



VOGUE

SINGAPORE

Media Kit 2025

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VOGUE

SINGAPORE

EDITOR'S NOTE

Vogue is not only the undisputed global authority in fashion, but a catalyst that elevates and transforms contemporary culture. For over 120 years, it has gathered the world's most celebrated creatives to craft stories that inspire us to dream—transporting us into new worlds through the power of fashion—and, just as importantly, shining a light on the critical issues of our time. It is both a magnifying glass on the zeitgeist and a telescope for the future of fashion.

At *Vogue* Singapore, this legacy is embodied in our vision to be a bold, innovative, and fashion-forward platform that empowers and inspires. Through intelligent and thought-provoking content, we drive change for good. Our readers are fashion fluent, independent thinkers who express themselves through the creative arts and are committed to positively shaping future generations. They are strong women with a strong sense of style and purpose.

In just the past four years, *Vogue* Singapore has become a leader in this region, reaching audiences across Singapore and Southeast Asia through monthly print publications, immersive events, and a suite of cutting-edge digital platforms. This has been made possible by our creative use of multimedia and new technologies, which position us at the nexus of fashion and technology.

Our mission is clear: to innovatively create impactful visuals and intelligent stories that inspire action, and to elevate the local and regional fashion scene to the attention of the global market. To do anything less would be to underutilize the potential of *Vogue* to leave its own meaningful legacy.

It has been an exciting four years of *Vogue* Singapore, filled with world-first activations, iconic covers, and groundbreaking integration of technology—all with heart and purpose. As we look towards celebrating our fifth anniversary, I invite you to partner with us as we continue to lead the creative conversation, empower our community, and shape the future of fashion and culture in this region.

Desmond Lim
Editor-In-Chief of *Vogue* Singapore



CELEBRATING FASHION, INNOVATION AND CULTURE TOGETHER

In five years, *Vogue* Singapore has established itself as a dynamic platform with a mission to drive change for good. It has become a cultural catalyst, inspiring creativity and innovation while championing progress.

We've curated a lineup of opportunities designed to connect our partners and clients with the right audiences and celebrate *Vogue*'s impact across all platforms.

Vogue Leaders: Honouring Women Who Lead

Introducing *Vogue*'s award series—*Vogue* Leaders, a leadership programme focussed on uplifting female leaders alongside an award series celebrating 10 trailblazing women making significant strides in sustainability, innovation, social impact, and advocacy.

Beyond the Boardroom

Driving change means bringing creators, culture, and business together in meaningful conversations, workshops, and conferences that go beyond the boardroom. We're meeting our readers where they are, empowering them to make informed decisions, and shaping the conversations that matter.

Fashion Innovation Moments

Elevating storytelling with innovation in key fashion issues—March and September 2025

The Straits Issue

Honoring Singapore's 60th National Day, the July/August special edition celebrates the nation's rich cultural identity and creative heritage. The Straits Issue will highlight hidden gems, emerging talents, and the stories that define Singapore as a hub of innovation and artistry.

NEXT IN VOGUE 2025

This year, NEXT IN VOGUE will scale new heights with activations every quarter in 2025 from conversations to masterclasses, culminating in October with the annual *Vogue* Gala.

Guided by our mission to uplift communities, amplify local stories, and inspire global impact, *Vogue* Singapore looks to the future with renewed purpose.

**WE ARE THE CHANGE.
WE ARE *VOGUE* SINGAPORE.**



VOGUE
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**FIVE YEARS OF
VOGUE SINGAPORE**



VOGUE

SINGAPORE

AUDIENCE PROFILE AND REACH

67%

FEMALE

33%

MALE

Readers' age group

18-24: 23%

25-34: 26%

35-44: 20%

45-54: 14%

55-64: 10%

65 and above: 7%

Interests

Fashion, beauty, watches, jewellery, wellness, culture, entertainment, celebrities, runway, street style, dining, design, technology

Engagement preferences

shopping events, cocktails, networking, masterclasses, talks and panels

Print reach

Circulation: 25,000

Estimated readership: 100,000

Website reach

Monthly pageviews: up to 3 million monthly average

Average session duration: 5 minutes

Social media reach

Instagram followers: 190,015

Facebook followers: 4,858

Tiktok followers: 19,000

EDM newsletter reach

Subscribers: 7,600

*Updated as of 12 Nov 2024



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EVENT HIGHLIGHTS

NEXT IN VOGUE

NEXT IN VOGUE is *Vogue* Singapore annual landmark. The multi-day event will witness thought leaders, brands, retailers and creatives convening for a series of panel discussions titled NEXT IN VOGUE Conversations alongside an array of designer showcases, fringe events and masterclasses.

The landmark event hosted in October will include:

- Networking cocktails
- Informative panels
- Designer exhibitions
- Branded displays
- Masterclasses and other fringe activities
- By-invite only VIP gala

VOGUE SALON

An intimate panel series hosted by *Vogue* Singapore, *Vogue* Salon brings together key industry leaders and influential personalities to spark inspiring conversations and drive change for good.

VOGUE 10

A trademark event hosted by *Vogue* editors that shows guests how to style and incorporate 10 key items from a brand's latest collection. The 'Vogue 10' list will also be featured in an online story on *Vogue.sg* that's published on the same day of the actual event; presenting guests and readers with an easy reference to shop these recommendations immediately.

VOGUE MASTERCLASS

Vogue Masterclasses offer exclusive, immersive sessions led by industry leaders across fashion, design, culture, and wellness. Engage in hands-on learning, gain unique insights, and elevate your expertise in one unforgettable experience.



VOGUE LEADERS

Celebrating five years, *Vogue* Singapore introduces *Vogue* Leaders—an initiative identifying 10 trailblazing women to watch who are making strides in sustainability, innovation, social impact, advocacy, and representing Singapore on the global map. The *Vogue* Leaders Award will include a print special, a digital microsite and an event that brings together Singapore's leading women to award the 10 winners for the evening.

VOGUE MAN

Vogue Man—a special-edition supplement published with the June issue of *Vogue* Singapore. Tailored to the modern, sophisticated and fashion-fluent Asian man, *Vogue* Man combines compelling storytelling with future-forward curation—ushering in the bold and innovative in men's fashion and lifestyle.

VOGUE underground

With a mission to spotlight emerging talent, *Vogue* Underground brings together Singapore's up and coming creative community for one evening. Discover the latest DJ's, artists, designers and models who are the fresh faces to watch for 2025. *Vogue* Underground is slated for May 2025.

VOGUE 5th Anniversary Gala

Celebrating 5 years of *Vogue* in Singapore—the *Vogue* Singapore Gala has established itself regionally and locally as the pinnacle of fashion soiree's. Celebrating the titles' impact in Singapore — the Gala brings together 300-350 VIP's for one night. Demographic of guests at the annual *Vogue* Gala consist of personalities from fashion, society, and decisionmakers from key industries and business. Overall, a 20% regional and 12% international attendance respectively. *Vogue* Singapore Gala is hosted alongside Next in *Vogue* 2025 in October.

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SPECIAL PROJECTS



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VOGUE SINGAPORE
COMMUNITY

The *Vogue* Singapore community unites creative visionaries, cultural trailblazers, innovators, and changemakers through a dynamic series of events designed to inspire, educate, and shape the future of creativity and culture.

CLUBVOGUE

Welcome to *Club Vogue*, *Vogue* Singapore's community of loyal readers who share the same mission to drive positive change—with 25% of all membership fees goes towards *Vogue* Singapore purpose-driven arm, the *Vogue* Singapore Foundation.

Members are invited to step into *Vogue*'s coveted inner circle and unlock a world of unparalleled benefits, including an annual print subscription to *Vogue* Singapore, exclusive priority access to *Vogue*'s highly anticipated events, luxurious bespoke gifts, and first-in-line privileges for groundbreaking products and experiences from our esteemed partners.

How you can be involved?

- **Events:** Connect with an audience captivated by *Vogue*'s curated offerings across fashion, beauty, culture, food and beverage, art, design, nightlife, theatre, and more. *Club Vogue* also presents *Club Vogue Aperitivo*—a series of chic gatherings that bring together a dynamic community of culturally attuned and fashion-forward individuals in a setting defined by style, connection, and sophistication.
- **Benefits via Club Vogue Wallet:** Powered by Tronic, the *Club Vogue* Wallet is a cutting-edge tool that empowers brands to offer special discounts and preferential promotions to members. With gamified redemption capabilities, this smart wallet tracks redemptions, fuels notifications geared towards adoptions, and created a seamless, holistic and rewarding user experience.
- **Brand-Led Partnerships via Club Vogue Access:** Unlock unparalleled opportunities with *Club Vogue* Access, a gateway to priceless cultural and brand-led experiences. In collaboration with leading cultural institutions and partners, *Club Vogue* offers its affluent, culturally engaged audience one-of-a-kind access to events and platforms that redefine exclusivity.



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VOGUE SINGAPORE
FOUNDATION

VOGUE SINGAPORE FOUNDATION

The *Vogue* Singapore Foundation is *Vogue*'s very own fundraising initiative with a mission to nurture regional talent, break down barriers to creative education, and elevate the ASEAN fashion industry. The foundation is unique in its ability to connect critical stakeholders across the industry, enabling us to effectively champion an innovative and sustainable legacy for Southeast Asian fashion.

VOGUE TALENT PRIZE

The *Vogue* Talent Prize awards excellence in content creation including, but not limited to, writing, photography, videography, animation and digital storytelling. The Prize is aimed at fresh graduates between the ages of 18 to 30 with the winner gaining editorial exposure in *Vogue* (print and online) as well as an internship with the title.

VOGUE | SINGAPORE | BMW

INNOVATION PRIZE 2025

With a focus on the nexus of fashion and innovation, *Vogue* introduces the *Vogue* Singapore x BMW Innovation Prize—an initiative to grow and support Asian entrepreneurial talent by providing them with the tools, knowledge and monetary support to place them on a global stage. The Prize, in partnership with BMW, is the first of its kind in Singapore, posing the timely challenge of reimagining our creative ecosystem.

VOGUE SINGAPORE ACADEMY

Vogue Academy is a series of events that seeks to equip entrepreneurs and individuals in creative industries with the tools they need to increase their leadership impact and create lasting personal and professional change. From masterclasses to leadership programmes, *Vogue* Academy aims to make best-in-class learning accessible to the creative industry.



VOGUE

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PRINT CALENDAR

	EDITORIAL THEME	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
JAN/FEB	THE RESOLUTION ISSUE An intimate <i>Vogue</i> narrative on fresh starts, gratitude journaling, and luxury brands' codes shaping fashion as we enter the new year.	15 NOV	29 NOV	5 JAN
MAR	THE VIGOUR ISSUE As quiet luxury fades, a new era of archetypes arises, reviving late '90s fashion with individuality and strength taking centre stage.	8 JAN	22 JAN	1 MAR
APR	THE MOVEMENT ISSUE We explore rising pop stars, Singapore's subculture-inspired collectives, and transformative accessories with the power to redefine seasonal wardrobes.	9 FEB	23 FEB	1 APR
MAY	THE SONDER ISSUE We celebrate the month by embracing regenerative travel and intentional living through conscious craftsmanship, inclusive beauty, and meaningful giving back.	11 MAR	25 MAR	2 MAY
JUN	THE NOVEL ISSUE This issue explores design, technology, and fashion, pushing boundaries with immersive tech and surrealist visions, alongside our <i>Vogue Man</i> supplement celebrating the sensuality of the Asian man.	15 APR	29 APR	3 JUN
JUL/AUG	THE STRAITS ISSUE In celebration of SG60, we rediscover Singapore's hidden gems and style, spotlighting emerging talents and positioning the nation as a creative hub.	10 MAY	24 MAY	1 JUL
SEP	THE MEGA FASHION ISSUE The Mega Fashion Issue explores trends, iconic designers, and bold styles shaping the future of fashion.	15 JUL	29 JUL	2 SEP
OCT	THE KINSHIP ISSUE Marking our 5th anniversary, this issue celebrates unity, featuring collaborations, takeovers, and our Next In Vogue Gala.	13 AUG	27 AUG	1 OCT
NOV	THE NOURISH ISSUE This issue explores the future of food and fashion, highlighting innovations that could reshape our future.	11 SEP	25 SEP	1 NOV
DEC	THE BEGUILING ISSUE A dazzling celebration of the year's accomplishments, this edition highlights the moments that defined style and creativity.	11 OCT	25 OCT	2 DEC



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ADVERTISING RATE CARD

PRINT RATE CARD (SGD)

BASE PAGE RATE (ROP)	1X	5X	10X
SINGLE PAGE (SP)	\$9,265.00	\$8,801.75	\$8,338.50
DOUBLE PAGE SPREAD (DPS)	\$18,105.00	\$17,199.75	\$16,294.50
PREMIUM POSITIONS	1X	5X	10X
REVERSE GATEFOLD (DPS)	\$26,928.00	\$25,581.60	\$24,235.20
REVERSE GATEFOLD (4PP)	\$42,678.50	\$40,544.58	\$38,410.65
INSIDE FRONT COVER SPREAD (DPS)	\$24,480.00	\$23,256.00	\$22,032.00
1ST DPS AFTER IFCS	\$21,250.00	\$20,187.50	\$19,125.00
2ND DPS AFTER IFCS	\$19,975.00	\$18,976.25	\$17,977.50
3RD DPS AFTER IFCS	\$18,700.00	\$17,765.00	\$16,830.00
TOC 1 SP	\$13,090.00	\$12,435.50	\$11,781.00
TOC 2 SP	\$12,665.00	\$12,031.75	\$11,398.50
TOC 3 SP	\$12,240.00	\$11,628.00	\$11,016.00
MASTHEAD SP	\$10,965.00	\$10,416.75	\$9,868.50
EDITOR'S LETTER SP	\$10,115.00	\$9,609.25	\$9,103.50
INSIDE BACK COVER SP	\$12,750.00	\$12,112.50	\$11,475.00
INSIDE BACK COVER SPREAD (DPS)	\$22,015.00	\$20,914.25	\$19,813.50
OUTSIDE BACK COVER SP	\$22,525.00	\$21,398.75	\$20,275.50

BRANDED CONTENT (VOGUE PARTNERSHIP)

Print standard advertorial: Costs are made up of the base page rate plus \$2,000 per page for *Vogue* editorial written content using brand-supplied assets.

Print bespoke advertorial: Costs are made up of the base page rate plus tailored production cost (for *Vogue* shoot/creative assets), TBA based on proposed concept.

*All rates are NETT and in SGD

*CANCELLATION CLAUSE

No cancellation accepted after booking confirmation per deadline.

Advertisements withdrawn after execution (that is, when the issue goes to print) will be charged at the full rate.



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ADVERTISING RATE CARD

DIGITAL RATE CARD (SGD)

DISPLAY BANNERS TAKEOVER ON VOGUE.SG	PER WEEK
HOME PAGE	\$15,000
FASHION SECTION	\$12,500
BEAUTY SECTION	\$10,000
LIFESTYLE SECTION	\$11,000
WATCHES AND JEWELLERY SECTION	\$10,000
TECHNOLOGY SECTION	\$8,000
RUN-OF-SITE (ROS)	\$8,000

ADVERTORIAL	
STANDARD ADVERTORIAL Written conten by <i>Vogue</i> based on brand supplied assets and visuals	\$13,500
STANDARD ADVERTORIAL CAMPAIGN 1 x Online standard advertorial story 1 x Instagram story sharing adv 1 x Facebook post sharing adv 1 x EDM newsletter inclusion of adv	\$15,000
BESPOKE ADVERTORIAL — Custom production required by <i>Vogue</i> (<i>Vogue</i> to produce creative assets) — Tailored concept based on brand's brief (e.g. video shoot, photoshoot, etc.)	\$20,000 onwards

SOCIAL MEDIA	
INSTAGRAM POST	\$5,000
INSTAGRAM STORY	\$3,000
FACEBOOK POST	\$3,000
TIKTOK POST For featuring video content in portrait format same as Instagram Reel	\$3,000
DARK SOCIAL CAMPAIGN Dark social posts are served across IG and FB on the targeted readers' newsfeed and endorsed as a paid partnership with <i>Vogue</i> Singapore. Effective option for campaigns that require guaranteed KPIs with a specified target audience. Dark social campaign benchmark of min 100,000 impressions across 2-4 weeks duration.	\$5,000

EDM	
SOLO EDM BLAST — Brand-supplied assets with CTA link	\$5,000
EDM NEWSLETTER INCLUSION — Must be paired with <i>Vogue</i> content	\$2,500
BANNER IN EDM NEWSLETTER	\$2,500

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 *CANCELLATION CLAUSE
 No cancellation accepted after booking confirmation per deadline. Advertisements withdrawn after execution (that is, when the issue goes to print) will be charged at the full rate.
 *Display banners takeover of the section is at 100% SOV brand exclusivity across all platforms: desktop, tablet and mobile. Third-party tracking can be implemented.
 *Creative must meet technical specification and function as expected. *Vogue* will review creative before it is published to site, to ensure requirements are met.
 *Social posts will be boosted by *Vogue* Singapore at our discretion. Specified boost amounts may be added to the post rate with the addition of a 20% handling fee.



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please contact our team.

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