

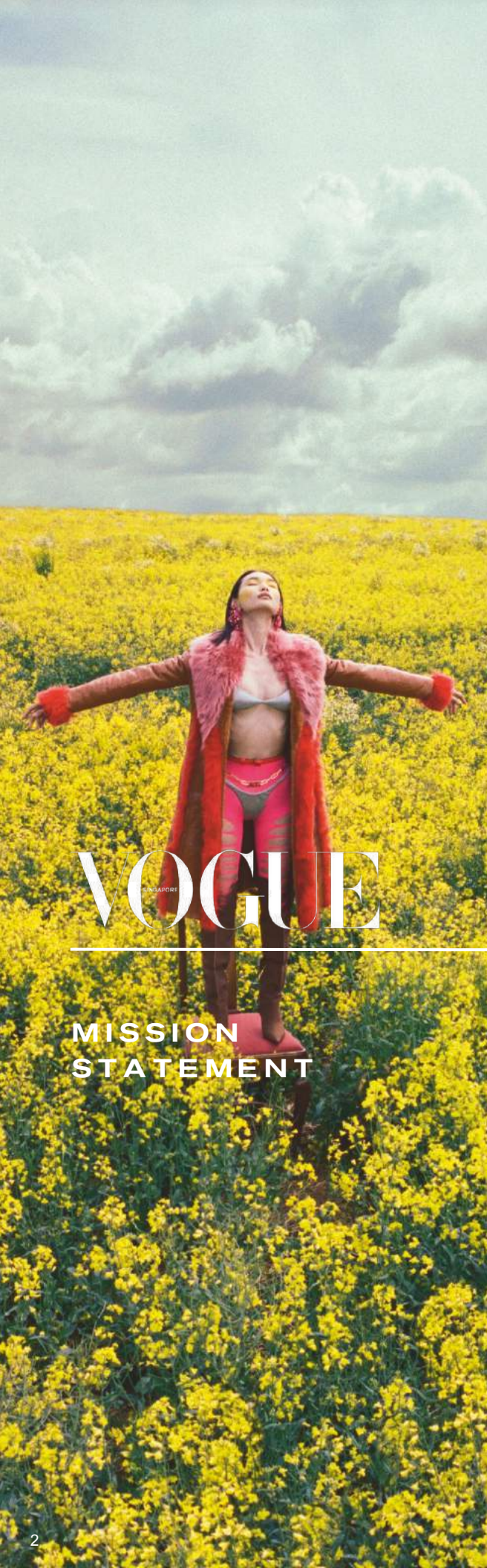
A woman with dark hair pulled back, wearing a strapless blue dress with large floral appliques and black tights, is sitting on a large, light pink cylindrical pedestal. She is looking directly at the camera with a neutral expression. The background is a solid, warm-toned wall.

VOGUE

SINGAPORE

Media Kit 2022

CONDÉ NAST



Vogue Singapore is a bold, innovative and fashion-forward platform that empowers and inspires readers through intelligent and thought-provoking content to drive change for good.

Our readers are fashion fluent. They are independent thinkers that express themselves through the creative arts and have a heart to positively shape future generations. They are strong women with a strong sense of style and a strong sense of purpose.

Vogue reaches audiences in Singapore and the Southeast Asian region at large through a monthly print publication, immersive events and activations, and a suite of cutting-edge digital platforms—all powered by the creative use of multimedia and new technology.



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 important, shone a light on the critical issues of our time. It is both a magnifying glass on the zeitgeist as well as a telescope for the future of fashion.

At *Vogue* Singapore we are driven by our mission to innovatively create impactful visuals and intelligent stories—across both online and offline platforms—that will actively inspire our readers to drive change for good. And, hand-in-hand with the *Vogue* network, to elevate the local and regional fashion scene to the attention of the global market. To do anything less would be to under utilise the capacity of *Vogue* to leave our own meaningful legacy.

It has been an exciting first year at *Vogue* with world-first activations, iconic covers and ground-breaking integration of technology to tell stories with heart and impact. But here's the good news: it's only just the beginning.

Partner with us as we continue to lead the creative conversation and fashion the future.

Norman Tan
Editor-In-Chief of *Vogue* Singapore



65% 35%

FEMALE

MALE

Readers' age group

- 18-24 years: 24%
- 25-34 years: 27%
- 35-44 years: 22%
- 45-54 years: 25%

Readers' average income level

S\$7,500 to S\$10,500 (monthly)

Readers' education level

Bachelor's degree and above

Interests

Fashion, beauty, wellness, culture, art & entertainment, celebrities, lifestyle, runway, street style, watches, jewellery, home, dining, design, technology

Engagement preferences

Fashion and Shopping Events, Wine and Dine, Masterclasses, Talks and Panel Discussions

Print reach

Circulation: 25,000

Estimated readership: 100,000

Vogue.sg website reach (monthly)

unique visitors: 150,000

pageviews: 700,000

Social media reach

Instagram Page followers: 42,500

Facebook Page followers: 3,000

EDM newsletter reach

Subscribers: 4,500

*Updated as of 10/21



VOGUE TALENT PRIZE 2021

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 x taff INNOVATION PRIZE

With a focus on the nexus of fashion and innovation, *Vogue* introduces the *Vogue* Singapore x TaFF 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 the Textile and Fashion Federation of Singapore (TaFF), is the first of its kind in Singapore, posing the timely challenge of reimagining our creative ecosystem.

CLUBVOGUE

Welcome to Club *Vogue*—*Vogue* Singapore’s community of loyal readers who share the same mission to drive positive change. Members are part of the *Vogue*’s inner circle and receive an annual print subscription to *Vogue* Singapore, priority invitation to *Vogue* events, exclusive gifts, and first dibs on new products from partners.

METAVVERSE EDITOR

In line with *Vogue* Singapore’s vision to push the creative conversation between fashion and technology, a leader in the NFT and metaverse space will be invited to contribute to each print issue in 2022. This contributing metaverse editor will work with the *Vogue* team to spotlight exciting new digital talent and curate an exclusive NFT drop for purchase on OpenSea.



VOGUE
SINGAPORE

**BRAND
HIGHLIGHTS**

VOGUE SALON

An intimate 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

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 SINGAPORE Conversations

A panel conversation hosted by *Vogue* editors bringing together an esteemed panel of industry experts from various disciplines to discuss a topical issue. Highlights of the conversation will be shared on *Vogue.sg* in an online story post-event that includes select images from the event (for offline conversations) or a recorded video (for online webinar conversations).

VOGUE SINGAPORE MASTERCLASS

An opportunity to share resources and upskill a specific creative community through an exclusive masterclass hosted by *Vogue* in partnership with a brand. The masterclass can be on any topic relevant for the *Vogue* reader—such as beauty (e.g. skincare education, makeup tutorials) or technological innovations (e.g. NFT 101)—and can be held either in-person or virtually (webinar format).



VOGUE

PRINT
CALENDAR
SNAPSHOT

| 2022 | EDITORIAL THEME | BOOKING DEADLINE | MATERIAL DEADLINE | ON-SALE DATE |
|---------|---|------------------|-------------------|--------------|
| JAN/FEB | GRACE (Resort 2022) How do we start the year afresh with elegance, grace and kindness—not just in what we wear, but how we treat others and ourselves? | 17 NOV | 26 NOV | 24 DEC |
| MAR | GLOBAL THEME (SS22) A compendium on the best collections and ideas from the spring/summer 2022 season as curated by the <i>Vogue</i> team. | 12 JAN | 25 JAN | 25 FEB |
| APR | EUPHORIA (SS22) Fashion, objects, people and places that excite, intrigue and mesmerise. Extravagance and pleasure as escapism. | 9 FEB | 22 FEB | 25 MAR |
| MAY/JUN | BLUE (SS22 and Pre-Fall) As issue exploring the appeal, allure and aesthetic of the colour blue—from the sky and oceans to escape and emotions—as we dive into the summer months. | 9 MAR | 22 MAR | 25 APR |
| JUL/AUG | FAMILY (Pre-Fall) Unwrapping the construct and comprehension of 'family'. Family as safety? Family as values? Family by choice? | 9 MAY | 23 MAY | 27 JUN |
| SEP | GLOBAL THEME (FW22) The marquee style issue of the year presenting the <i>Vogue</i> -approve exits, accessories and fashion propositions for the fall/winter 2022 season. | 7 JUL | 21 JUL | 26 AUG |
| OCT | ANNIVERSARY ISSUE: REBIRTH (FW22) Renewal. Re-invention. Rebirth. Examining the power of starting anew—the who, how and why—in the creative industry. | 8 AUG | 22 AUG | 26 SEP |
| NOV/DEC | HOLIDAY ISSUE (Couture) Celebrate the festivities with <i>Vogue</i> . From fashion and beauty to design and living, the team presents their hit list on how to create your <i>Vogue</i> world for the holidays. | 6 SEP | 20 SEP | 25 OCT |



VOGUE
SINGAPORE

**ADVERTISING
RATE CARD**

PRINT RATES [SGD]

| STANDARD ADVERTISING (ROP) | 1X | 6X | 12X |
|----------------------------|----------|----------|----------|
| FPFC | \$10,900 | \$10,355 | \$9,810 |
| DPS | \$21,300 | \$20,235 | \$19,170 |
| PREMIUM POSITIONS | 1X | 6X | 12X |
| RGF | \$31,680 | - | - |
| IFCS | \$28,800 | \$27,360 | \$25,920 |
| 1 ST DPS | \$25,000 | \$23,750 | \$22,500 |
| 2 ND DPS | \$23,500 | \$22,325 | \$21,150 |
| 3 RD DPS | \$22,000 | \$20,900 | \$19,800 |
| TOC 1 | \$15,400 | \$14,630 | \$13,860 |
| TOC 2 | \$14,900 | \$14,155 | \$13,410 |
| TOC 3 | \$14,400 | \$13,680 | \$12,960 |
| TOC 4 | \$13,900 | \$13,205 | \$12,510 |
| TOC 5 | \$13,400 | \$12,730 | \$12,060 |
| MASTHEAD 1 | \$12,900 | \$12,255 | \$11,610 |
| MASTHEAD 2 | \$12,400 | \$11,780 | \$11,160 |
| EDITOR'S LETTER 1 | \$11,900 | \$11,305 | \$10,710 |
| EDITOR'S LETTER 2 | \$11,400 | \$10,830 | \$10,260 |
| IBC | \$15,000 | \$14,250 | \$13,500 |
| IBCS | \$25,900 | \$24,605 | \$23,310 |
| OBC | \$26,500 | \$25,175 | \$23,850 |

BRANDED CONTENT [VOGUE PARTNERSHIP]

Costs are made up of the base page rate plus production cost from S\$5,000 for a *Vogue* shoot (bespoke) or S\$2,000 per page with supplied assets (standard). All rates quoted are subject to GST. Special terms and conditions apply.



VOGUE
SINGAPORE

ADVERTISING
RATE CARD

***GROSS RATES**

Advertising rate card for print comprises of gross rates. For nett rate, deduct 15% for Accredited Advertising Agencies.

***CANCELLATION CLAUSE**

No cancellation accepted after booking confirmation and execution. Advertisements withdrawn after execution (that is, when the issue goes to print) will be charged at the full rate.

***MV GROUP SPECIAL**

Additional 5% discount for advertisers who use 12 or more pages (or equivalent value) across other Media Publishares publications.

***FIXED POSITIONS**

Guaranteed positions are subject to availability.

***GST**

All rates quoted are subject to GST upon billing.



DIGITAL RATES [SGD]

| DISPLAY BANNERS TAKEOVER ON VOGUE.SG | 2X WEEKS | 4X WEEKS |
|--------------------------------------|----------|----------|
| HOMEPAGE | \$30,000 | \$54,000 |
| FASHION SECTION | \$25,000 | \$45,000 |
| BEAUTY SECTION | \$25,000 | \$45,000 |
| LIFESTYLE SECTION | \$22,000 | \$39,600 |
| WATCHES & JEWELLERY SECTION | \$20,000 | \$36,000 |
| TECHNOLOGY SECTION | \$20,000 | \$36,000 |
| RUN-OF-SITE (ROS) | \$20,000 | \$36,000 |

*GROSS RATES

Advertising rate card for digital comprises of gross rates. For nett rate, deduct 15% for Accredited Advertising Agencies.

*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.

DIGITAL RATES [SGD]

ADVERTORIAL

STANDARD

[Written content by Vogue SG based on brand supplied assets and visuals]

\$13,500 nett

Standard Advertorial Campaign Package

\$15,000 nett

1x online standard advertorial story
1x Facebook post sharing adv
1x Instagram story sharing adv
1x EDM newsletter inclusion of adv

BESPOKE

\$20,000 nett
onwards

– Custom production by Vogue
– Tailored concept based on brand's campaign brief (e.g. video shoot, photoshoot etc.)

SOCIAL MEDIA

Instagram Post

\$3,500 nett

Instagram Takeover

\$50,000 nett

– 3x3 grid on Vogue SG IG Page
– 100% SOV brand-exclusive day block out
– Total 9 x Instagram Posts (plus IGS)

Instagram Story

\$2,500 nett

Facebook Post

\$3,000 nett

Dark Social Campaign

Dark social posts are served across IG and FB on the targeted readers' newsfeed and endorsed as a paid partnership with Vogue 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 nett

**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.*

EDM

Banner in EDM Newsletter

\$2,500 nett

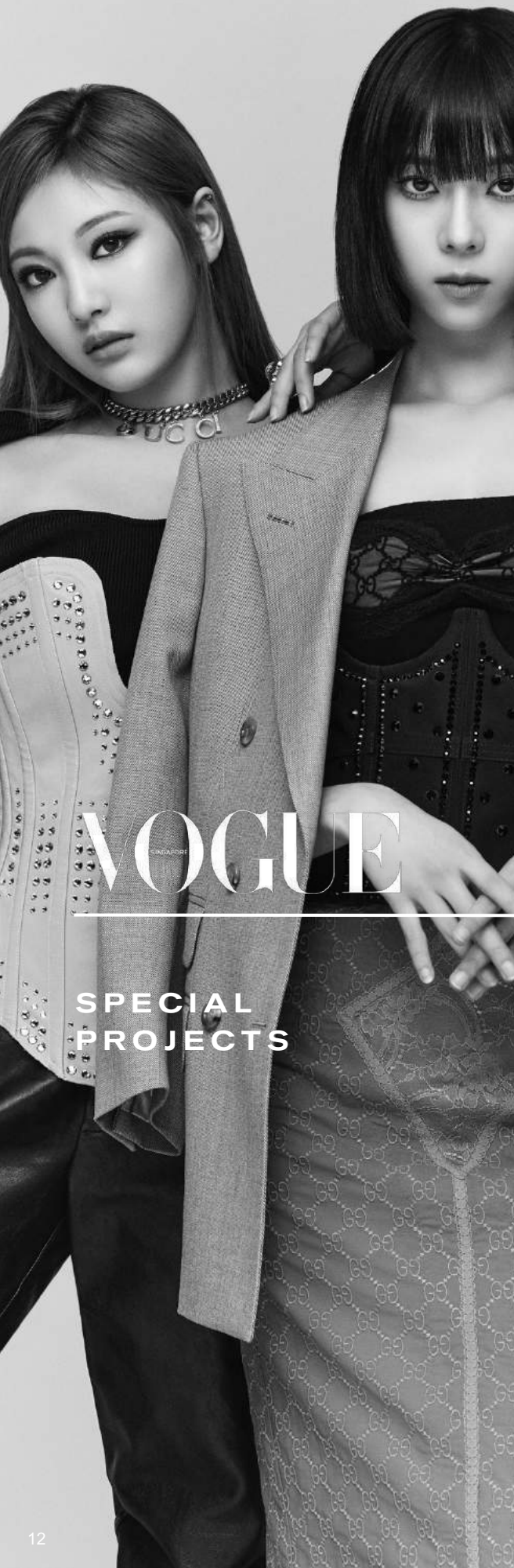
EDM Newsletter Inclusion

\$2,500 nett

(Must be paired with Vogue content)

VOGUE
SINGAPORE

ADVERTISING
RATE CARD



Vogue Singapore is at the forefront of innovation; working at the intersection of fashion, design and technology to create unique digital formats and signature content series to further reach and engage our audiences across multiple platforms.

AR HOLOGRAM:

Bring a celebrity, model, or personality to life with an augmented reality hologram that pops up in your space through mobile-optimised technology exclusive to *Vogue* Singapore in Southeast Asia. Brands have the opportunity to showcase fashion (and key products) in motion.

Estimated cost: min \$15,000 nett add-on to branded content campaign

CUSTOM INSTAGRAM FILTER:

Engage *Vogue*'s social audience through a custom Instagram filter that is designed and developed by *Vogue* in partnership with your brand, based on key elements or messaging around your campaign. The filter will be accessible on *Vogue* Singapore's Instagram account and can be activated by the user's face (or another designated image) to 'try on the look' or to engage with the environment. An opportunity to increase social interaction and shareability of your brand and content.

Estimated cost: min \$15,000 nett add-on to branded content campaign

CUSTOM MICROSITE:

Vogue to produce a 100% SOV custom microsite in partnership with the brand, as an opportunity to feature multiple content pieces housed in an exclusive dynamic page on *Vogue*.sg. Includes creative ideation, custom design, image and video production, layout, and development by *Vogue*. The microsite will enjoy a special placement on the *Vogue*.sg homepage drop down menu as a prominent traffic driver.

Estimated cost: min \$50,000 nett

CUSTOM ANIMATION / GIFS / ILLUSTRATIONS

Quote available upon request, subject to relevant campaign concept and deliverables



VOGUE
SINGAPORE

CONTACT US

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