WHAT'S ON MANILA

MEDIA KIT AND RATE CARD

EDITION 01 / Q4 2026



REACH MANILA THE WEEK THEY DECIDE WHERE TO GO.

For people who live and work in Metro Manila, mostly 25 to 44, deciding what to do with their evenings and weekends. Audience, formats and rates inside.

WHATSONMNL.COM/PARTNERS

@WHATSON.MNL



BINONDO, MANILA

01

THE PUBLICATION

EVERY DAY WE PICK WHAT IS WORTH YOUR TIME IN MANILA, AND TELL YOU EXACTLY HOW TO GET IN.

What's On Manila is a city guide for people who live here. Two posts a day on Instagram, more than a hundred places and events at whatsonmnl.com, and a Friday email. People save our posts, send them to the friend they are going with, and turn up.

WHO WE ARE FOR

Working people across Metro Manila, mostly 25 to 44, with a week to plan and the evenings to fill. Many are new to the city or to a neighbourhood and are looking for things they can walk into, often on their own.

79%	61%	79%
25 TO 44	WOMEN	METRO MANILA

WHAT WE COVER

- Exhibitions and talks
- Food and drink
- Volunteering
- Run clubs and fitness
- Meetups to go to alone
- Weekend trips

WHERE IT LIVES

- Instagram @whatson.mnl
- whatsonmnl.com
- The Friday email

02

THE NUMBERS

1.06M

INSTAGRAM VIEWS IN SEPTEMBER 2026

245,434

PEOPLE REACHED IN SEPTEMBER

23,706

ACCOUNTS THAT ENGAGED

57,555

LIKES, SENDS, SAVES, COMMENTS

9,896

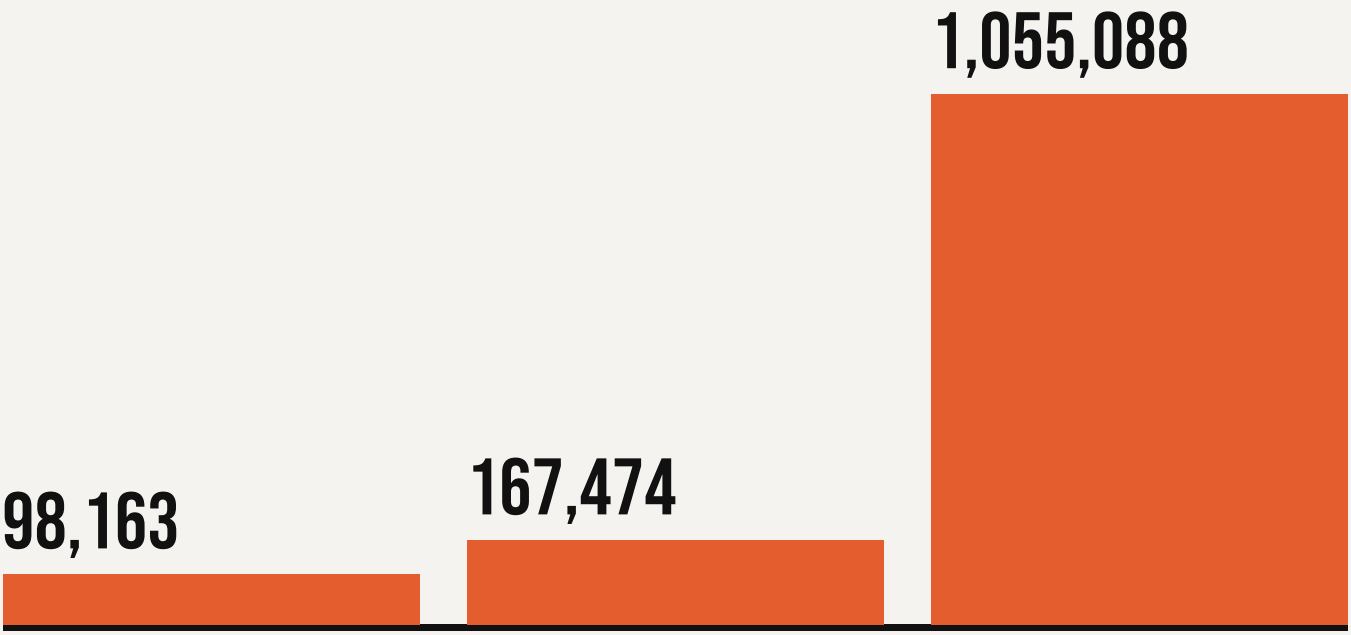
FOLLOWERS ON 23 OCTOBER

10.7X

Growth in monthly views from July to September.
Source: Instagram Insights for @whatson.mnl, read 23 October 2026.

03

THREE MONTHS OF GROWTH



MONTH	REACHED	ENGAGED	INTERACTIONS
July	30,571	615	1,024
August	48,741	1,604	3,130
September	245,434	23,706	57,555
Three months	counted monthly	counted monthly	**61,709**

1,320,725
VIEWS, JULY TO SEPTEMBER

11,747
TIMES A POST WAS SENT ON

12,220
TIMES A POST WAS SAVED

12,327
WEBSITE VISITS, LAST 28 DAYS

Reach counts each person once a month, so months are not added together. 1 July to 30 September 2026. Website: Google Analytics, 25 September to 22 October 2026, up from 4,199 the 28 days before; 75% from Google search.



04

WHO FOLLOWS US

79%
ARE 25 TO 44

61%
ARE WOMEN

79%
LIVE IN METRO MANILA

AGE

18 to 24	8%
25 to 34	49%
35 to 44	30%
45 and over	12%

TOP CITIES, BY FOLLOWERS

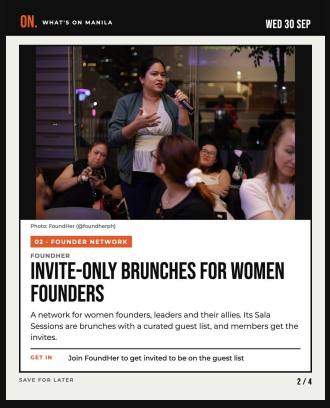
Quezon City	1,743
Makati	1,189
Manila	891
Taguig and BGC	869
Pasig	753
Mandaluyong	540

05

WHAT WE MAKE FOR YOU









FEATURE CAROUSELS, WRITTEN AND DESIGNED BY US

Carousel

Six or more slides, 1080 x 1350. Our writing, our design, your facts.

Article

A page on whatsonmnl.com that stays up and is found on Google.

Stories

Two to three frames with a link to tickets or booking.

Paid promotion

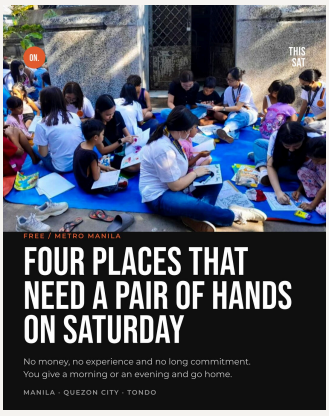
We put it in front of Metro Manila, 25 to 44, so the reach is guaranteed.

Premium listing

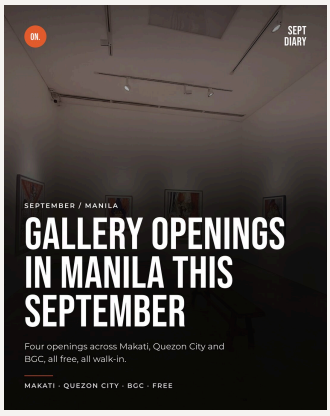
A full venue page in the guide, shown on its neighbourhood page.

Report

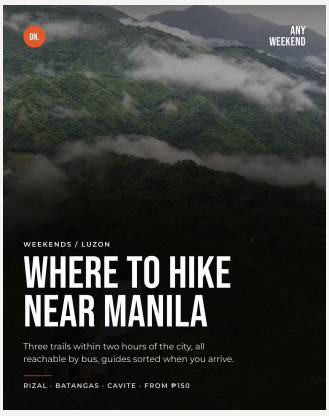
Reach, views, sends, saves and link taps, seven days after it goes live.



68,237
REACHED



25,659
REACHED



24,014
REACHED



19,745
REACHED

Bottom row: our four best posts so far. A typical post reached 4,340, which is why paid promotion is built into every Feature.

06

RATE CARD

FORMAT	WHAT YOU GET	GUARANTEE	RATE
FEATURE	Carousel, site article, two stories, paid promotion, report	10,000 reach	₱12,000
STORIES	Three stories with a link, over one or two days	No minimum	₱2,000
PREMIUM LISTING	Photos, hours, prices, booking link, neighbourhood pages	Always on	₱3,000 / mo
MONTHLY PARTNER	Two Features, a Premium listing, category exclusivity, first refusal on our events	20,000 reach	₱24,000 / mo

BOOKING TERMS

Booking

Half on confirmation, the balance on the day it goes live. Invoices in pesos, payable within seven days.

Lead time

Book ten working days ahead. Photos and key facts five working days before go-live.

Approval

One round of fact checks on the draft. The voice and design stay ours, which is why it performs.

Reporting

Reach, views, sends, saves and link taps within seven days, with Instagram Insights screenshots.

Changes

Move a date for free up to five working days out. Later cancellations are billed at half the rate.

Rates

In Philippine pesos, with no VAT added. Agencies add their own commission. Valid to 31 December 2026.

Every paid post carries Instagram's paid partnership label. At most one post in seven is paid. Venues can buy a listing or a feature, never a review. Giveaway and ticket partnerships are agreed case by case.

ON.

TELL US WHAT YOU WANT PEOPLE TO DO.

Book a table, buy a ticket, turn up on a Saturday. Send us a line about your brand, venue or event and the dates you have in mind. We reply within two working days with a plan and a price.

EMAIL
hello@whatsonmnl.com

WEB
whatsonmnl.com/partners

INSTAGRAM
@whatson.mnl

Figures from Instagram Insights for @whatson.mnl, 1 July to 30 September 2026, read 23 October 2026. Reach includes a small amount of paid promotion. Screenshots on request.

Photography: Makati at night: Benson Kua (CC BY-SA 2.0) / Binondo arch: lumoplank (CC0) / Manila Bay: Vyacheslav Argenberg (CC BY 4.0) / Makati CBD: Lawrence Ruiz (CC BY-SA 4.0) / Post photography credited on each slide.