



VOGUE

PHILIPPINES

Media Kit 2024

CONDÉ NAST



VOGUE

MISSION STATEMENT

Vogue Philippines continues to inform and inspire a global audience, creating dynamic conversations about today and tomorrow.

Through its powerful, original narratives, Vogue champions emerging talents and crystallizes the Philippine fashion identity.

Celebrating creativity and craftsmanship, Vogue empowers a vibrant, sophisticated community engaged in the art and business of fashion.

Leading the industry with its values of inclusivity, diversity, sustainability, and stewardship of our natural environment, Vogue forges the future of fashion.

Source: Harold Julian (VOGUE Philippines March 2023)

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VOGUE

EDITOR IN CHIEF
STATEMENT

For over 120 years, Vogue has been the architect of desire. It is moved by the zeitgeist, ushering in ideas whose time has come.

Fashioning the future, Vogue influences industry to ecosystem, tailoring to technology, streetwear to couture and now, the Philippines to the world.

It presents compelling portraits of Vogue's values in practice: lives styled with creativity, optimism and meaningful luxuries. Each issue is a new beginning and every page is an invitation to be inspired.

BEA VALDES, EDITOR IN CHIEF

Source: Colin Dancel (VOGUE Philippines September 2023)

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VOGUE
PHILIPPINES

BRAND
HIGHLIGHTS

FEBRUARY 2024

CULTURE

Advertising Theme: REAL ESTATE AND LIVING

History, artistry, heritage, Lunar New Year, Valentine's, and other creative facets of Filipino life.

MARCH 2024

SUMMER FASHION

Advertising Theme: SUMMER FASHION

Trendsetting and Filipino voices in global fashion.

APRIL 2024

BEAUTY

Advertising Theme: BEAUTY AND WELLNESS

The Filipino look is diverse and inclusive.

MAY 2024

THE FUTURE

Advertising Theme: TECHNOLOGY AND ENTERTAINMENT

Innovations in technology and the next generation of Filipino creatives.

Source: Sharif Hamza (VOGUE Philippines May 2023)

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JUNE 2024

PRIDE

Advertising Theme: EMERGING BRANDS

Freedom and the way the world should be.

Special VOGUE MAN

JULY 2024

TRAVEL & SPORTS

Advertising Theme: TRAVEL, HOSPITALITY, DINING

Olympians and what they are playing for.

AUGUST 2024

MUSIC AND DESIGN

Advertising Theme: JEWELRY AND ACCESSORIES

How creative disciplines are collaborative.

SEPTEMBER 2024

ANNIVERSARY & FALL FASHION

Advertising Theme: FALL FASHION

Celebration, intricate details, and Filipino fashion.

Source: Regine David (VOGUE Philippines June 2023)

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VOGUE
PHILIPPINES

BRAND
HIGHLIGHTS

OCTOBER 2024

BODY AND WELLNESS

Advertising Theme: HEALTH AND WELLNESS

Exploring new forms of well-being.

Special VOGUE MAN

NOVEMBER 2024

LUXURY

Advertising Theme: SHOPPING AND LUXURY

The luxury of choice.

DECEMBER 2024 / JANUARY 2025

ART + GIVING BACK

Advertising Theme: HOME AND FURNITURE

Different forms and perspectives of art.

Source: Sharif Hamza (VOGUE Philippines March 2023)

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VOGUE

PRODUCTION SCHEDULE

	BOOKING DEADLINE	MATERIAL DEADLINE	COVER REVEAL	ON SALE DATE
FEBRUARY 2024 (CULTURE)				
	08 DEC 23	09 JAN 24	29 JAN 24	01 FEB 24
MARCH 2024 (SUMMER FASHION)				
	10 JAN 24	06 FEB 24	28 FEB 24	01 MAR 24
APRIL 2024 (THE FUTURE)				
	09 FEB 24	07 MAR 24	28 MAR 24	01 APR 24
MAY 2024 (BEAUTY)				
	08 MAR 24	09 APR 24	29 APR 24	01 MAY 24
JUNE 2024 (PRIDE)				
	10 APR 24	09 MAY 24	28 MAY 24	01 JUN 24
JULY 2024 (TRAVEL & SPORTS)				
	10 MAY 24	07 JUN 24	28 JUN 24	01 JUL 24
AUGUST 2024 (MUSIC & FILM)				
	10 JUN 24	09 JUL 24	29 JUL 24	01 AUG 24
SEPTEMBER 2024 (ANNIVERSARY & FALL FASHION)				
	10 JUL 24	09 AUG 24	28 AUG 24	31 AUG 24
OCTOBER 2024 (BODY & WELLNESS)				
	09 AUG 24	09 SEP 24	28 SEP 24	01 OCT 24
NOVEMBER 2024 (LUXURY)				
	09 SEP 24	08 OCT 24	28 OCT 24	31 OCT 24
DECEMBER 2024 / JANUARY 2025 (ART, GIVING BACK & HOMECOMING)				
	10 OCT 24	08 NOV 24	28 NOV 24	30 NOV 24

Source: Sharif Hamza (VOGUE Philippines September 2023)