



Manila Bulletin: Over 120 years of trusted news

Founded in 1900, the Manila Bulletin is the second oldest English newspaper in the Far East and the oldest running newspaper in the Philippines. The Manila Bulletin has been continuously serving the needs of its readers, advertisers, and followers and has become known as the Philippines newspaper of record for over 120 years. It has lived up to its advocacy as "The Exponent of Philippine Progress," keeping the public fully informed even in times of challenges and peril.

Founded as a shipping journal called The Daily Bulletin by Americans Carson C. Taylor and H.G. Farvis, it published advertisements of shipping companies during its early years, as well as news and inspiring stories about the Filipino nation. It made its first appearance on newsstands on February 2, 1900. It was later renamed the Manila Daily Bulletin in 1906.

After the war, as peace was restored, its offices were rebuilt and in 1956, it transferred to the Shurdut Building in Intramuros.

In 1957, the Manila Daily Bulletin became a Filipino-owned publication after it was acquired by Menzi & Co. Its publisher, Brig. Gen. Hans Menzi, laid the foundation

of the broadsheet as "The Exponent of Philippine Progress."

In 1961, Dr. Emilio T. Yap was unanimously elected director and vice-chairman, and later became its chairman in 1984.

In 1976, the company acquired a 1.2-hectare lot bounded by Muralla, Recoletos, and Cabildo Streets in Intramuros, paving the way for the construction of its existing plant and offices on the former site of the Order of Augustinian Recollects.

In 1986, right after the EDSA People Power, it officially became the Manila Bulletin, which it reflects in its masthead until today.

In 1990, the Manila Bulletin became the first Filipino newspaper to be listed on the Philippine Stock Exchange.

Today, the Manila Bulletin is still published seven days a week. It also publishes the daily tabloid newspapers Tempo and Balita. Other publications by the Manila Bulletin are the vernacular magazines Liwayway,



Bisaya, and Bannawag, as well as the special-interest magazines the Philippine Panorama, Agriculture, Digital Generation, Animal Scene, Garage, and Wedding Essentials.

The Manila Bulletin was among the first to embark on the computerization and digitization of news gathering, content creation, and publication, and quickly transitioned to include several online news, mobile, and social media platforms, and now also delivers the news in a digital newsletter. Its growing communities over social media—on Facebook and Twitter, YouTube, Viber, as well as its latest on TikTok—are among the most active in the country.

With the new infrastructure now in place, and with the digitization of an archive containing over 120 years of news, it is poised to become an important repository of information on Philippine history.

Today, under the leadership of its chairman Basilio C. Yap and its president Dr. Emilio C. Yap III, the Manila Bulletin continues to adapt and thrive as a multimedia company in an ever-expanding digital universe.

A tradition of trust

Trust is valued in the media industry, and in any other sector for that matter. It is within this context that we build our reputation and reinforce our brand.

In the Reuters Institute for the Study of Journalism's Digital News Report 2023, released globally in June 2023, the Manila Bulletin is among the most trusted news brands in the Philippines.

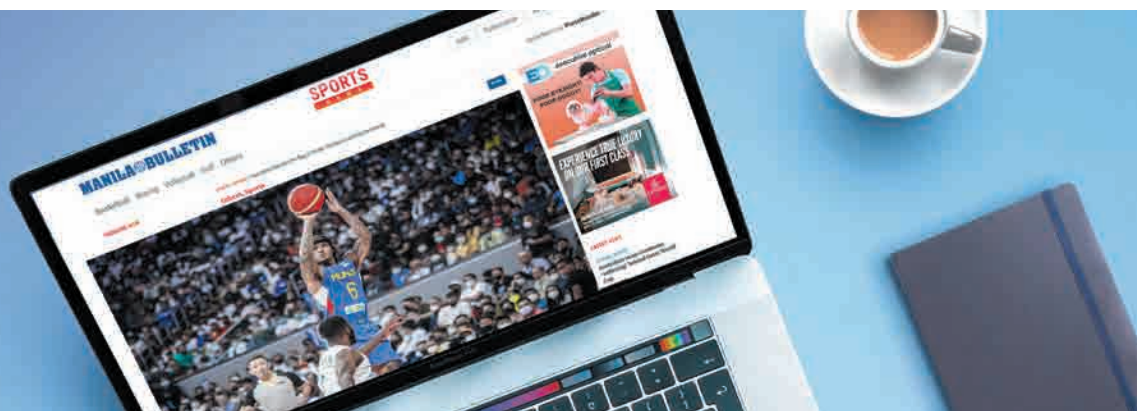
Among 15 media outlets, the Manila Bulletin was listed as one of the top brands, with a trust rating of 68 percent—an improvement in the rating it got in the Digital News Report 2022.

Among newspapers, the Manila Bulletin remained the top brand, the same ranking it got in the Digital News Report 2022, where it was given a brand trust score of 66 percent.

In August 2021, the Manila Bulletin was picked as among the most trusted media outlets based on an independent and non-commissioned survey conducted by PUBLICUS Asia, Inc. With its fair and accurate presentation of news, the Manila Bulletin is a credible and trusted source of information.

With the Manila Bulletin, readers are assured that information presented are just what they are—fresh, accurate, fair, and without any embellishments.

At the Manila Bulletin, it will always be a MATTER OF FACT. And that has been proven for more than 120 years.



Over 120 years of news expertise, now online

mb.com.ph is Manila Bulletin's digital news platform that is accessible anytime and anywhere. It stays true to Manila Bulletin's mission of providing fast, updated, and unbiased news to its readers. For advertisers, Manila Bulletin's website is a visible platform to tap a broader audience being one of the most read and visited newspaper website in the Philippines.

Online display ad rates

Notes:

1. Rates are subject to change without prior notice.
2. Rates are applicable for both mobile and web-based display of ad slots.
3. Duration of exposure for performance-based ad slots is based on the fulfillment of the target number of impressions.

CATEGORY	SLOT	RATE
Homepage	Leaderboard (970x90)	₱90,000.00 /2 weeks
News	Leaderboard (970x90) (Category page and articles)	₱324,000.00 (1.2M impressions)
	MREC Mobile version (300x250) (Category page and articles)	₱190,000.00 (1.2M impressions)
Entertainment	Leaderboard (970x90) (Category page and articles)	₱265,000.00 (1.2M impressions)
	MREC Mobile version (300x250) (Category page and articles)	₱150,000.00 (1.2M impressions)
Other Categories	Leaderboard (970x90) (Category page and articles)	₱80,000.00 /2 weeks
	MREC Mobile version (300x250) (Category page and articles)	₱60,000.00 /2 weeks

* Equivalent of MREC slot in desktop version is Skyscraper (160x600)

Branded content

UPLOADING / POSTINGS		RATES
Digital advertorial (MB online)	<ul style="list-style-type: none"> Uploading of client's article and photos in applicable section of MB online. Number of article: 1 Article is subject to MB editorial review Client to provide article and photo/s 	₱80,000.00
Videos (FB page)	<ul style="list-style-type: none"> Uploading of client's video material in applicable MB section FB page OR in MB FB page Number of video: 1 Video duration: Less than 1 min Client to provide actual copy of the video and proposed captions. Captions and videos are subject to MB editorial review. 	₱75,000.00
Videos (YT channel then promoted in FB page)	<ul style="list-style-type: none"> Uploading of client's video material in MB YouTube channel Number of video: 1 Video duration: 1 min minimum or more Client to provide actual copy of the video. Videos are subject to MB editorial review. 	₱50,000.00
Image upload (FB page)(3 posts)	<ul style="list-style-type: none"> 3 uploads of client's provided image/s in applicable MB section FB page or in MB FB page Images/key visuals must ideally be hi-res 1 image only per upload activity. Client may provide proposed captions per upload. Image and captions are subject to editorial review. 	₱85,000.00
FB live	<ul style="list-style-type: none"> Livestream of client's activity/online event in MB section FB page or MB FB page. 	₱180,000.00
FB watch party	<ul style="list-style-type: none"> "Watch party" provision in MB section FB page Number of exposure/executions: 1 	₱100,000.00
FB/Twitter posting (Live Postings)	<ul style="list-style-type: none"> Posting of event-related photo and caption (provided by client) Number of postings: 3 posts 	₱100,000.00
IG posting/FB my day (2 frames only)	<ul style="list-style-type: none"> Inclusion of client's material (provided or produced by MB) in the content highlights of applicable social media page Duration of exposure: 24 hours Number of exposures: 2 frames per social media platform Number of allowed revisions: 2 (except change in story angle) 	₱85,000.00

Branded content

CONTENT DEVELOPMENT		RATES
Feature article/Listicle	<ul style="list-style-type: none"> Feature article/Listicle based on client's provided reference material and approved story slant/angle. Article to be uploaded in applicable section in MB website. Posting of the article link in applicable MB section FB page or in MB FB page. Number of article: 1 Number of allowed edits: maximum of 2 (except change in story angle) Client to provide image/s to be used in the article 	₱100,000.00
Facebook Album	<ul style="list-style-type: none"> Copy/Caption to be produced by MB based on approved angle (to be provided by MB or client) ; image support can be provided by client or purchased by MB through image bank or illustration to be developed internally (may require longer lead time) Number of execution: 1 FB Album Number of allowed revisions: 2 consolidated revisions (except for change in story angle) 	₱100,000.00
Feature Video (On-site shoot)	<ul style="list-style-type: none"> 1 day location shoot within Metro Manila Output: 1 video material with 2-3 mins max duration Identified talents by MB may be included (if applicable) Specific talents preferred by client will require additional fee. Maximum of 2 minor edits (except change in story slant) Re-shoot would entail additional charge/fee Video output to be uploaded in 1 of the following: MB section FB page/MB FB page ; MB YouTube channel ; MB online via article embedding MB logo would be visible in the video output. Video output buy-out would entail additional fee. Video to be posted in client's own digital assets should include an acknowledgement to MB. Edit-downs of video materials and posting of it would entail additional fee. Permits for location shoot should be acquired for MB by the client. Specific audio requirements (soundtracks/musical scoring) preferred by client would entail additional cost. 	₱350,000.00
Branded Content on Tiktok	<ul style="list-style-type: none"> Content, visuals (illustrations or canned images), shoot (if needed) to be produced by MB based on the approved angle. Exposures: To be uploaded in MB Tiktok account or applicable MB section Tiktok account Duration per material: max of 15 seconds Total number of Tiktok videos: 3 	₱130,000.00

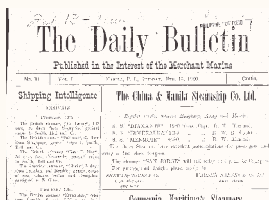
Branded content

CONTENT DEVELOPMENT		RATES
Snackable video (GIF, illustrations)	<ul style="list-style-type: none"> Content and visuals to be produced by MB based on approved angle (provided by MB or client) Type of visuals: illustrations or canned images To be posted in applicable MB FB page. Type of video: GIF Number of execution: 1 Video content duration: 30sec-1min Number of revisions: maximum of 2 (except change in story angle) MB logo would be visible in the video output Video output buy-out would entail additional fee Video to be posted in client's own digital assets should include an acknowledgement to MB. Specific audio requirements (soundtracks/musical scoring) preferred by client would entail additional cost. 	₱210,000.00
Video coverage	<ul style="list-style-type: none"> On-site shoot of client's event (1 event only; within 1 day only) Number of execution: 1 video Assignment of MB video team to cover the event Location: within Metro Manila only Development of script/video flow Number of revisions: maximum of 2 (except change in story angle) Video to be aired in MB section FB page or MB FB page. Caption to be developed by MB. 	₱220,000.00
Artcards/social media posting mats (static)	<ul style="list-style-type: none"> Content and visuals to be produced by MB based on approved angle (provided by MB or client) Number of artcards: 3 Number of revisions: maximum of 2 (except change in story angle) 	₱80,000.00
Infographs	<ul style="list-style-type: none"> Content and visuals to be produced by MB based on approved angle (provided by MB or client) To be uploaded in applicable MB FB page Number of execution: 1 infographic Number of allowed revisions: maximum of 2 (except change in story angle) 	₱90,000.00
FB page banner photo take over(24 hrs)	<ul style="list-style-type: none"> Uploading of image/video snippet in the FB page of MB section or MB in the banner photo section Image/video snippet to be produced by MB based on client's requirement OR to be provided by client (subject to MB's specifics and editorial standard) Duration of exposure: 24 hours Number of exposures:1 Number of allowed revisions: 2 (except change in story angle) 	₱140,000.00 (static post) ₱210,000.00 (video/dynamic post)



The longest-running newspaper in the Philippines

This is a bold claim reserved only for a newspaper with more than a century behind it. It is a legacy Manila Bulletin protects from sensational headlines and conflicts of interest, one that has seen it through two World Wars, political upheaval and economic tumult. Our readers and advertisers trust that such an institution can last only through prudent judgment, and an ability to adapt to a changing landscape. This is what has made us the most widely read broadsheet in the Philippines. In choosing which newspaper to believe and which newspaper to put their messages in, readers and advertisers choose the newspaper that has the numbers solidly behind it.



An enduring brand

With over 120 years of experience in publishing, the Manila Bulletin is one of the oldest and most recognizable mastheads in the Philippines. Its heritage is built on the comprehensive coverage of the news, as well as a commitment to excellence in journalism.



Unmatched reach

With a network of offices and dealers that spans the entire archipelago, Manila Bulletin's massived circulation extends into the far corners of the country, with 299,506 copies published from Mondays to Saturdays and 381,062 copies on Sundays.



Continuous innovation

Manila Bulletin continues to expand and innovate, forging partnerships beyond the Philippines with international news organizations such as the Maeil Business Newspaper of South Korea and People's Daily of China. With a dedicated team devoted to digital and social media, as well as non-stop innovation in print and below-the-line solutions, Manila Bulletin answers your need for a comprehensive and integrated communication strategy.

Manila Bulletin display ad rates

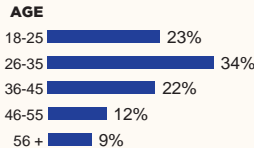
	COL x CM	TO-TAL COL CM	WEEKDAYS BLACK & WHITE	SUNDAYS BLACK & WHITE
1 Page	9 x 53	477.0	P 187,461.00	P 215,127.00
3/4	7 x 53	371.0	P 145,803.00	P 167,321.00
	9 x 40.5	364.5	P 143,248.50	P 164,389.50
1/2	9 x 26.5	238.5	P 93,730.50	P 107,563.50
1/3	6 x 30	180.0	P 70,740.00	P 81,180.00
1/4	6 x 20	120.0	P 47,160.00	P 54,120.00
	5 x 24			
	4 x 30			
	3 x 40			
1/6	4 x 20	80.0	P 31,440.00	P 36,080.00
1/8	6 x 10	60.0	P 23,580.00	P 27,060.00
	5 x 12			
	4 x 15			
	3 x 20			
1/16	4 x 7.5	30.0	P 11,790.00	P 13,530.00
	3 x 10			
	2 x 15			
Minimum AD Size	3 x 5 2 x 7.5	15.0	P 5,895.00	P 6,765.00
Ear Ad	2 x 6.5	13.0	P 8,842.50	P 10,147.50

ALL PRICES AS OF JANUARY 2024 AND ARE SUBJECT TO EVAT

All prices are subject to evat. An 80% color surcharge will be added for a full-color ad. A 30% position surcharge will be added for premium pages.

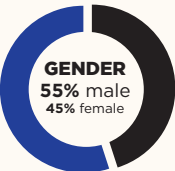
Ad sizes are based on a 9-column grid

	CONVER-SION			CONVER-SION			CONVER-SION	
	col.	cms		col.	cms		col.	cms
1		3.00	7		23.04	13		44.30
2		6.34	8		26.38	14		47.70
3		9.68	9		29.72	15		51.10
4		13.02	10		33.90	16		54.60
5		16.36	11		37.40	17		58.00
6		19.70	12		40.80	18		61.40



ECONOMIC CLASS

ABC



Charges

1. Rates are based on P 393.00 per col. cm. on weekdays and P 451.00 per col. cm. on Sundays.
2. Full page is 477 col cm. Double spread is 954 col. cm.
3. An 80% Color Surcharge will be added for a full color ad.
4. A 30% Position Surcharge will be added for premium pages and center spreads.
5. Foreign box ads are charged US\$28.00 per col. cm.
6. Movie/Cinema Rate is P 110.00 per col. cm.
7. An additional P 25,000.00 (full page) will be charged as Production Cost for ads without digital ad material (for design and layout).
8. An additional fee of P 224.00 will be charged for each affidavit of publication requested.
9. For foreign ad inquiries, email foreignads@mbulletin.com.ph

Terms of payment

1. All ads must be paid (cash or dated check) in advance.
2. Online payments can be made using acceptable debit or credit cards. Over-the-counter payments may be through BDO, Bayad Center or ECPay counters.
3. Foreign ads payment in US Dollars may remitted by telegraphic transfer to:

Correspondent Bank : The Bank of New York Mellon, New York, USA

SWIFT CODE : IRVTUS3N

Intermediary Bank : IPNBPU3N NYC

Philtrust Bank SWIFT CODE : PHTBPHMM

Beneficiary : Manila Bulletin Publishing Corp.

Dollar Account number : 00340000542/Head Office
Muralla cor. Recoletos Sts.
Intramuros, Manila 1002 PH

Bank charges and processing fee : USD50.00

4. Inform us immediately of your payment/remittance so we can publish your ad on the scheduled date.
5. Please send payment/s to any of these bank accounts:
 - a. BDO Account No. 0005-6005-490 (UN Branch) (TIN 000-746-558-0000)
 - b. BPI Account No. 0011-1452-99
 - c. LandBank Account No. 2472-1001-41 (DOLE extensions office, General Luna St., Intramuros, Manila)
 - d. Philtrust Account No. 0031-4000488-2
6. Kindly fax back the deposit slip to (02)8527-7530/7533 or scan/email to mbclassifieds@gmail.com.
7. GCash
8. Maya



Customized messaging through special supplements and custom publishing

Manila Bulletin Special Supplements and Custom Publications are your vehicle for targeted, purposive messaging. Tell your story via the Philippines' newspaper of record, whether on print or on digital.



Customized messaging

The medium is the message with a choice of campaign executions in Manila Bulletin. Is your message better expressed as a newspaper spread or as a coffee-table book? Does it require video? Is it something you would like propagated across social media channels? Whatever medium you choose, Manila Bulletin can help you craft it to your specifications.



Targeted distribution

Choose to speak to everyone or to a carefully selected few. Manila Bulletin can deliver your message to a targeted audience, whether it's a broad swath of everyday Filipinos, or top decision makers, or residents of a specific area. Manila Bulletin can deliver it because it speaks to a broad section of Filipinos across the world.



Make it a matter of record

Manila Bulletin is the Philippines' newspaper of record, the choice for landmark announcements and events. When commemorating your organization's anniversary or any important occasion, choose the newspaper that has been around for more than a century, documenting the country's history through revolutions and celebrations. Make your story part of the country's history by publishing in the Manila Bulletin.



Philippine Panorama

No other Philippine magazine enjoys the extensive distribution and readership of Philippine Panorama, the Sunday insert magazine of Manila Bulletin. Over the years, it has chronicled the most significant events of the country, as well as celebrated the milestones of the country's leading industries.

As one of the longest-running, continuously published magazines in the country, Philippine Panorama has earned a loyal following in its specific readership groups, with content that is targeted and distribution that is unmatched by free-standing magazines — a value proposition that is difficult to equal.

FREQUENCY	Weekly
CIRCULATION	510,258
TRIM SIZE	8.5 x 11.0 in.
AD RATES	
COVER PAGES (full color)	
Outside Back Cover	₱ 80,000
Inside Front Cover	₱ 75,000
Inside Back Cover	₱ 70,000
INSIDE PAGES (black and white)*	
Full Page	₱ 38,500
Full Page (center spread)	₱ 76,300
3/4 Page	₱ 29,000
3/4 Page (center spread)	₱ 58,500
Half Page	₱ 19,300
Half Page (center spread)	₱ 38,500
Quarter Page	₱ 9,700



Digital Generation

Manila Bulletin's quarterly insert magazine Digital Generation is the Filipino consumer's guide to all manner of gadgets. Digital Generation is a product of Manila Bulletin's tech team, known for their first-hand reviews of tech toys even before these hit the market.

These unbiased, hands-on reviews gained for Manila Bulletin, and by extension Digital Generation, a loyal following among local tech enthusiasts. Every quarter, Digital Generation serves up the latest in the tech scene and gives readers the information they need to make purchase decisions.

Published as a tabloid-sized insert, Digital Generation enjoys the wide distribution of Manila Bulletin's nationwide run. Its format, however, lends itself to being kept for reference by readers — both by newbies and those who are already looking to upgrade. This value proposition is difficult to equal, even by new platforms.

FREQUENCY	Quarterly
CIRCULATION	300,000
AD RATES	
COVER PAGES (full color)	
Inside Front Cover	₱ 154,261.80
Inside Back Cover	₱ 154,261.80
Outside Back Cover	₱ 168,285.60
Outside Back Cover (B&W)	₱ 93,942.00
INSIDE PAGES (black and white)*	
Full Page	₱ 77,910.00
Half Page	₱ 38,955.00

*PLUS 80% SURCHARGE FOR COLOR ADS
ALL PRICES AS OF JANUARY 2024 AND ARE SUBJECT TO EVAT

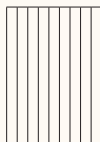
The classifieds with the best results

Manila Bulletin classified box ads

	COL x CM	TOTAL COL CM	WEEKDAYS BLACK & WHITE	SUNDAYS BLACK & WHITE
1	9 x 53	477.0	P 159,318.00	P 187,461.00
Page				
3/4	9 x 40.5	364.5	P 121,743.00	P 143,248.50
1/2	9 x 26.5	238.5	P 79,659.00	P 93,730.50
1/3	3 x 53	159.0	P 53,106.00	P 62,487.00
	6 x 26.5			
1/4	6 x 20			
	5 x 24	120.0	P 40,080.00	P 47,160.00
	4 x 30			
	3 x 40			
1/6	4 x 20	80.0	P 26,720.00	P 31,440.00
	5 x 16			
1/8	6 x 10			
	5 x 12	60.0	P 20,040.00	P 23,580.00
	4 x 15			
	3 x 20			
1/16	3 x 10	30.0	P 10,020.00	P 11,790.00
	2 x 15			
Min.	3 x 5	15.0	P 5,010.00	P 5,895.00
ad size	2 x 7.5			

ALL PRICES AS OF JANUARY 2023 AND ARE SUBJECT TO EVAT
RATES ARE BASED ON P 334.00 PER COL. CM. ON WEEKDAYS
AND P 393.00 PER COL. CM. ON SUNDAYS.

Ad sizes are
based on a
9-column grid



CONVER- SION		CONVER- SION		CONVER- SION	
col.	cms	col.	cms	col.	cms
1	3.00	7	23.04	13	44.30
2	6.34	8	26.38	14	47.70
3	9.68	9	29.72	15	51.10
4	13.02	10	33.90	16	54.60
5	16.36	11	37.40	17	58.00
6	19.70	12	40.80	18	61.40

Charges

1. Rates are based on P 334.00 per col. cm. on weekdays and P 393.00 per col. cm. on Sundays.
2. An 80% Color Surcharge will be added for a full color ad.
3. A 60% Color Surcharge will be added for an ad with two spot colors.
4. A 30% Color Surcharge will be added for an ad with one spot color.
5. An additional P 224.00 will be charged for each affidavit of publication requested.
6. Foreign box ads are charged US\$ 28.00 per col. cm. Foreign line ads are charged US\$17.00 per line.

Terms of payment

1. All ads must be paid (cash or dated check) in advance.
2. Online payments can be made using acceptable debit or credit cards. Over-the-counter payments may be made through BDO, Bayad Center or ECPay counters.
3. Foreign ads payment in US Dollars may be remitted by telegraphic transfer to:

Correspondent Bank : The Bank of New York Mellon,
New York, USA

SWIFT CODE: IRVTUS3N

Intermediary Bank : PNBUS3NNYC

Philtrust Bank SWIFT CODE : PHTBPHMM

Beneficiary : Manila Bulletin Publishing Corp.

Dollar Account number : 003400000542/Head Office

Muralla cor. Recoletos Sts.

Intramuros, Manila 1002 PH

Bank charges and processing fee : USD50.00

4. Inform us immediately of your payment/remittance so we can publish your ad on the scheduled date.
5. Please send payment/s to any of these bank accounts:
 - a. BDO Account No. 4508-00366-1 (Intramuros, Manila) (TIN 000-746-558-0000)
 - b. BPI Account No. 0011-1452-99
 - c. LandBank Account No. 2472-1001-41 (DOLE extensions office, General Luna St., Intramuros, Manila)
 - d. Philtrust Account No. 0031-4000488-2
6. Kindly fax back the deposit slip to (02)8527-7530/7533 or scan/email to mbclassifiedads@gmail.com.
7. GCash
8. Maya

The leader in classified line ads

Classified line ads

	WEEKDAYS	SUNDAYS
Manila Bulletin	₱ 98.00/line	₱ 111.00/line

FONT SIZE	SAMPLE LINE	CHARS / LINES
24 PTS	TWNHOUSE	8 4
18 PTS	CLASSIFIED	10 3
14 PTS	BIG DISCOUNTS	12 3
12 PTS	DASMARINAS VILL	14 2
8 (all caps)	GREENMEADOWS 4382829	20 1
8 (caps/low)	04 Lancer GLX 805-8559	23 1

Available font sizes

Obituaries

	COL x CM	TOTAL COL CM	BLACK & WHITE	FULL COLOR
1 Page	9 x 53	477.0	₱ 109,710.00	₱ 143,100.00
3/4	9 x 40.5	364.5	₱ 83,835.00	₱ 109,350.00
1/2	9 x 26.5	238.5	₱ 54,855.00	₱ 71,550.00
1/3	3 x 53 6 x 26.5	159.0	₱ 36,570.00	₱ 47,700.00
1/4	6 x 20 5 x 24 4 x 30 3 x 40	120.0	₱ 27,600.00	₱ 36,000.00
1/6	4 x 20 5 x 16	80.0	₱ 18,400.00	₱ 24,000.00
1/8	6 x 10 5 x 12 4 x 15 3 x 20	60.0	₱ 13,800.00	₱ 18,000.00
1/16	3 x 10 2 x 15	30.0	₱ 6,900.00	₱ 9,000.00
Min. ad size	3 x 5 2 x 7.5	15.0	₱ 3,450.00	₱ 4,500.00

ALL PRICES AS OF JANUARY 2023 AND ARE SUBJECT TO EVAT

Special liner ads

Manila Bulletin premium boxed classifieds with its own header



Ad sizes are based on a 7-column grid

CONVERSION	
col.	cms
1	4.07
2	8.34
3	12.62
4	16.89
5	21.17
6	25.44
7	29.72

*Client must supply ad material (refer to conversion chart)
Special Liner ad price is computed as follows:

number of columns x ad height in cms x 6 x $\begin{matrix} \text{₱ 98.00} \\ \text{(weekdays)} \\ \text{or} \\ \text{₱ 111.00} \\ \text{(Sundays)} \end{matrix}$

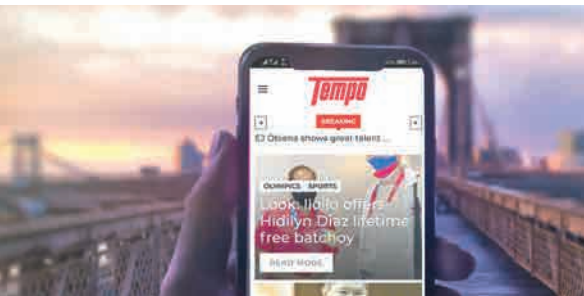
ALL PRICES AS OF JANUARY 2023 AND ARE SUBJECT TO EVAT

Obituary base rates

OBIT LINER (Fixed format only, maximum of 7 lines)	BOX (BLACK & WHITE)	BOX (FULL COLOR)
₱ 1000.00	230 / col cm	300.00 / col cm

Requisites

- Every Classified Advertiser is expected to check his want ad the first publication day. In case of an error, inform Manila Bulletin Classified Ads immediately. Manila Bulletin Classified Ads makes every effort to avoid errors in your advertisement. But since we handle voluminous ads daily, mistakes unfortunately do happen.
- We regret we cannot be responsible for any error beyond the first day if the advertiser fails to bring it to our attention. No allowance can be made for errors not materially affecting the effectiveness of the ad. We shall only be responsible for unpublished advertisement or with typographical error. Adjustment to errors shall be limited cost of the portion of the ad where error occurred. We reserve the right to revise or restrict any ad, or ads, we deem objectionable and to change the classification when the policy of this newspaper calls for it.



Comprehensive. Responsible. Engaging.

Manila Bulletin's tabloid dailies — Tempo and Balita — are among the oldest and most respected mass-circulation newspapers in the Philippines. Their balanced content of news, opinion, entertainment and sports attracts a readership that comprises the largest segments of the population. Their compact size and accessible format make them the medium of choice for brands to reach a mass market that values credibility.



News in a flash

CIRCULATION
Nationwide: 384,355

Published in Taglish (Tagalog and English), Tempo is the tabloid with the family-friendly reporting, making it popular among the masses, both young and old. Tempo reaches out to the mass readership with comprehensive yet responsible reporting in an approachable, entertaining format.



Ang nangungunang pahayagang Tagalog sa bansa

CIRCULATION
Nationwide: 311,526

Published exclusively in Tagalog, Balita is one of the oldest and most respected mass-circulation tabloids in the Philippines. It is the recipient of several awards, and is a hall-of-famer among local-language newspapers. In publication since 1971, Balita is held in high regard as the standard for tabloid reporting in the vernacular.

Tempo/Balita display ad rates

	COL x CM	TOTAL COL CM	WEEKDAYS BLACK & WHITE	SUNDAYS BLACK & WHITE
1 Page	7 x 30	210.0	₱ 42,000.00	₱ 47,670.00
3/4	7 x 24 6 x 28	168.0	₱ 33,600.00	₱ 38,136.00
1/2	7 x 15	105.0	₱ 21,000.00	₱ 23,835.00
1/3	5 x 16 4 x 20	80.0	₱ 16,000.00	₱ 18,160.00
1/4	7 x 8 4 x 14 2 x 28	56.0	₱ 11,200.00	₱ 12,712.00
1/6	6 x 6 4 x 9 3 x 12	36.0	₱ 7,200.00	₱ 8,172.00
1/8	7 x 4 2 x 14 4 x 7 1 x 28	28.0	₱ 5,600.00	₱ 6,356.00
Min. ad size	3 x 5 2 x 7.5	15.0	₱ 3,000.00	₱ 3,405.00

ALL PRICES AS OF JANUARY 2022 AND ARE SUBJECT TO EVAT

Charges

1. Rates based on ₱ 200.00 per col. cm. (weekdays) and ₱ 227.00 per col. cm. (Sundays).
2. An 80% Color Surcharge will be added for a full color ad.
3. A 30% Position Surcharge will be added for premium pages.
4. An additional ₱ 15.00 per col. cm. will be charged as Production Cost for ads without positive ad material
5. Movie/Cinema ad rate: ₱ 65.00 per col. cm., plus 50% color surcharge for color ads.
6. Foreign box ads are charged US\$17.00 per col. cm.
7. An additional fee of ₱ 224.00 will be charged for each affidavit of publication requested.
8. Inquiries or payment advice may be emailed to tempoclassified@gmail.com.

Tabloid classifieds with the best results

Tempo/Balita classifieds box ads

	COL x CM	TOTAL COL CM	WEEKDAYS BLACK & WHITE	SUNDAYS BLACK & WHITE
1 Page	7 x 30	210.0	P 32,550.00	P 36,750.00
3/4	7 x 24 6 x 28	168.0	P 26,040.00	P 29,400.00
1/2	7 x 15	105.0	P 16,275.00	P 18,375.00
1/3	5 x 16 4 x 20	80.0	P 12,400.00	P 14,000.00
1/4	7 x 8 4 x 14 2 x 28	56.0	P 8,680.00	P 9,800.00
1/6	6 x 6 4 x 9 3 x 12	36.0	P 5,580.00	P 6,300.00
1/8	7 x 4 2 x 14 4 x 7 1 x 28	28.0	P 4,340.00	P 4,900.00
Min. ad size	3 x 5 2 x 7.5	15.0	P 2,325.00	P 2,625.00

Tempo / Balita / classifieds

Line ads	P 25.00/line
Legal notices	P 120.00/col cm.

Available font sizes

FONT SIZE	SAMPLE LINE	CHARS / LINES
24 PTS	TWNHOUSE	8 4
18 PTS	CLASSIFIED	10 3
14 PTS	BIG DISCOUNTS	12 3
12 PTS	DASMARIÑAS VILL	14 2
8 (all caps)	GREENMEADOWS 4382829	20 1
8 (caps/low)	04 Lancer GLX 805-8559	23 1

Digital ad rates

BANNER AD	728 by 90 pixels	P 115,000/month
SQUARE AD	300 by 250 pixels	P 46,000/month
ORIGINAL VIDEO CONTENT		P 172,500
	• includes video team and post editing	
	• 1-2 minute HD output	
VIDEO ADVERT		P 69,000
	• material from client	

ALL PRICES AS OF JANUARY 2023 AND ARE SUBJECT TO EVAT

Charges

1. Rates are based on P 155.00 per col. cm. on weekdays and P 175.00 per col. cm. on Sundays.
2. An 80% color surcharge will be added for a full color ad.
3. A 30% position surcharge will be added for one spot color.
4. Legal notices are based on P 120.00 per col cm. An additional P 224.00 will be charged for each affidavit of publication requested.
5. Foreign box ads are charged US\$ 28.00 per col. cm. Foreign line ads are charged US\$ 17.00 per line.
6. Movie cinema rate is P 65.00 per col. cm. with a 50% color surcharge.

Requisites

1. Every Classified Advertiser is expected to check his want ad the first publication day. In case of an error, inform Manila Bulletin Classified Ads immediately. Manila Bulletin Classified Ads makes every effort to avoid errors in your advertisement. But since we handle voluminous ads daily, mistakes unfortunately do happen.
2. We regret we cannot be responsible for any error beyond the first day if the advertiser fails to bring it to our attention. No allowance can be made for errors not materially affecting the effectiveness of the ad. We shall only be responsible for unpublished advertisement or with typographical error. Adjustment to errors shall be limited cost of the portion of the ad where error occurred. We reserve the right to revise or restrict any ad, or ads, we deem objectionable and to change the classification when the policy of this newspaper calls for it.

Terms of payment

1. All ads must be paid (cash or dated check) in advance.
2. Online payments can be made using acceptable debit or credit cards. Over-the-counter payments may be made through BDO, Bayad Center or ECPay counters.
3. Foreign ads payment in US Dollars may remitted by telegraphic transfer to:

Correspondent Bank : The Bank of New York Mellon, New York, USA

SWIFT CODE: IRVTUS3N

Intermediary Bank : PNBUS3N NYC

Philtrust Bank SWIFT CODE : PHTBPHMM

Beneficiary : Manila Bulletin Publishing Corp.

Dollar Account number : 003400000542/Head Office

Muralla cor. Recoletos Sts.

Intramuros, Manila 1002 PH

Bank charges and processing fee : USD50.00

4. Inform us immediately of your payment/remittance so we can publish your ad on the scheduled date.
5. Please send payment/s to any of these bank accounts:
 - a. BDO Account No. 4508-00366-1 (Intramuros, Manila) (TIN 000-746-558-0000)
 - b. BPI Account No. 0011-1452-99
 - c. LandBank Account No. 2472-1001-41 (DOLE extensions office, General Luna St., Intramuros, Manila)
 - d. Philtrust Account No. 0031-4000488-2
6. Kindly fax back the deposit slip to (02)8527-7530/7533 or scan and email tempoclassified@gmail.com.
7. GCash
8. Maya

LIWAYWAY *Bisaya* Bannawag





Stalwarts of Philippine literature

Liwayway, Bannawag, and Bisaya. Literary treasures in Manila Bulletin's roster of publications. Founded by legendary Filipino publisher Don Ramon Roces, they are among the longest-running bi-weekly publications in the Philippines, commanding a loyal following among regional Filipino communities in the Philippines and overseas. The magazines contain features and serialized fiction in three Filipino languages, making each issue eagerly anticipated by readers. For advertisers, each magazine is an opportunity to target a specific regional Filipino group, and reach out to them in a more exclusive way.



Liwayway



Liwayway is the country's longest running magazine as it published its first issue in 1922. Created to highlight the Filipino language during a time when Spanish and English publications were dominant, Liwayway never wavered in fulfilling its mission through the years. It recently returned to its roots as an arts, culture, and literary publication featuring serialized novels, stories, poetry, visual art, and comics in Filipino created by established and up-and-coming writers and artists. Because of its immense contribution to Philippine cultural development, Liwayway was awarded the Gawad CCP Para sa Sining in 2020.

 liwayway.ph
 [liwayway.magasin](https://www.facebook.com/liwaywaymagasin)



Bisaya

Bisaya has been in the forefront of Cebuano literature since it first saw print in 1930. It has since become the home of Cebuano writers and readers alike where, for so many decades, the magazine is faithful in its participation in the dialogue of Cebuano cultures and traditions to a broader global community. This is the magazine that connects the Cebuano-speaking communities here and abroad.



 bisaya.ph
 [BisayaMagasin](https://www.facebook.com/BisayaMagasin)



Bannawag

For almost 90 years now, Bannawag has been publishing the works of the best writers in the Ilokano language.

The magazine has become an institution unto itself, serving as a barometer of the past, present and future state of Ilokano literature. It has also set the standard for Ilokano orthography and grammar. And now with the power of social media, Bannawag is also reaching the homes of Ilokanos far from their native Ilokandia.

 bannawag.ph
 [BannawagMagasin](https://www.facebook.com/BannawagMagasin)



Liwayway

- First published in 1922 and still the leading Filipino literary magazine today.
- Has published some of the Philippines' most beloved literary treasures, serialized novels, prose, comics, and poetry.
- Circulation: 90,000

COVERS	B&W	Full color
OBC	-	₱ 50,000
IFC	-	₱ 45,000
IBC	-	₱ 40,000
INSIDE		
Full Page	₱ 30,000	₱ 40,000
1/2 Page	₱ 18,000	₱ 25,000
1/4 Page	₱ 12,000	₱ 16,500



Bisaya

- First published in 1930.
- Became the hub of Akademyang Bisaya, which standardized Cebuano grammar and spelling.
- An enduring chronicler of Visayan history and culture.
- Circulation: 45,000

COVERS	B&W	Full color
OBC	-	₱ 45,000
IFC	-	₱ 35,000
IBC	-	₱ 30,000
INSIDE		
Full Page	₱ 17,500	₱ 25,000
1/2 Page	₱ 9,000	₱ 13,000
1/4 Page	₱ 4,500	₱ 6,500



Bannawag

- First published in 1934.
- Reaches the heart of Northern Luzon, Visayas, Mindanao, and Ilocano communities in Hawaii and the US West Coast.
- Circulation: 95,000

COVERS	B&W	Full color
OBC	-	₱ 50,000
IFC	-	₱ 45,000
IBC	-	₱ 40,000
INSIDE		
Full Page	₱ 30,000	₱ 40,000
1/2 Page	₱ 18,000	₱ 25,000
1/4 Page	₱ 12,000	₱ 16,500

Ad deadlines

Booking deadline: 6 weeks prior to the issue date. Materials deadline: 3 weeks prior to the issue date.

Cancellations

1 month prior to the issue date. Advertisers may not cancel advertising bookings after set deadlines. Notification of cancellation must be submitted and received by the publisher in writing prior to the cancellation deadline; otherwise, the advertising contract remains binding.

File formats

Photoshop, InDesign or Illustrator format in CMYK color and 300 dpi saved on a CDR. Must be saved as a flattened file and non-flattened file in case of corrections. Linked graphics files should have a minimum resolution of 300 dpi.

Bleeds

Final layout must have a 0.25 inch bleed on all sides.

Digital ad rates

- BANNER AD** ₱ 100,000/month
 - 728 by 90 pixels
- SQUARE AD** ₱ 40,000/month
 - 300 by 250 pixels
- ORIGINAL VIDEO CONTENT** ₱ 150,000
 - includes video team and post editing
 - 1-2 minute HD output
- VIDEO ADVERT** ₱ 60,000
 - material from client



The longest-running and most widely circulated publication of its kind in the Philippines

Agriculture Magazine has been providing practical farming know how to countless farmers and urban gardeners all over the country for the past 26 years. Its wide array of easy-to-read articles are packed with doable ideas that are easy to adopt. Stories about successful farmers and gardeners continue to provide endless inspiration to aspiring, as well as veteran, cultivators of the land. Staffed by award-winning journalists, the magazine's main thrust is to make farming a profitable business that will make every farmer proud of their calling.



A growing industry

Every issue of Agriculture Magazine is packed with potentially profitable ventures in farming and livestock. Each new issue readily sells in the stands and each copy is kept as an authoritative resource for both leisure and working farmers. The magazine has a reputation for consistently bringing practical and reliable information to readers, and its print copies continue to be treasured by farmers as resources they can learn from and pass on to the next generation.



Strong online presence

Agriculture Online is a leader in industry coverage, its website and social media attracting and exposing young readers to the opportunities and potential profit to be found in the agricultural and gardening sectors. With over 65,000 followers on Facebook and an average of 300,000 page views on agriculture.com.ph a month, Agriculture Online is an effective way to get your message across to a highly specific audience.



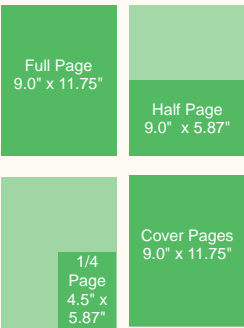
A legacy publication

Agriculture Monthly is read by professional farmers who want to maximize their investment, as well as by leisure farmers and hobbyists. It is also a treasured resource for farming knowledge, with collections passed from parent to child. It has been credited by many readers from different age groups as a catalyst for their own successful farming journeys. According to the Nielsen Consumer Media View Q2 2019 report, is the most read magazine in Davao and second most read magazine in Mindanao.



Print edition

FREQUENCY	Monthly
READERSHIP	100,000 (approx.)
TRIM SIZE	9.00 x 11.75 in.
COVER PRICE	P 85.00
AD RATES	
COVER PAGES	
Outside Back Cover	P 90,000
Inside Front Cover	P 80,000
Inside Back Cover	P 75,000
INSIDE PAGES	
Full Page	P 70,000
1/2 Page	P 50,000
1/4 Page	P 30,000



Booking deadline

6 weeks prior to the issue date.

Materials deadline

3 weeks prior to the issue date.

Cancellations

1 month prior to the issue date.
Advertisers may not cancel advertising bookings after set deadlines.
Notification of cancellation must be submitted and received by the publisher in writing prior to the cancellation deadline; otherwise, the advertising contract remains binding.

Bleeds

Final layout must have a 0.25 inch bleed on all sides.

File formats

Photoshop, InDesign or Illustrator format in CMYK color and 300 dpi saved on a CDR. Must be saved as a flattened file and non-flattened file in case of corrections. Linked graphics files should have a minimum resolution of 300 dpi.

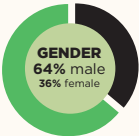
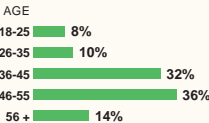
Digital ad rates

BANNER AD P 115,000/
month
• 728 by 90 pixels

SQUARE AD P 46,000/
month
• 300 by 250 pixels

ORIGINAL VIDEO CONTENT
P 172,500
• includes video team and post editing
• 1-2 minute HD output

VIDEO ADVERT P 69,000
• material from client



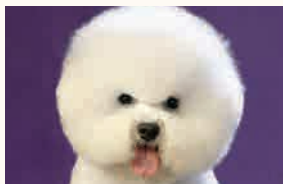
ECONOMIC CLASS

ABC



As a pioneer animal-oriented magazine, Animal Scene continues to be a bestseller, this time in a contemporary, pocket-friendly version.

In 2001, Manila Bulletin Publishing Corporation had a vision: to establish a magazine that caters to animal enthusiasts. Introducing radical changes to improve its vision and revamp its brand in 2015, Animal Scene is now available in a new, pocket-sized copy, even as it continues to enjoy its current circulation levels. Since its rebranding, its reputation among industry leaders remains unparalleled.



Founded on legacy

Backed by the nationwide distribution of Manila Bulletin Publishing Corporation, Animal Scene is accessible to a national audience, both in physical stores and on the internet.

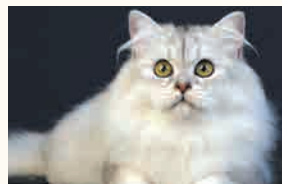
With an approximate circulation of 60,000, the magazine has been in continuous publication since it launched in 2001. Aside from being the pioneer in its niche as a magazine centered on animals, it is the only one of its kind in the country.



Loved by enthusiasts

Animal Scene sustains its relevance as a magazine specializing in animals, especially because of today's increasing enthusiasm in animal companions. Partly because of Filipinos' desire to address stressful lifestyles and their isolation due to pandemic-related lockdowns, this interest in animals makes Animal Scene a relevant and credible source of information and entertainment.

The magazine touches on many topics—from companion animals to endangered and exotic creatures—that cater to every type of animal enthusiast.



Propelled by a vision

The future of Animal Scene lies online, where younger generations who care about social issues spend much of their time. In 2015, it launched on different social media platforms, reaching an even wider audience online. It boasts of more than 15,000 Facebook followers and more than a thousand daily views on its website. The modern, pocket-sized magazine's improved vision—to elevate animals and improve their treatment—taps into the Filipino youth's internet presence.



animalscene.ph |



animalsceneMB |



mbanimalscene

Print edition

FREQUENCY	Bi-monthly
READERSHIP	60,000
TRIM SIZE	9 x 6 in.
COVER PRICE	P 120.00
AD RATES	
COVER PAGES	
Front Gatefold	P 120,000
Outside Back Cover	P 60,000
Inside Front Cover	P 50,000
Inside Back Cover	P 40,000
INSIDE PAGES	
Inside Gatefold	P 60,000
Full Page	P 30,000
Foot Ad	P 6,000
PET CLASSIFIEDS	
Line Ad (per line)	P 56
Box ad (per col cm)	P 2,500

Full Page
Width- 6 inches
Height- 9 inches

Sections

VET VISIT. Because animals get sick, too! Former President of Philippine Animal Hospital Association Dr. Emmanuel Macapagal talks about conditions that different animals might have, including diagnosis and treatment.

SCENE ZONE. Everything readers need to know about the latest trending stories and recent animal-related events around the country.

ANIMAL APPEAL. Want to know more about penguins, different dogs, or wildlife creatures? Animal appeal puts specific species in the spotlight.

CREATURE FEATURE. Not every reader wants to do a deep analysis of relevant social issues regarding animals — and that's perfectly alright! This section features casual, reader-friendly lists of pet-friendly hotels, things you do that your dog doesn't like, and so on.

ADVOCATE. Conservation, animal companion tips, and heartwarming stories that highlight the special bond between humans and animals are featured here.

THE WILD SIDE. Columnist Gregg Yan shows readers his "wild side" as he writes about encounters with local animals and how to treat them with respect.

BLAST FROM THE PAST. Taking a trip down memory lane, journalist-columnist Alex Bichara writes about animals in our rich history.

COVER STORY. Every month, a new dog, cat, fish, reptile, amphibian, or bird enjoys the limelight.

FINS, FEATHERS, AND FUR. Columnist Manuel Yap shares all things related to fishes, birds, and other animals, from starting a DIY tank at home to pampering a dog with a spa day.

SCALY SPECIAL. Readers who love reptiles can learn a thing or two from our resident contributors who write about our often-misunderstood scaly friends.

INCHORDATE. This is a special corner for invertebrates, including arachnids, mollusks, echinoderms, cnidarians, and crustaceans.

FEATHERED FRIENDS. A new section takes flight! Bird enthusiasts can finally stay up-to-date on news about their winged favorites.

Booking deadline

6 weeks prior to the issue date.

Materials deadline

3 weeks prior to the issue date.

File formats

Photoshop, InDesign or Illustrator format in CMYK color and 300 dpi saved on a CDR. Must be saved as a flattened file and non-flattened file in case of corrections. Linked graphics files should have a minimum resolution of 300 dpi.

Cancellations

1 month prior to the issue date. Advertisers may not cancel advertising bookings after set deadlines. Notification of cancellation must be submitted and received by the publisher in writing prior to the cancellation deadline; otherwise, the advertising contract remains binding.

Digital ad rates

BANNER AD P 115,000/month
• 728 by 90 pixels

SQUARE AD P 46,000/month
• 300 by 250 pixels

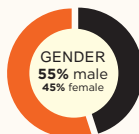
ORIGINAL VIDEO CONTENT
P 172,500
• includes video team and post editing
• 1-2 minute HD output

VIDEO ADVERT P 69,000
• material from client

Bleeds

Final layout must have a 0.25 inch bleed on all sides.

AGE	
18-25	23%
26-35	34%
36-45	22%
46-55	12%
56 +	9%



ECONOMIC
CLASS

ABC

Cover calendar

Jan-Feb: Bamboo Rat

Mar-Apr: Shih Tzu

May-Jun: Toyger

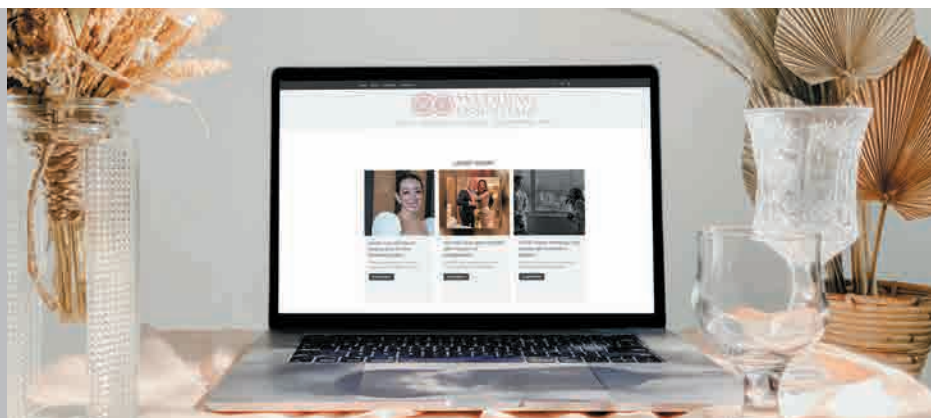
Jul-Aug: French Bulldog

Sep-Oct: Egyptian Mau

Nov-Dec: Corgie

ALL PRICES AS OF JANUARY 2024 AND ARE SUBJECT TO EVAT

*Subject to change without prior notice



The modern Filipina's wedding guide for creating their own happy ever-afters

WE is the only high-end wedding magazine in the market today that is published consistently every quarter. We are printed as a stand-alone magazine and not as an insert or section within a fashion or lifestyle magazine. This ensures our advertisers that the person who purchases our magazine is a bride who is planning her most special day.

Our lavishly designed pages also provide brands with the perfect environment to be in. That's why for several years now, WEDDING ESSENTIALS proves to our advertisers that we are the most reliable, comprehensive, and experienced source for a woman planning her dream wedding.

Other wedding magazines have come and gone over the years but Wedding Essentials still remain as the leading wedding magazine in the country.



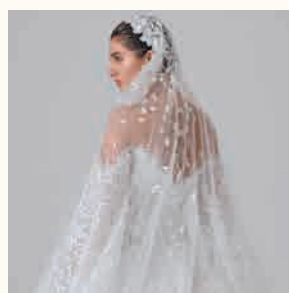
Dream Themes

The most coveted section of the magazine, where WE collaborate with the most sought-after wedding suppliers in and out of the country, to create that perfect reception setup that fits every bride's persona.



Elements of Style

Complete your bride ideas and take inspiration from tasteful pages of wedding elements, from cakes, bouquets, accessories and more.



Beauty, Wellness and Fashion

WE's thrust is to guide you on your journey to the big day. From taking care of your skin, choosing that perfect bridal look and your bridal ensemble, WE is every step of the way.

Editorial calendar

JAN-MAR	print on demand	Art and Fashion Issue
APR-JUN	print on demand	Luxe City and Home Issue
JUL-SEP	print on demand	Luxe Destinations Issue
OCT-DEC	printed	Real Weddings Issue



WE Grooms

Together with the dawn of modern wedding planning, the groom rises as a key decision maker in the process. From picking the rehearsal menu to prenuptial shoots, grooms are now taking charge with every detail of their special day as well. WE Grooms, the male counterpart of Wedding Essentials, becomes his best man all throughout. The magazine updates the grooms with feature stories on the best watches, style trends, fashion designers to watch out for, grooming makeover tips, fitness routines, home design ideas, and many more.

Print advertising rates

FREQUENCY	Quarterly
READERSHIP	105,000
TRIM SIZE	8.75 x 11.25 in.
COVER PRICE	P 300.00
AD RATES	
COVER PAGES	
Outside Back Cover	P 180,000
Inside Front Cover	P 120,000
Inside Front Cover Spread	P 160,000
Inside Back Cover	P 80,000
INSIDE PAGES	
Spread	P 150,000
Advertorial page	P 100,000
Page 1 (full page)	P 100,000
Half Page	P 45,000
Quarter Page	P 30,000
Market Place (1/8 page)	P 15,000

Full Page 8.75" x 11.25"	Half Page 8.75" x 5.625"
1/4 Page 4.375" x 5.625"	Cover Pages 8.75" x 11.25"

Bundled with Love

WE Grooms comes free with Wedding Essentials Magazine's Luxe City and Home Issue [April] and Real Weddings Issue [October].

Particulars

- BOOKING DEADLINE:** 6 weeks prior to the issue date.
- MATERIALS DEADLINE:** 3 weeks prior to the issue date.
- CANCELLATIONS:** 1 month prior to the issue date. Advertisers may not cancel advertising bookings after set deadlines. Notification of cancellation must be submitted and received by the publisher in writing prior to the cancellation deadline; otherwise, the advertising contract remains binding.
- BLEEDS:** Final layout must have a 0.25 inch bleed on all sides.
- SAFETY ZONE:** Logos, text and other important visual elements must be within a 2 cm inner margin on all sides.
- QUALITY AND ACCURACY:** Publisher will not accept responsibility for low-quality printing resulting from supplied material, nor are they liable for the errors in the material supplied.

Digital edition

WEDDINGESSENTIALS.PH is the official online platform of Wedding Essentials Magazine. From the latest bridal trends to the most trusted local suppliers, WeddingEssentials.ph is a one-stop shop bridal inspiration source.

Online rates

- SQUARE AD** P 60,000/month
- 300 by 250 pixels
- ORIGINAL VIDEO CONTENT**
- P 172,500
 - includes video team and post editing
 - 1-2 minute HD output
- VIDEO ADVERT** P 80,000
- material from client

Digital ad executions

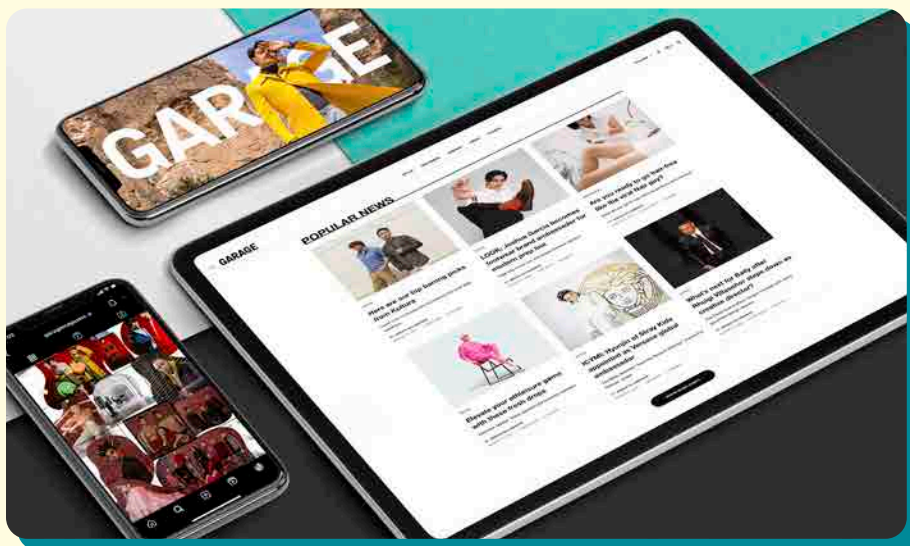
Wedding Essentials is also at par with the times. Scan the QR code and explore our digital packages fit for your brand.



GARAGE

The modern Filipino man's ultimate guide to style and grooming

Garage is the Philippines' modern portfolio dedicated to male style and grooming. On digital or print, *Garage* champions Filipino men's style and stands as the most trusted and definitive fashion and grooming guide in the country.



Garage Digital

Garage.com.ph, our digital portal, supplements the *Garage* reader with daily updates on the latest style trends, grooming products, fitness stories, and more. It holds the same authoritative voice as *Garage* Magazine scaled to easily digestible features for real time life applications. Garage.com.ph champions the local fashion scene as celebrated by the most stylish guys in the country.



Sections



PRIMER
Overture to essential shopping edits and wardrobe workbook



STYLE
Fashion-forward looks of the season



MANIFESTO
Personalities and street style inspirations



LIFE
(GROOMING + FITNESS + AGENDA)
Profiles, places, pop culture, grooming and fitness role models and practices

FAST FACTS

SOCIAL MEDIA



70K



10K



30K



5K

MONTHLY
PAGE VIEWS
50,000

TOTAL REACH
300,000
PRINT + ONLINE
+ SOCIAL

SPECIAL PRINT

CIRCULATION 15,000-20,000

PASS-ON
READERSHIP
7

TOTAL CIRCULATION
120,000

FREQUENCY
ANNUAL

8.75" x 11.25"

SIZE

Fashion as Social

Garage celebrates the social side and digital aspect of fashion, honing in on the enjoyment of discovering one's style, dressing up and the moments shared with it. It chronicles the vibrant fashion scene on the street and on the runways, inspiring stylish Filipino men to develop and enhance their own personal brand and image.



AD RATES

(WEBSITE)	
BANNER AD	₱ 115,000/month
728 by 90 pixels	
SQUARE AD	₱ 46,000/month
300 by 250 pixels	
ORIGINAL VIDEO CONTENT	₱ 172,500
includes video team and post editing	
1-2 minute HD output	
VIDEO ADVERT	₱ 69,000
material from client	
(DIGITAL)	
BRANDED CONTENT	₱ 50,000
(PRINT)	
COVER PAGES	
Outside Back Cover	₱ 90,000
Inside Front Cover (spread)	₱ 160,000
Inside Back Cover	₱ 80,000
INSIDE PAGES	
Full Page	₱ 70,000
1/2 Page	₱ 45,000
1/4 Page	₱ 30,000
INSERTS per copy	₱ 10



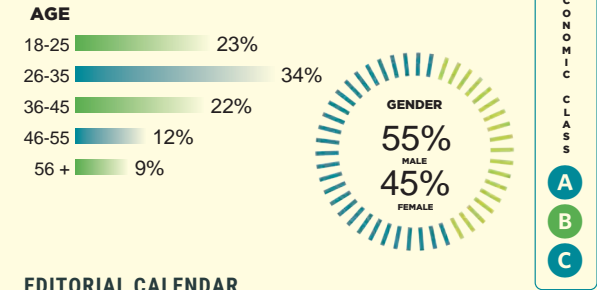
A Showcase on any Platform

It is a creative and avant-garde publication, pushing the boundaries of print by showcasing innovative designs in layout and photography. Its print edition continues to push the medium toward a unique reader experience. Today, as it marries print with digital, *Garage* has become a multimedia platform with innovative print executions, modern digital engineering, and creative social media engagement.

EDITORIAL CONTENT



READER DEMOGRAPHICS



EDITORIAL CALENDAR

Jan First Look	Feb Spring Style	Mar Young Talents	Apr Sexy Summer
May Summer Style	Jun Body + Sports	Jul Workwear	Aug Best Accessories
Sep Anniversary Best Dressed	Oct Grooming Awards	Nov Holiday Gifts	Dec Art + Travel