

MEN'S FOLIO
VIETNAM



MEDIA KIT 2026

OVERVIEW



MEN'S FOLIO, the international fashion and lifestyle magazine for the discerning gentleman, has been around for more than 25 years since its first establishment in 1997 in Singapore.

Men's Folio has a mission to promote Asian talent, as well as the most prominent fashion trends through the seasons. Men's Folio Vietnam publication converges quintessential articles, eye-catching images, and introduces famous figures of the Vietnamese fashion and entertainment industry. With an overview of the most prominent trends, fashion and lifestyle for men by season/year.

DISTRIBUTION

FREQUENCY

6 issues per year,
bi-monthly
MONTHS

March, April, May &
June, (Summer),
September, October,
November &
December (Festive)

RETAIL PRICE

VND 99,000

DISTRIBUTION

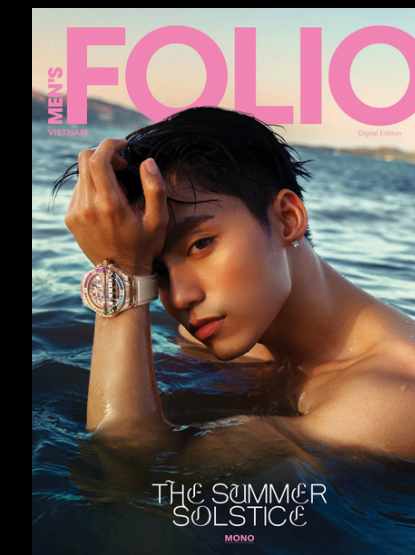
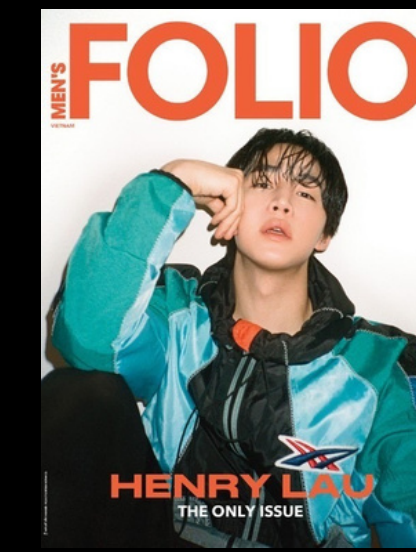
Controlled circulation
to luxury fashion
brands, select credit
card members and
lifestyle partners.
Strong presence
at major bookstores
and newsstands.

CIRCULATION

15 000 copies

READERSHIP

86% Men,
14% Women



BUSINESS



LIFESTYLE



FEATURES



FASHION



FITNESS



LOCAL



GROOMING

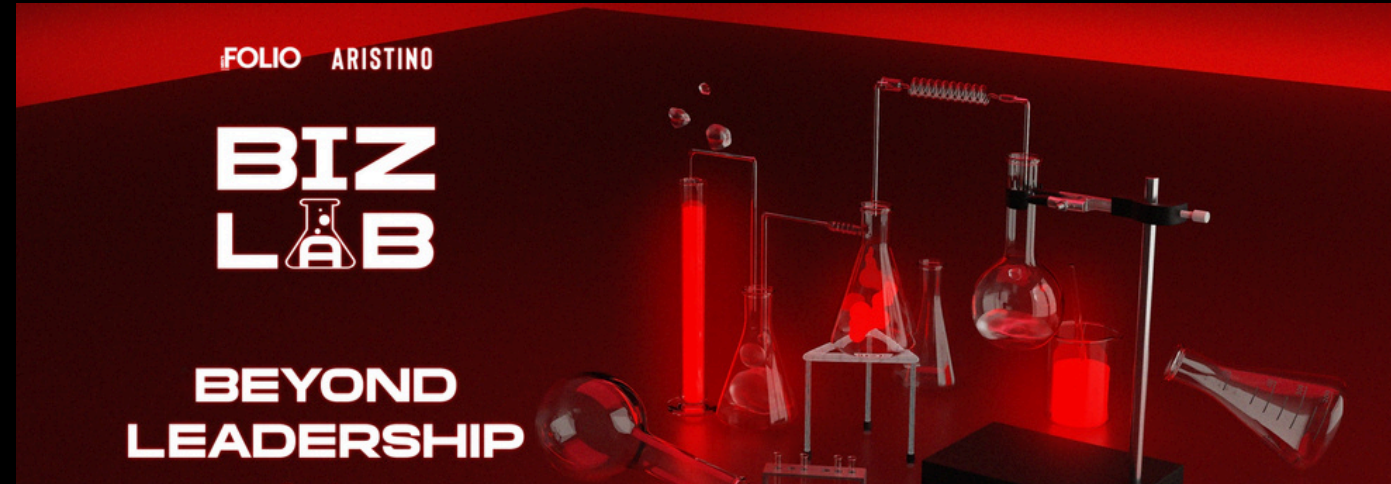


TIME



DRINKIN





Starting their journey with an ambitious project, the Men's Folio Vietnam team brings BizLab Video Series to introduce to young readers portraits of entrepreneurs as well as business lessons in a realistic and accessible way. closest.

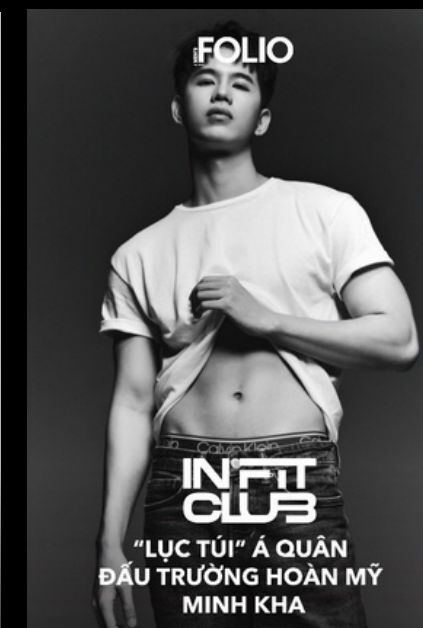
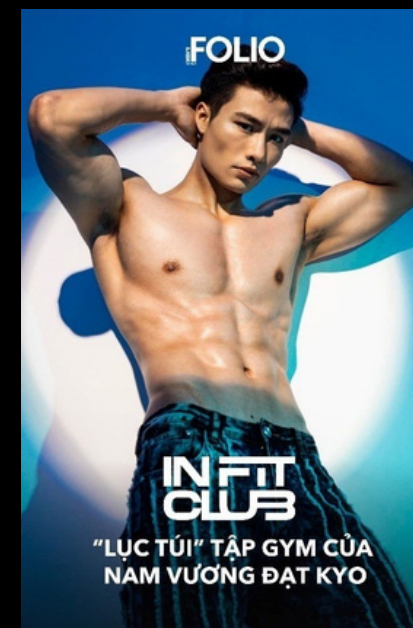
BizLab is a long journey with a variety of activities and projects ranging from video series to special print publications of the year or discussion forums, including

- BizLab Video Series
- Bizlab Issue
- Bizlab Launching Event
- The Joy of Business (Talkshow)

With a wealth of experience in the fitness industry, and having produced video series and articles (in collaboration with experts) on topics such as training and nutrition, Men's Folio Vietnam (MFVN) recognizes the community's desire to experience innovative workout concepts, while connecting with Coaches, Fitness Influencers, and like-minded fitness enthusiasts.

What truly sets MFC apart is not only a day of dynamic workout activities combined with gourmet dining experiences but also the presence of renowned entertainment figures—individuals celebrated for their passion for fitness and commitment to self-care.

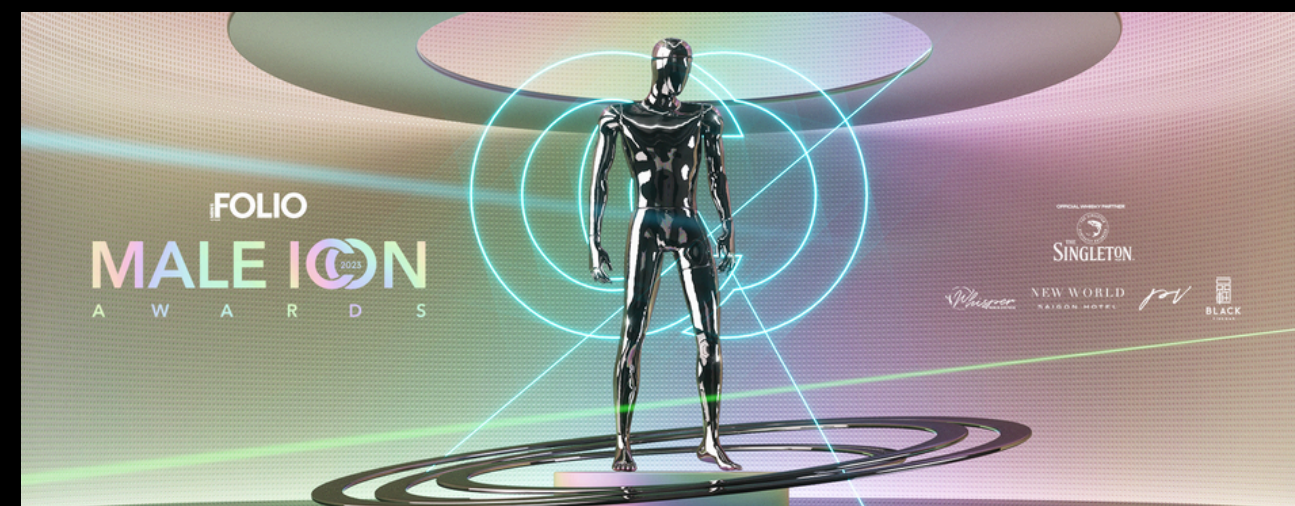
MF FITCLUB



MALE ICON

The Male Icon Awards has become a hallmark event for Men's Folio Vietnam, held annually to recognize individuals who have made outstanding progress in their careers and significant contributions to the community throughout the year. This year, the Male Icon Awards 2023 is set to reach new heights, with greater scale and investment.

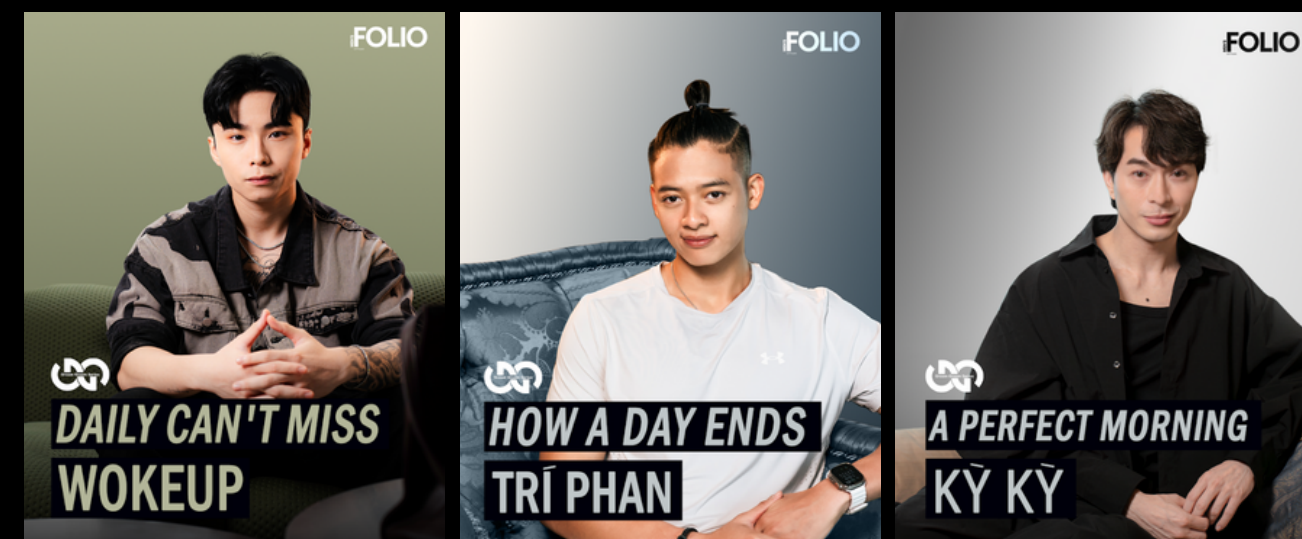
In particular, we are focused on spreading and emphasizing the importance of generational transition. 2023 has been a breakthrough year for young names who have achieved impressive milestones. They've shown resilience, adaptability, and a trendsetting mindset, while also tackling challenges and seizing opportunities with bold, innovative approaches—qualities that provide valuable lessons for all.



Men's Folio Grooming 2024 has been launched with the aim of honoring products in skincare, makeup, haircare, body care, and fragrances, featuring over 20 categories to celebrate the products shaping the future of the men's beauty industry. The journey of the Men's Folio Grooming Awards 2024 will commence with voting for standout beauty products and brands that the public loves.

In the next phase, our editorial team will host discussions with beauty experts on trending topics, complemented by a video series sharing grooming tips and skincare advice from grooming influencers tailored for the modern man.

GROOMING



M-Merging Faces is a category within the framework of the Grooming & M-Merging Faces Awards by Men's Folio Vietnam. This category honors outstanding young individuals who embody distinctive personal identity, modern aesthetic sensibility, and contemporary spirit, while making positive contributions across diverse fields such as fashion, art, health, and content creation.

M-MERGING FACES



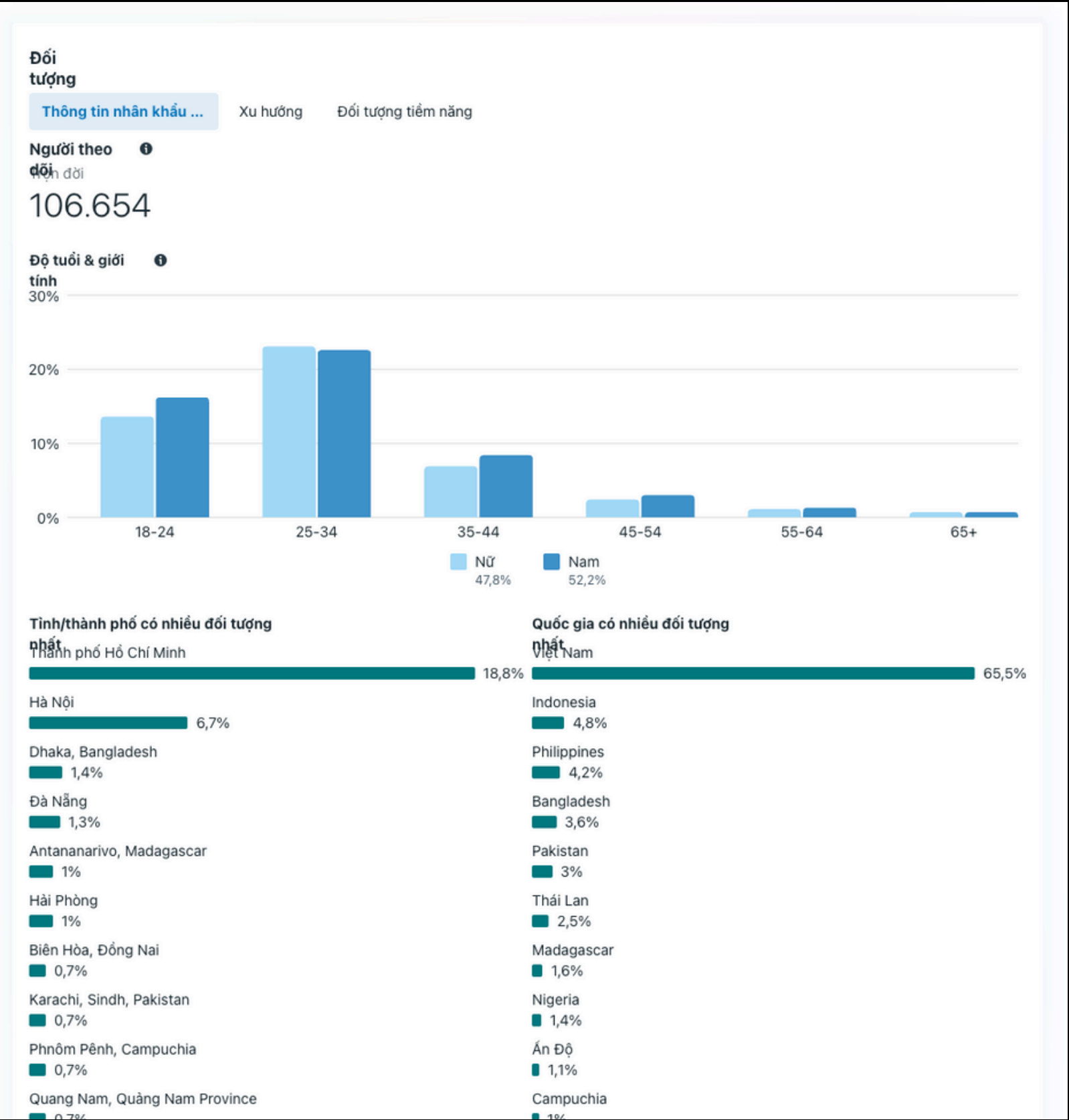
NUMBERS

AUDIENCE HIGHLIGHT

AVERAGE OF READER	18-36
MILLENNIALS & GENZ	60%
FASHION & MUSIC ART &	85%
CULTURE	55%

TOTAL FOOTFRINT

PRINT READERSHIP	DIGITAL TRAFFIC	80K
(MONTHLY UNIQUE USERS)		300K
SOCIAL FOLLOWERS		106K
COMMUNITIES		1K



CHANNELS

Facebook

- Facebook visits
30.000/
month
- Reach:
180.600/
month
- New page
likes:
65.000/
month

Instagram

- Instagram profile visits 11.900/ month
- 957 new users/month
- Reach: 209.800/ month
- Newpage likes: 122.700/ month

Website

- Website users: 25,000/month
- View: 37,000/month

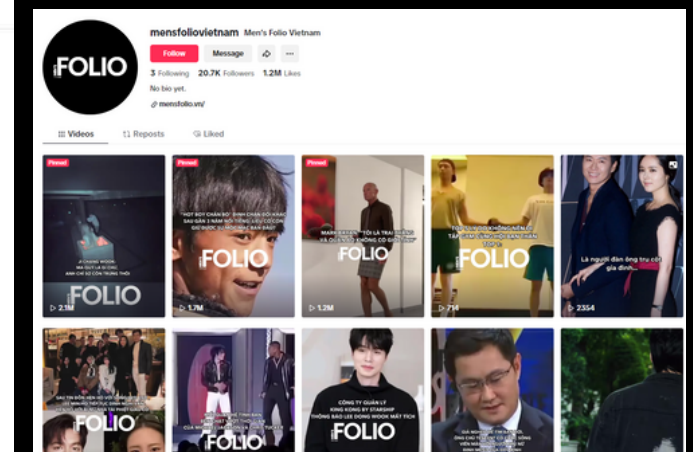
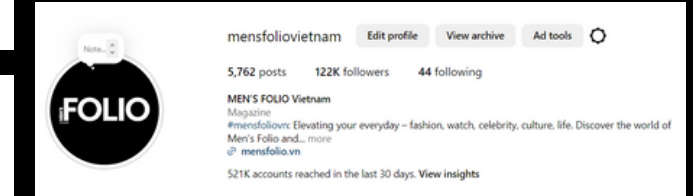
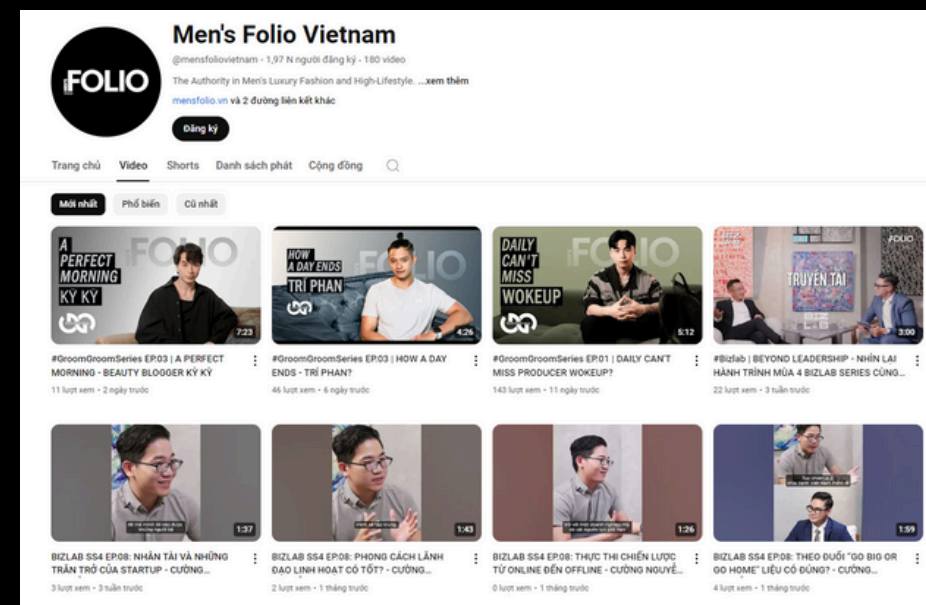
Youtube

*being developed

Tiktok

35K
Follower
2.2M Like

*Data of September 2025





2025 RATECARD

2026 EDITORIAL LINE-UP

SPECIAL CONTENT

M ONTHS	THEMES	
Dec -Jan - February	Male Icon/New Year Issue	New Year Issue, Male Icon Awards, Male Icon Awards List, Spring Fashion, Style & Grooming Reports, New Year Travel Bucket Lisst
March - April	Modern Collectibles Issue	Modern Collectibles, Meet The Hype Artistist from Local to International, People Insider: The Modern Collector, Hot Product Highlight
May + June	The Hype Issue/ The Joy of Business	HYPE/Streetwear/Hiphop Fashion Highlight, Highlight Underground Artist, The Hype List, Collaborate with underground artist as Guest Editor to feature HYPE Society & Contents
July - Aug	Grooming Issue	Summer Fashion, Top Jewelry Pick for Men Series, Summer Campaign, Fashion & Jewelry Feature, Summer Special Outdoor Fitness
Sep - Oct	Big Fashion: The Next Gen/ Drinkin Hot List	Fall Winter Trend Report, Top Big Hits in Fall Winter, People Insiders: Next Gen, Emerging Fashion Talents, Top Influencer/IT BOY Lists
Nov - Dec	The Bizlab/ Business Issue	The Business SpecialIssue, Business Fashion & Luxury,Meet the People Insiders, Bizlab VideoSeries. Business Conferences

Selective Distribution

Special Supportive Program Priority Visual Merchandising Outdoor Launch Campaign

Successful, stylish and smart

62% are aged between 25 to 34. High propensity to spend with high disposable income for luxury goods.

READERSHIP PROFILE

AGE BREAKDOWN

24 - 29	31%
30 - 39	49%
40 - 45	11%
50&	9%

PROFESSIONALS BREAKDOWN

EXECUTIVES	14%
MANAGERS	35%
PROFESSION	25%
ALS OTHERS	26%

PERSONAL INCOME DISTRIBUTION PER YEAR

LESSTHAN 7K	14%
7K - 15K	31%
15K - 22K	30%
22K & ABOVE	25%

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

HONG TRINH

HONGTRINH@LUXUO.VN

+84 0938397688

ADVERTISING RATES

PRIME POSITIONS	PRICE (VND)
Inside Front Spread(IFCS)	215.000.000
DPS1	212.000.000
DPS2	200.000.000
DPS3	189.000.000
DPS4	152.000.000
OutsideBack Cover	225.000.000
Reverse Cover Gatefold	225.000.000
Inside Back Cover	102.000.000
Full Page 1 (SP1)	116.000.000
Full Page 2 (SP2)	110.000.000
Full Page 3 (SP3)	102.000.000
Single Page	98.000.000

SPECIALPLACEMENTSERVICE DESCRIPTION	PRICE (VND)
4 pages of photo feature with or without product placement 6	165.000.000
pages of photo feature with or without product placement	185.000.000
Cover photo with or without product placement	350.000.000

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

* Cost includes production and printing.



TECHNICAL SPECIFICATIONS

SINGLE FULLPAGE	TRIMMEDSIZE	BLEED	TYPEAREA	GUTTER
INSIDE FRONT	308mm (H) X	314mm(H)X	278mm (H) X	7mm
COVERSPREAD	232mm (W)	238mm(W)	200mm (W)	7mm
DOUBLEPAGE	308mm (H) X	314mm (H) X	278mm (H) X	
SPREAD(DPS)	464mm (W)	470mm (W)	434mm (W)	
	308mm (H) X	314mm (H) X	278mm (H) X	
	464mm (W)	470mm (W)	434mm (W)	

FORMAT

All mages submitted should be in high resolution (300DPI) CYMK 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)”.

COLOR PROOF

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

DEADLINE

2 weeks prior to publication.

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Successful, stylish and smart.
25% aged under 25,
50% from 25-34, 25% over 34.
High propensity to spend with high
disposable income for luxury goods.

ONLINE READERSHIP PROFILE

AGE BREAKDOWN

24 - 29	31%
30 - 39	49%
40 - 45	11%
50 &	9%

PROFESSION BREAK DOWN

EXECUTIVES	14%
MANAGERS	35%
PROFFESION	25%
ALS OTHERS	26%

PERSONAL INCOMED IS TRIBUTION YEAR (USD)

LESS THAN 50K	16%
50K -150K	32%
150K-200K	31%
200K & ABOVE	21%

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DIGITAL RATES (WEEKLY)

VND

TOP BANNER 40,000,000

MIDDLE BANNER 30,000,000

RIGHT BANNER 35,000,000

PR/ ARTICLE ON HOMEPAGE 25,000,000

PR ARTICLE ON CATEGORY LONGFORM 22,000,000

BOOKING FEE 50,000,000

DESIGN, LANDING PAGE, CODING (NO DISCOUNT) 25,000,000

* NON VAT

SOCIAL RATE

FACEBOOOK

Share album include 5 - 10 images
with caption: 400 words.
Price: 25,000,000 VND
Single photo caption: 100 words
Price: 15,000,000VND
Pin post (1 week): +10.000.000VND
(No discount)

* NON VAT

TIKTOK

Share album include 5 - 10 images
with caption: 400 words.
Price: 25,000,000 VND
Single photo caption: 100 words
Price: 15,000,000VND

INSTAGRAM

Share album include 4-6 images with
caption: 400 words.
Price: 25,000,000 VND
Single photo caption: 100 words
Price: 15,000,000VND
Pin post (1 week): +10.000.000VND
(No discount)

VIDEO

Share link (Youtube) with description:
400 words
Price: 12.000.000VND

Upload direct video
Price: 15.000.000VND
Pin post (1 tuần/week):
+10.000.000VND (No discount)

INSTAGRAM STORY

Share 01 image including CTA link to
clien's website
Price: 10.000.000VND

Upload direct video
Price: 15.000.000VND
Pin post (1 tuần/week):
+10.000.000VND (No discount)

EVENTS CALENDAR

MONTH	THEMES	SPECIAL CONTENT
DEC-JAN-FEB	Male Icon Awards 2024	A highly anticipated annual event to honor outstanding individuals who have created much impact in their field in 2023.
MAR - APRIL	Bizlab Series Season 6 Bizlab Issue	Bizlab is beautiful spectrum with a variety of admirable entrepreneurial journey and learning
MAY - JUNE	MF FitClub Inspiration Talk Fitness Spirit The Joy of Business Talk	The event honors characters who have made great contributions to Vietnamese fashion. A place to care & share fashion stories.
JULY - AUG	Men's Folio Fitness Awards 2024	An anual event to honor people, brands, community that contributing in Fitness industry
SEP - OCT	Male Icon Clubhouse Series 01	Male Icon Clubhouse serve as an exclusive spot for high-profile members of fashion & luxury lifestyle community
OCT - NOV	Ân Concept: The Pop-up Series	An exhibition showcases modern collectibles, artists and and Vietnamese underground culture
OCT - NOV	Joy Of Business, Grooming Awards	Gathering Men's Folio Community under Male Icon Clubhouse eco-system

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MEN'S FOLIO

For over 23 years, MEN'S FOLIO has been Singapore's premium men's magazine definitive coverage of fashion, style and culture. With a regional reach encompassing Malaysia and Indonesia, impactful photoshoots and features from award-winning writers makes the magazine a style bible for influential and affluent audience. The definite platform for all fashion and luxury brands to reach opinion leaders and discerning consumers.

Editions:
Singapore / Malaysia / Indonesia / Vietnam/Thailand

www.mensfolio.vn



L'OFFICIEL

The Vietnamese franchised edition of French Magazine, L'Officiel, known for its authoritative voice in fashion, 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. Editions: 36 editions across the world including Vietnam.

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36 editions across the world including Vietnam.

www.lofficielvietnam.com



YACHT STYLE

Founded in 2007, YACHT STYLE offers a print, digital and events partnership to target boat and luxury brand buyers. A bimonthly publication since the start of 2019, the magazine is delivered directly to boat owners, Captains and selected HNWIs and UHNWIs. A large-format glossy magazine averaging about 200 pages, the bimonthly print edition is featured at leading yacht clubs and marinas, boat shows, luxury hotels and resorts, airport lounges and private jet airports.

Edition:
Singapore / Malaysia / Vietnam.

www.luxuo.vn



ART REPUBLIK

Celebrate the language of art with ART REPUBLIK, Singapore's premier art magazine for the discerning art lover. Check out the newest art fairs and gallery offerings in Asia and across the world as we showcase the diverse views of practitioners in architecture, literature, fashion, film and more. Be in the know on the newest art trends as ART REPUBLIK gives voice to celebrated artists working in the traditional mediums as well as daring creators of various experimental genres.

Edition:
Singapore / Malaysia / Vietnam.

www.luxuo.vn



LUXUO.VN

Luxuo.vn officially launched in Vietnam in December 2018, aiming to be the leading name among portal magazines about high-end lifestyle. Luxuo.vn aims to become the leading digital luxury lifestyle magazine in Vietnam. It spreads beautiful stories and expert's view of high-end brands and their masterpieces. Sophisticated virtual space for Vietnamese connoisseurs.

Editions:
Singapore / Malaysia / Hong Kong / Vietnam.

www.luxuo.vn



WOW

WOW is the best established, most widely read and most respected watch magazine in South East Asia. Published in 3 important markets - Singapore, Malaysia and Indonesia - WOW is committed to providing its affluent and discerning readers with the most specific and detailed information about the best in watches and watchmaking, key trends, latest innovations and the talented men and women behind the timepieces. A must-read for watch collectors and watch aficionados.

Editions:
Singapore / Malaysia / Indonesia / Vietnam.

www.worldofwatches.vn/

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