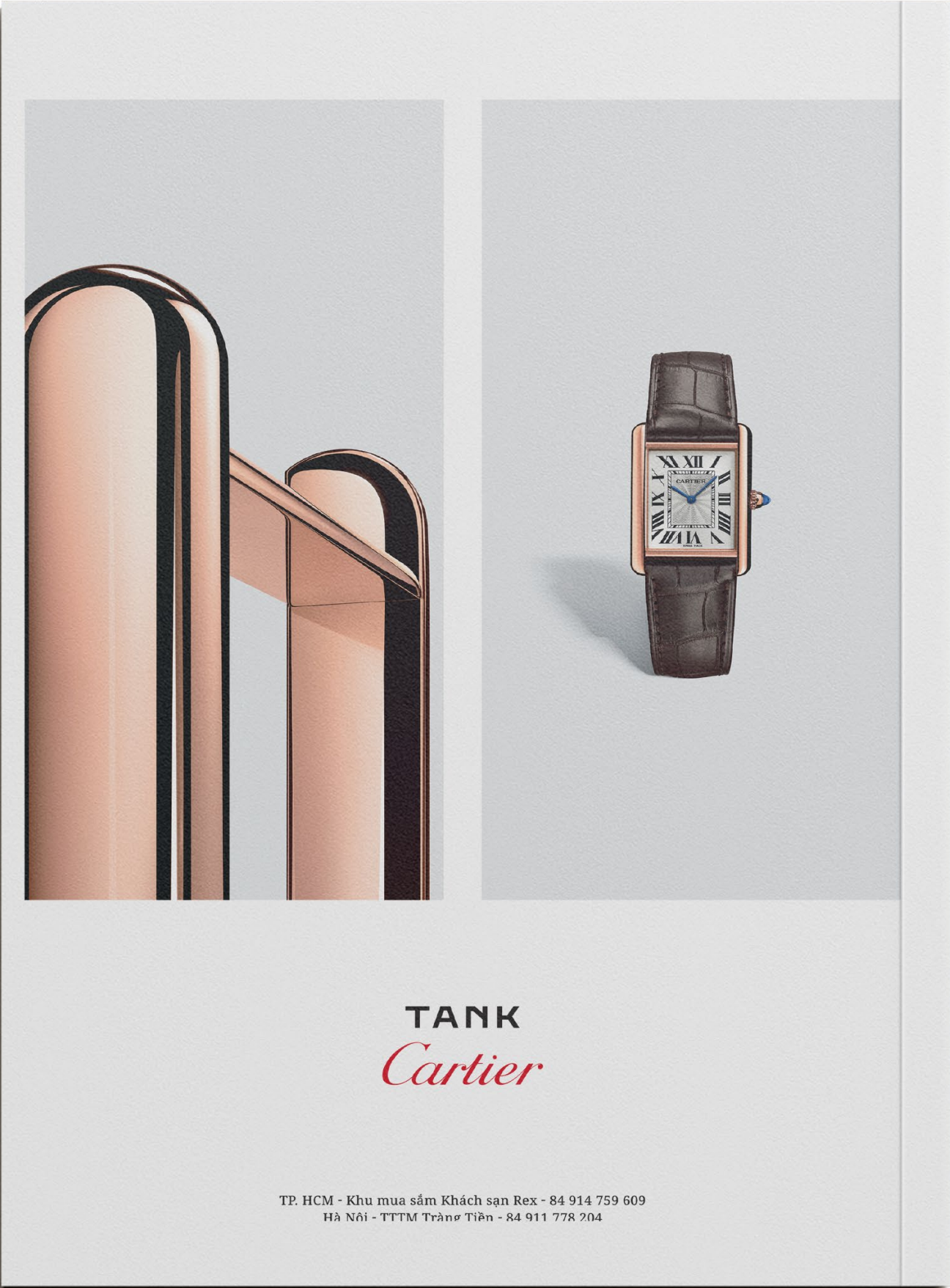
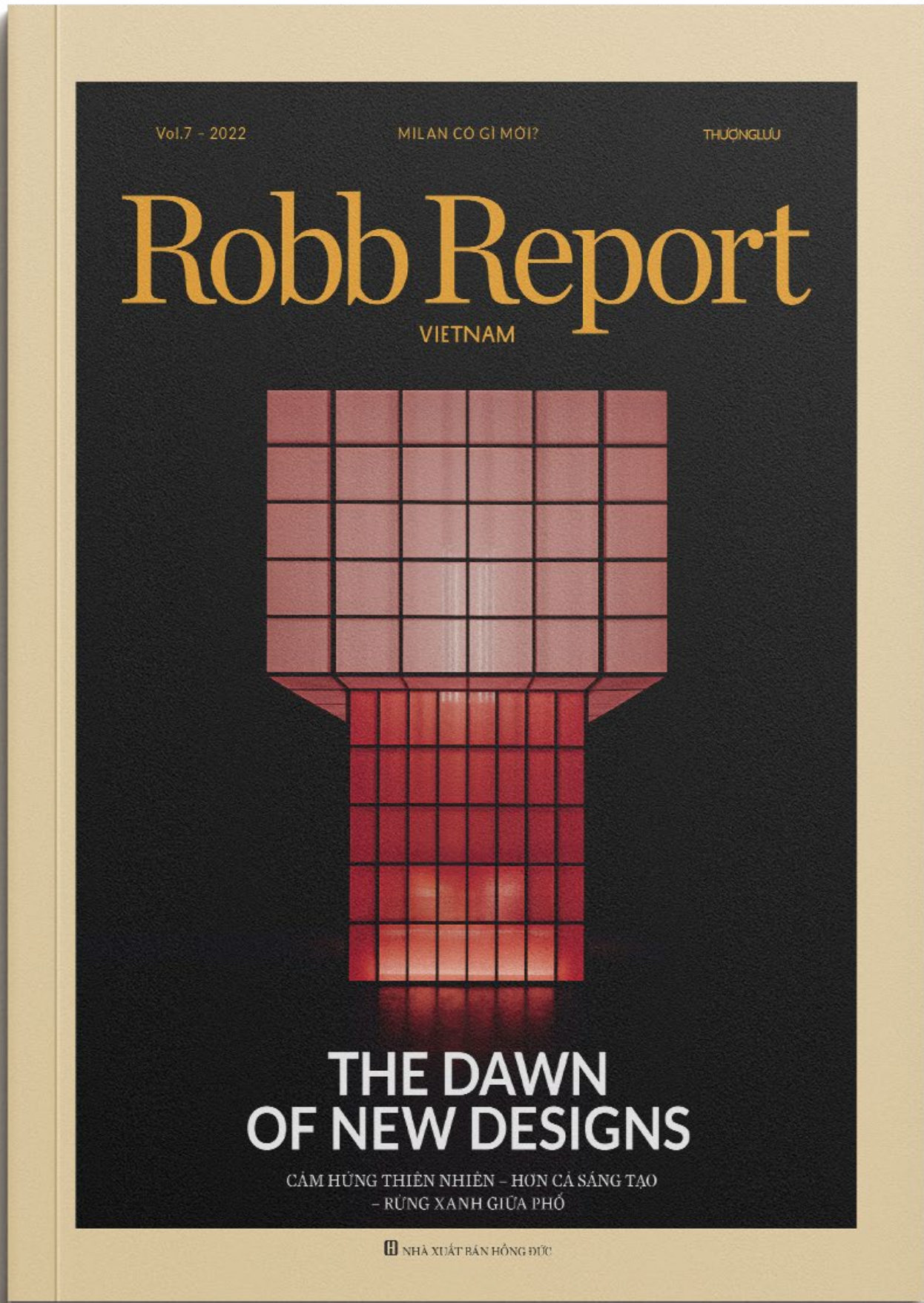


PRINT EDITION RATES 2023



SPREAD PAGES

POSITIONS	RATES (VND)
1st spread	254,000,000
2nd spread	199,000,000
3rd spread	199,000,000
Spread between special positions	185,000,000
Spread	162,000,000

SINGLE PAGES

POSITIONS	RATES (VND)
Single page	89,000,000
Premium position page (content, Editor's letter, Masthead)	125,000,000
Single page in 1st - 3third	117,000,000
IBC	125,000,000
OBC	254,000,000

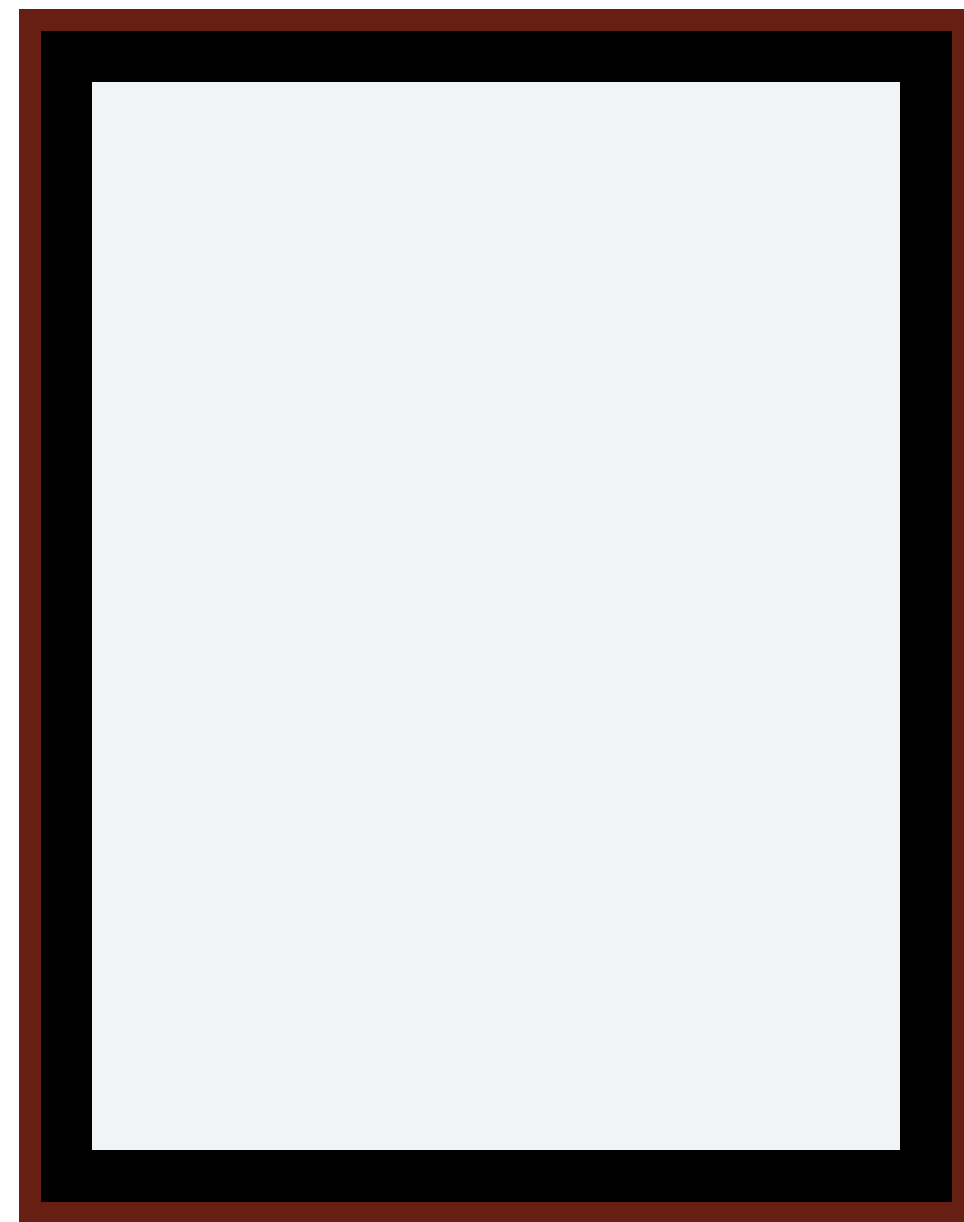
\*All rates are in vietnam dong (vnd), not including VAT 10%



## PRINT ADS FORMATS

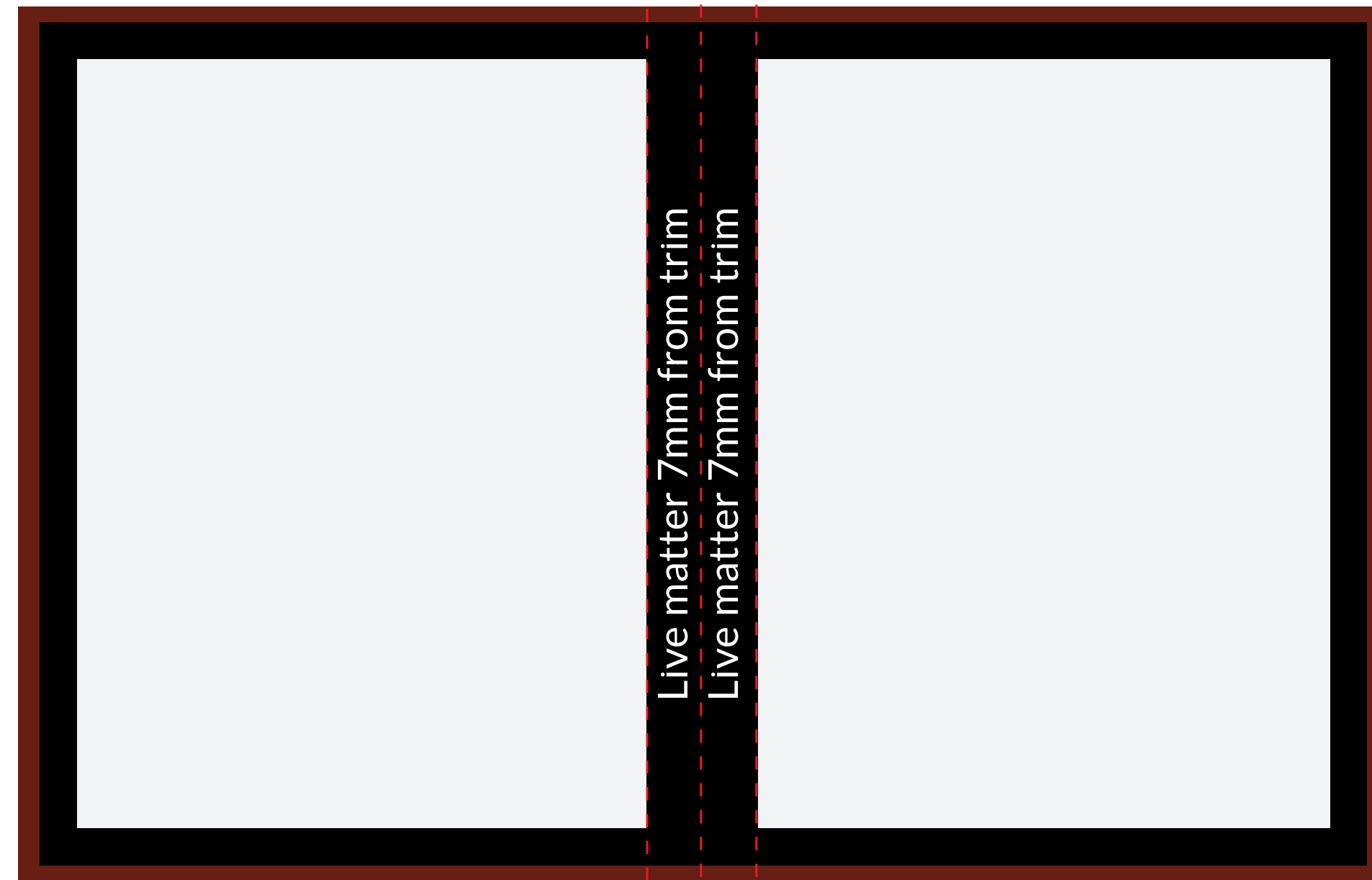
### FULL PAGE FULL COLOUR

- Trim size – 210mm x 270mm
- Bleed size – 220mm x 280mm
- Text area – 196mm x 256mm



### DOUBLE-PAGE SPREAD

- Trim size – 420mm x 270mm
- Bleed size – 430mm x 280mm
- Text area – 196mm x 256mm



Colour Profile  
Fogra 39L

Maximum Ink Density  
280% – 300%

Colour Mode  
Strictly CMYK only

All text & fonts  
– Create outline for all fonts used  
– Use 100% black instead of 4-colour black

Submitted materials  
High-resolution (**300dpi**) PDF files are preferred

## DIGITAL EDITION RATES 2023 (VALID UNTIL: FEB 28,2023)

### BANNERS ON WEBSITE

POSITIONS	SCHEDULES	RATES (VND)
Banner on only homepage (3 positions as top, middle and bottom)	2 weeks	24,000,000
	4 weeks	44,000,000
Banner on one section (3 positions as top, middle and bottom)	2 weeks	15,000,000
	4 weeks	30,000,000

### CONTENTS ON WEBSITE

TYPES	RATES (VND)
Longform	35,000,000
Editorial	24,000,000
Advertorial	30,000,000

### SOCIAL POSTS

FLATFORMS	RATES (VND)
1 Post on Facebook	9,000,000
1 Post on Instagram	9,000,000

### OTHERS

TYPES	RATES (VND)
Youtube	50,000,000++/video
Custommized EDM Distribution	16,000,000
Weekly Newsletter	7,000,000
Special project/microsites	price to be discussed

\*All rates are in vietnam dong (vnd), not including VAT 10%

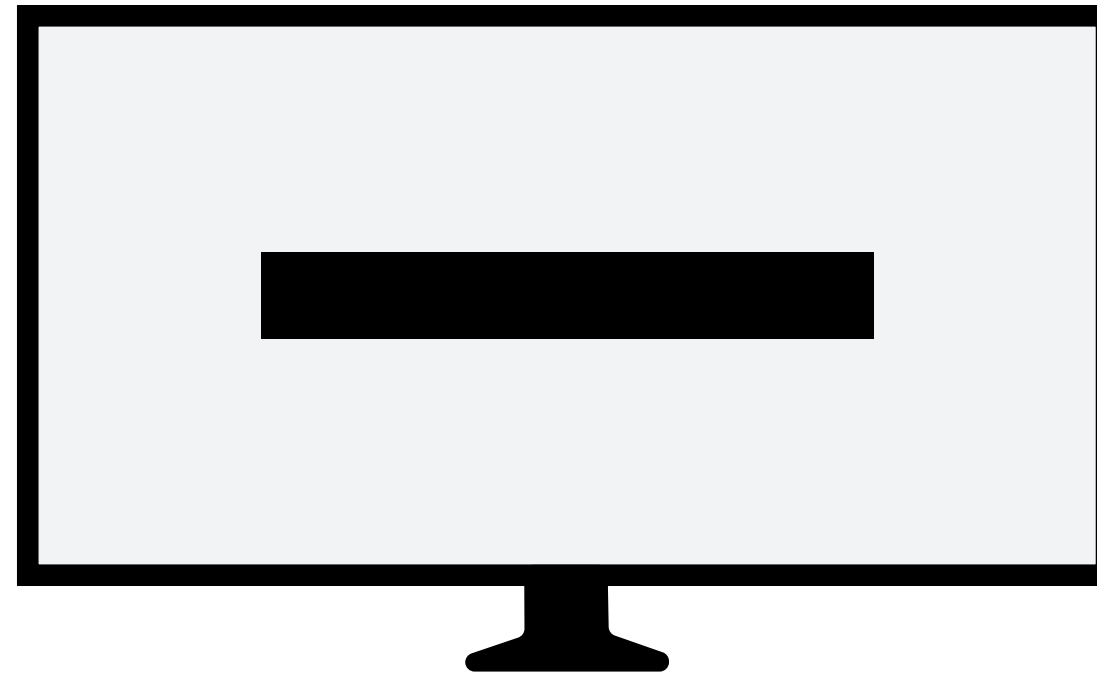
## DIGITAL ADS AND FILES FORMATS

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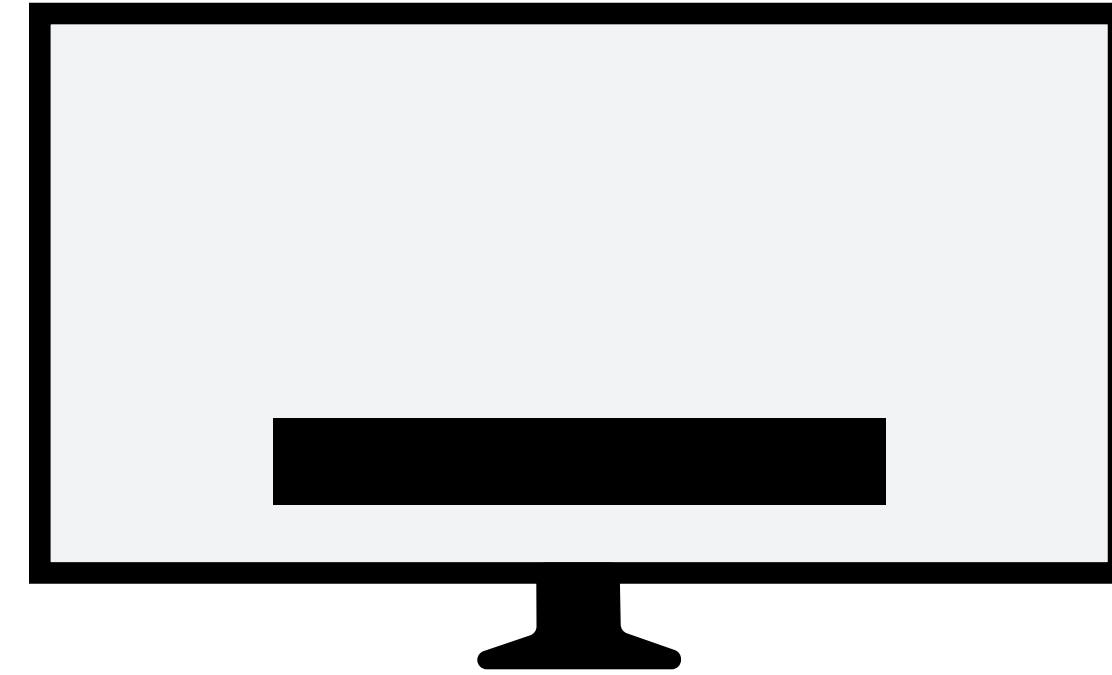
1002x121 pixels (top)



1002x121 pixels (middle)



1002x121 pixels (bottom)



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### Image Ad Requirement

- All creatives must be in RGB colour mode and at 72dpi

### Rich Media Ad Requirements

- All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server

## CONTACTS

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### SALES & MARKETING

#### **NGUYEN THI MINH HOAI**

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