

Saigoneer

Media Kit 2023

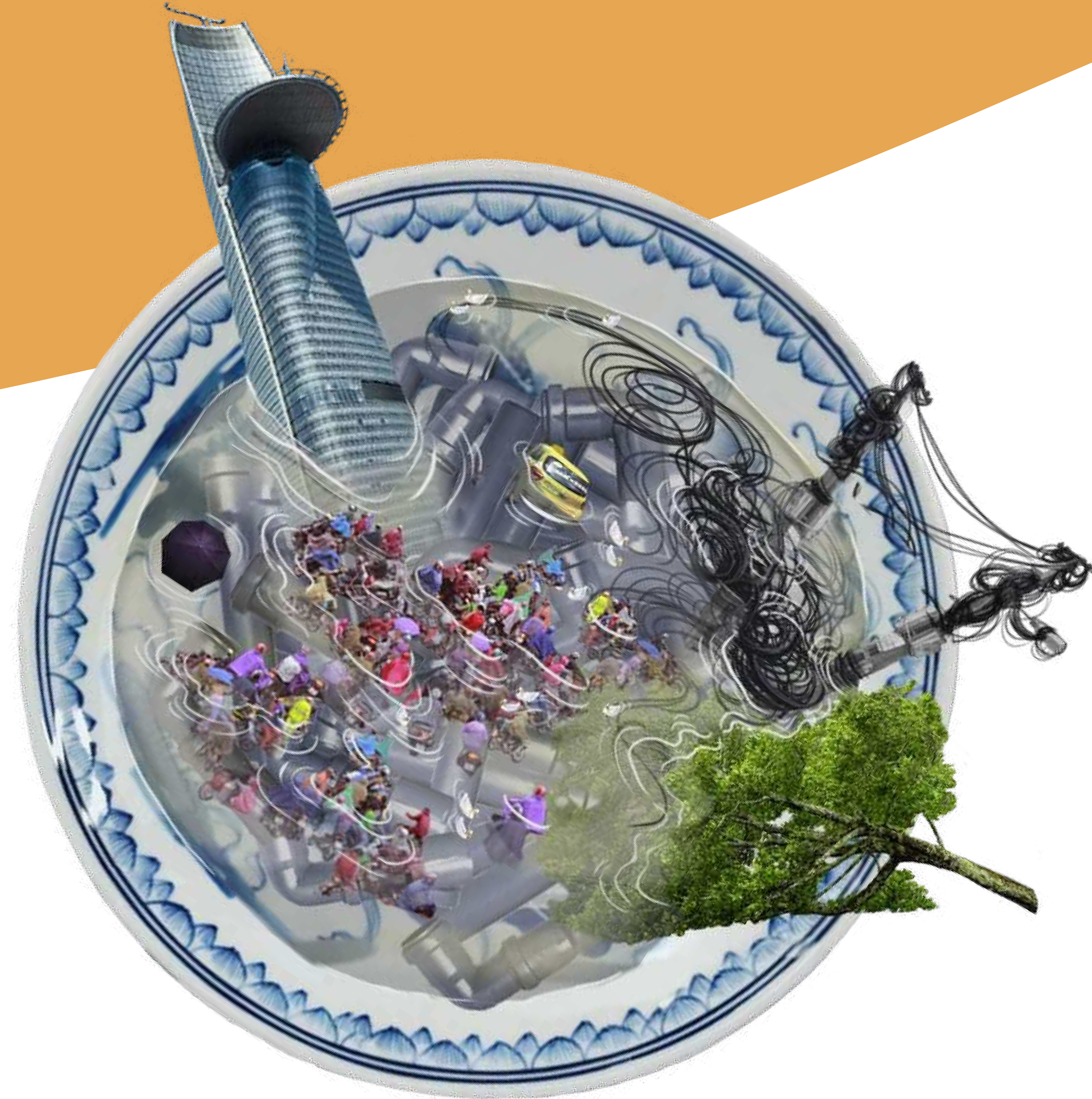


ABOUT US - 2

ABOUT US

Saigoneer is the only premium Vietnamese- and English-language lifestyle website that tells stories about Saigon and Vietnam. **We take the time and effort to dive into culture, F&B, fashion, the arts, travel and much more at a deeper level than anyone else.** As a result, we've not only captured our reader's interests, but also their trust, which makes us stand out in the market.

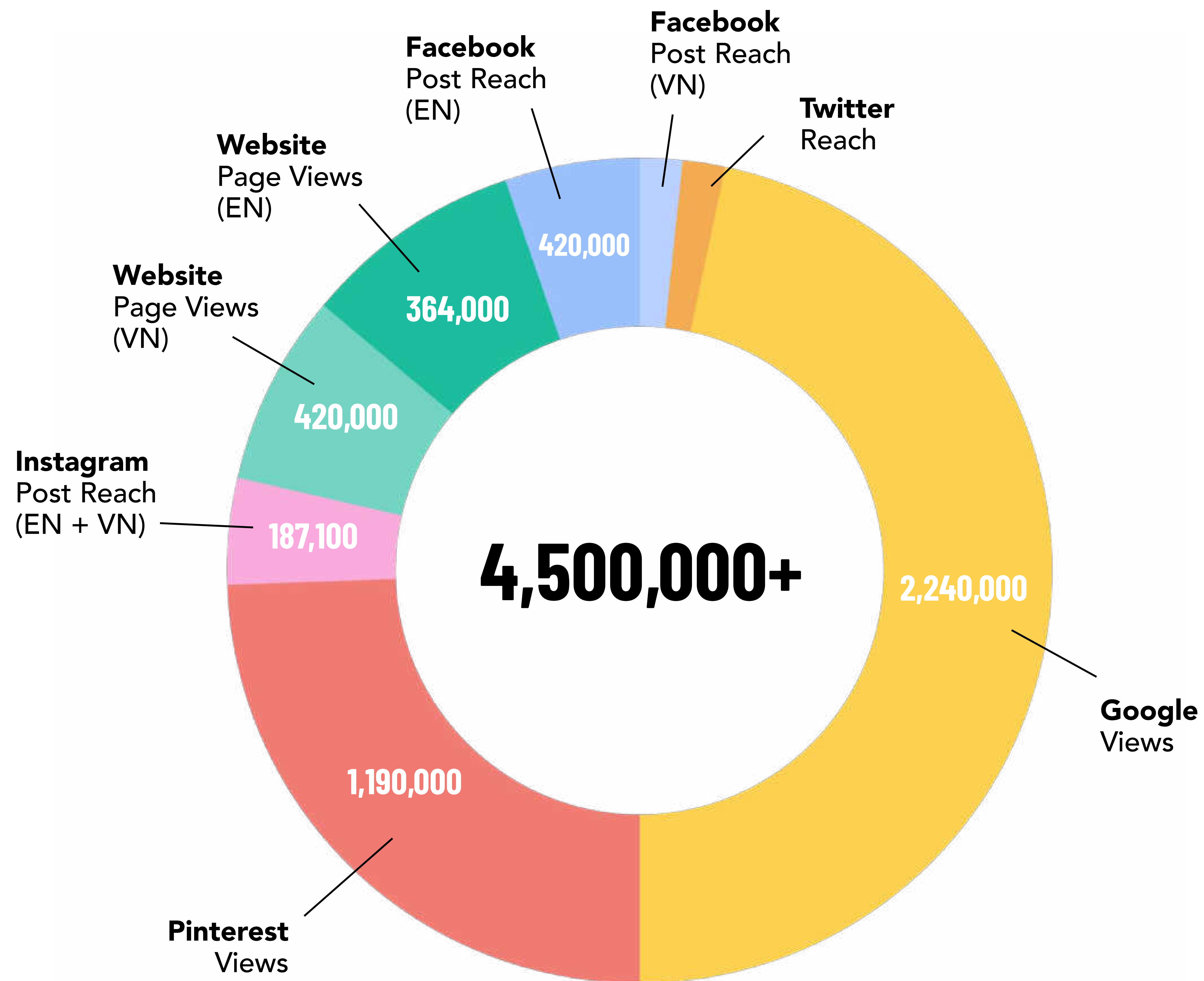
After nearly a decade, we know exactly how to strike the right style and voice to reach and meet the expectations of our local, educated, professional and affluent readers.



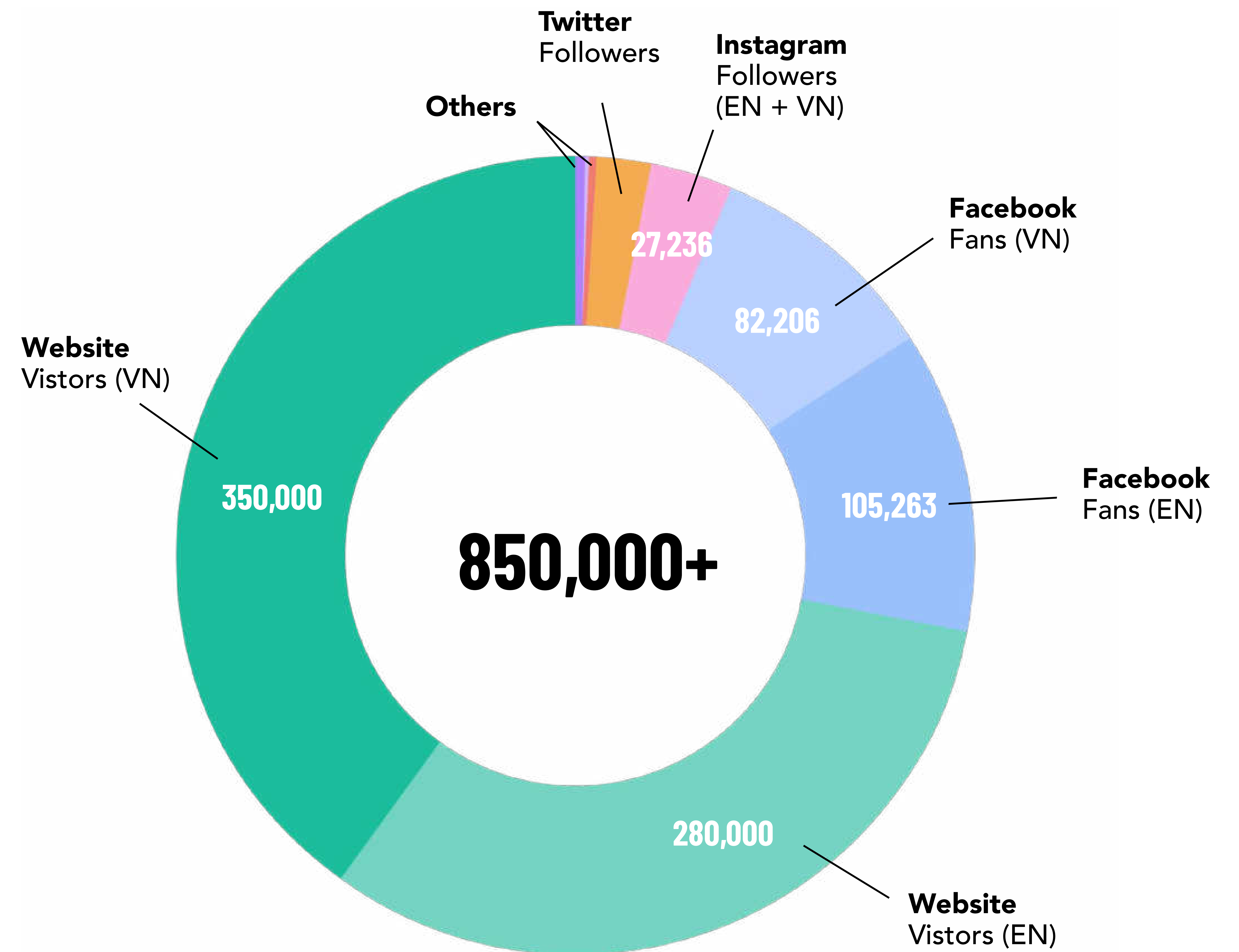


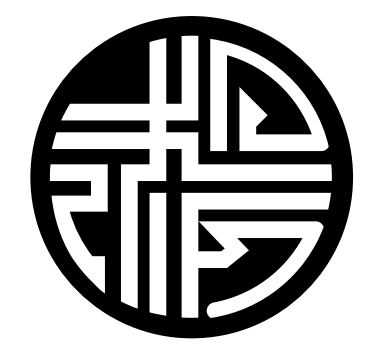
REACH

(Monthly)

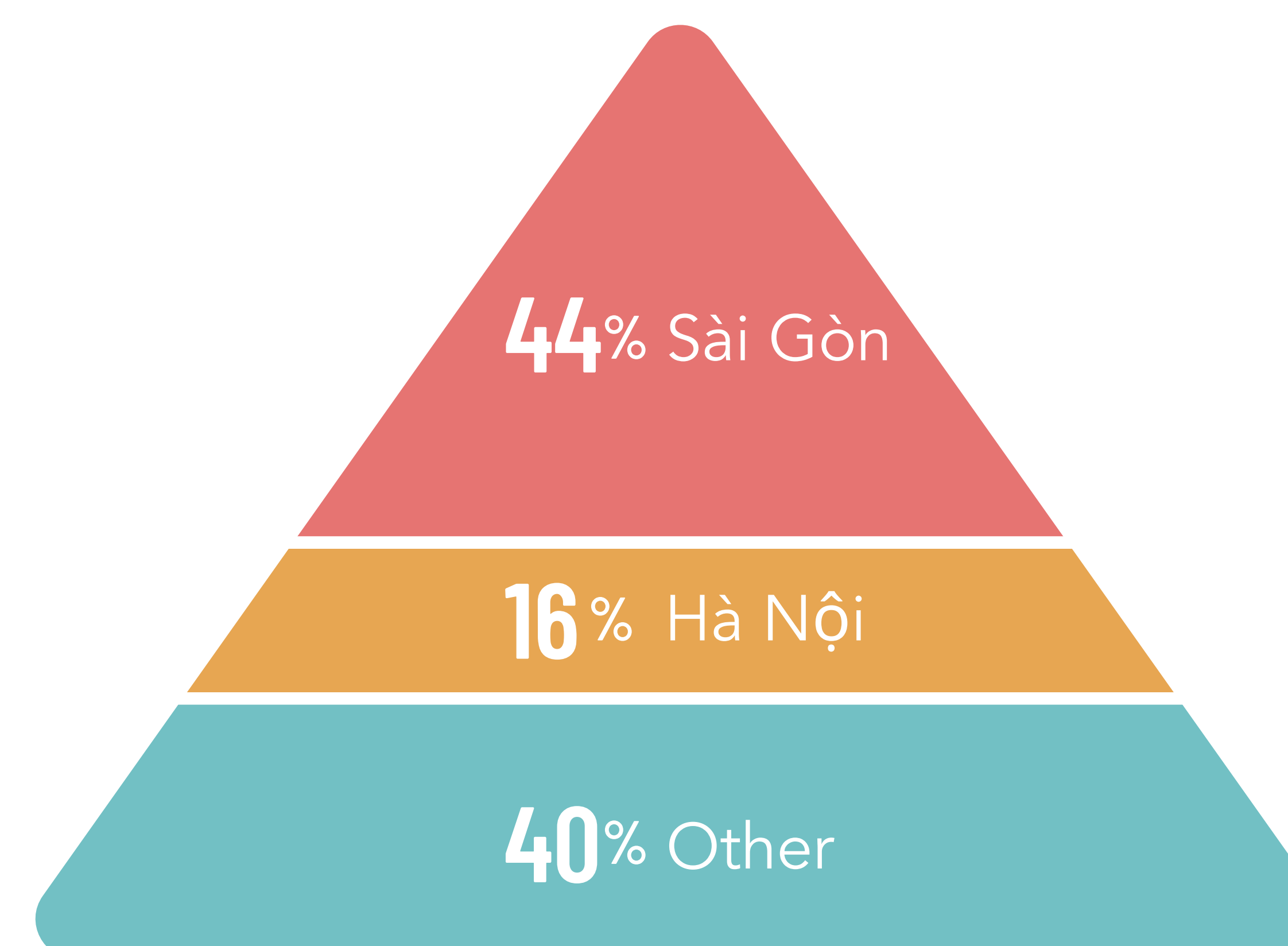
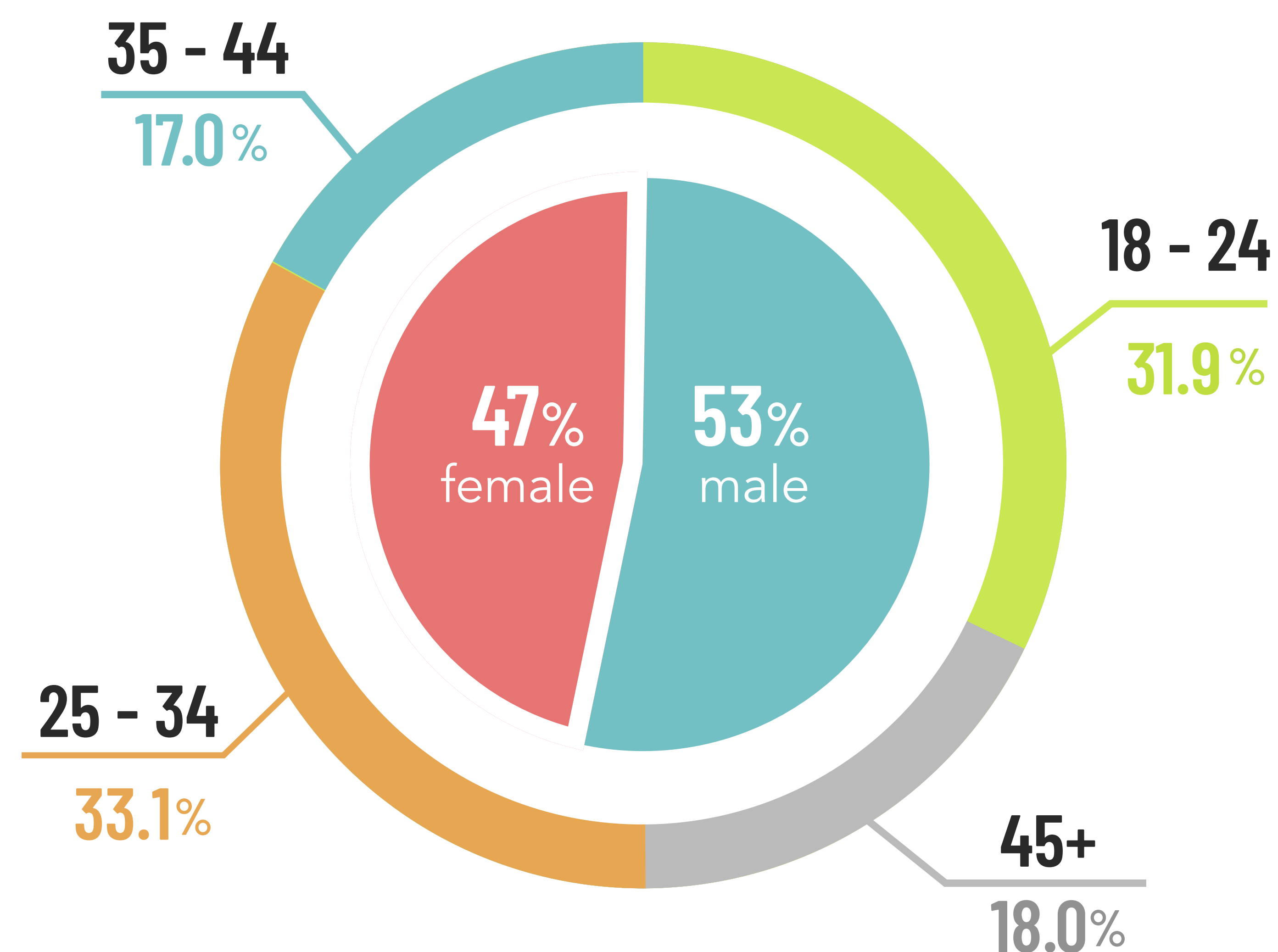


COMMUNITY





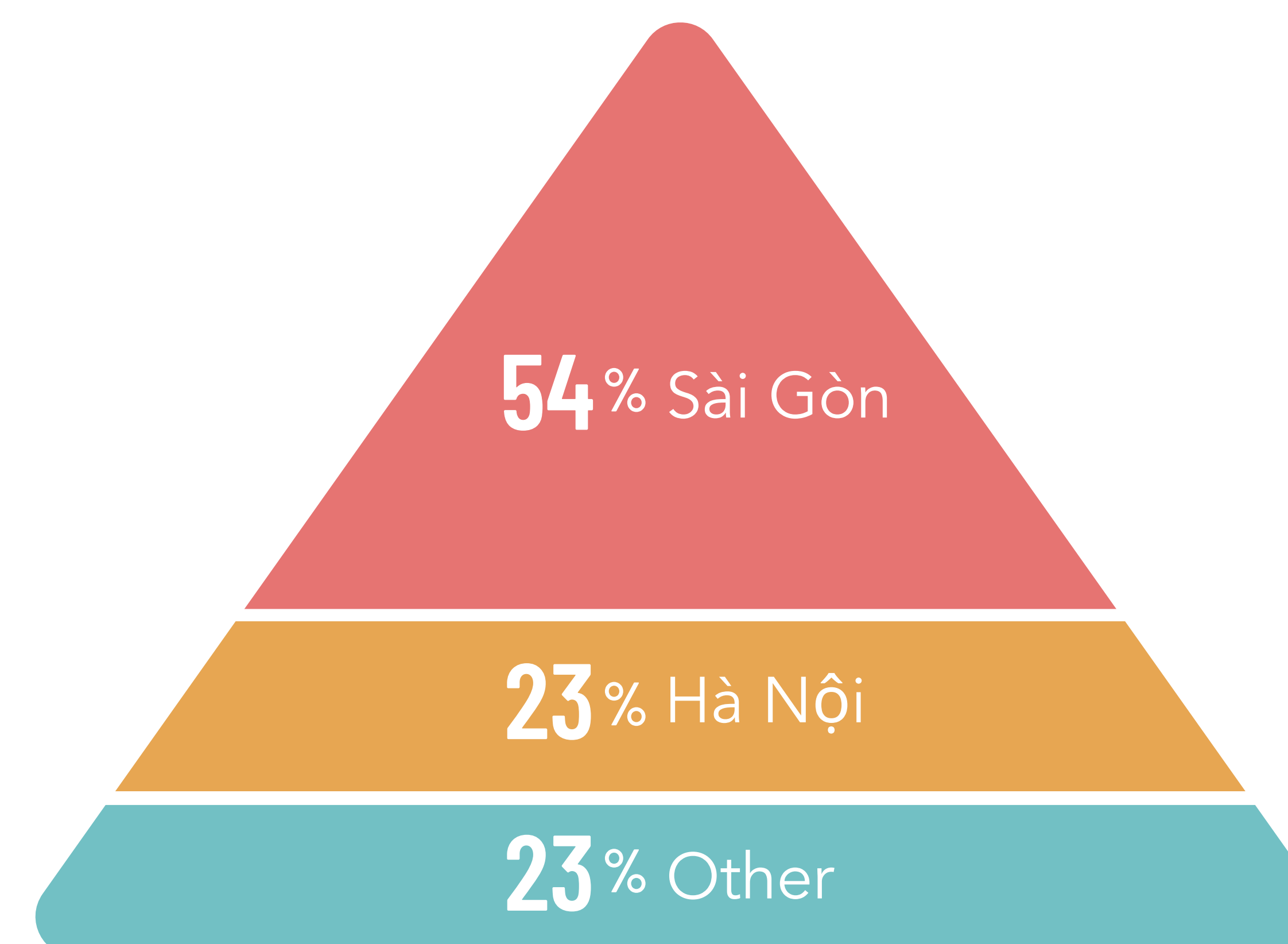
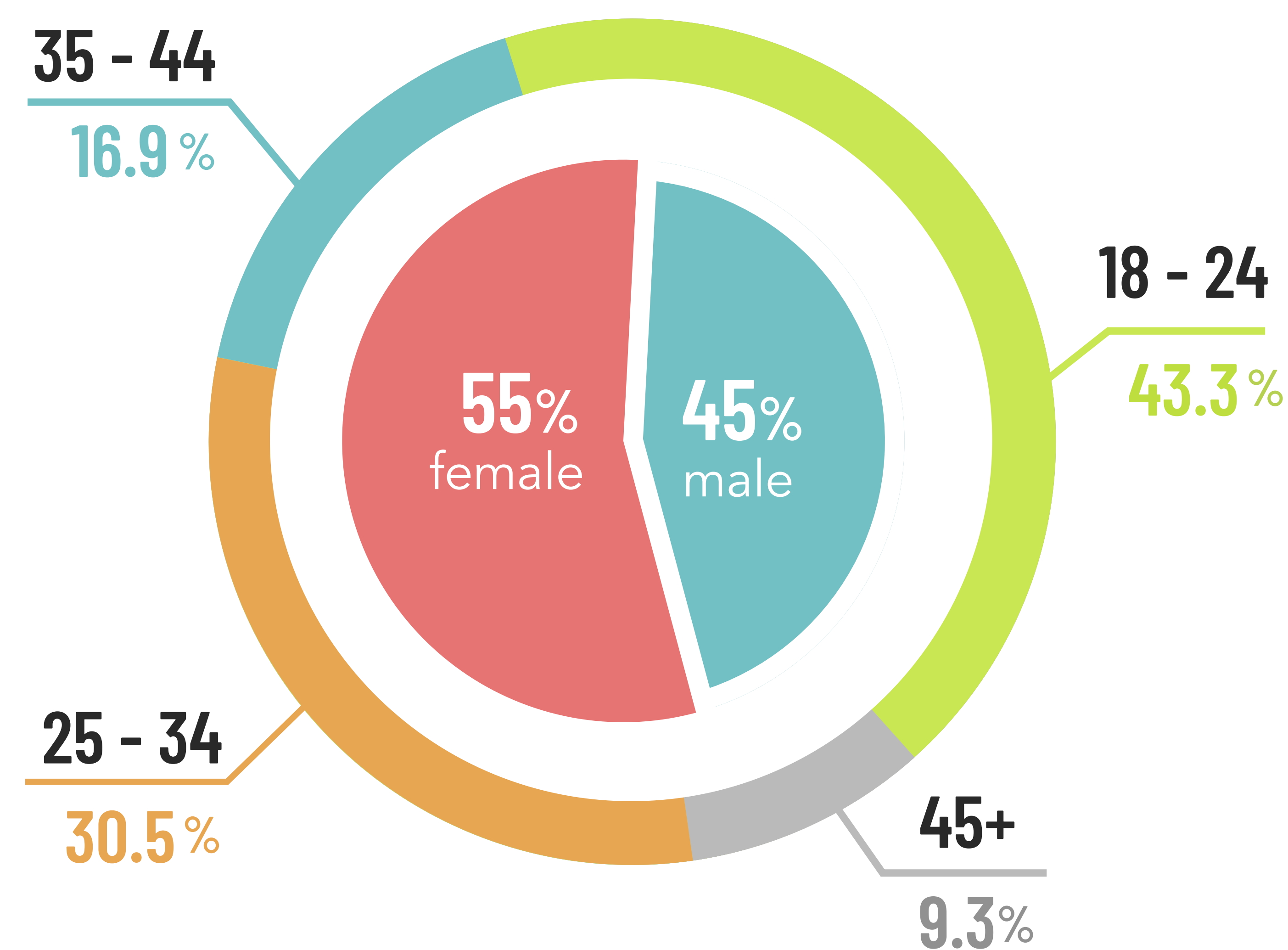
Saigoneer EN



59% **Chào**
Vietnamese

Hi **31%**
Expats and Overseas

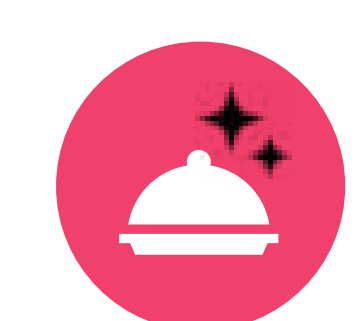
Saigoneer VN



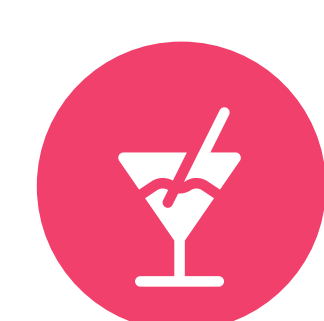
100% **Chào**
Vietnamese



SAIGONEERS LOVE TO EAT



85 % Eat out for dinner at least once per week.



72 % Go out to bars at least once per month.



82 % Eat out for lunch at least once per week.

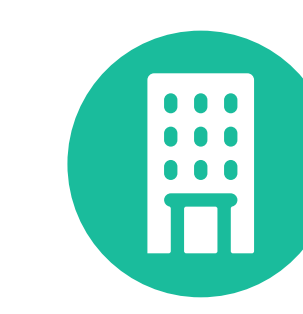


47 % Spend most of their disposable income on food and drink.

AND TRAVEL



87 % Travel outside of Vietnam at least once per year.



85 % Stay in hotels in Vietnam at least once per year.

LOYAL 85 %

read Saigoneer at least 3 times per week.

AFFLUENT 42 %

have an income over VND 30M per month.

EDUCATED 86 %

have completed university.

They have a high degree of interest in, and/or spend their money on education, real estate, travel, financial services, consumer electronics, music, movies and sports/fitness.

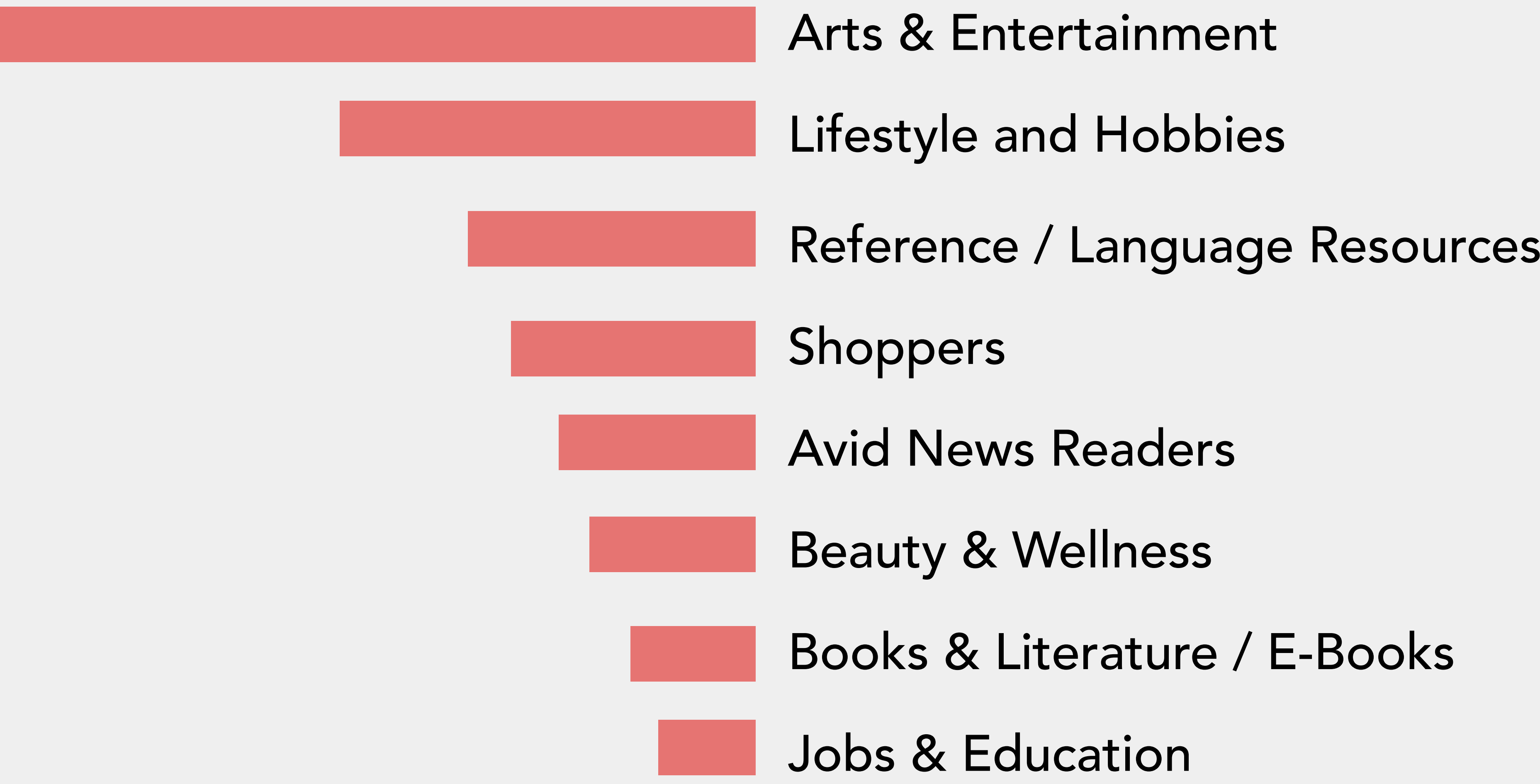


Saigoneer EN

LIKELY TO PURCHASE



PASSIONS AND INTERESTS



Saigoneer VN

LIKELY TO PURCHASE



PASSIONS AND INTERESTS



SOME OF OUR PARTNERS



BAEMIN

CapitaLand



L'USINE



NHÀ HÀNG
SAN FU LOU
CANTONESE KITCHEN



SALADSTOP!



International School
SAIGON PEARL
Elementary & Early Years

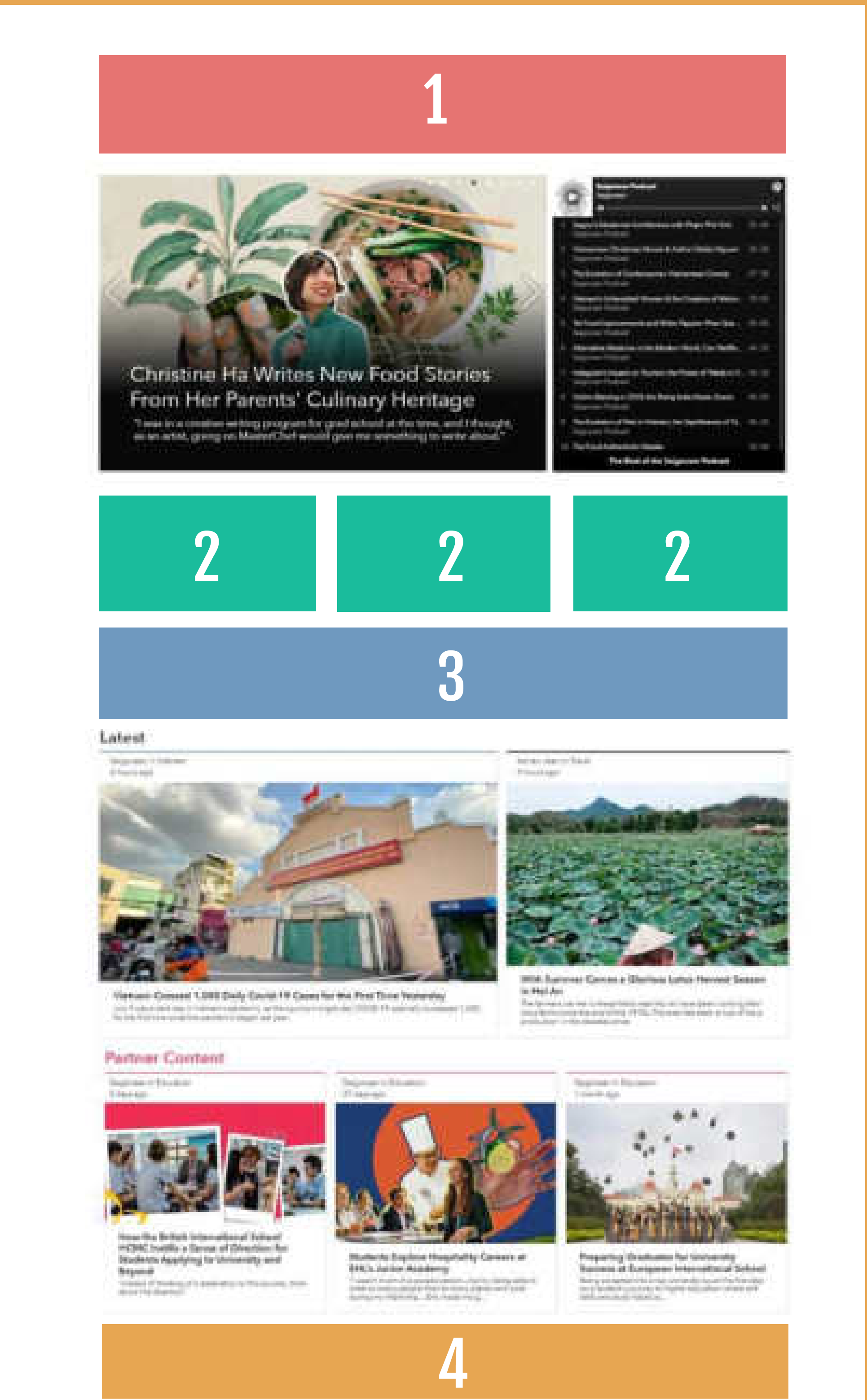


BANNERS

With 50% share of voice (SOV)
You will share the banner with another advertiser.

With 100% share of voice (SOV)
You will be the only advertiser in that banner space.

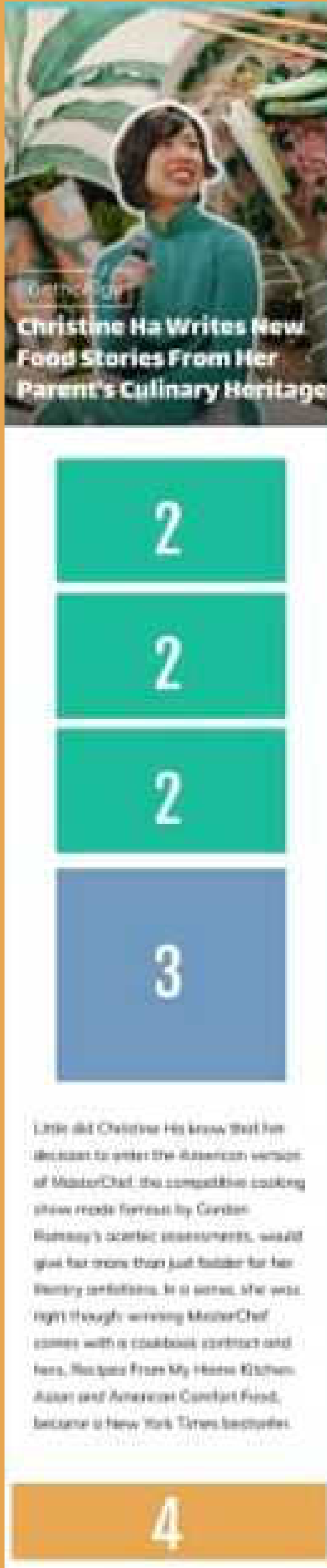
HOMEPAGE



ARTICLE



MOBILE



BANNER SIZES

DESKTOP/MOBILE	
1	1400x200px / 500x100px
2	380x250px
3	1400x165px / 380x500px
4	1600x100px / 500x100px

SOV 50%

HOMEPAGE*	ARTICLES**
28M VND	—
23M VND	18M VND
28M VND	26M VND
18M VND	16M VND

SOV 100%

HOMEPAGE*	ARTICLES**
48M VND	—
40M VND	35M VND
48M VND	43M VND
28M VND	25M VND

All listed prices are per month and per language. Prices in VND, VAT excluded.

* Banner will run on the main homepage and all category homepages.

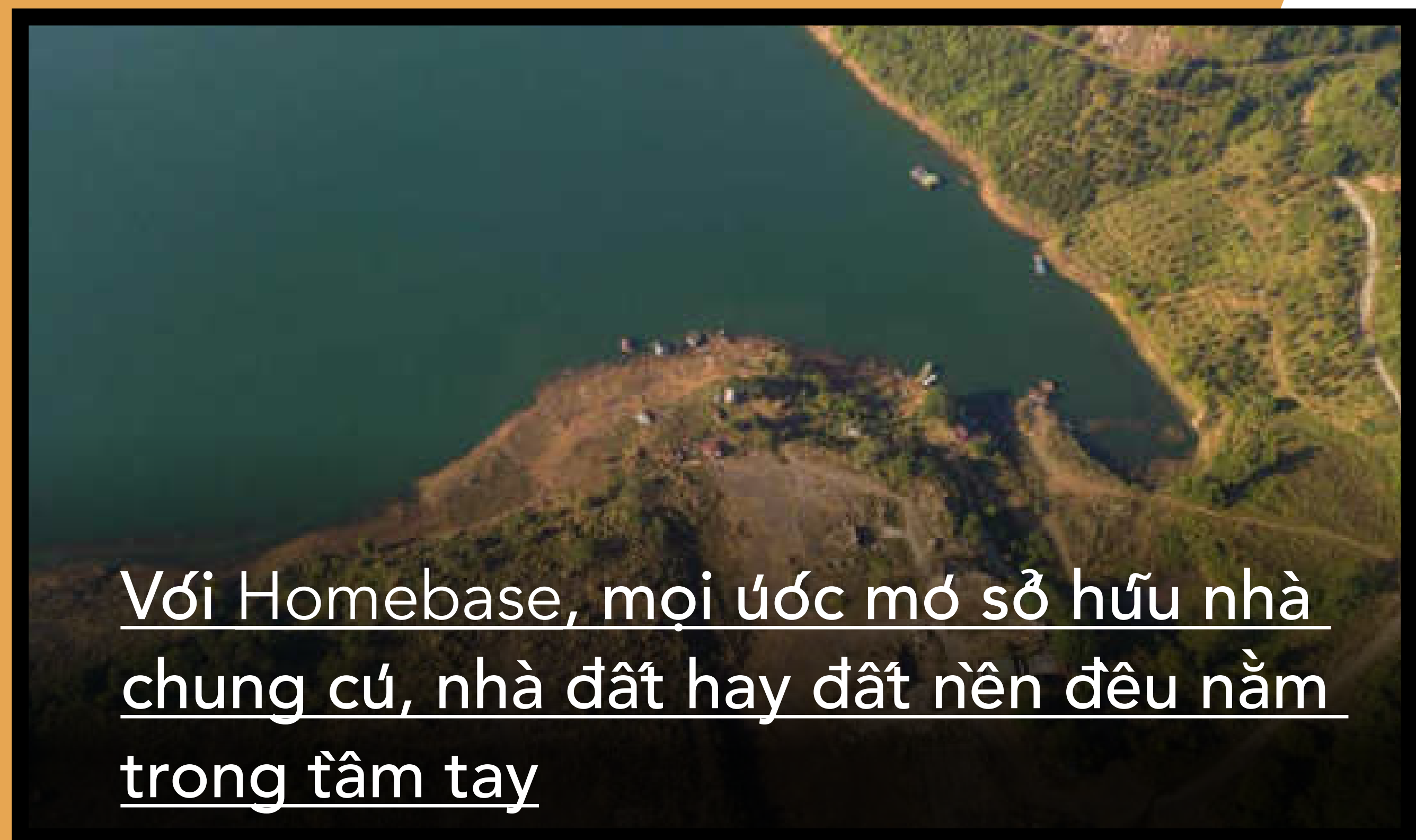
** Banner will run on all editorial article pages.

ARTICLE

PARTNER CONTENT

We will craft text and take photos to create a compelling editorial-style article that promotes your brand.

(click title for example)



	GOLD	SILVER	BRONZE
	45M*	30M*	20M*
WORDS	Up to 1,000	Up to 750	Up to 300
PHOTOS	Up to 20	Up to 10 provided by client	Up to 5 provided by client
CUSTOM LAYOUT	✓	x	x
PHOTO SHOOT	✓	+10M	+10M
PLACEMENT	<ul style="list-style-type: none">Featured in all Homepage sliders for 1 weekPlaced on the Homepage for 1 month in the Partner Content SectionRandomly appears at the end of all editorial articles for 1 month	<ul style="list-style-type: none">Placed on the Homepage for 1 month in the Partner Content SectionRandomly appears at the end of all editorial articles for 1 month	<ul style="list-style-type: none">Placed on the Homepage for 2 weeks in the Partner Content SectionRandomly appears at the end of all editorial articles for 1 month
SOCIAL MEDIA PACKAGE (Facebook post, Facebook story, IG story, LinkedIn post, Twitter post, Pinterest post)	+10M		
TRANSLATION (from EN to VN)	+10M		
PHOTO ALBUM (If you have selected a product that includes PHOTO SHOOT, we provide you 50 edited photos + usage rights)	+20M		

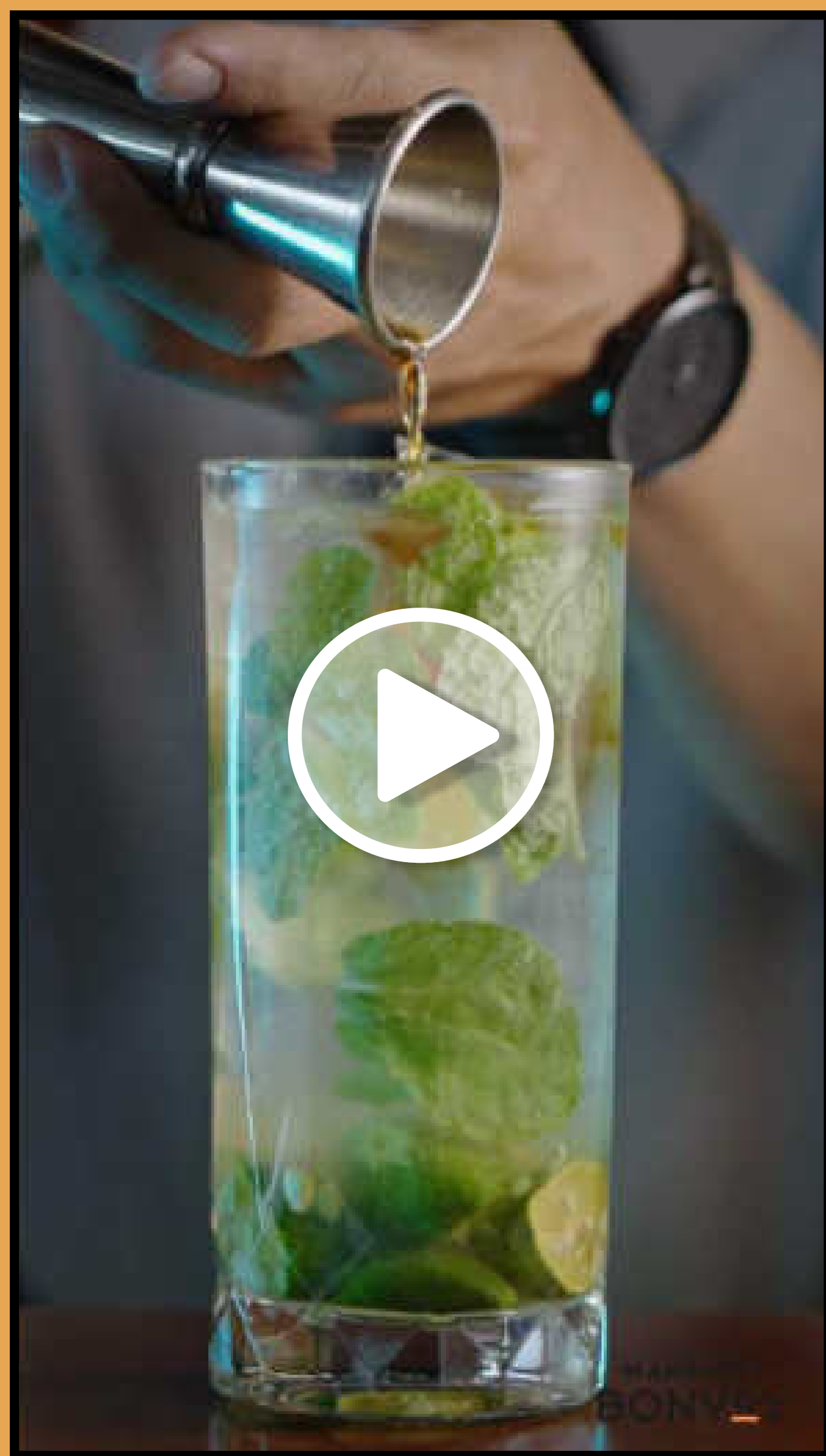
* Client covers accommodation & transportation costs for writer and photographer.
Prices in VND, VAT excluded.

VIDEO

PARTNER CONTENT

Video content is becoming an increasingly popular storytelling tool. Saigoneer can create videos for our partners of any length and distribute them on our channels.

(click for example)



[example 1](#)



[example 2](#)

	The Full Package	Normal	Reel	Story
	100M*	75M*	40M*	30M*
LENGTH	-	1:00 - 3:00 minutes	60 Seconds or less	30 Seconds or less
GUARANTEED REACH	120,000	50,000	30,000	15,000
PLACEMENT	<ul style="list-style-type: none"> • FB + IG Reel • FB + IG Story • Facebook Video • Youtube Short • Linkedin Video 	<ul style="list-style-type: none"> • Facebook Video • Linkedin Video 	<ul style="list-style-type: none"> • FB + IG Reel • Youtube Short 	<ul style="list-style-type: none"> • FB + IG Story
USAGE RIGHTS	Included	+10M	+10M	+10M

Package any 2 video types for a 20% discount.

* Client covers accommodation & transportation costs for writer and photographer.
Prices in VND, VAT excluded.

DISHCOVERY

PARTNER CONTENT

We will craft text and take photos to create a compelling editorial-style article that promotes your brand.

(click title for example)



	VIDEO	ARTICLE
	40M*	30M*
LENGTH	30 - 60 Seconds	Up to 300 Words
PHOTOS	--	Up to 5 provided by client
CUSTOM LAYOUT	--	✓
PHOTO SHOOT	--	+10M
PLACEMENT	<ul style="list-style-type: none"> • FB + IG Reel • FB + IG Story • Facebook Video • Youtube Short 	<ul style="list-style-type: none"> • Placed in the Eat & Drink section • Randomly appears at the end of all editorial articles • (Facebook post, Facebook story, IG story, Linkedin post, Twitter post, Pinterest post)
GUARANTEED REACH	30,000	5,000
TRANSLATION (from EN to VN)	--	+10M
USAGE RIGHTS	Client provided with all raw and edited video files +20M	(If you have selected PHOTO SHOOT, we provide 25 edited photos + usage rights) +20M

* Client covers accommodation & transportation costs for writer and photographer.
Prices in VND, VAT excluded.

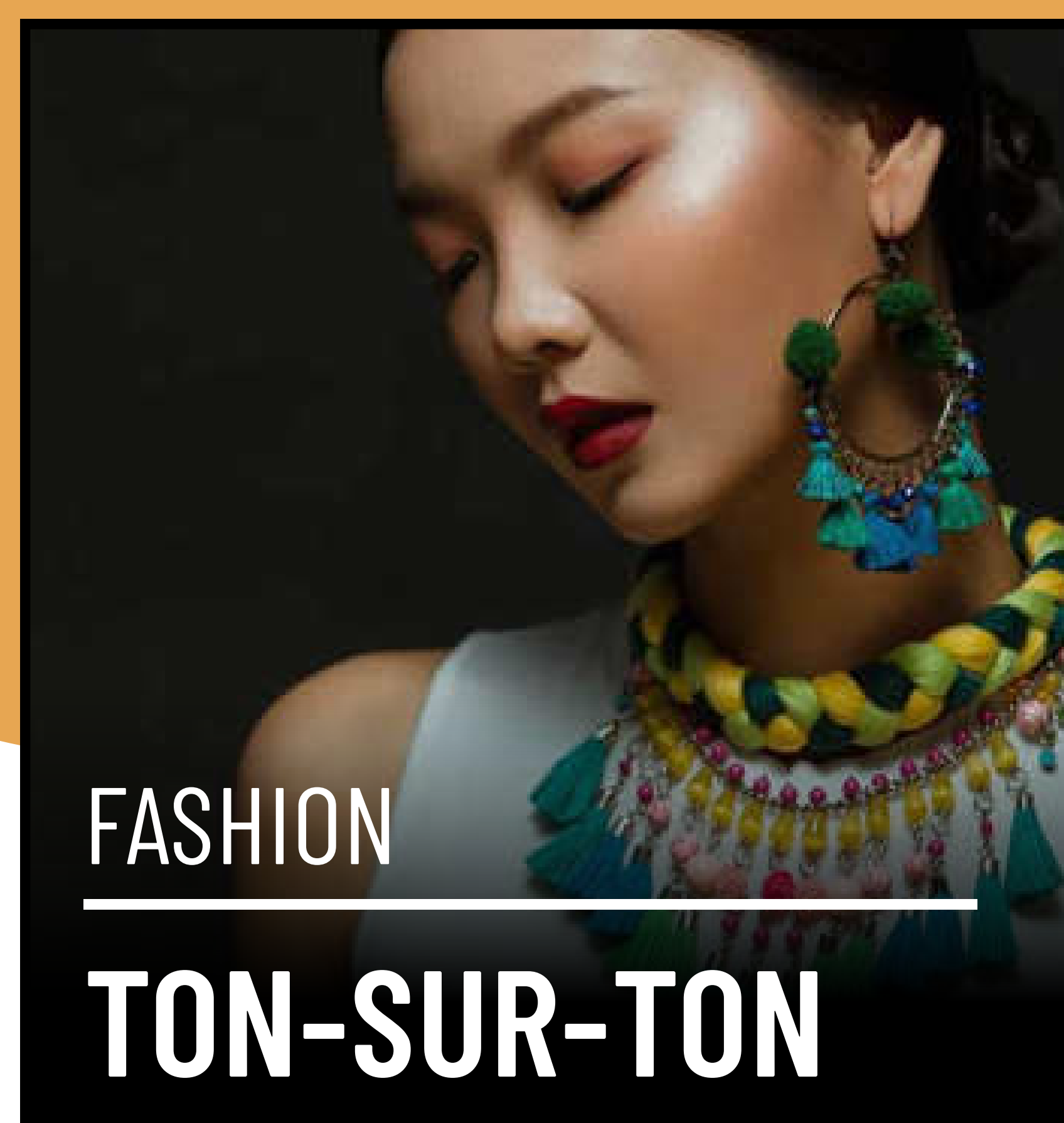


SERIES SPONSORSHIP - 12

SERIES SPONSORSHIP

We have a number of series with their own distinct voices, topics and identities. We offer brands the opportunity to gain strong visibility within our most popular editorial content.

(clickable title)



FASHION

TON-SUR-TON



MUSIC

QUẢNG TÁM



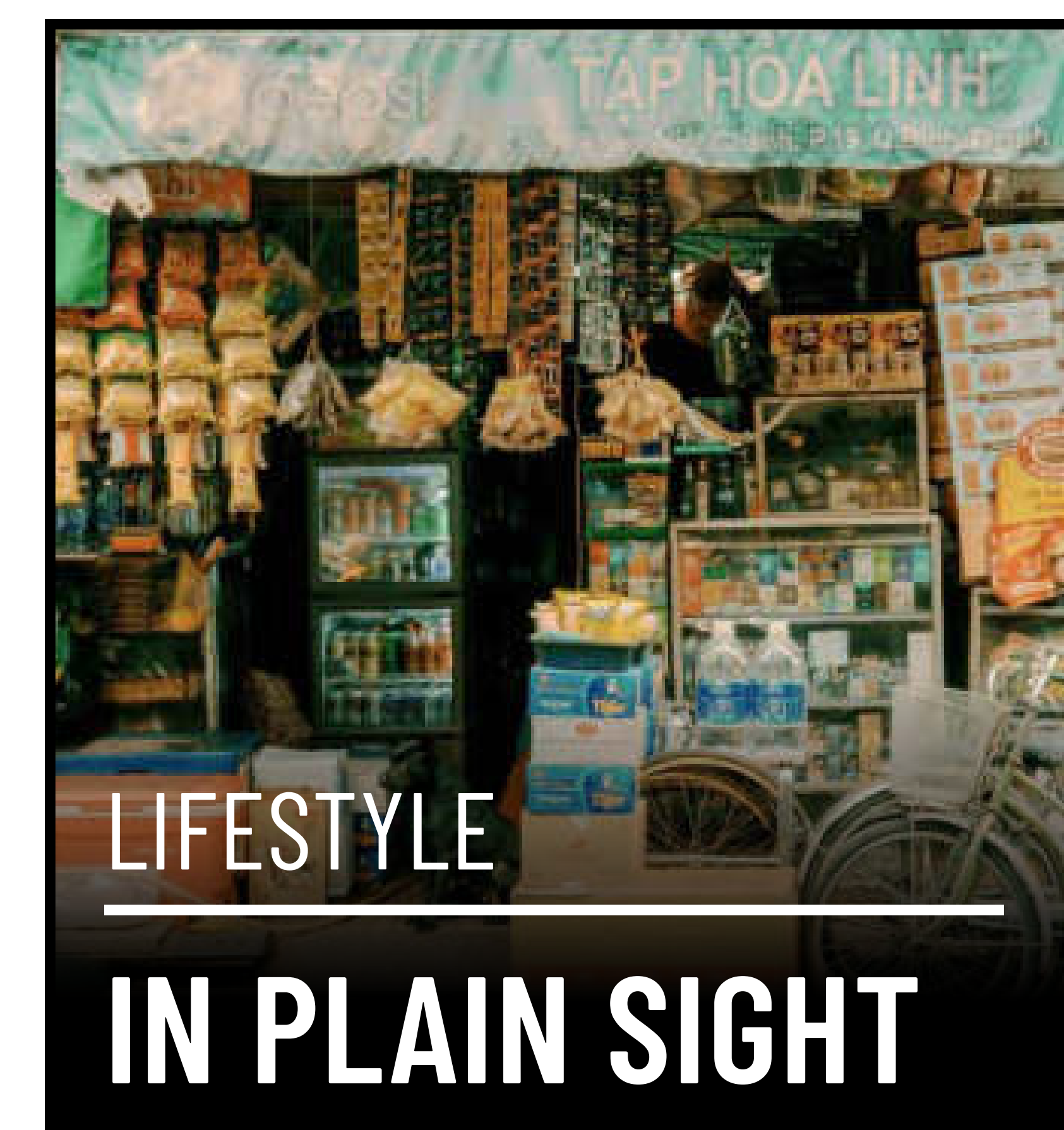
ART

DARKROOM



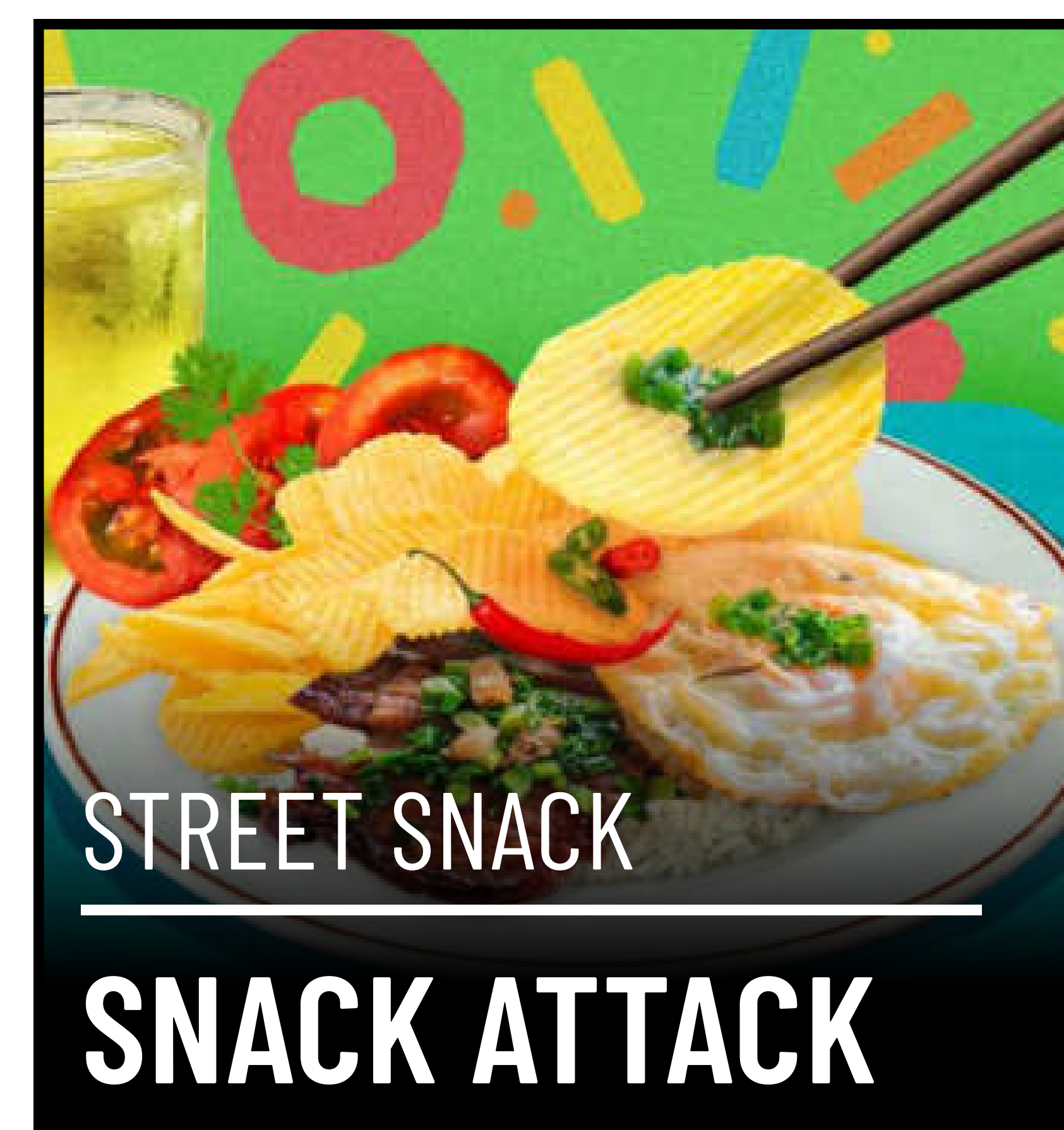
STREET FOOD DISCOVERY

HẺM GEMS



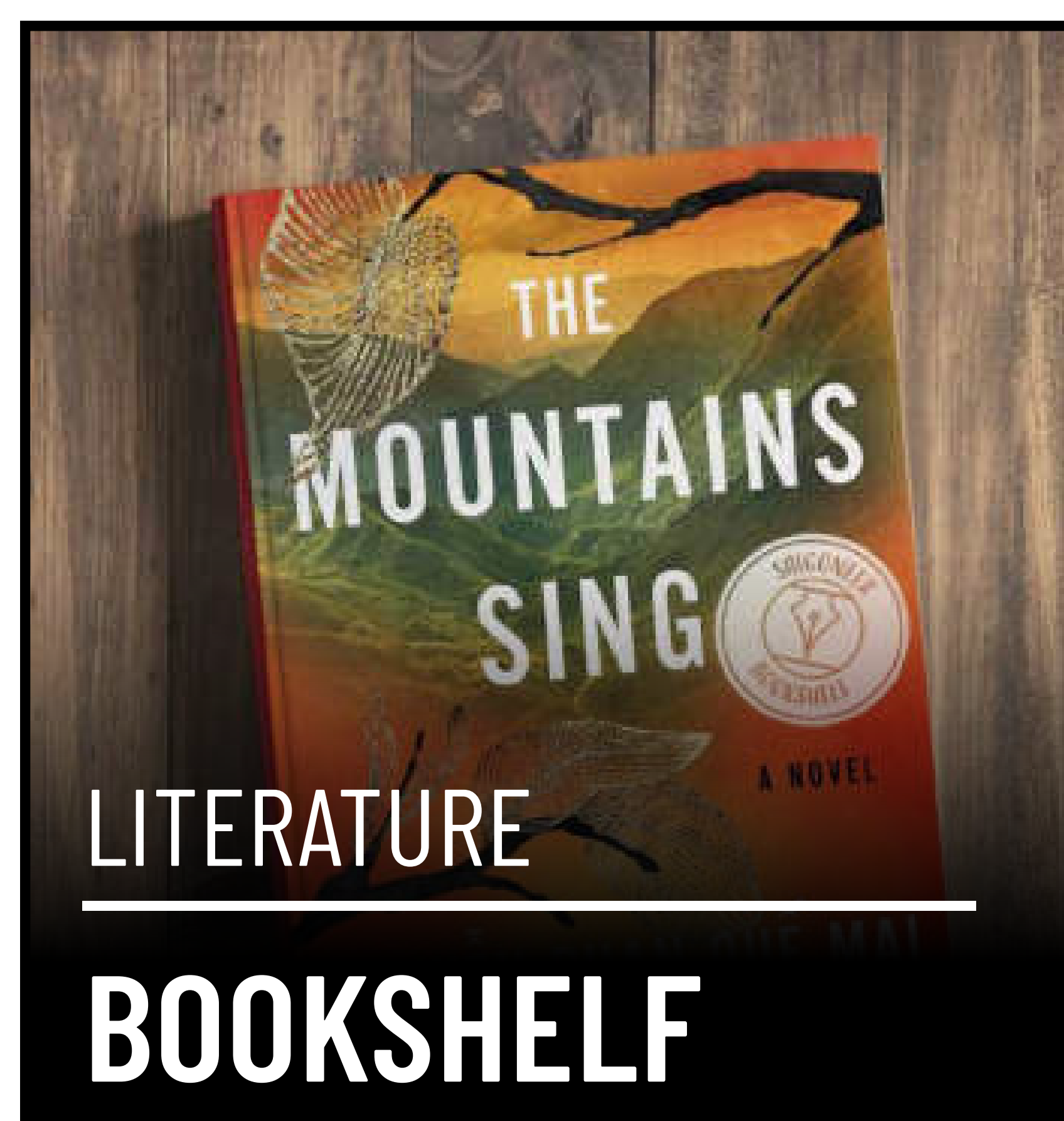
LIFESTYLE

IN PLAIN SIGHT



STREET SNACK

SNACK ATTACK



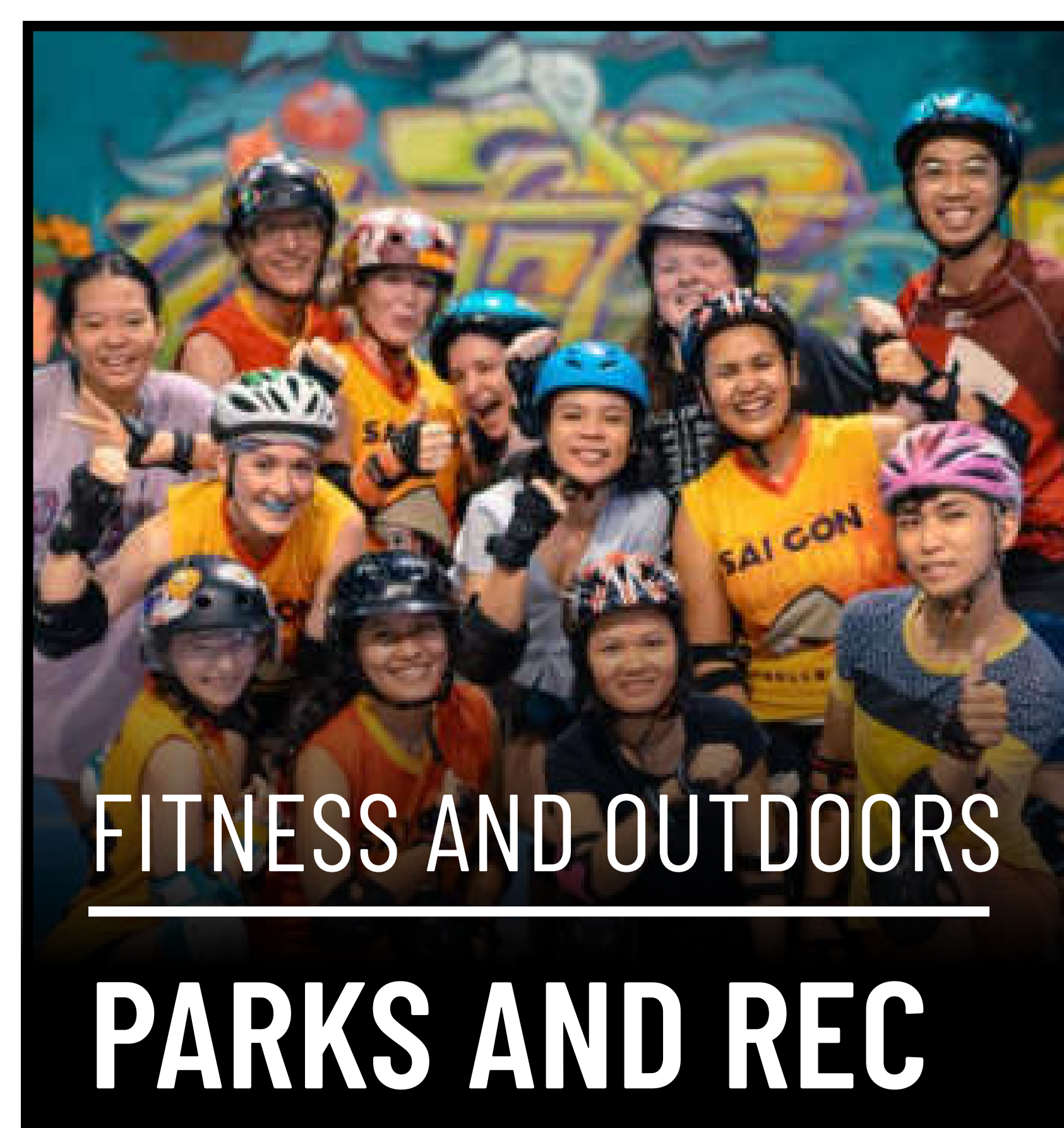
LITERATURE

BOOKSHELF



STORIES FROM F&B

ĂNTHOLOGY



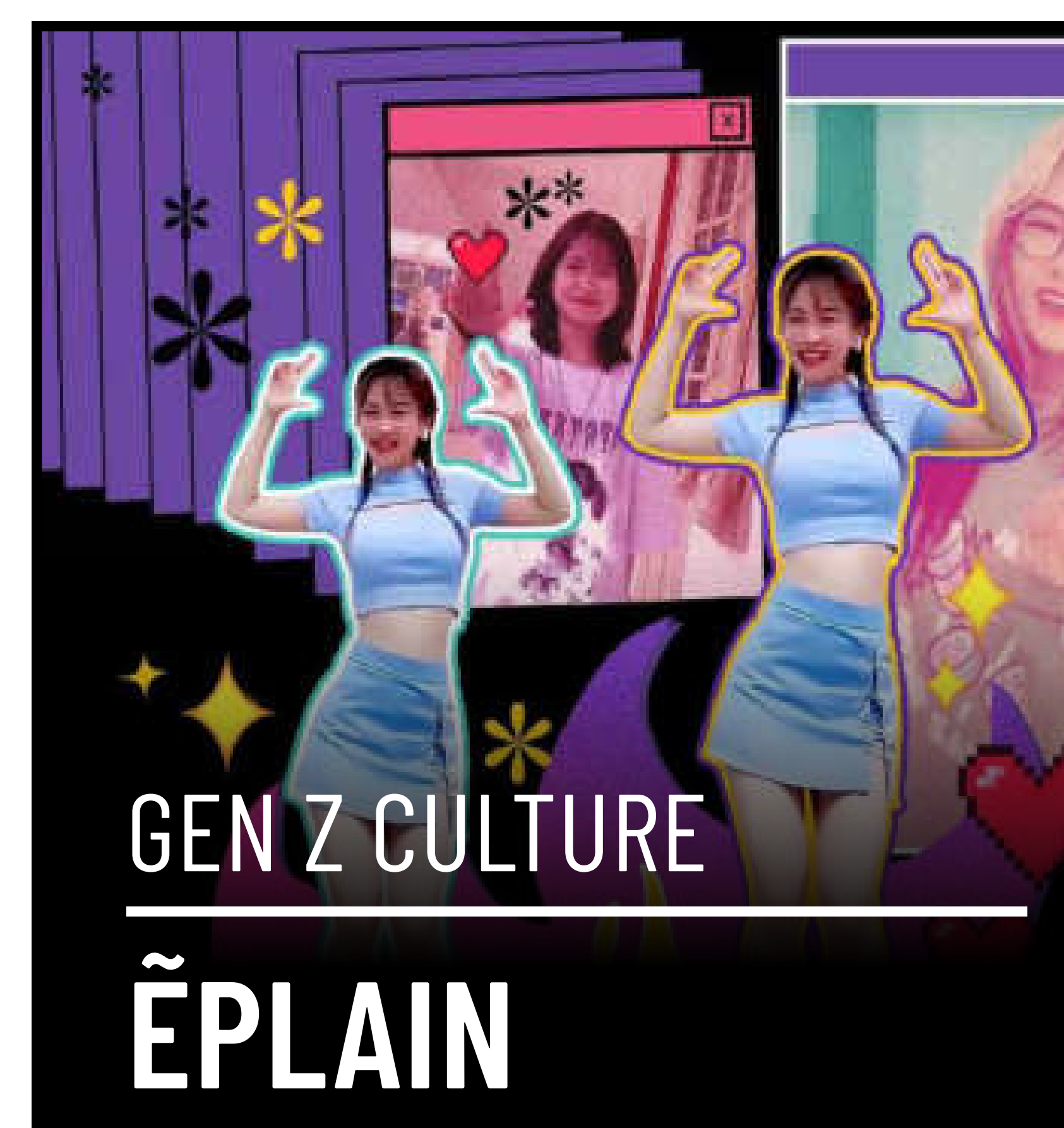
FITNESS AND OUTDOORS

PARKS AND REC



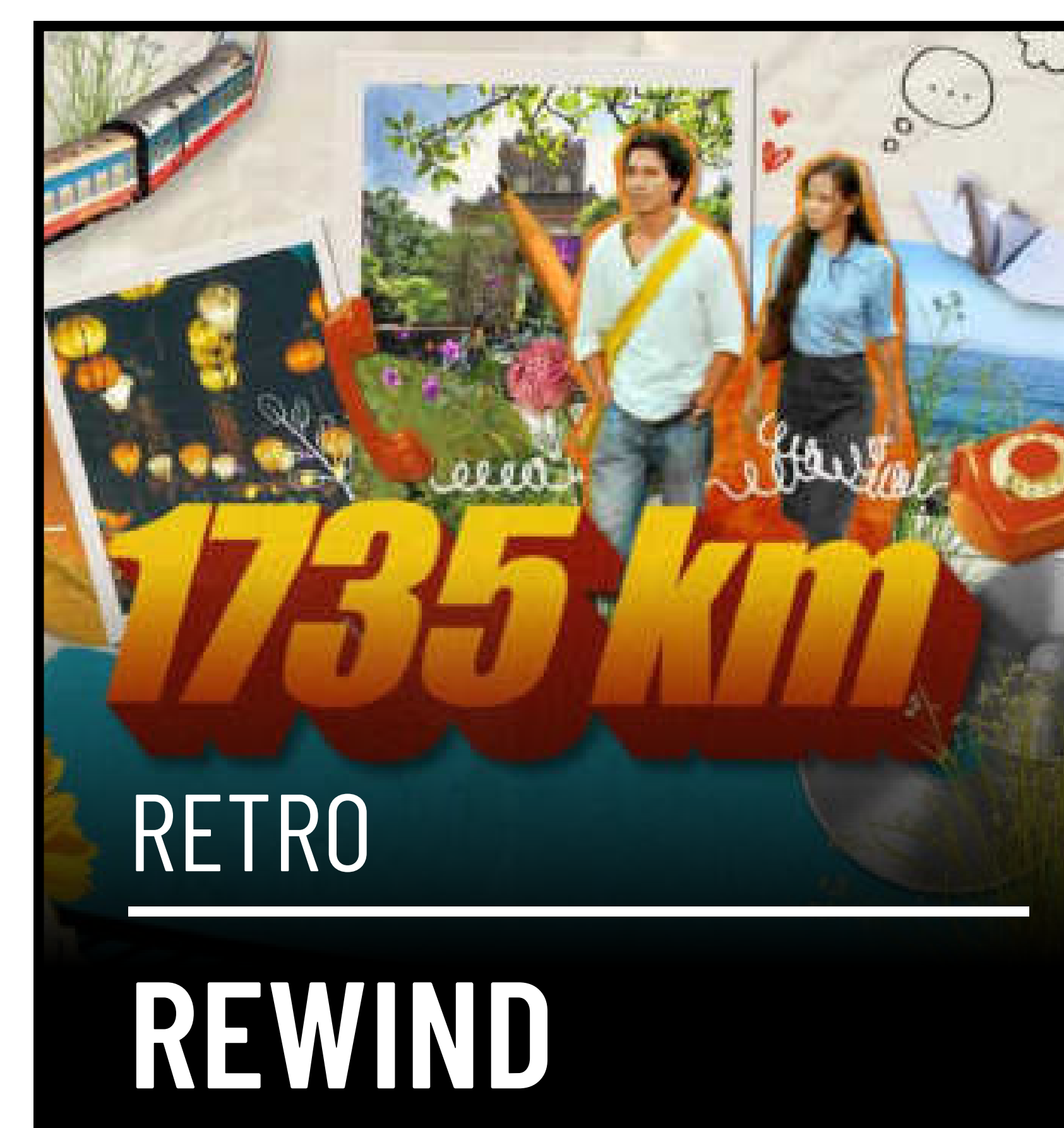
NATURE

NATURAL SELECTION



GEN Z CULTURE

ỄPLAIN



RETRO

REWIND



SERIES SPONSORSHIP - 13

SERIES SPONSORSHIP

Sponsorship of 2 series on Saigoneer in both languages for 1 month.

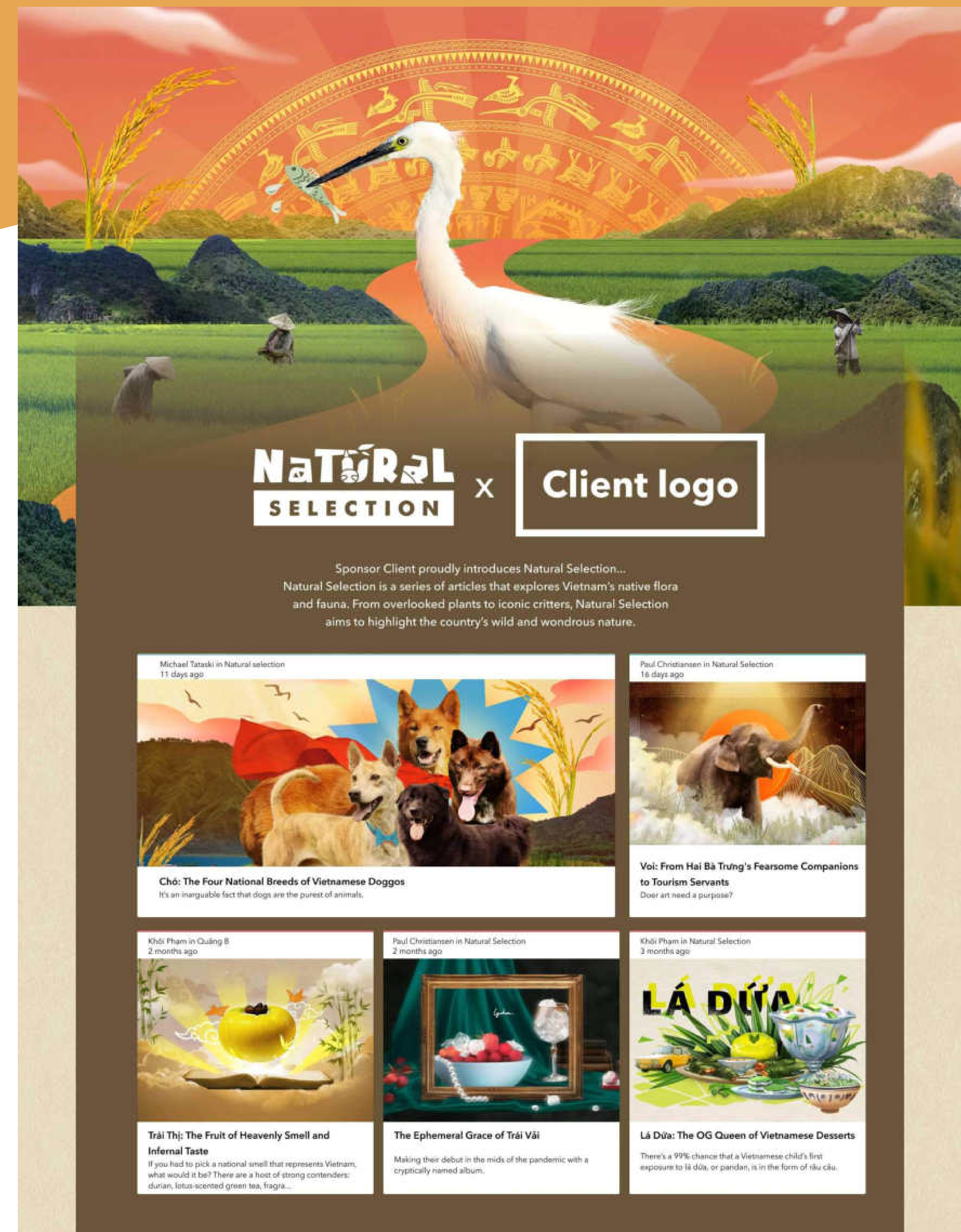
Logo placed at the top of 2 series landing pages and every article in each of these series + short description (up to 50 words) about the series and client sponsorship for 1 month.

PRICE: 30M

2 series sponsorships / per month

VIEWS GUARANTEED: 20,000

Prices in VND, VAT excluded.





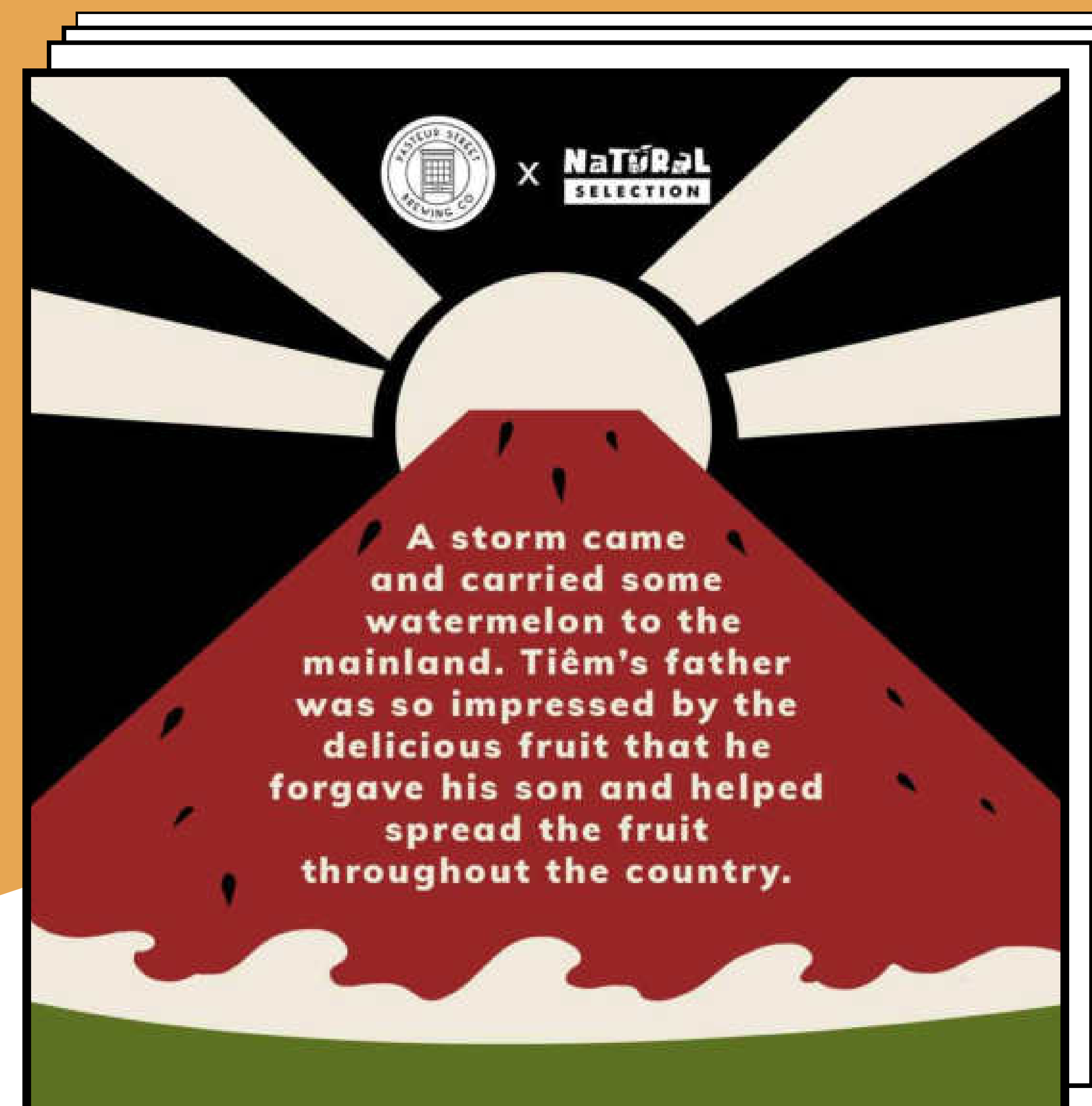
SOCIAL MEDIA CAMPAIGN

Saigoneer will develop and execute social media campaigns tailored specifically for each client that can showcase their products/services.

Such campaigns are placed on Facebook and Instagram as posts and/or stories in Vietnamese and English.

PRICE: 75M
Each Campaign includes 4 collections.

Prices in VND, VAT excluded.



BOOSTING RATES

(Boosting only available for Partner Content/Videos/
Social Media Campaigns/Series Sponsorship)

FB REACH

Outcome: Reach
Cost per 1000 Reach: 30,000 (VND)

Total (VND)	Reach
600,000	1,000
900,000	2,500
1,500,000	5,000
3,000,000	10,000
7,500,000	25,000
15,000,000	50,000
30,000,000	100,000

FB ENGAGEMENT

Outcome: Reaction/ Comment/Click/
Video View/ Share
Cost per 1000 Reach: 1,350 (VND)

Total (VND)	Engagement
675,000	500
1,350,000	1,000
2,700,000	2,000
6,750,000	5,000
13,500,000	10,000
27,000,000	20,000
40,500,000	30,000

FB VIDEO VIEW

Outcome: Thru-play - 15s Video View
Cost per Thru-play: 900 (VND)

Total (VND)	Thru-play
4,500,000	5,000
9,000,000	10,000
18,000,000	20,000
45,000,000	50,000
67,500,000	75,000
135,000,000	150,000
450,000,000	500,000

WEBSITE PAGEVIEW

Cost per Page View: 2,000 (VND)

Total (VND)	Pageview
2,000,000	1,000
5,000,000	2,500
10,000,000	5,000
20,000,000	10,000
50,000,000	25,000
100,000,000	50,000
200,000,000	100,000

YOUTUBE VIEW

Cost per View: 200 (VND)

Total (VND)	View
6,000,000	30,000
10,000,000	50,000
20,000,000	100,000
40,000,000	200,000
70,000,000	350,000
100,000,000	500,000
200,000,000	1,000,000

IG REACH

Outcome: Reach
Cost per 1000 Reach: 75,000 (VND)

Total (VND)	Reach
750,000	10,000
1,875,000	25,000
3,750,000	50,000
7,500,000	100,000
15,000,000	200,000
26,250,000	350,000
37,500,000	500,000

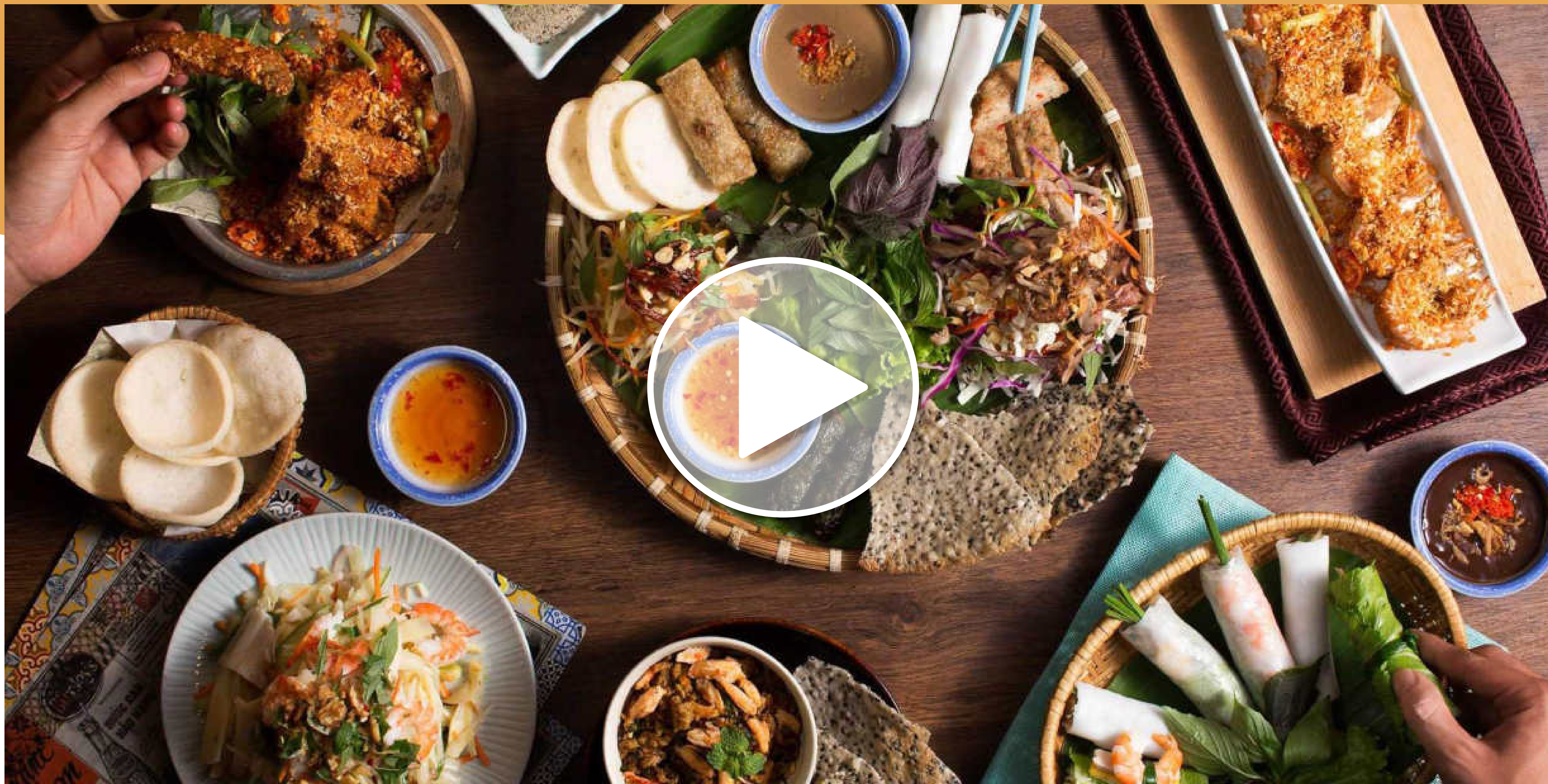
IG ENGAGEMENT

Outcome: Reaction/ Comment/ Click/
Video View/ Share
Cost per 1000 Reach: 5,700 (VND)

Total (VND)	Engagement
570,000	100
950,000	167
1,900,000	333
3,800,000	667
5,700,000	1,000
7,600,000	1,333
19,000,000	3,333

BRAND VIDEOGRAPHY

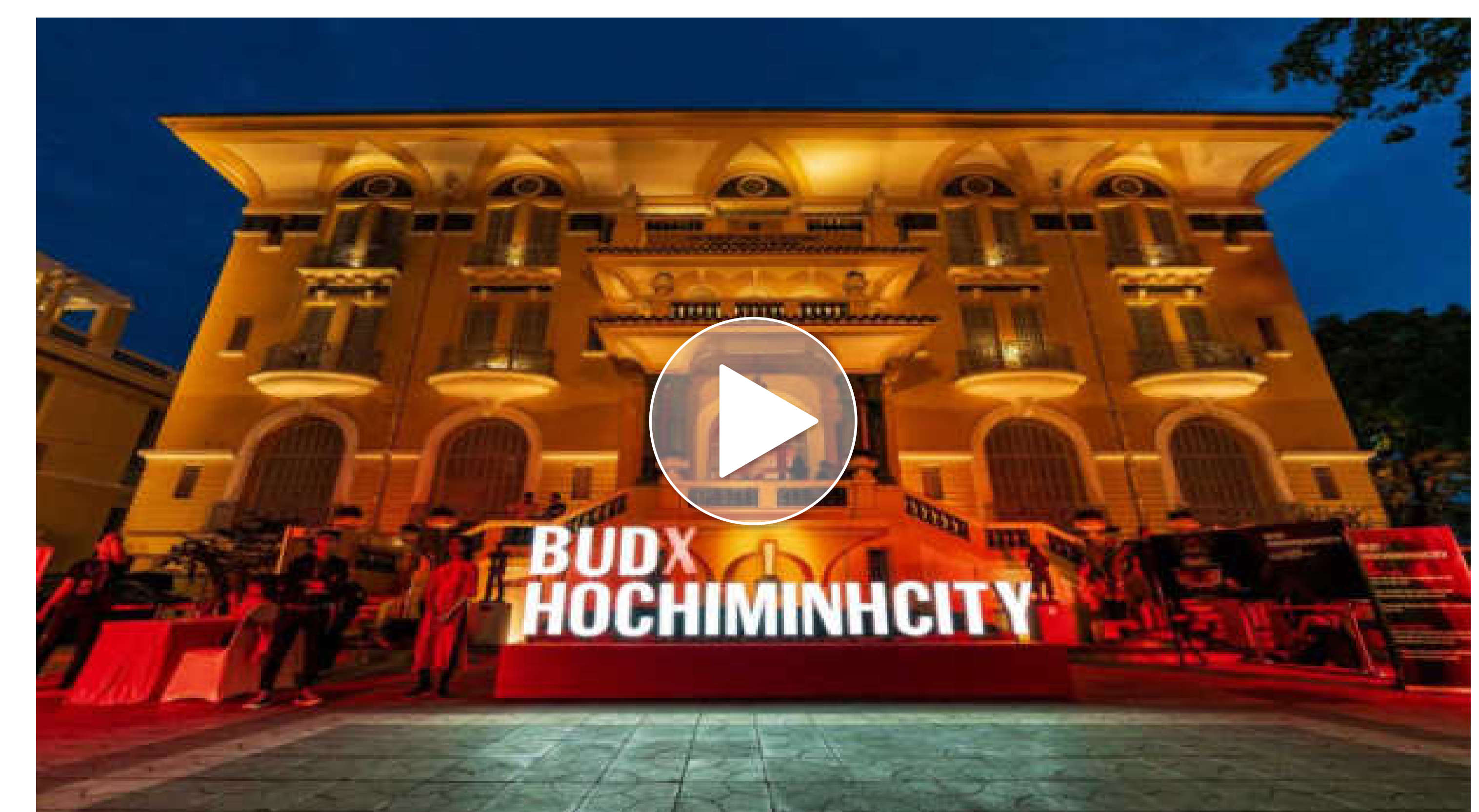
Saigoneer's core product is creating and sharing unique stories. Our video team works with clients to produce high-quality, editorial-style content for our brand partners.



sgnr.co/MovenpickResort



sgnr.co/FamilyMedical



sgnr.co/BUDX

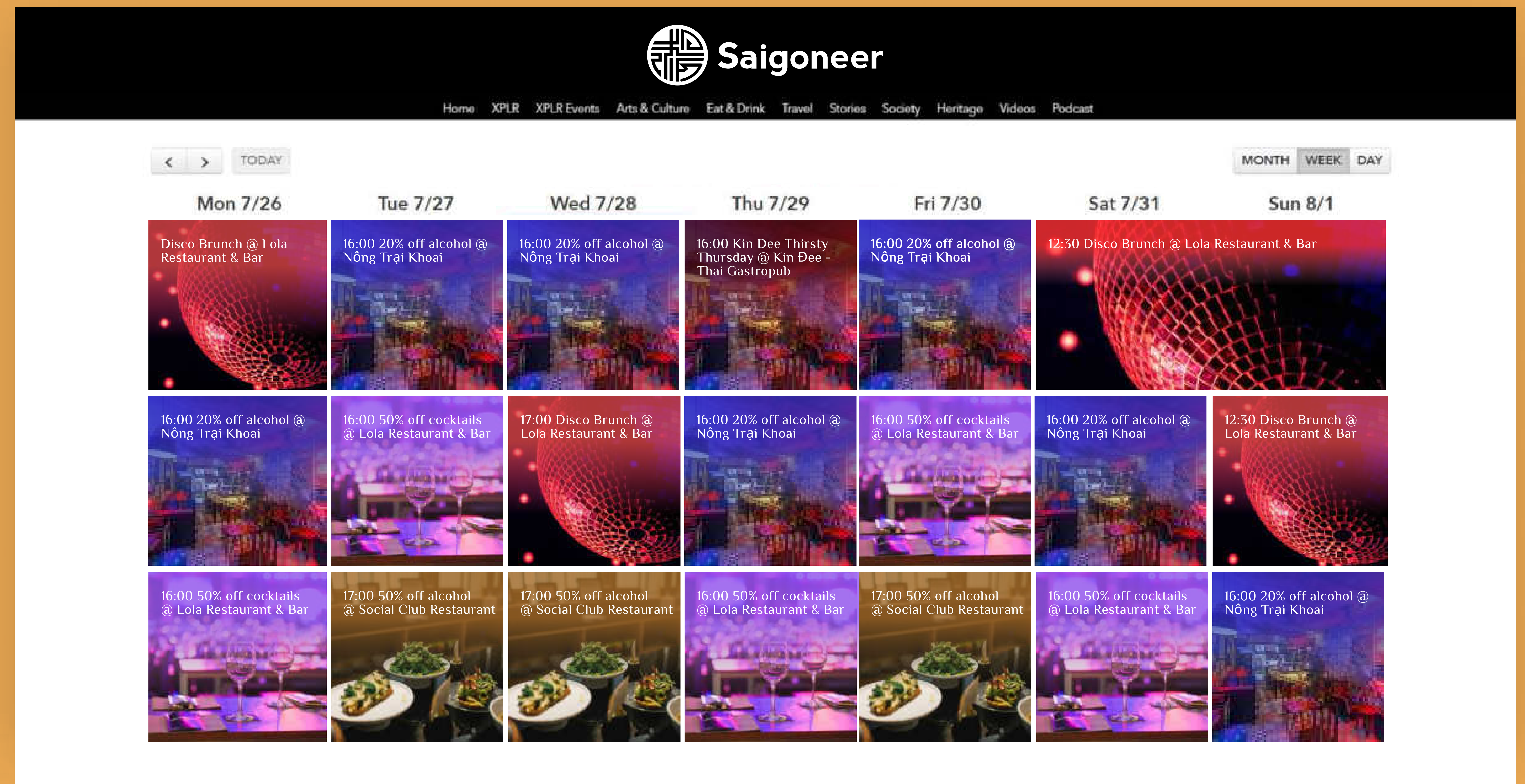
VIDEOS START AT **150M**

Prices in VND, VAT excluded.

SAIGONEER CALENDAR

(Saigoneer EN only)

Saigoneer has both an events and promotions calendar to let our readers know about the best upcoming activities Saigon and Hanoi have to offer.



650K PER LISTING

PHOTO

EVENT/PROMOTION DESCRIPTION

VENUE

TIME/DATE

Photo and event/promotion information provided by client.
Prices in VND, VAT excluded.

SAIGONEER WEEKLY

NEWSLETTER

(Saigoneer EN only)

Our weekly newsletter delivers the week's best content, upcoming events and brand updates directly to our reader's inboxes every Thursday morning.

6.000+ SUBSCRIBERS

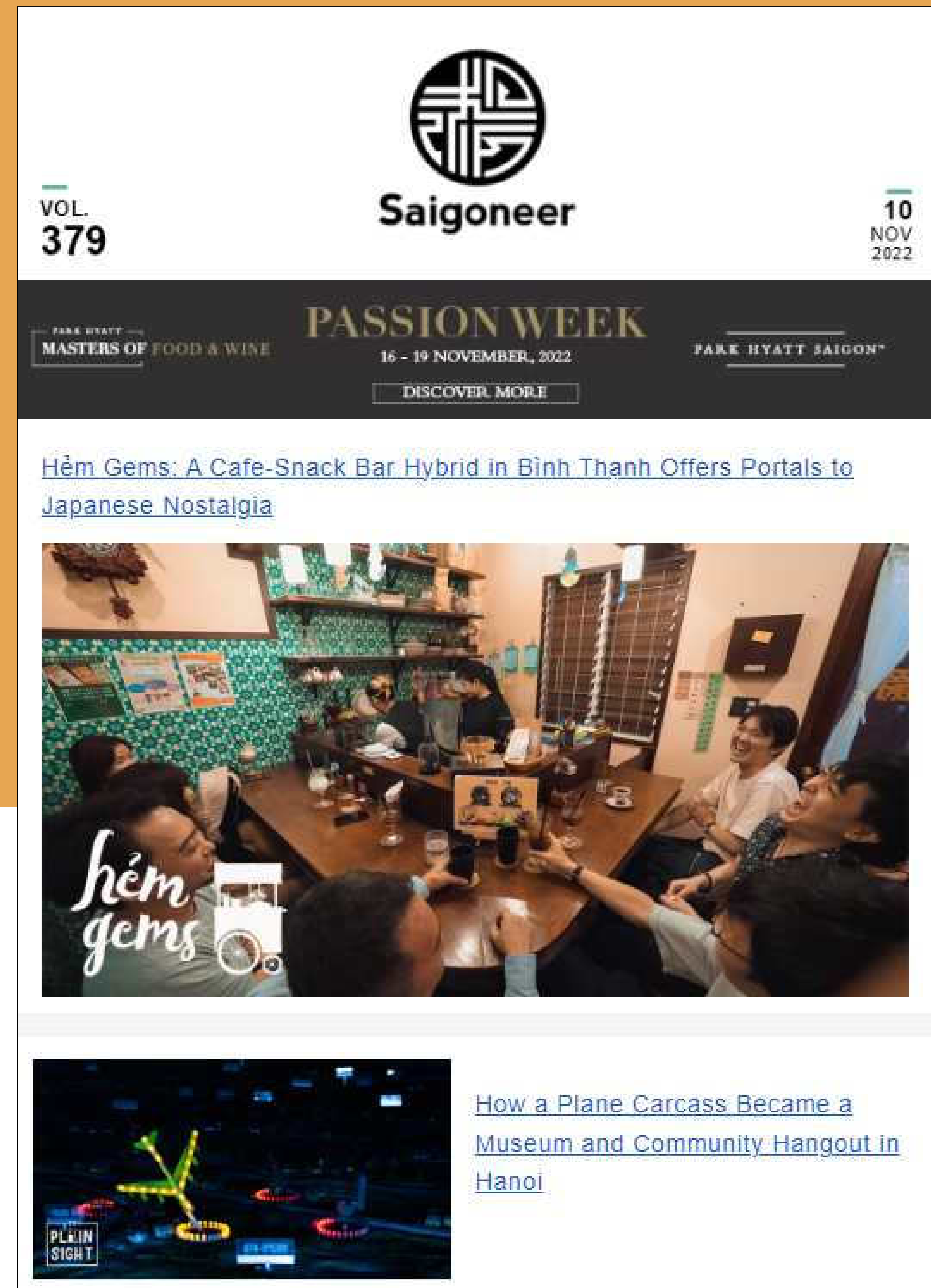
59 % OPEN RATE

SIZE 600 x 90 px

PRICE **10M** PER WEEK

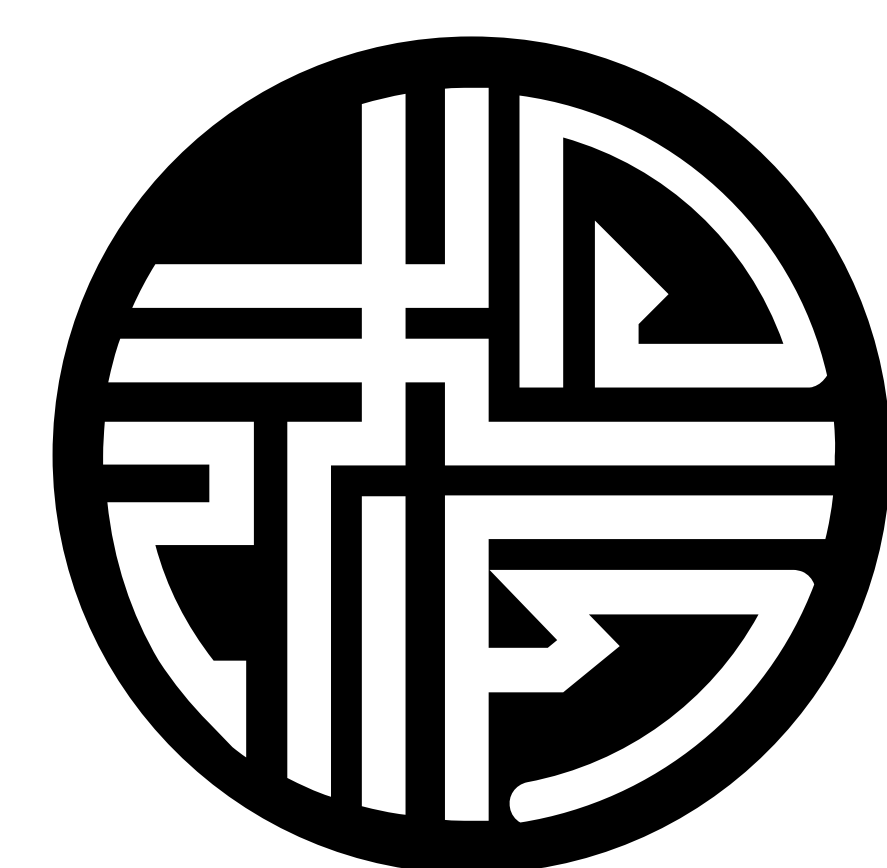
Provided by client.

Prices in VND, VAT excluded.





THANK YOU



Saigoneer

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