



# VOGUE

PHILIPPINES

Media Kit 2025

CONDÉ NAST





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: Karl King Aguña (VOGUE Philippines September 2024)

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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**

# VOGUE

EDITOR IN CHIEF  
STATEMENT

Source: Artu Nepomuceno (VOGUE Philippines November 2024)

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BRAND  
HIGHLIGHTS

## **FEBRUARY 2025**

### **CULTURE**

Advertising Theme: HOSPITALITY AND  
TRANSPORTATION

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

## **MARCH 2025**

### **SUMMER FASHION AND NEXT GEN**

Advertising Theme: SUMMER FASHION

Trendsetting and Filipino voices in global fashion.

## **APRIL 2025**

### **SUSTAINABILITY**

Advertising Theme: EMERGING BRANDS

Sustainability through the lens of fashion and culture.

## **MAY 2025**

### **BEAUTY AND WELLNESS**

Advertising Theme: BEAUTY AND WELLNESS

Exploring new forms of beauty and well-being.

Source: Karl King Aguña (VOGUE Philippines May 2024)

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## **JUNE 2025**

### PRIDE AND THE PERFORMING ARTS

Advertising Theme: PRIDE, BEAUTY, FASHION

Freedom and the way the world should be.

## **JULY / AUGUST 2025**

### DESTINATIONS AND FOOD

Advertising Theme: HOSPITALITY, TRANSPORTATION,  
CARS AND DINING

Local destinations and gastronomy, celebrating  
culture.

## **SEPTEMBER 2025**

### ANNIVERSARY AND FALL FASHION

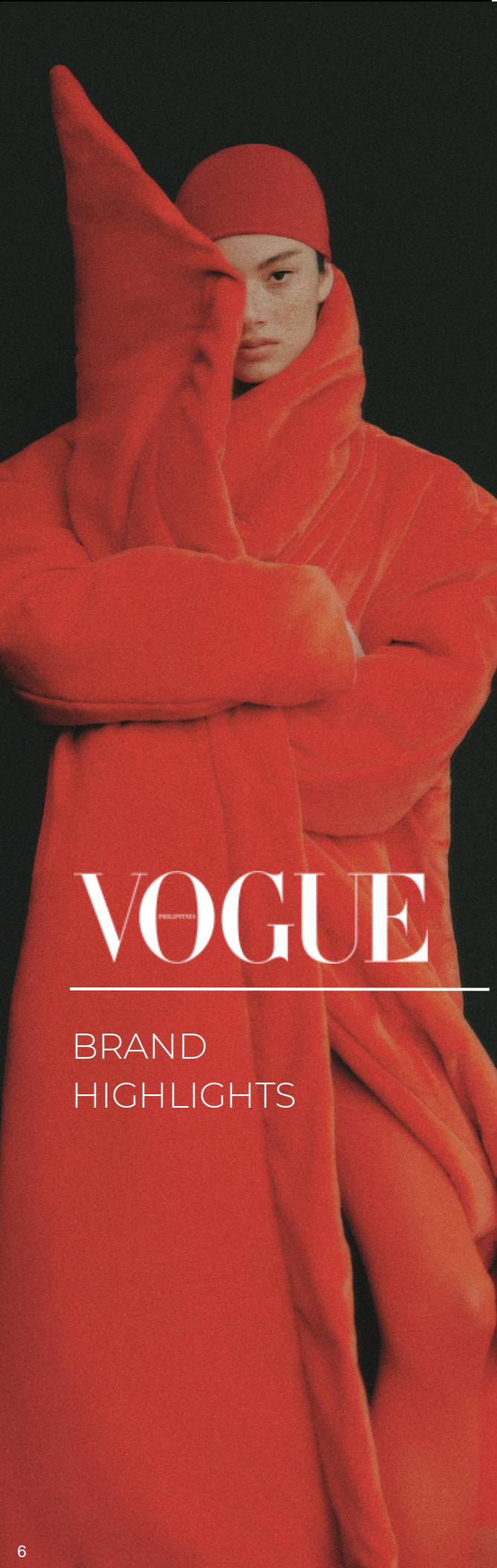
Advertising Theme: FALL FASHION

A celebration of local and global fashion.

Source: Artu Nepomuceno (VOGUE Philippines September 2024)

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## **OCTOBER 2025**

### **TECH AND DIGITAL CULTURE**

Advertising Theme: TECHNOLOGY AND  
ENTERTAINMENT

Technology and innovation in fashion and culture.

## **NOVEMBER 2025**

### **LUXURY**

Advertising Theme: SHOPPING AND LUXURY

The luxury of choice.

## **DECEMBER 2025 / JANUARY 2026**

### **HOLIDAY AND HOME**

Advertising Theme: HOME AND FURNITURE,  
HOSPITALITY, DINING

Different forms and perspectives of home.

Source: Alvaro Garcia (VOGUE Philippines November 2024)

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VOGUE  
PHILIPPINES

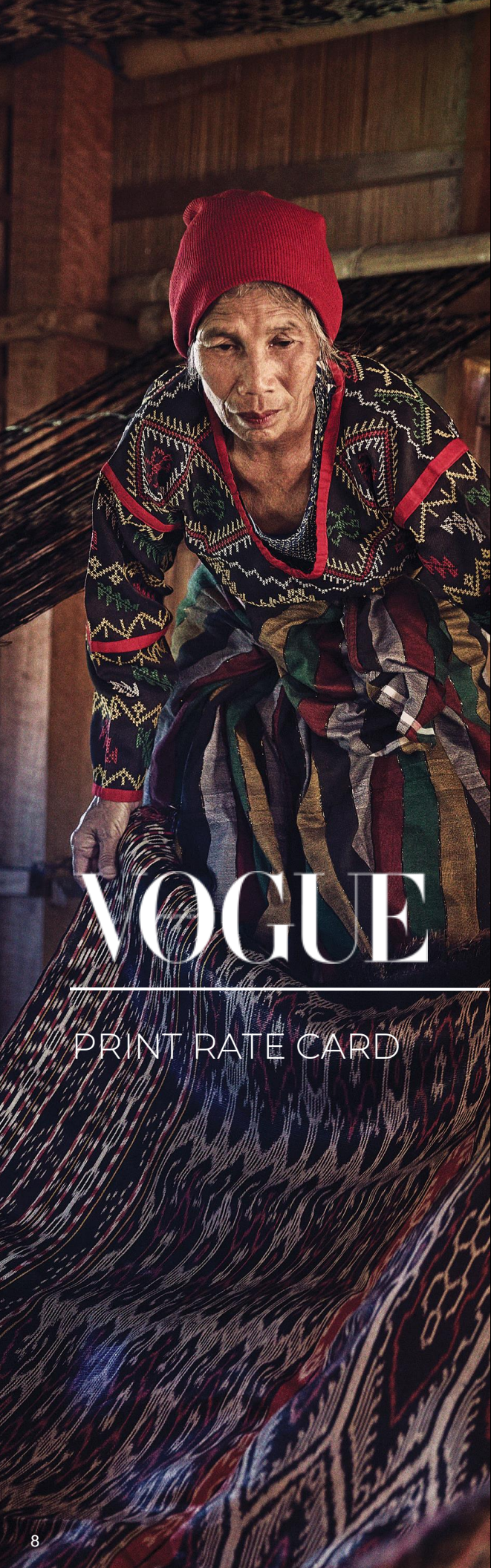
PRODUCTION  
SCHEDULE

BOOKING DEADLINE	MATERIAL DEADLINE	COVER REVEAL	ON SALE DATE
FEBRUARY 2025 (CULTURE)			
09 DEC 25	06 JAN 25	31 JAN 25	01 FEB 25
MARCH 2025 (SUMMER FASHION & NEXT GEN)			
10 JAN 25	06 FEB 25	28 FEB 25	01 MAR 25
APRIL 2025 (SUSTAINABILITY)			
10 FEB 25	06 MAR 25	31 MAR 25	01 APR 25
MAY 2025 (BEAUTY & WELLNESS)			
10 MAR 25	07 APR 25	30 APR 25	01 MAY 25
JUNE 2025 (PRIDE & PERFORMING ARTS)			
10 APR 25	06 MAY 25	30 MAY 25	01 JUN 25
JULY / AUGUST 2025 (DESTINATIONS & FOOD)			
09 MAY 25	06 JUN 25	30 JUN 25	01 JUL 25
SEPTEMBER 2025 (ANNIVERSARY & FALL FASHION)			
10 JUL 25	06 AUG 25	29 AUG 25	01 SEP 25
OCTOBER 2025 (TECH & DIGITAL CULTURE)			
11 AUG 25	05 SEP 25	30 SEP 25	01 OCT 25
NOVEMBER 2025 (LUXURY)			
09 SEP 25	06 OCT 25	31 OCT 25	1 NOV 25
DECEMBER 2025 / JANUARY 2026 (ART, GIVING BACK & HOMECOMING)			
10 OCT 25	6 NOV 25	28 NOV 25	01 DEC 25

Source: Neil Oshima and Mark Nicdao (VOGUE Philippines May 2024)

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## PRINT RATE CARD (PHP)

PREMIUM POSITIONS (BEFORE WELL)	1x	6x	11x
Gatefold	1,300,000	1,268,000	1,258,000
Inside Front Cover Spread	1,000,000	968,000	958,000
1st Double Page Spread	625,000	593,000	583,000
2nd Double Page Spread	610,000	578,000	568,000
3rd Double Page Spread	595,000	563,000	553,000
4th Double Page Spread	580,000	548,000	538,000
5th Double Page Spread	565,000	533,000	523,000
Double Page Spread (not specified)	550,000	518,000	508,000
Full Page - Across Contents 1	315,000	283,000	273,000
Full Page - Across Contents 2	300,000	268,000	258,000
Full Page - Across Masthead 1	280,000	248,000	238,000
Full Page - Across Masthead 2	265,000	233,000	223,000
Full Page - Across Editor's Letter	250,000	218,000	208,000
Inside Back Cover	310,000	286,000	260,000
Inside Back Cover Spread	360,000	336,000	310,000
Outside Back Cover	550,000	518,000	508,000

STANDARD POSITIONS (AFTER WELL)	1x	6x	11x
Full Page (not specified)	200,000	-	-
Double Page Spread (not specified)	500,000	-	-

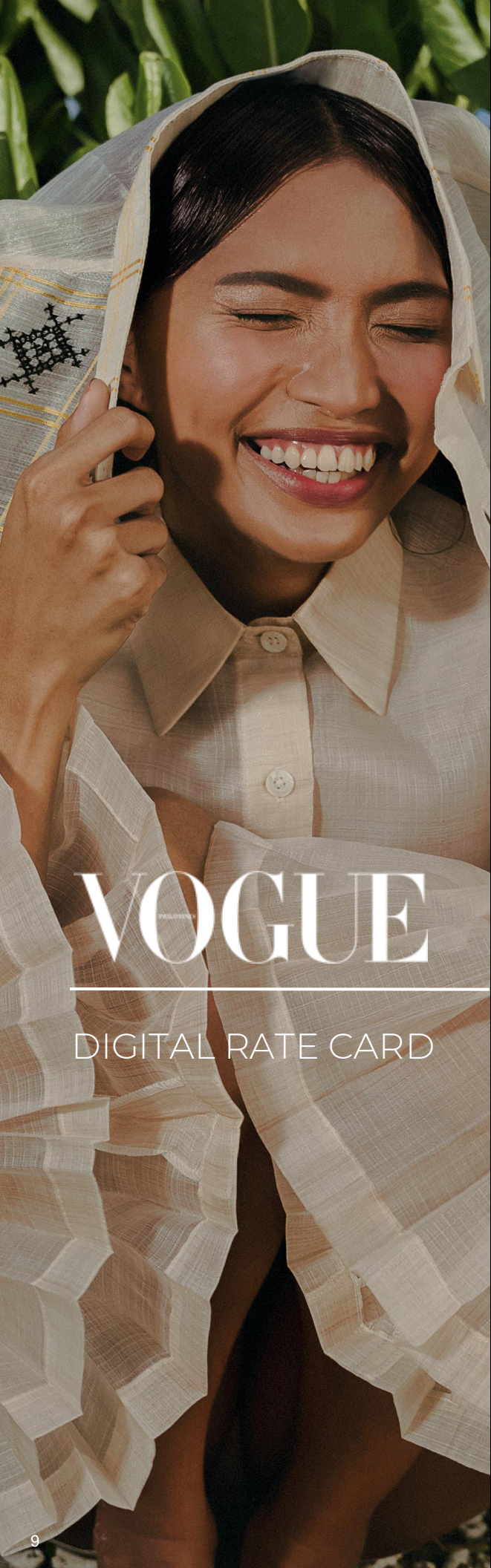
### PRINT ADVERTISING TERMS

1. Minimum spend applies for print placements.
2. Ad materials are subject to the review and approval of Vogue Philippines.
3. Movement of print placements must be communicated in writing to Vogue Philippines and requested on or before the 10th of the month, three (3) months prior to the issue date.
4. Cancellation of print placements are subject to cancellation fees.
5. All rates are net of applicable taxes.

Source: Gabriel Nivera (VOGUE Philippines April 2024)

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## DIGITAL RATE CARD (PHP)

DISPLAY ADVERTISING	ALL SITE	HOMEPAGE	ARTICLE PAGE	CATEGORY PAGE
All Site Takeover	2,500,000	-	-	-
Homepage Takeover	-	1,750,000	-	-
Category Page Takeover	-	-	-	1,500,000
Header	-	400,000	360,000	340,000
Section Leaderboard	-	300,000	260,000	240,000
Skyscraper	-	360,000	320,000	300,000
In-Content	-	-	220,000	-
MREC	-	200,000	160,000	140,000
Footer	-	150,000	120,000	100,000

\*Display Advertising Duration: 15 Days  
\*\*Displays ads are subject to availability

### DIGITAL ADVERTISING TERMS

1. Minimum spend applies for digital placements
2. Ad materials are subject to the review and approval of Vogue Philippines.
3. Display ads are at 50% SOV and are served for 15 days or until the impressions reach the KPI.
4. Movement of digital placements must be communicated in writing to Vogue Philippines and requested at least two (2) weeks before the upload date.
5. Cancellation of digital placements are subject to cancellation fees.
6. Rates are net of applicable taxes

Source: Joseph Bermudez (VOGUE Philippines April 2024)





## MEDIA CHANNELS RATE CARD (PHP)

MEDIA CHANNEL PARTNERSHIPS	PLATFORM	RATE
Instagram Reel	Instagram	Available upon request
Tiktok Video	Tiktok	Available upon request
Youtube Video	Youtube	Available upon request
Podcast	Spotify & Apple Podcasts	Available upon request
*Display Advertising Duration: 15 Days		
**Displays ads are subject to availability		

### DIGITAL ADVERTISING TERMS

1. Minimum spend applies for digital placements
2. Ad materials are subject to the review and approval of Vogue Philippines.
3. Display ads are at 50% SOV and are served for 15 days or until the impressions reach the KPI.
4. Movement of digital placements must be communicated in writing to Vogue Philippines and requested at least two (2) weeks before the upload date.
5. Cancellation of digital placements are subject to cancellation fees.
6. Rates are net of applicable taxes.

Source: Borgy Angeles (VOGUE Philippines May 2024)

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## CREATIVE PARTNERSHIPS RATE CARD (PHP)

PRINT CREATIVE PARTNERSHIPS	RATE
Full Page Advertorial (exclusive of shoot)	300,000
Double Page Advertorial (exclusive of shoot)	650,000
FP / DPS Advertorial (with shoot)	Available upon request

DIGITAL CREATIVE PARTNERSHIPS	PLATFORM	RATE
Native Article (exclusive of shoot)	Website	350,000
Native Article (with shoot)	Website	Available upon Request
Affiliate Marketing	Website	Available Upon Request
Facebook/Instagram Post (per post)	Social Media	100,000
Vogue Live/Videos (with shoot)	Social Media	Available upon Request

## EVENT RATE CARD (PHP)

EVENT PARTNERSHIPS	RATE
Vogue Talks	Available upon request
Vogue Threads	Available upon request
Vogue Dinner	Available upon request

Source: Borgy Angeles (VOGUE Philippines May 2024)