



L'OFFICIEL VIETNAM

AMTD 002-4

MEDIA KIT 2026

THE FASHION REVOLUTION



The Vietnamese franchised edition of French Magazine, L'Officiel, known for its authoritative voice in fashion, beauty, watches, jewelry, art, design, and lifestyle. Catering to the stylish sophisticate, the cultured and the well-heeled, the monthly publication features sharp reportage on the latest trends

L'Officiel Vietnam is committed to featuring more products and more ideas about style than any of our monthly competitors. The magazine is a bible for fashion-sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative way by our experienced editors.

She knows her brands, she's on top of the latest trends, she's captivated by great design and a good backstory. She wants a ticker-tape newsfeed on fashion and will seek out and delve deep into the full story if it's worth her attention.

She knows what she likes and what works for her, but is confident enough to be the first to try something new and exciting. Digitally savvy, she uses social media to keep up-to-date, and is a discerning influencer in her own circles online and especially offline.

Authenticity, quality and craftsmanship make it or break it for her, and given a chance, she'd rather have something really unique or bespoke than buy into a trend bandwagon with everyone else.

Ultimately, the L'Officiel Vietnam woman loves fashion and beautiful things, but she's never one-dimensional: she is well-informed, multifaceted in her interests and always evolving. And this is the woman we reach with our magazine, website and social media channels.

READERSHIP PROFILE

- 80% women
- Mostly ages 23 to 45
- 75% PMETs

PROFESSIONS

- 25% Professionals
- 35% Managers
- 14% Executives
- 26% Others

AGES

- 31% 22 – 29
- 49% 30 – 39
- 11% 40 – 45
- 9% 50

PERSONAL INCOME

- 10% \$12K
- 32% \$12K – \$24K
- 33% \$240K – \$84K
- 25% \$84K
- 9% \$50

THE AUDIENCE

WHERE FIND TO US

DISTRIBUTION CHANNELS

5% Fashion stores, Airline lounges, Top hotels, Spas, Restaurants, and Private clubs

30% VIP clients

25% Leading bookstores and selected newsstands

10% Events and promotions

DISTRIBUTION CHANNELS

Selective distribution

- Special supportive programs
- Priority visual merchandising
- Outdoor launch campaign

CIRCULATION

15.000, 12 issues a year

L'OFFICIEL VIETNAM EDITORIAL CALENDAR

January : Tet Holiday

February:
Spring Trends, Young Talents Issue

March:
Big Fashion Issue

April:
Cinematic/Music Issue

May:
Beauty & Makeup Issue

June:
Voyage, influencers' exclusive
journeys Issue

July:
Haute Couture, Art & Design Issue

August:
Proudly Vietnamese Issue

September:
Big Fashion Issue

October:
Wedding Issue/Jewelry Issue

November:
Cinematic/Music Issue

December:
Shopping/The Lux List Issue

We are committed to feature more products and more ideas about style than any of our monthly competitors.

The magazine is a bible for fashion sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative ways by our editors.

11 Issues / year: Jan & February, March, April, May, June, July, August, September, October, November, December.





JAN

L'OFFICIEL
LO TẾT

FEB

L'OFFICIEL
Valentine

MAR

L'OFFICIEL
Women Of Our Time

APR

L'OFFICIEL
Women Of Our Time

MAY

L'OFFICIEL
Ô Runway 2026

JUN

L'OFFICIEL
Pride Month

JUL

Proudly Vietnamese
L'OFFICIEL
Ô Runway 2026

AUG

L'OFFICIEL Hommes
Party - 100 portraits

SEP

The Big Fashion Issue//
SS26 Fashion Week

OCT

L'OFFICIEL
Beauty Awards

NOV

L'OFFICIEL Hommes Party: Cinematic

DEC

CAMPAIGN CALENDAR

DIGITAL REVOLUTION

LOFFICIELVIETNAM.COM

AUDIENCE PROFILE TARGET:

300,000 - 450,000

UNIQUE VISITORS PER MONTH

250,000 - 400,000

PAGE VIEWS PER MONTH

70% FEMALE 30% MALE

40% AGES 25 - 34

40% AGES 18 - 24

20% AGES 35-44

57% EARNING \$100,000 P.A

75% PMETS

LOCATIONS:

VIETNAM, USA, EUROPE, AND ASIA. AUDIENCE BEHAVIOR

70%

FROM SOCIAL MEDIA/ORGANIC SEARCH

20%

FROM DIRECT VISITS

60%

VIEW FASHION CONTENT

15%

BEAUTY CONTENT

25%

VIEW LIFESTYLE & CULTURE CONTENT L'OFFICIEL FACEBOOK

FANPAGE:

113,000 FOLLOWERS L'OFFICIEL INSTAGRAM

182,000 FOLLOWERS L'OFFICIEL FACEBOOK

12,600 FOLLOWERS L'OFFICIEL TIKTOK

3,900 FOLLOWERS L'OFFICIEL YOUTUBE

PRINT RATE ON L'OFFICIEL

DOUBLE PAGE	PRICE (VND)	SINGLE PAGE	PRICE (VND)
Gate Fold Spread (GF)	225.000.000	Frist Single Right - Hand page	100.000.000
Inside Front Spread (IFCS)	215.000.000	Second Single Right - Hand page	96.000.000
Frist DPS	195.000.000	Third Single Right - Hand page	94.000.000
Second DPS	184.000.000	Forth Single Right - Hand page	92.000.000
Third DPS	174.000.000	Fifth single Right - Hand page	90.000.000
Forth DPS	162.000.000	Single page	79.000.000
Fifth DPS	160.000.000	Inside Back Cover	92.000.000
Double page	158.000.000	Outside Back Cover	215.000.000

PR ARTICLE	PRICE (VND)	
Single page	82.000.000	NOTE: 500-1000 words max Photos provided by brand; 2 photos max (depend on printing layout)
Double Page	152.000.000	NOTE: 500-1500 words max Photos provided by brand; 4 photos max (depend on printing layout)

SPECIAL PLACEMENT	SERVICE DESCRIPTION	PRICE (VND)
4 pages of edittorial photos feature with or without product placement		200.000.000
6 pages of editorial photos feature with or without product placement		220.000.000
Cover magazine with or without product placement (Not exclusive)		By enquiry

All costs are exclusive of photo shooting fees.
Photography costs must be quoted based on agreeable concept and may vary from time to time
All prices above are not included of 10% VAT

DIGITAL RATE

PR ARTICLE

Article on Cover Story (1 slot/ 24 hour)
Price: **32.000.000VND**

Article on Homepage (3 slots/ 24 hour)
Price: **28.000.000VND**

NOTE: 1500 words max. Content based on Press Release & Photos provided by brand; 5-8 photos max
Category: Automobiles & Tech (recommend)

Article on Category

Price: **25.000.000VND**

NOTE: 1500 words max. Content based on Press Release & Photos provided by brand; 5-8 photos max
Category: Automobiles & Tech (recommend)

Share link (No discount)

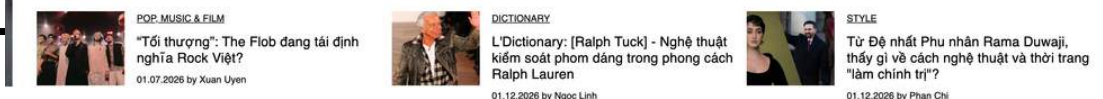
Price: **12.000.000VND**

NOTE: 100 words max

COVER STORY



Homepage



Category



DIGITAL RATE

LONGFORM

Booking
Price: **60.000.000VND**

VIDEO CLIP

Upload on L'official VN Magazine Youtube channel
Price: **15.000.000VND**

Upload on L'official Vietnam website's homepage
Price: **30.000.000VND**

Upload on PR article
Price: **12.000.000VND**

NOTE: Materials to be provided by clients. Time limit to 3 minutes.

DISPLAY TIME EXTENSION HOMEPAGE

Display on Homepage after the post expired
Price: **5.000.000VND**

NOTE: Extend to 4 hours after post expired

HYPERLINK (No discount)
Price: **1.000.000VND**

Brand's information presented on branding box in any editorial article

NOTE: Limit to 3 links for a PR article

DIGITAL RATE

TOP BANNER (1 week)

Top banner on Desktop (970 x 250 pixel)
Price: **45.000.000VND**

Top banner on Mobile (320 x 100 pixel)
Price: **45.000.000VND**



SOCIAL RATE

FACEBOOK

Photos post caption: 250 words max,
Photos provided by brand; 6 photos max

Price: **25.000.000VND**

Single photo caption: 250 words max,
Photos provided by brand

Price: **15.000.000VND**

Pin post (1 week): **+10.000.000VND (No discount)**

TIKTOK

Photos post caption: 250 words max,
Photos provided by brand; 6 photos max

Price: **25.000.000VND**

Single photo caption: 100 words

Price: **15.000.000VND**

INSTAGRAM

Photos post caption: 250 words max,
Photos provided by brand; 6 photos max

Price: **25.000.000VND**

Single photo caption: 250 words max,
Photos provided by brand

Price: **15.000.000VND**

Pin post (1 week): **+10.000.000VND (No discount)**

VIDEO

Share link (Youtube) with description: 250 words

Price: **12.000.000VND**

Upload direct video

Price: **15.000.000VND**

Pin post (1 week): **+10.000.000VND (No discount)**

INSTAGRAM STORY

Share 01 image including CTA link to client's website

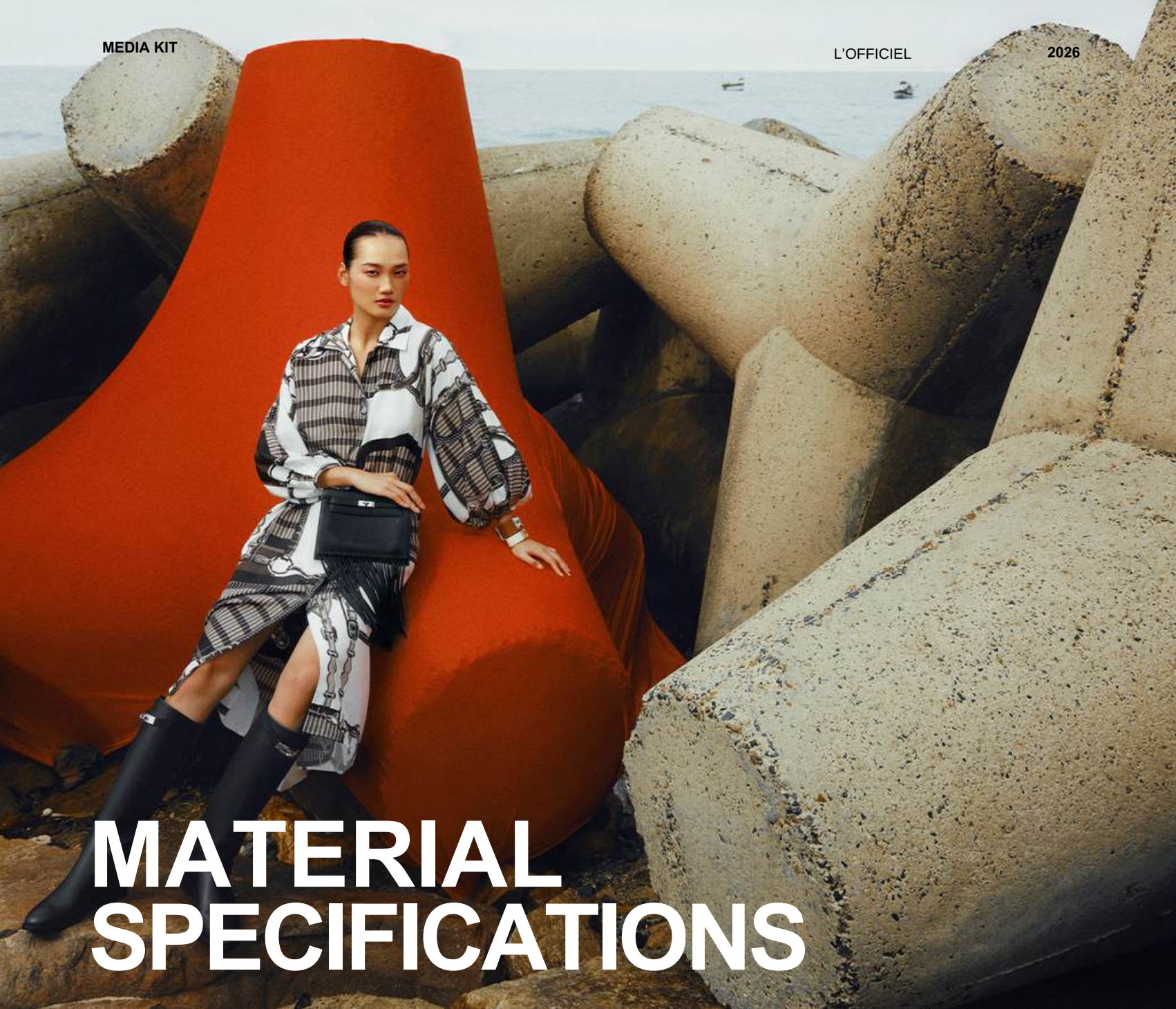
Price: **10.000.000VND**

Upload direct video

Price: **15.000.000VND**

Pin post (1 week): **+10.000.000VND (No discount)**

NOTE: Materials to be provided by clients. Time limit to 3 minutes.



MATERIAL SPECIFICATIONS

SINGLE FULL PAGE

Trim size 297mm (H) X 225mm (W)

Text area 247mm (H) X 175mm (W)

Bleed size: 303mm (H) X 231mm (W)

DOUBLE PAGE SPREAD (DPS)

Trim size 297mm (H) X 450mm (W)

Text area 247mm (H) X 400mm (W)

Bleed size: 303mm (H) X 456mm (W)

Gutter size 7mm

REVERSE GATEFOLD COVER (DPS)

Trim size. 297mm (H) X 440mm (W)

Text area 247mm (H) X 400mm (W)

Bleed size 303mm (H) X 446mm (W)

FREQUENCY PUBLISHED:

12 issues per year (L'Officiel)

(January, February, March, April, May, June/July, August, September, October, November, December)

MECHANICAL DATA

Format:

All images submitted should be in high resolution (300DPI) CMYK format. Materials supplied should be print-ready PDFs (Portable Document Format) with crop marks and 5mm bleed all around.

Set output color profile destination to "Coated FOGRA39 (ISO 12647-2:2004)".

Only Epson digital proofs will be accepted.

Closing date for material submission: two weeks before publication date

No cancellation accepted after 8 weeks preceding the month of publication

LUXUO MEDIA

LUXUO MEDIA is committed to publishing market-leading magazines and digital media that connects with Vietnam's affluent and brand-conscious consumers through their chosen lifestyle activities.

With a vast ecosystem of many high-end magazines such as Art Republik Vietnam, Luxuo Vietnam, Men's Folio Vietnam, World of Watches Vietnam, Yacht Style Vietnam and L'Officiel Vietnam, Luxuo Media aims to be the strongest and fastest-growing media and publishing house in Vietnam.

LUXUO

ELITISM FOR ALL
ARTREPUBLIC

L'OFFICIEL

WOW

YACHTstyle

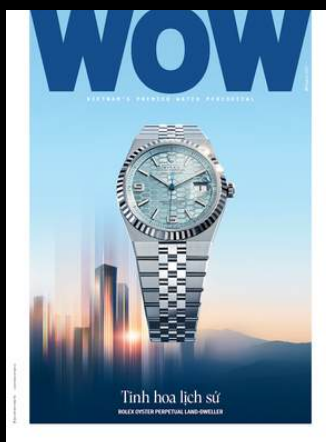
LUXUO VIETNAM MEDIA

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With over 16 years of heritage, Men's Folio is Singapore's premier men's magazine covering fashion, style and culture. Officially launched in Vietnam in late 2020, Men's Folio Vietnam delivers impactful shoots and compelling editorial content, positioning itself as a style bible for an influential and affluent audience. It is a key platform for fashion and luxury brands seeking to engage opinion leaders and discerning consumers.

<http://mensfolio.vn/>



WOW is the most established and widely read watch magazine in Southeast Asia. Published in Vietnam since 2018, WOW Vietnam delivers in-depth coverage of fine watchmaking, from key trends and latest innovations to the talented individuals behind exceptional timepieces. It is an essential read for watch collectors and aficionados.

<http://worldofwatches.vn/>



Yacht Style offers an integrated print, digital and events platform connecting yacht and luxury brands with high-net-worth buyers. Managed by Luxuo Media and published quarterly in Vietnam since 2020, the magazine showcases the finest in yachting and luxury lifestyle, featuring exclusive industry news, reviews, regattas, events, as well as high-end fashion, luxury goods and travel.

<https://luxuo.vn/category/yachting-news>



Art Nation is a leading bilingual (English-Vietnamese) art magazine in Vietnam, formerly known as Art Republik, connecting Vietnamese art with regional and international scenes through in-depth art and culture content and a strong focus on print practice, art education, and global collaborations.

<https://artnation.vn/>



Since its debut in 2018, Luxuo Vietnam has evolved into a leading platform for luxury lifestyle news, events and curated products. Constantly refining its content, the magazine offers exclusive access to the world of Vietnam's elite, from superyachts and exceptional estates to cutting-edge fashion and technology.

<https://luxuo.vn/>



HOUSE OF LUXE is a biannual platform covering Homes & Design, Art, Property, and Luxury Goods, offering exclusive insights on lifestyle, design, and culture. It is published by LUXUO MEDIA, the publisher behind premium titles like L'OFFICIEL VIETNAM and MEN'S FOLIO VIETNAM.

<https://luxuo.vn/category/house-of-luxe>

Please do not hesitate to email or contact the sales person should you have any enquiries

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