

A woman with long dark hair, wearing a light pink long-sleeved top and matching skirt, stands barefoot on a large, weathered stone pillar. She is looking back over her shoulder with her hand on her forehead. The scene is set outdoors in a classical architectural environment with other stone pillars and a clear blue sky.

VOGUE

SINGAPORE

Media Kit 2026

CONDÉ NAST



VOGUE

SINGAPORE

VISION STATEMENT

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 who express themselves through the creative arts and have a heart to positively shape future generations. They are tenacious women with a strong sense of style and purpose.

Vogue reaches audiences in Singapore and Southeast Asia 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.



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EDITOR'S NOTE

Vogue is the global authority on fashion, but at *Vogue* Singapore, we aim to be more—a force that unites and elevates South East Asia's creative community. Through our distinctive storytelling and community as seen in the success of our award-winning Next In *Vogue* event, we shape conversations across culture, innovation, technology and the arts.

We celebrated five years in 2025, and as we propel forward, we aim to strengthen our role as a cultural beacon. Starting the year with the Art Issue, *Vogue* Singapore teams up with acclaimed British artist Philip Colbert for a major multi-platform takeover demonstrating the influence of art and craft in fashion today. From the magazine's pages to a large-scale office installation for our readers to enjoy. The activation culminates in panel discussions and an intimate meet-and-greet, giving our community a deeper, immersive connection to contemporary culture.

2026 promises a year of purpose and possibility, anchored by editorial themes attuned to the industry's pulse. March will be the launch of the **Ignite** issue, a deep dive into a fashion landscape increasingly defined by heritage storytelling. Yet one question remains: in a market where prices keep rising—despite early signs of correction—can nostalgia alone still drive spending? It's a timely tension that defines the moment.

April brings **Retrofuture**, where Y2K glamour meets what's next. We examine how early-aughts aesthetics continue to influence fashion and ripple across music, technology, and pop culture. It's a visual and conceptual clash of eras—looking back only to better understand what lies ahead. May also marks the debut of Next In *Vogue* Business edition—a one-day event bringing together C-suite executives discussing the innovations in business and forces shaping leadership in the creative industry. June brings **The Body Issue**, celebrating wellness through physical artistry, longevity, nutrition and identity—anchored by one of my favourites: *Vogue* Wellness Weekend.

As the year unfolds, even more ambitious programming awaits to inspire. Singapore's largest fashion and culture conference Next In *Vogue* will return for its fourth edition. *Vogue* Singapore remains committed to shaping culture with intention, imagination and impact, with each issue, event and partnership weaving into a larger tapestry—reflecting not just fashion's trajectory, but how our region's creative spirit continues to redefine the global narrative. The year ahead promises momentum, transformation and purpose—and we look forward to creating it with you.

Desmond Lim
Editor-In-Chief 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 and technology

Engagement preferences

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

Print reach

Circulation: 25,000

Estimated readership: 100,000

Print distribution breakdown:

Hotel, lifestyle & shopping partners: 34%

Events: 19%

Retail outlets: 14%

Office & clients: 13%

Club Vogue & subscribers: 11%

International outlets: 9% (including Malaysia outlets and Casa Magazines NYC)

Vogue Singapore is available at the following lounges:

Plaza Premium Lounge, Terminal 1

DBS Lounge, Terminal 2

Ambassador Lounge, Terminal 2

Ambassador Lounge, Terminal 3

SATS Lounges

Website reach

Monthly pageviews: up to 3 million monthly average

Average session duration: 5 minutes

Social media reach

Instagram followers: 300,000

Facebook followers: 5,300

Tiktok followers: 39,800

EDM newsletter reach

Subscribers: 7,500

*Updated as of 10 Dec 2025



VOGUE
SINGAPORE

EVENT FORMATS

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♀

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.



APRIL 2026

VOGUE LEADERS

This edition will mark the second year of *Vogue Leaders*—an initiative identifying 10 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 (hosted alongside *Next In Vogue Business Edition* in May), that brings together Singapore's leading women to award the 10 winners for 2026.

MAY 2026

NEXT IN VOGUE BUSINESS

Vogue Singapore's signature event, *Next In Vogue*, will launch an inaugural and exclusive one-day programme designed for C-suite executives and industry leaders. It will be hosted in May as a prelude to *Next in Vogue* in October. *Next In Vogue Business Edition* will explore the intersection of culture, business, fashion and lifestyle through curated panels, interactive workshops and thoughtful networking opportunities. Each edition will spotlight a distinct theme shaping the future of creativity and commerce, convening an intimate group of thought leaders for a day of insight, innovation and connection. The event integrates the *Vogue Leaders* awards ceremony as part of the programming.

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SPECIAL PROJECTS



JUNE 2026

VOGUE

WELLNESS WEEKEND

Vogue Wellness Weekend unites leading voices and brands in beauty and wellness for a curated programme to explore next-generation innovations in health, beauty and mindfulness. Designed as a platform for discovery and learning for *Vogue*'s community, the weekend invites guests to experience immersive sessions and activations that embody holistic living.

OCTOBER 2026

NEXT IN VOGUE

Next In *Vogue* is *Vogue* Singapore's annual landmark event—an immersive multi-day affair where thought leaders, brands, retailers and creatives converge for conversations, showcases and experiences that shape the future of fashion and culture.

The landmark event will include:

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

Celebrating six years of *Vogue* in Singapore, the *Vogue* Singapore Gala has established itself regionally and locally as the pinnacle of fashion soirees. Celebrating the title's impact in Singapore, the Gala brings together 300 to 350 VIPs for one night.

The demographic of guests at the annual *Vogue* Gala consists of personalities from fashion, society, and decisionmakers from key industries and business. Overall, a 20% regional and 12% international attendance respectively.

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SPECIAL PROJECTS



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.

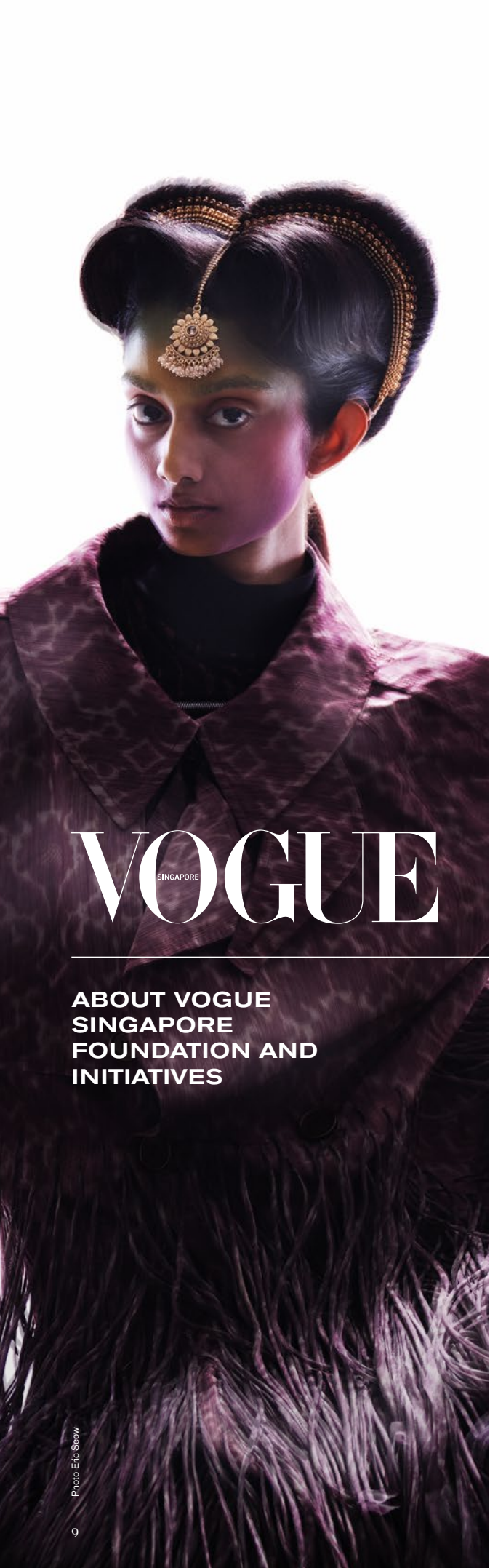
Members are invited to step into *Vogue*'s coveted inner circle and unlock a world of unparalleled benefits, including an annual print subscription to *Vogue* Singapore, exclusive priority access to *Vogue*'s highly anticipated events, luxurious bespoke gifts, and first-in-line privileges for groundbreaking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

VOGUE
SINGAPORE

VOGUE SINGAPORE
COMMUNITY



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.

APRIL - AUGUST 2026

VOGUE SINGAPORE | BMW INNOVATION PRIZE 2026

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 and 30 with the winner gaining editorial exposure in *Vogue* (print and online) as well as an internship with the title.

JULY - OCTOBER 2026

VOGUE TALENT PRIZE

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VOGUE SINGAPORE

ABOUT VOGUE SINGAPORE FOUNDATION AND INITIATIVES



SINGAPORE
VOGUE

SUPPLEMENTS

APRIL 2026

SINGAPORE
VOGUE MAN

Vogue Man—a special-edition supplement 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.

JULY 2026

SINGAPORE
VOGUE *living*

Vogue Living—a special-edition lifestyle supplement designed for those who appreciate thoughtful design and elevated living, *Vogue Living* marries immersive storytelling with a progressive eye for taste, showcasing the best in interiors, food, travel and culture.



VOGUE

SINGAPORE

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

*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.

*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.



VOGUE

SINGAPORE

PRINT CALENDAR

	EDITORIAL THEME	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
JAN/FEB	THE ART ISSUE An intimate look at creativity as fashion, fine art and performance meet. Spanning visionaries to revived practices, it maps the exchanges that define our cultural moment.	21 NOV	3 NOV	6 JAN
MAR	THE IGNITE ISSUE A study of transformation and changing style codes, pairing fashion insight with the season's trends to trace the evolution of culture and self-expression.	16 JAN	30 JAN	11 MAR
APR	THE RETROFUTURE ISSUE Where nostalgia meets the new age and Y2K glamour collides with futurism. From defining accessories to vintage revivals in food and fashion, it uncovers the threads connecting past inspirations with tomorrow's style.	19 FEB	4 MAR	10 APR
MAY	THE NOMAD ISSUE A meditation on movement across places and selves, this issue explores the modern voyager: unanchored yet connected and endlessly curious.	19 MAR	2 APR	7 MAY
JUN	THE BODY ISSUE Celebrating identity and longevity, where the physique becomes couture, performance becomes expression and the body stands as a living vessel of possibility.	16 APR	30 APR	9 JUN
JUL/AUG	THE AUDACITY ISSUE Beyond the surface of nationality, this issue explores the boldness that is required to pursue passion with intention and the courage that transforms creative ambition into lived reality.	20 MAY	3 JUN	9 JUL
SEP	THE GREAT FASHION ISSUE This mega fashion issue explores the trends, iconic designers and bold styles shaping the future of fashion.	20 JUL	3 JUN	7 SEP
OCT	THE NEXT IN VOGUE/ ANNIVERSARY ISSUE* Dedicated to the region's storytellers: tales of perseverance and hope that illuminate how dreams take shape and endure.	20 AUG	3 SEP	8 OCT
NOV	THE SOFT POWER ISSUE An exploration of emotional influence and quiet resilience, expressed through small comforts, healing and acceptance.	18 SEP	2 OCT	6 NOV
DEC	THE HAPPY ISSUE As the year winds down, this issue rings in all things festive with stories on family, friendship, rituals, pets and the art of slow living.	20 OCT	3 NOV	8 DEC

*Title to be adjusted according to NEXT IN VOGUE theme



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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

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