on business, culture, and luxury strategy.

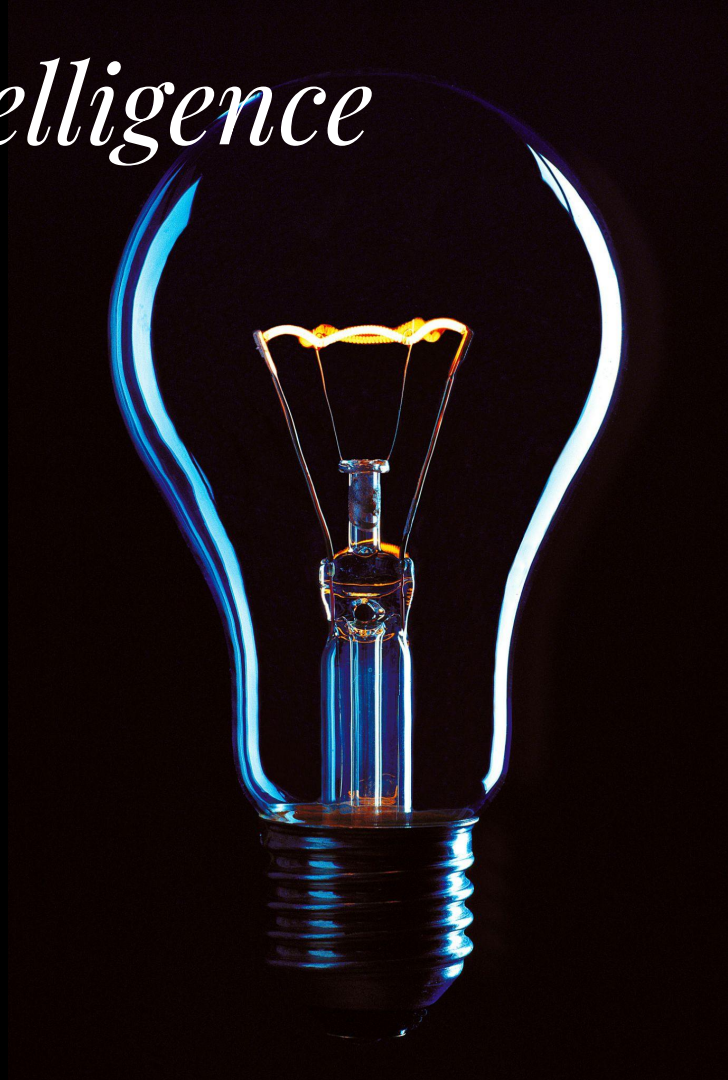
Advisory & Cultural Intelligence

Understanding what's changing in culture is one thing. Knowing what it means for your business is another. We translate cultural shifts, audience behaviours and market dynamics into intelligence organisations can act on. Combining editorial instincts, regional expertise and access to the people shaping culture, we help businesses understand not just what is happening, but why it matters.

From HNW behaviour and emerging consumer communities to generational shifts, purchase culture and market-specific nuances across Asia Pacific and the Middle East, our work can include:

- Cultural and audience intelligence
- HNW and next-generation consumer behaviour
- Market entry and cultural positioning
- Trend and category intelligence
- Executive briefings and cultural immersions
- Editorial and thought leadership strategy

The result is a clearer view of the audiences you want to reach, the cultures shaping them and where your brand has permission to participate.



Curated Connections

From C-suite leaders and investors to cultural voices, creators, technologists and influential communities, we bring the right audiences for you into the room, creating meaningful connections between organisations and the people shaping their markets.

From closed-door dinners and leadership roundtables to cultural immersions, summits and bespoke experiences, every gathering is curated around the audiences you want to reach and the conversations you want to lead.

Through our media ecosystem, those conversations can also travel beyond the room through editorial, content and thought leadership.





Moderation & Cultural Workshops

Cultural intelligence only creates value when it becomes part of how people think, communicate and make decisions.

We design and lead workshops, moderated sessions and interactive programmes that build cultural fluency across organisations, from C-suite leadership teams to frontline management.

Drawing on real-world cultural shifts, audience behaviours and market insights, we turn intelligence into practical conversations around customers, communication, leadership and decision-making.

Sessions can range from executive cultural briefings and leadership workshops to frontline training, facilitated debates and bespoke programmes built around a specific market, audience or business challenge.

Experiences

Event Formats



Breakfast Briefing

Held every six weeks, senior executives gather to explore intelligence & analysis on new topic each time, spanning business, culture, and the forces reshaping luxury.



Go Beyond Retreats

Female-focused C-suite retreats held in luxury locations across the region, designed to unpack leadership, wellness, and growth with a focus on lasting impact.



Conversations Over Courses

Closed-door C-suite dining format where each course unlocks a new conversation, turning the dinner table into the region's most intimate post-boardroom networking event.



Robb Report Vietnam x BTB Luxury Summit 2026

Bringing regional and global voices together in Ho Chi Minh on innovation, wellness, legacy, and the future of generational luxury.

BTB CIRCLE





Meet Our BTB Circle of Leaders

An introduction to the founders, executives, and cultural leaders who make up the *BTB* community across Asia-Pacific and the Middle East.

Get Access & Become Part of a Wider Network

A direct line into a curated peer network of industry leaders who are building, investing, and shaping the future of luxury business.

Editorial Calendar 2026

Status, Reimagined

March & April

Wellness Issue: Pause & Performance

May

The Power of Play

June

Summer Issue: BTB Off Duty

July

The Reputation Issue

August

Impact Issue: Capital With Influence

September

Succession: Luxury in Generation

October

Luxury in Perspective

November
(featuring RR x BTB Luxury Summit)

People, Parties & Places

December

How We Can Work Together

Strategic & Cultural Advisory
Audience-led strategy, positioning and market thinking grounded in cultural intelligence, regional expertise and real-world behaviour.

Executive & Audience Convening
Closed-door dinners, roundtables and bespoke forums connecting brands directly with C-suite leaders, founders, consumers, experts and cultural voices.

Cultural & Audience Intelligence
Deep insight into how people think, behave and buy, from HNW audiences and emerging communities to generational and cultural shifts across Asia and beyond.

Experiential Advisory
Experiences built around the audiences that matter, spanning concept development, cultural programming, community curation, talent and execution.

Editorial & Content
Credible storytelling and thought leadership that places brands within the conversations shaping business and culture, amplified through BTB and our wider media network.

Services Rate Card

OVERVIEW	RATE (SGD)
Website Display Banner Takeover: Homepage	$7,500 (p/w)
Website Display Banner Takeover: Sections	$5,500 (p/w)
Website Standard Advertorial: 1 x online standard advertorial story 1 x Instagram story sharing adv 1 x Linkedin post sharing adv 1 x Newsletter sharing adv	$8,888
Events & Bespoke: Breakfast Briefing Conversations Over Courses Moderation / Hosting / Workshops Bespoke Partnerships Strategic Advisory / Consulting	 $10,000 $10,000+ From $5,000 Upon Request Upon Request
Beyond Leadership Retreats (February 2027)	Upon request
BTB x *Robb Report* Vietnam Luxury Summit (November 2026)	Upon request

What's Next
2026 Program

- ***Breakfast Briefings*** at Club *Vogue* every 6 weeks
- ***Conversation Over Courses*** Dinners
- ***BTB x Robb Report Vietnam Luxury Summit*** in Ho Chi Minh City in November 2026
- ***Female Leadership Retreat*** in Bali in February 2027 collaboration with *Vogue* Singapore

Contact



Bettina von Schlippe
Co-founder, BTB
b.schlippe@imv.com.sg



Rahat Kapur
Co-founder, Editorial Director, BTB
r.kapur@btb.sg