



LUXUO

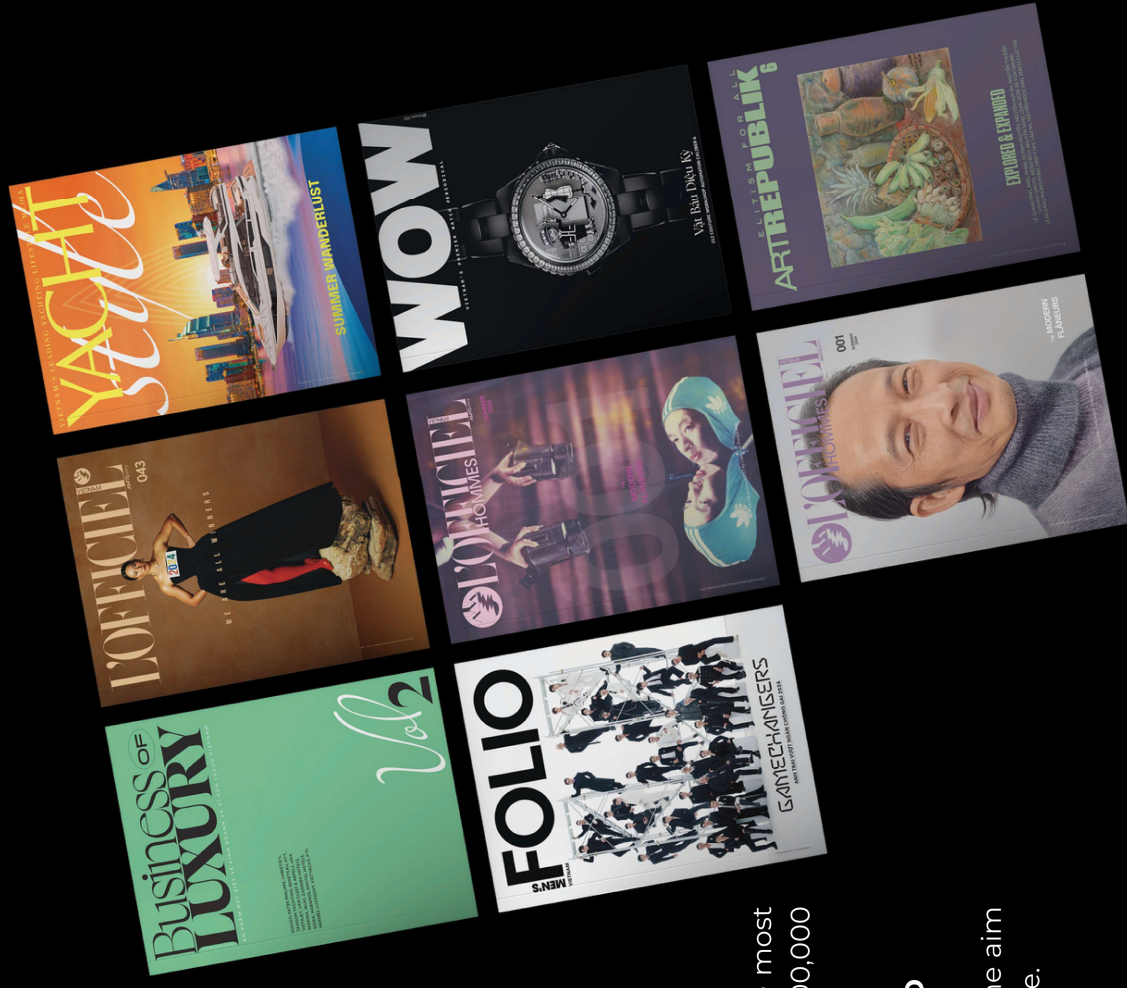
MEDIA KIT 2026

About

LUXUO.COM was acquired by Heart Media in 2007. Luxuo is one of the most popular digital luxury lifestyle magazines in Singapore with over 1,500,000 page views per month and a substantial social media following base.

SINGAPORE | HONG KONG | NEW YORK | PARIS | VIETNAM | THAILAND

LUXUO.VN was officially launched in Vietnam in December 2018, with the aim to be the leading name among portal magazines about high-end lifestyle.



YACHTstyle

WOW

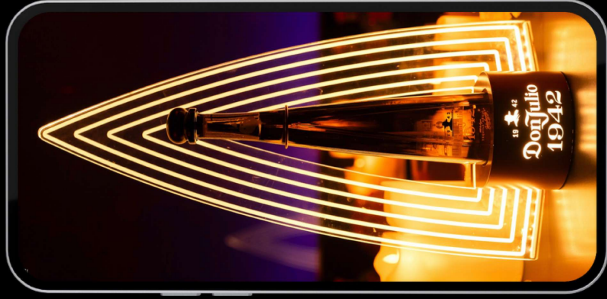
ARTREPUBLIC
ELITISM FOR ALL

FOLIO
SARIN

LUXUO

L'OFFICIEL
WOMEN

We create a luxury network



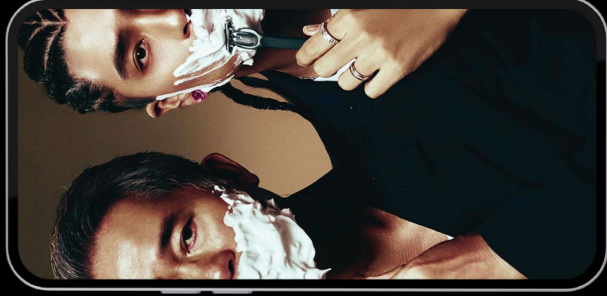
50.000.000 +

AUDIENCE NETWORK



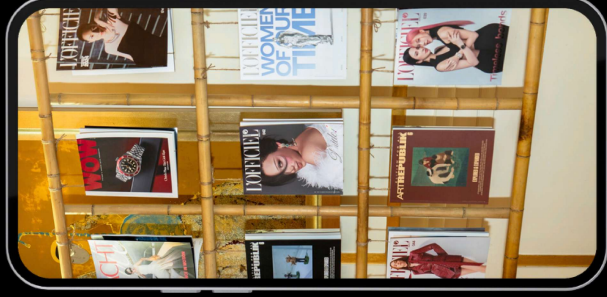
4.000.000 +

WEBSITE VIEWERS



5.000.000 +

VIDEO VIEWERS



3.000.000 +

PUBLICATION READERS

Media Channels



WEBSITE

Luxuo.vn

#Avg. 1 monthly

Over 63,692 users

Page views: 113,102

Session Duration: 1m52s

60% users, 18-34

FACEBOOK

LUXUO Vietnam

#Avg. 1 monthly

1,682,389 post reaches

90,603 followers

94,9%, 18-44

INSTAGRAM

@luxuovietnam

#17,300 followers

YOUTUBE

LUXUO TV - LOI SONG

THUONG LUU

#4,239 subscribers

55,859 view

TIKTOK

luxuovietnam

#4197 followers

193,300 likes



The Audiences

FACEBOOK

AGE

27% 18 – 24

33% 25 – 34

16% 35 – 55

GENDER

54% Male & 46% Female

POST REACH - 482.972 people/month

ACTIONS ON PAGE

#Avg. 80% people Followers like and the events, luxury lifestyle click/ have other action excite with post relate.

WEBSITE

AGE

27.5% 18 – 24

35.8% 25 – 34

18% 35 – 55

GENDER

54% Male & 46% Female

AVERAGE SESSION DURATION - 1m52s

UNIQUE USERS SESSIONS PAGE VIEW

94,494 users

108,451 sessions/month

175,098 page views/month

Readership Profile

CHARACTERISTICS

- Male (50%) – Female (50%)
- Age: 22 – 45
- Based in the urban areas
- Looking for deeper information of their favorite luxury brands
- Income: Class B+
- Gentleman's hobbies: Watches, cars, technology and luxury business,...
- Lady's interests: Fashion, beauty, travel, cuisine and luxury lifestyle,...
- Luxury lifestyle lovers/ enthusiasts
- Connoisseurs: stylish and sophisticated readers looking for brand core values
- Aiming to power up their personal images
- Fashion, watches or perfume collectors





PROPERTY



WATCH COLLECTOR



WEDDING INDUSTRY



DINING OWNERS/CHEFS



YACHT LOVER



CAR COLLECTORS



BEAUTY BUSINESS



ART EXPERTS



SMART MOM





Campaign Calendar

MARCH

Smart Mom Video Podcast
Grand Hour Podcast
Bon Artpetit Event

APRIL

Luxe Anatomy Video Podcast
Wedding Symphony Contest

MAY

Grand Hour Invest Talkshow
WOW Get Together

JUNE

Grand Hour Summit

JULY

Summer Wanderlust

AUGUST

House of Luxe
Smart Mom Autumn Tea Party

SEPTEMBER - OCTOBER

Wedding Symphony Art Gallery
Fashion Show
Awards

NOVEMBER

Art for Art

DECEMBER - JANUARY

Luxuo Asia Awards

LUXUO ASIA AWARDS

September Cover



HEADLINES WILL BE HERE
AND HERE TOO

LUXUO Asia's Top Executive

September Cover



HEADLINES WILL BE HERE
AND HERE TOO

We spread beautiful stories and expert's view of hi-end brands and their masterpieces. Sophisticated virtual space for Vietnamese connoisseurs.

LUXUO
Drink Masters
September Cover



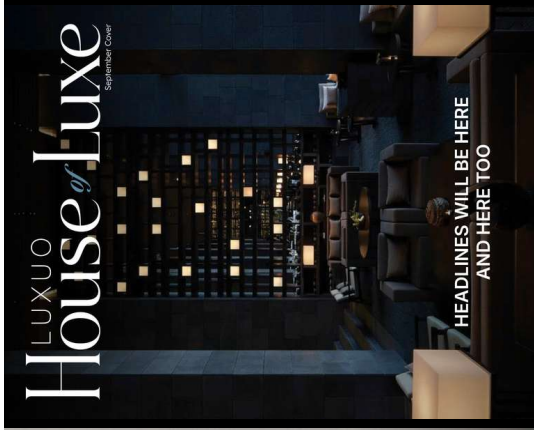
HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
Beauty Business
September Cover



HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
House of Luxe
September Cover



HEADLINES WILL BE HERE
AND HERE TOO

LUXUO
Travel Luxe
September Cover



Headlines will be here
and here too

LUXUO
Smart Mom
September Cover



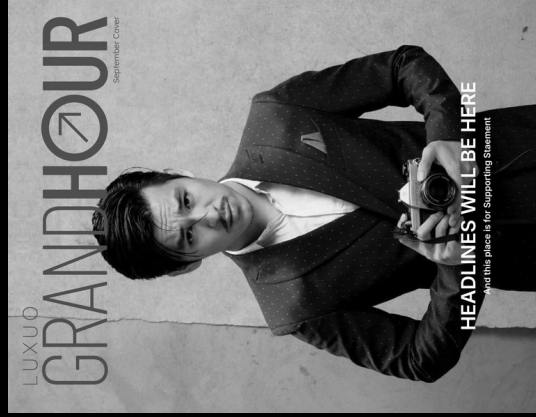
HEADLINES WILL BE HERE
AND HERE TOO

LUXUO
YACHT
Style
September Cover



HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
GRAND HOUR
September Cover



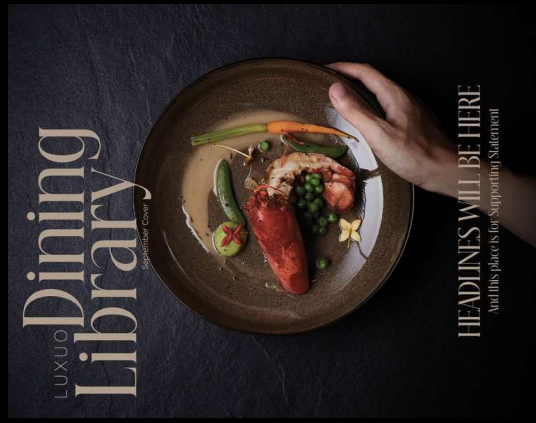
HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
WORLD of WATCHES
September Cover



HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
Dining Library
September Cover



HEADLINES WILL BE HERE
And this place is for Supporting Statement

LUXUO
Modern Collectible
September Cover

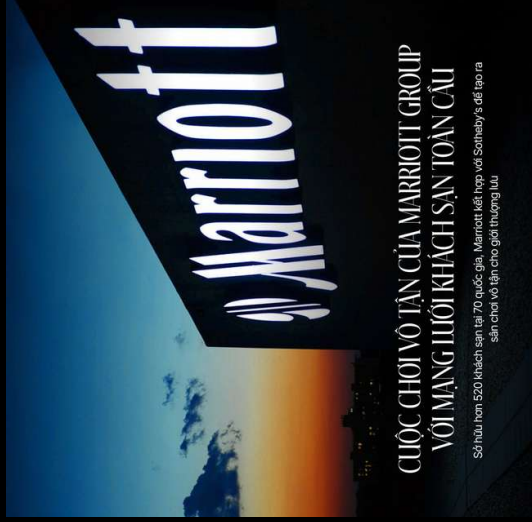


Headlines Will Be Here
And Here Too

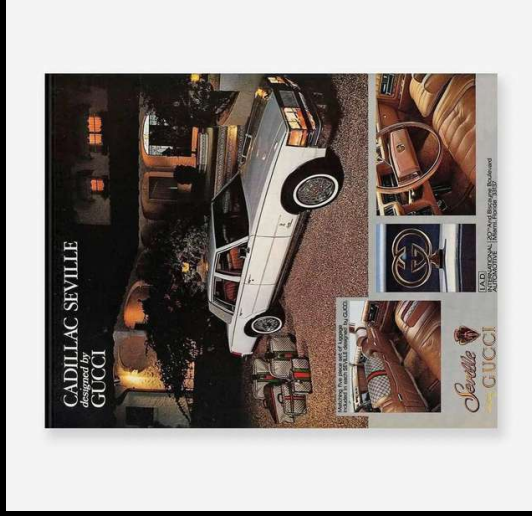
Content Coverage



TRAVEL & LEISURE
10%



BUSINESS OF LUXURY
20%



CAR & TECH & YACHT
20%



DINING & FOOD
10%

Content Coverage



Kim tuyến tức vàng là dân lên một mặt giấy, phơi khô hoàn toàn rồi xắt mỏng thành sợi.



Xe các sợi vàng quanh một lõi tơ để tạo nên các "dây vàng".



Bên cạnh vàng, còn có bạc và hợp kim đồng cho ra ngân tuyến và đồng tuyến.

Thêu bất tơ vàng

(thêu kim tuyến)

ART ISSUE 09

CULTURE



CATINAT

CON ĐƯỜNG BIỂU TƯỢNG CỦA VĂN HÓA SÀI GÒN XƯA

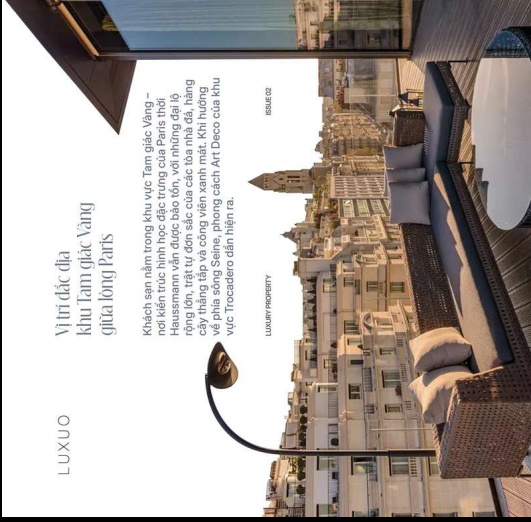
ISSUE 02

LUXUO

Vị trí đặc địa
khu Tam giác Vàng
giữa lòng Paris

Khách sạn nằm trong khu vực Tam giác Vàng – khu vực trung tâm của Paris, nơi mà các đại gia và quý tộc đã từng sinh sống. Từ đây, họ có thể dễ dàng tiếp cận các địa điểm nổi tiếng như Louvre, Tuileries Garden, và các khu mua sắm sang trọng. Không chỉ vậy, khách sạn còn nằm gần các khu vực nghệ thuật và văn hóa, tạo nên một môi trường sống đầy cảm hứng và đẳng cấp.

LUXURY PROPERTY



ISSUE 02

LUXUO

KHÁM PHÁ NHỮNG BIỂU HIỆN KHÁC NHAU CỦA "BLACK DANDY" QUÁ CÁCH THIẾT TỰ THỨC IS HENRY.

Với 12 chủ sở hữu biệt "huyền sở hữu", biến hóa "dân chủ" nghĩa toàn cầu."

Hơn 30 nhà thiết kế đương đại như Grace Wales Bonner, Virgil Abloh và Pharrell Williams sẽ được đặt cạnh những tác phẩm nghệ thuật, video và tài liệu lịch sử.



Một kỷ nguyên được mở ra bởi những người tiên phong đã định hình phong cách của thế kỷ 20. Từ những năm 1920, họ đã định hình lại cách chúng ta nhìn nhận về thời trang và vẻ đẹp. Các nhà thiết kế như Yves Saint Laurent, Christian Dior và Pierre Cardin đã tạo nên những bước ngoặt quan trọng trong lịch sử thời trang hiện đại.

ART
10%

CULTURE
10%

REAL ESTATE
10%

FASHION, BEAUTY & WATCH
10%

Ratecard

* PR articles (image, title, chapeau) on weekly highlights which are delivered to over 15.000 email-subscribers (one time)
 *Run-on-sites (ROS): Ads appear on homepage, article pages (except sponsored contents of advertorials), category pages and sub-category pages, across all devices

PLATFORM	AD TYPE	PLACEMENT	RATE (vnd)	NOTE
WEBSITE	Top banner on Desktop Top banner on Mobile	Top and middle of page ROS	45,000,000 45,000,000	1440 x 300 pixels Duration: 1 week
	Right Banner On Desktop Right Banner On Mobile	ROS	35,000,000 35,000,000	300 x 560 pixels Duration: 1 week
	Pop-up	Exit intent/ On page load	45,000,000	Pop-up
	PR articles	On homepage On category	28,000,000 25,000,000 12,000,000	
	Share link (No discount)			
OTHERS	Video	Upload on Luxuo TV Embed on PR Article	15,000,000	
	Longform/ Microsite Booking Fee Design Fee (No discount)		60,000,000 25,000,000	(No discount)

Ratecard

* PR articles (image, title, chapeau) on weekly highlights which are delivered to over 15.000 email-subscribers (one time)

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PLATFORM	AD TYPE	RATE (vnd)	NOTE
FACEBOOK	Cover Image	30,000,000	During 1 week (Provided by Client)
	Single Image Album (4-6 photos)	18,000,000 25,000,000	(Provided by Client)
	Image Collage	20,000,000	(Provided by Client)
	Share link PR article on page	12,000,000	
	Upload on Luxuo directly	15,000,000	(Provided by Client)
	Video	25,000,000	(Provided by Client) Less than 01 hour
	Story Reel	15,000,000 15,000,000	(Provided by Client) Less than 90s

Ratecard

** PR articles (image, title, chapeau) on weekly highlights which are delivered to over 15.000 email-subscribers (one time)*
** Run-on-sites (ROS): Ads appear on homepage, article pages (except sponsored contents of advertorials), category pages and sub-category pages, across all devices*

PLATFORM	AD TYPE	RATE (vnd)	NOTE
INSTAGRAM	Single Image Album (4-6 photos)	18,000,000 25,000,000	(Provided by Client)
	Video	25,000,000	(Provided by Client) Less than 30 minutes
	Story Reel	15,000,000 15,000,000	(Provided by Client) Less than 01'30s
TIKTOK	Video	20,000,000	(Provided by Client) Less than 90s

Print Ratecard

PREMIUM COVER POSITIONS	RATES (VND)
Cover Gatefold DPS	330,000,000
Cover with shooting	380,000,000
Inside Front Cover Spread	320,000,000
Inside Back Cover	140,000,000
Outside Back Cover	250,000,000

PHOTOSHOOT / VIDEO	RATES (VND)
6 pages of photo feature with or without product placement	185,000,000
8 pages of photo feature with or without product placement	200,000,000
Cover photo with or without product placement	380,000,000

*All costs are exclusive of photo shooting fees. Photography costs must be quoted based on agreeable concept and may vary from time to time. Subject to 10% VAT.

Print Ratecard

FULL PAGE	RATES (VND)
Facing Content 1	156,000,000
Facing Content 2	150,000,000
Facing Editor Letter	145,000,000
Facing Masterhead	140,000,000
Full Page Full Color	130,000,000
PR Article	140,000,000

DOUBLE PAGE SPREAD	RATES (VND)
First DPS	300,000,000
Second DPS	280,000,000
Third DPS	260,000,000
Fourth to Sixth DPS	245,000,000
Double page Spread	220,000,000
Double PR Article	260,000,000

*All costs are exclusive of photo shooting fees. Photography costs must be quoted based on agreeable concept and may vary from time to time. Subject to 10% VAT.

Material Specifications

Issue

Quarterly (March, June, September, December).

Circulation

15,000, 4 issues per year.

TECHNICAL SPECIFICATIONS				
SINGLE FULL PAGE	TRIMMED SIZE	BLEED	TYPE AREA	GUTTER
INSIDE FRONT	308mm (H) X 232mm (W)	314mm (H) X 238mm (W)	278mm (H) X 200mm (W)	7mm
COVER SPREAD	308mm (H) X 464mm (W)	314mm (H) X 470mm (W)	278mm (H) X 434mm (W)	7mm
DOUBLE PAGE SPREAD (DPS)	308mm (H) X 464mm (W)	314mm (H) X 470mm (W)	278mm (H) X 434mm (W)	7mm

Print Format

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 colour profile destination to "Coated FOGRA39 (ISO12647-2:2004)".

Colour Proof

Complete colour proofs or Cromal in produced from the supplied file must accompany advertisement material.

Deadline

3 weeks prior to publication.





We do big

We love to work with partners who require truly unique and outstanding creative solutions and always strive to deliver the highest international standards with the best possible outcomes. We believe LUXUO MEDIA GROUP's strengths lie in our professionalism, creative competence and ability to execute to perfection from different businesses within the Group.

Our Partners



BVLGARI

Chopard

BURBERRY

Cartier



HUBLOT

PIAGET

Dior

GUCCI



CHIVAS



F&F
Flexible commercial



DIAGEO



FRANCK MULLER
GENÈVE

GUERLAIN
PARIS



Van Cleef & Arpels

LOCMAN
ITALY

GIRARD-PERREGAUX

EuroStyle
LUXURY DESIGN

PARK HYATT SAIGON



REGENT

AN LAM
RETAILERS



PRIMAIR SALLAGE
INTERIORS

clé de peau
BEAUTÉ

LANCÔME POLA

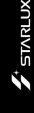
LUXASIA



Goldmark Calcium



VIETASCHT



LADY
TRIỆU

savills

TRƯƠNG THANH HAI

CAO MINH
SAIGON

LE THANH HOÀ
Bridal



SJR

Lectra

CANALI



SJR



IMPRESSIVO
SAUVAGES & STEEL

MyLife

SHYNIH
PREMIUM

IMPERIAL
NODOLINE

Whishi



FV
FASHION
VANGUARD

Profile

JE-Team-AKI
CREATIVE AGENCY

HOC NGUYEN PRODUCTIONS

Ren Hoist

LUMIR
RESPONSE PRODUCTION

SBCC



LUXUO MEDIA

Maison De Blanc
292/15 Dien Bien Phu Str., Ward 17, Binh Thanh District, HCMC.

Email: info@luxuo.vn

Website: luxuo.vn

Hot line: 0923 111 234