
01 | PHOTOGRAPHY BY HANSENG LUU FOR SOKNAN ATELIER
elsewhere
MEDIA &
EDITORIAL
INTRODUCTION
KIT 2026–2027
FASHION
ART
CULTURE
PEOPLE
PLACES
DESIGN
BEAUTY
LIFESTYLE
TRAVEL
AND BEYOND

From Cambodia to Elsewhere.

Elsewhere is an independent fashion and culture magazine from Phnom Penh. Twice a year it arrives in print as a large-format, image-led hardcover; every day in between, the stories continue online. It covers the people, places and work shaping Cambodia and Southeast Asia, and sets them beside the rest of the world, because the best stories deserve to travel beyond the places where they begin.

ROOTED IN CAMBODIA. LOOKING **EVERYWHERE.**



Our Editorial Vision

Elsewhere was founded in Phnom Penh to give Cambodia's creative scene a publication built for it, made to an international standard and read beyond its borders. We want the photographers, designers, artists and makers working here today to be seen alongside their peers in Seoul, Singapore, Paris and New York, on the same page and at the same scale. Over time, each edition becomes a record of a generation as it happens, and a place where Cambodian culture is written about by the people closest to it.

INDEPENDENT
INTERNATIONAL
CONTEMPORARY









Editorial Leadership

VUTH SOVIN CHEM

Founder & Editor-in-Chief

Vuth Sovin Chem is the founder and editor-in-chief of Elsewhere. A photographer and creative director by training, he was previously editor-in-chief of Prestige Cambodia and has spent nearly two decades working between Cambodia's fashion, media and hospitality worlds. In 2008 he began One Hundred Muses, a fine art fashion photography archive created with Alex Tee, and in 2010 co-founded PlusMax Studios. He served as a judge on Cambodia's Next Top Model in 2014 and 2015. Elsewhere grew from the same instinct as all of that work: to give overlooked Cambodian talent the attention it has earned.



Our Editorial Philosophy



Elsewhere is named for the places people rarely look. The studio at the end of a lane in Phnom Penh, the designer with no publicist, the craftsman still working the way his grandfather did. Covering what is overlooked is the reason the magazine exists.

We report on Cambodia's creative life while it is still happening, before anyone has decided what it means. We describe more than we judge, and we are comfortable leaving a question open when the story hasn't finished. In print, the image leads and the words step back. Online, the reporting goes as deep as the story needs.

LOOK FURTHER
The best stories are rarely the loudest. We go looking for the people and places others pass by.

REPORT, DON'T PROMOTE
We write what we see. No borrowed press language, no praise the work hasn't earned.

LET THE IMAGE LEAD
Photography and design carry the print edition. Every shoot is original and made for Elsewhere.

SAY WHAT'S PAID
Partnerships are welcome and always disclosed. Readers should never have to guess.

Our Editorial Universe

Elsewhere moves between the world's creative fields with one point of view. Fashion, art, culture, craft and contemporary life are told through people, places and images, from Cambodia outward. Each section has its own focus; together they form one editorial universe, in print and online.



SABAY
The front of the book. New openings, objects to own, the season's list and short notes on the rooms, tables and people of the moment. Quick to read. Print only.

CULTURE
Art and design, heritage, music, entertainment and the social scene: studio visits, exhibitions, the producers and filmmakers building new audiences, and the city's nightlife, food and drink, sport and leisure.

MUSE
The people at the center of each edition. Cover stories, profiles and portrait portfolios of the artists, designers, founders and performers setting the terms of their fields in Cambodia and the region.

THE EDIT
Fashion, style and beauty. Editorials and shoots led by Cambodian and regional designers, the labels and studios to know, and beauty reported with the same care as fashion, from the face to the industry behind it.

THE CRAFT
Objects made properly. Jewelry, timepieces and gadgets, plus Wanderlust: cars, motorcycles, yachts and supercars. The makers, the materials and the stories behind the pieces people keep.

THE SCENE
How the city eats, travels and unwinds. New kitchens and the tables to book, hotels and destinations worth the trip, wellness and fitness, and a calendar of the events worth attending.

FRONTIER
Elsewhere's partnership section. Brand stories produced with our editorial and creative team, shot and written to the standard of the magazine, and always clearly disclosed.

IN MOTION
Films and moving-image stories from across every section: behind-the-scenes from the shoots, portraits, places and one dedicated film each edition. Online at elsewherezmag.com and @elsewherezmag.

Our Audience

Elsewhere speaks to people who shape taste before it travels. Curious, culturally engaged and internationally minded, they follow fashion, art, design and travel closely, and they look for perspectives they won't find anywhere else. Our point of view begins in Cambodia and extends across Southeast Asia and the wider world.



REGIONAL FOCUS
Cambodia and Southeast Asia, with an international outlook.

READERSHIP
Creative professionals, collectors, designers, entrepreneurs, international travelers and a rising generation of Gen Z and millennial tastemakers.

THE TEAM
Founded by Vuth Sovin Chem, former editor-in-chief of Prestige Cambodia, with nearly two decades in fashion photography, creative direction and publishing across Cambodia and the region.

INTERESTS
Fashion, art, design, architecture, hospitality, gastronomy, wellness, culture, and exceptional experiences.

MINDSET
Curious, discerning and open to new perspectives. They buy fewer things, and better ones.

NETWORK (PRINT COVERS)
Four covers, five cover stars, one edition. Combined Instagram reach of 2.3M+, before Facebook, TikTok and Threads.

NETWORK (DIGITAL COVERS)
A new cover star every month, shot exclusively for elsewherezmag.com and @elsewherezmag, keeping the conversation going between print editions.

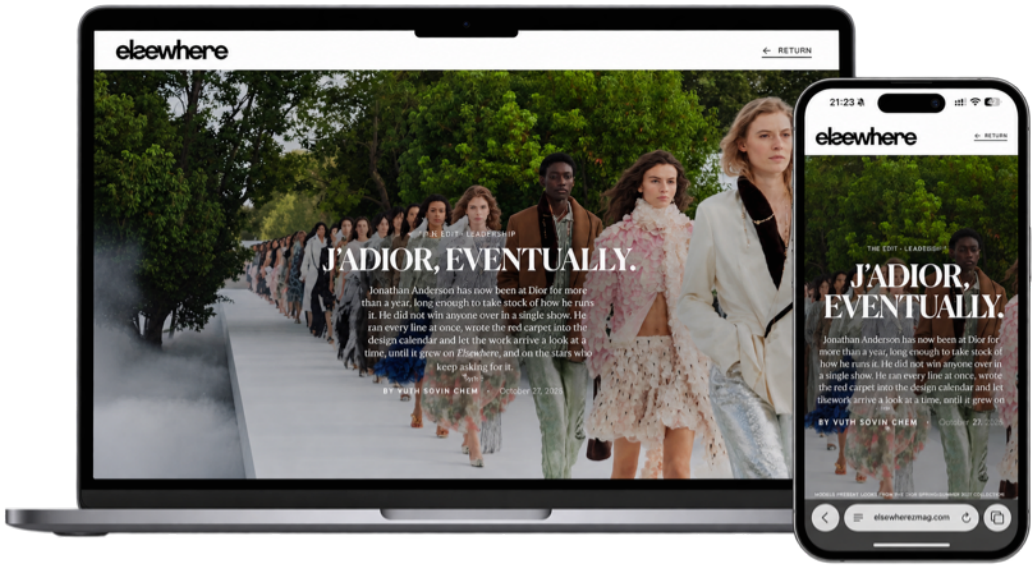
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Live now at elsewherezmag.com

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Digital Publication

Elsewhere online is where the stories go deeper. Long reads, interviews, profiles and cultural commentary sit alongside the images, published continuously between print editions. Designed around visual storytelling and editorial clarity, elsewherezmag.com brings creative perspectives from Cambodia and around the world to readers wherever they are, across fashion, art, culture, people, places and contemporary life.



EDITORIAL FEATURES
Original reporting, interviews, profiles and cultural commentary.

VISUAL STORIES
Photography-led features, fashion editorials, and creative projects.

DESTINATION GUIDES
Travel, architecture, hospitality, and cultural discoveries.

CULTURAL COVERAGE
Exhibitions, collections, design, creative practices, and international events.

INDUSTRY INSIGHTS
Perspectives on the individuals, ideas, and developments shaping creative industries.

DIGITAL EDITORIAL ROLLOUT
Live now

EDITORIAL FEATURES
VISUAL STORIES
DESTINATION GUIDES
CULTURAL COVERAGE
INDUSTRY INSIGHTS

elsewherezmag.com

Print Publication

Elsewhere in print is a visual edition. Each issue is built around photography and graphic design, with original shoots, portraits and image-led stories given the space of a book. Words are minimal on the page; the longer reads, interviews and features live online at elsewherezmag.com. Published twice a year around a single theme, every edition moves through fashion, art, culture, people and places, made to be looked at, collected and kept.





THE BOOK
Format: Hardcover with dust jacket
Finished size: 255 × 340mm (10 × 13.4 in)
Extent: approx. 288 pages
Paper: Premium matte art paper, 150–170gsm
Printing: Sheetfed offset, full color throughout
Binding: Section-sewn, casebound
Covers: 4 special cover editions, identical interior
Print run: 1,600 copies
Frequency: Twice a year
Cover price: USD 50 (SE Asia) · USD 80 / EUR 75 (US and Europe)

DISTRIBUTION
Phnom Penh/Siem Reap: Concept stores, galleries, luxury hotels
Asia: Selected independent bookshops via distributor
Launch events: Spring 2027, Phnom Penh
Online: elsewherezmag.com

AUDIENCE
Elsewhere is read by people who shape taste before it travels. Creatives, collectors and the culturally restless across Asia and beyond: fashion and art professionals, designers, photographers, gallerists, hospitality and luxury insiders, and a rising generation of Gen Z and millennial tastemakers who still believe in print.

THE COVERS
Cover shown for reference only. Edition 01 arrives in four special covers, each led by a different face, photographed exclusively for Elsewhere. Same edition, four ways to own it.

The Art Issue Spring/Summer 2027

The Art Issue is Elsewhere's first edition in print. It looks at Cambodia's creative present through the people making it: painters, photographers, designers, architects, and the curators and collectors around them. Four covers, each shot exclusively for the edition, open onto studio visits, commissioned portfolios and the season's fashion stories, with the longer reporting continuing online.

EDITION 01
ON SALE SPRING 2027
COVERS FOUR SPECIAL EDITIONS
AD BOOKING END OF JANUARY 2027



The Element Issue Fall/Winter 2027

The Element Issue follows the materials Cambodia is built from: earth, water, fire and air, and what designers, makers and architects do with them. It moves from silk and stone to river, clay and light, and asks how the country's oldest materials are shaping its newest work.



EDITION 02
ON SALE FALL 2027
COVERS FOUR SPECIAL EDITIONS
AD BOOKING END OF JUNE 2027

Editorial Portfolio

A selection of Elsewhere's editorial work, from fashion stories and designer profiles to portraits and conversations. Each piece brings together emerging and established names, shot and written by the Elsewhere team for print and online.

SELECTED EDITORIAL WORK

FASHION EDITORIALS
DESIGNER PROFILES
ART & CULTURE
PEOPLE & CONVERSATIONS
PHOTOGRAPHY
CREATIVE PRACTICES

EXPLORE OUR STORIES
elsewherezmag.com





Creative Capabilities

Every Elsewhere story is produced in-house, from casting and styling to the final image. Partners work with the same team, on the same standard, whether the brief is a single portrait, a full campaign or a launch event.

PHOTOGRAPHY
FILM AND MOTION
CREATIVE AND ART DIRECTION
STYLING AND CASTING
WRITING AND EDITORIAL
DESIGN
EVENTS

elsewherezmag.com

Brand Relationships

The team behind Elsewhere has spent nearly two decades working alongside international and regional brands in Cambodia, from first market entries to long-running campaigns. That experience shapes how every partnership is handled.

We begin with the brief and the audience, not the format. Each project is developed with the brand from the first conversation, produced by the same team that makes the magazine and delivered across print, online and social as one story. Many of the brands we work with return season after season.





ONE TEAM
Concept, shoot, writing and design, handled in-house from start to finish.

LOCAL KNOWLEDGE
Nearly two decades of working in Cambodia's market, with the people and places that matter in it.

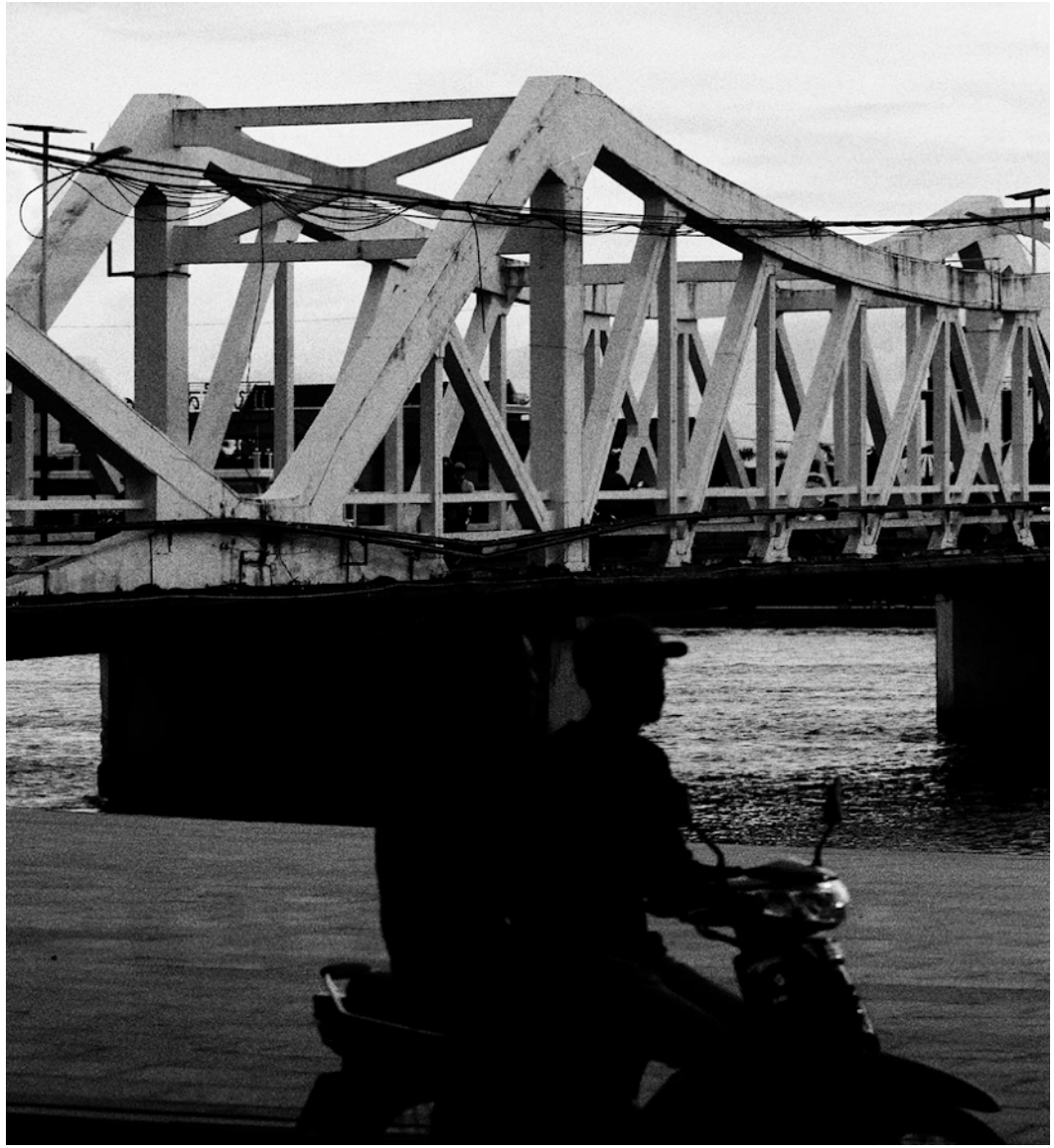
LONG-TERM THINKING
Partnerships built across editions, not single placements.

Partnership Opportunity

Elsewhere works with fashion houses, jewelry and watch brands, hotels and destinations, and cultural institutions that want to reach a creative, well-traveled audience in Cambodia and across the region. A page in Elsewhere stays on the shelf. The print edition is a collectible hardcover, released in four covers and kept long after the season ends, while the website and @elsewherezmag carry each partnership into the months between editions. Everything is produced to the same standard as our editorial, and paid content is always clearly disclosed.

PRINT ADVERTISING
DIGITAL ADVERTISING
FRONTIER PARTNERSHIPS
DESTINATION FEATURES
DIGITAL COVER PARTNERSHIPS
LAUNCH EVENTS AND COLLABORATIONS

Bespoke proposals upon request · hello@elsewherezmag.com



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Digital Advertising Rate Card | 2026–2027

FORMAT	RATE (USD)
Sponsored article (client supplied)	600
Sponsored article (editorial production)	1,000
Sponsored article (editorial production) + social distribution	1,300
Sponsored visual feature	From 1,500
Homepage placement (30 days)	500
Integrated digital campaign	From 2,000
Digital cover partner (monthly)	From 2,000
Instagram feed post	300
Instagram carousel	400
Instagram Reel (client supplied)	450
Instagram Reel (original production)	From 800

LAUNCH OFFER: Social rates are waived for every confirmed project until December 2027. Instagram promotion on @elsewherezmag is complimentary.

SPONSORED EDITORIAL

Commercial content is clearly identified and produced to Elsewhere's editorial standards.

CREATIVE PRODUCTION

Original photography, video, interviews and bespoke creative services are quoted separately.

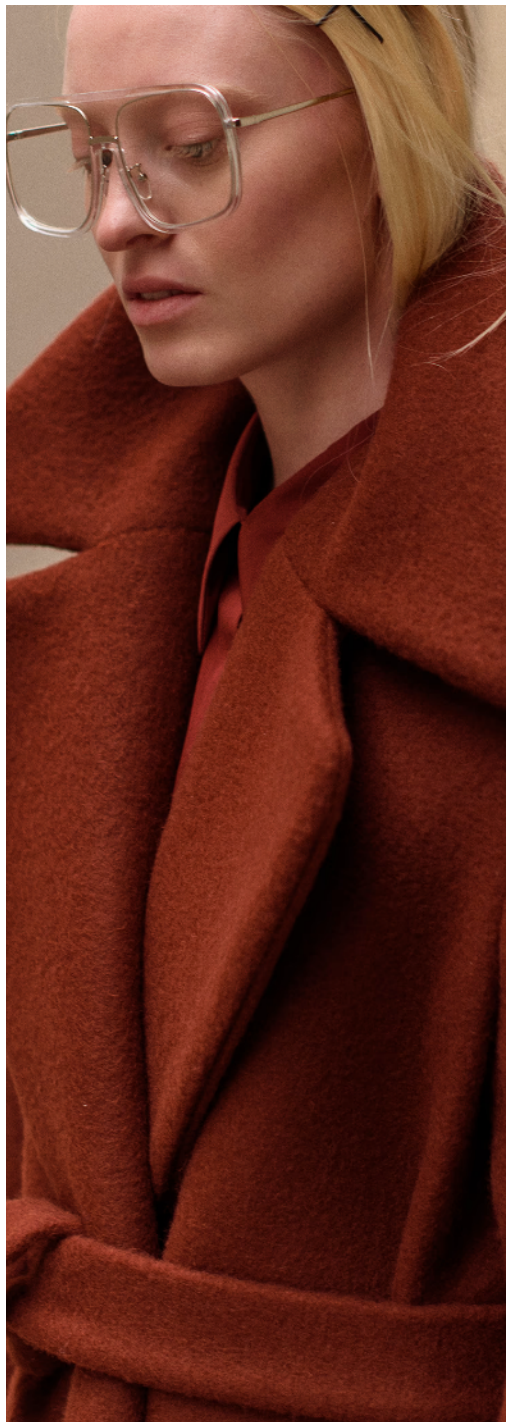
CAMPAIGN PACKAGES

Integrated print, digital and social opportunities are available through tailored proposals.

DIGITAL COVERS

A monthly cover partnership with brand presence across the cover story, shoot and social rollout.

Introductory rates. Final pricing and deliverables are confirmed per campaign. Rates exclude applicable taxes.



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Print Advertising Rate Card | 2026–2027

FORMAT	RATE (USD)
Standard full single page (FSP)	1,500
Standard double-page spread (DPS)	2,600
Premium double-page spread (PDPS)	3,500
Inside front cover (IFC)	2,500
Inside front cover spread (IFCS)	3,500
Inside back cover (IBC)	2,200
Back cover	3,000
Premium editorial-adjacent full page	1,800
Four consecutive pages	4,800
Six consecutive pages	6,800
Eight consecutive pages	8,500

SPECIAL FORMATS

Gatefolds, inserts, special paper stocks, and other custom formats are quoted individually.

PREMIUM PLACEMENTS

Premium positions are subject to availability and confirmation.

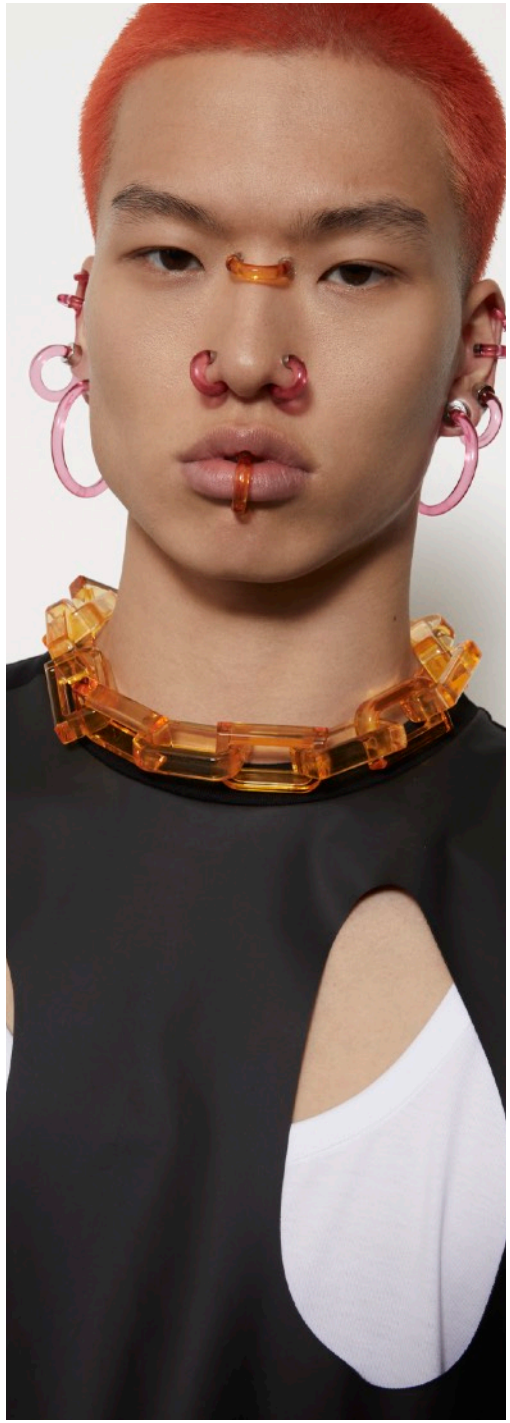
CREATIVE MATERIALS

Advertisers are responsible for providing approved artwork that meets Elsewhere's final production specifications.

BOOKING & CONFIRMATION

All advertising placements are subject to written confirmation, production deadlines, and applicable commercial terms.

Latest submission: January for Spring/Summer edition, and June for Fall/Winter. Proposed introductory rates. Final availability, specifications, and commercial terms are subject to confirmation. Rates exclude applicable taxes.



Contact

EDITORIAL & PRESS RELATIONS
ADVERTISING & PARTNERSHIPS
GENERAL INQUIRIES

hello@elsewherezmag.com
+855 96 3322 982

WEBSITE

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