

Tatler

The Best Of Asia

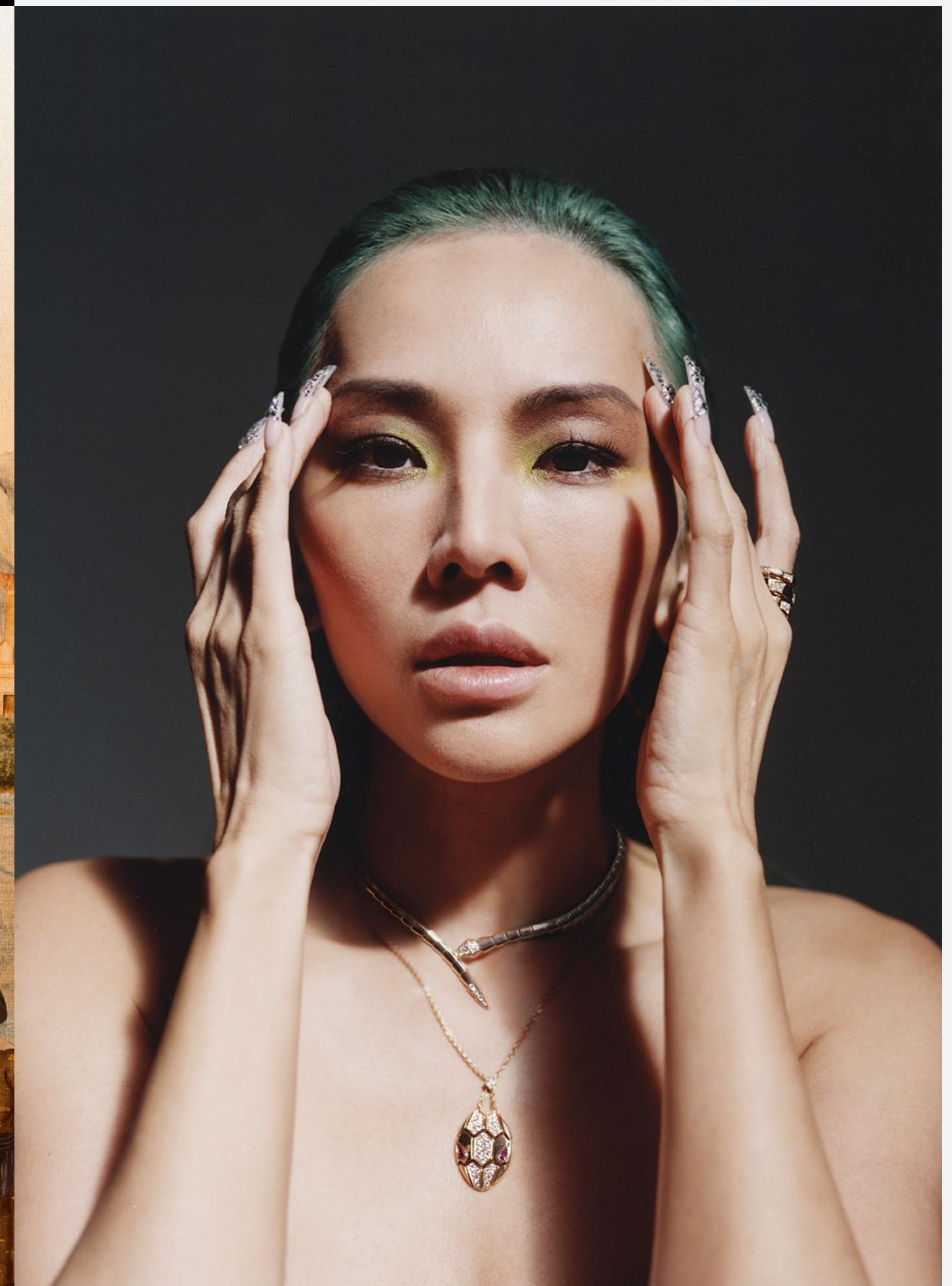
VIETNAM MEDIA KIT 2025

Asia's leading luxury platform

Since 1977, Tatler has been the region's leading luxury media.

Today, we are a fully integrated luxury brand with businesses in media & content, community, experiences & e-commerce.

Our focus is the influential and affluent communities in Asia.



Tatler

The leading platform to connect
with Asia's most influential

PRINT, DIGITAL, EVENTS, EXPERIENCES

Tatler
Gent

We discover future talent and connect and build brand
affinity with young, disruptive leaders across Asia

Tatler
*front &
female*

We celebrate trailblazers and tackle timely, provocative
issues through inspiring content and events

Tatler
Dining

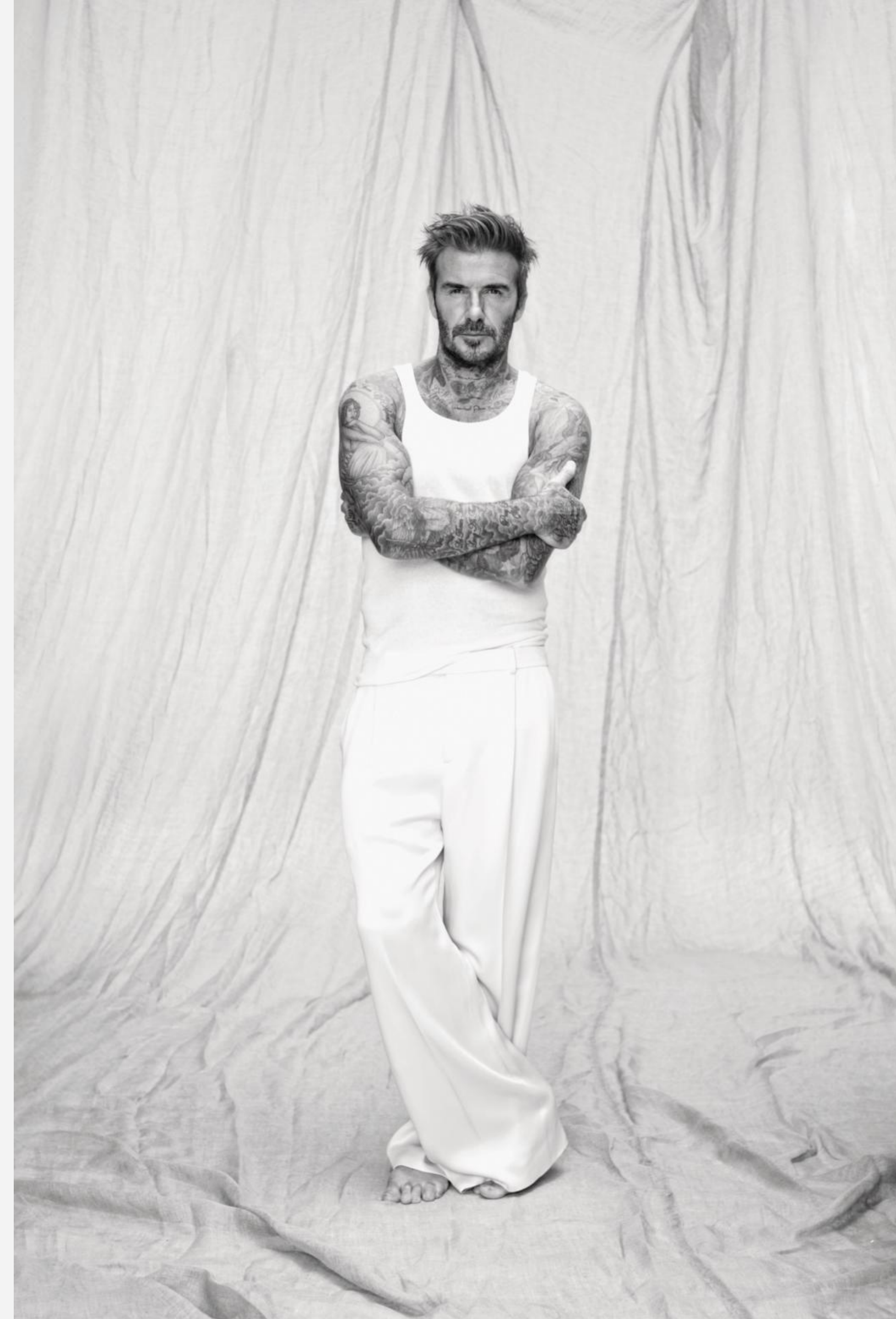
We create innovative platforms to engage with
food explorers

Tatler
GMT

We bring exclusive content and experiences to
our community of watch enthusiasts

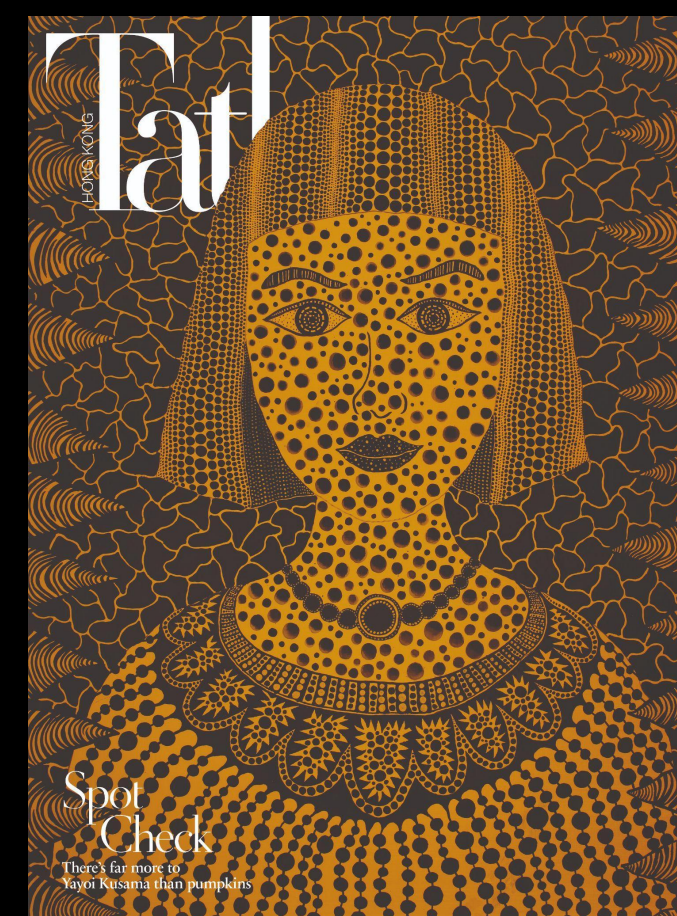
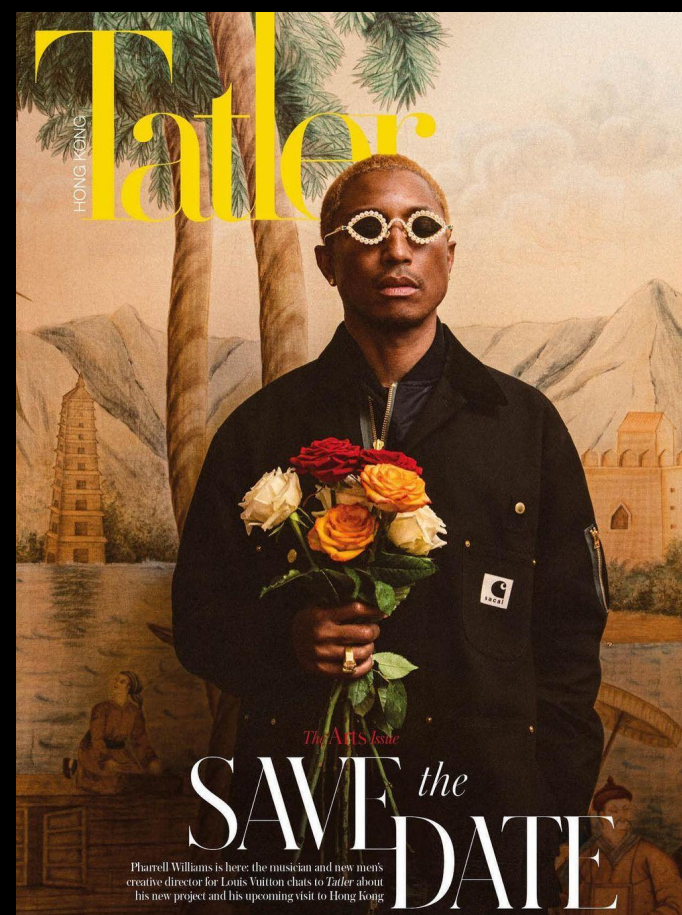
Tatler
Homes

We help brands connect with a curated audience
interested in all things design & living



We operate in eight key Asian markets

China | Hongkong | Macau | Singapore | Thailand | Philippines | Malaysia | Vietnam



7.4M

MONTHLY PAGEVIEWS

93M

MONTHLY SOCIAL IMPRESSIONS

6.2M

SOCIAL FOLLOWERS

505K

MONTHLY CIRCULATION

296K

NEWSLETTER SUBSCRIBERS

Tatler

Tatler Vietnam



7.4M

MONTHLY PAGEVIEWS

2 M

MONTHLY SOCIAL IMPRESSIONS

20K

SOCIAL FOLLOWERS

15K

MONTHLY CIRCULATION

20K

NEWSLETTER SUBSCRIBERS



88% of our readers take
action based on Tatler's
recommendations

TATLER AUDIENCE SURVEY

We understand the needs of today's luxury consumer

Through our audience surveys and focus groups, we collect insights from ultra-high and high net-worth individuals to affluent and aspirational luxury consumers. We use these insights to understand the needs of today's luxury consumer and provide content and experiences to meet their needs.

TOPICAL INTERESTS

Influential people in Asia, Sustainability, Female Empowerment, Entrepreneurship, Corporate Social Responsibility, Health and Wellness

SPENDING HABITS

Travel, Experiences, Shopping, Entertainment, Dining, Beauty and Wellness, Exercise, Collecting Watches, Jewellery and Art



83%

SUPPORT BRANDS
THAT ACT WITH
PURPOSE

80%

SHARE TATLER'S
RECOMMENDATIONS
TO OTHERS

*STATISTICS FROM TATLER AND AGILITY, THE LUXURY CONSUMER OF THE FUTURE RESEARCH SURVEY 2021

Asia's most influential and affluent luxury consumers



Luxury Definers

Asia's most influential
industry leaders

Ultra & High Net Worth Individuals
US\$1M - 25M+ (Net worth)
35-60 years old

- Build legacy: business and philanthropy
- Attend money can't buy experiences
- Gain connections to the next generation
- Grow investment portfolio for future generations



Luxury Acquirers

Established entrepreneurs and business
professionals

High Net Worth Individuals
US\$1M - 25M
25-55 years old

- Build influential connections
- Maximise business opportunities
- Increase personal wealth
- Experiences that celebrate the best in life



Luxury Risers

GenZ and millennial entrepreneurs
and young leaders

Affluent
US\$100K - 1M
20-40 years old

- Exposure for their business
- Establish and grow personal wealth
- Positively impact society
- Connections to grow, learn and inspire others



Luxury Aspirers

Aspiring luxury enthusiasts that enjoy the finer
products and experiences in life

Affluent
US\$50K - 500K
18-45+ years old

- Ideas on where to eat, sleep and meet
- Socially conscious and ambitious
- Crave new and meaningful experiences
- Both younger audiences and new mid to high income earners

A black and white photograph of a man in a black long-sleeved shirt and dark pants standing on a light-colored tiled floor. A large, dark shadow of the man is cast to his left. To the right, a staircase with a metal railing is visible, and its shadow is cast onto the floor. The word "Father" is overlaid in a large, white, serif font, with the "F" partially obscuring the man's torso.

Father

Monthly Themes 2024-2025

Q4

October Legacy & Family ISSUE
November Asia's Most Influential
December Modern Collectible, Best of Asia

Q1

January Heritage, Indochine Art & Life
February LOVE, Art
March Style, Front & Female

Q2

April Beauty Business
May Art, Home & Design
June Entrepreneurship & Innovation

Q3

July Luxe Sport
August Wealth/ How to Give It
September Style, Asia's Most Stylish

Q4

October Legacy & Family ISSUE
November Asia's Most Influential
December Modern Collectible, Best of Asia



An award winning web experience

TatlerAsia.com connects our local, regional and global communities digitally through shared passions.

Celebrating the best in life, our redesigned website inspires, informs, enriches and entertains.

7.4M MONTHLY PAGEVIEWS

GENDER

57%

FEMALE

43%

MALE

AGE

53%

18-34

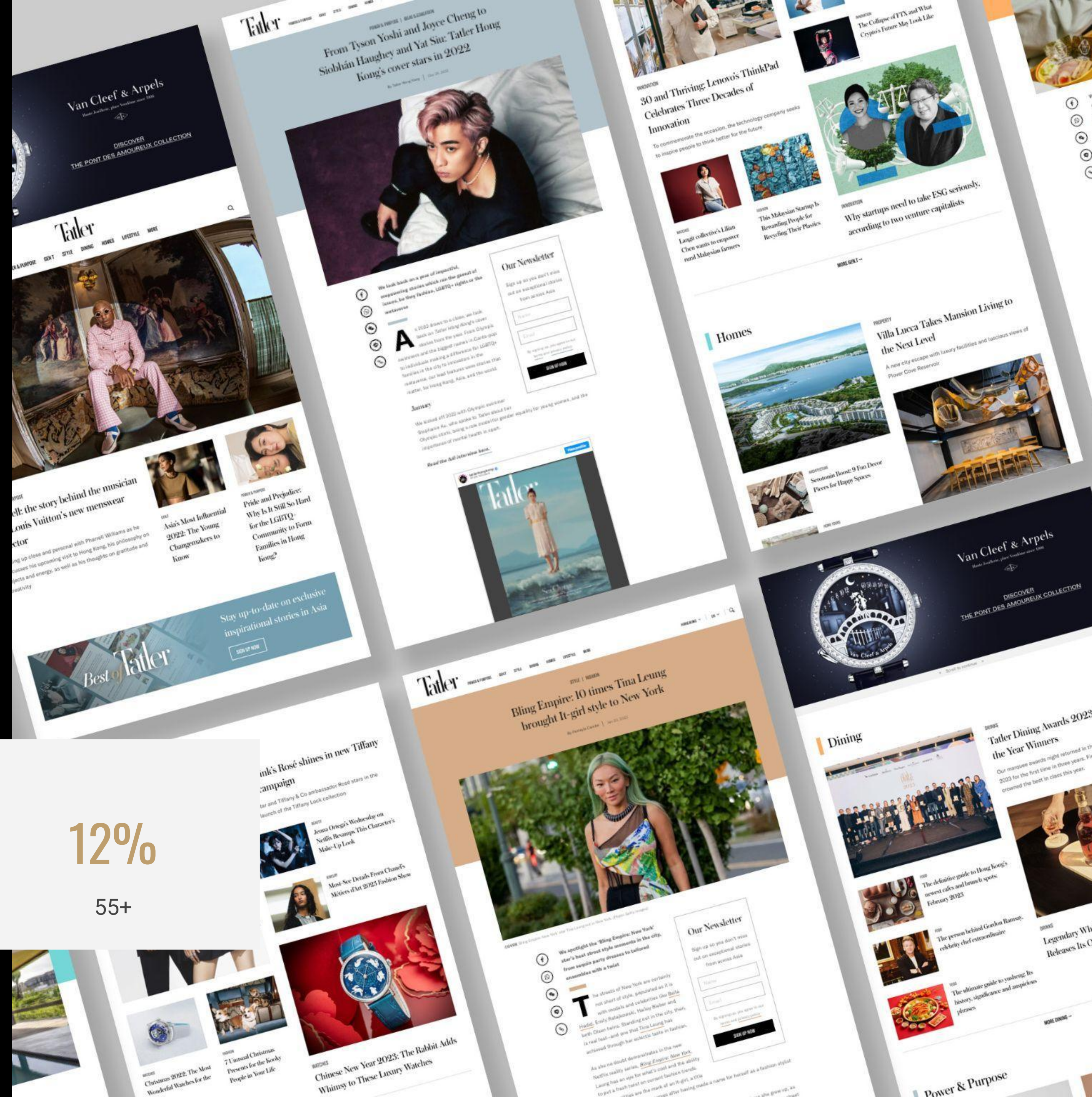
35%

35-54

12%

55+

*WAN-IFRA 2022 - Best Lifestyle Site



Each Tatler social media channel is curated specifically for our communities in each market

We bring brands together with influential and affluent communities over shared passions by curating social channels that inspire and engage.

93M MONTHLY SOCIAL IMPRESSIONS

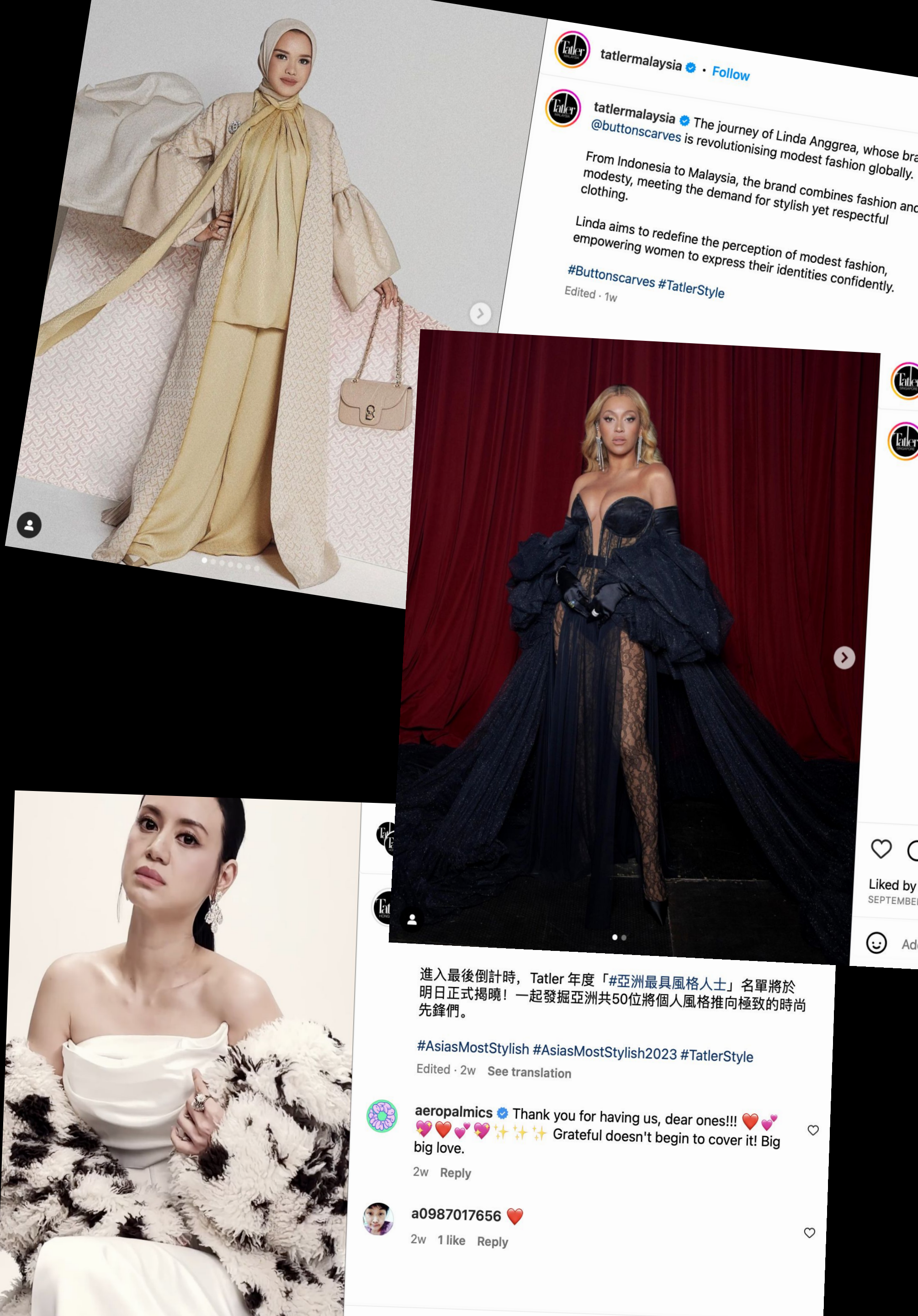
*STATISTICS FROM TATLER SOCIAL MEDIA ACCOUNT MAY 2024

582K
INSTAGRAM FOLLOWERS

880K
FACEBOOK FOLLOWERS

GENDER
62% FEMALE 38% MALE

AGE
39% 18-34 51% 35-54 10% 55+





Experience Tatler's video evolution, dedicated to regional storytelling and premier production

Elite Production Collaborations: Ensuring top-tier video quality by partnering with industry-leading production houses.

Diverse Video Storytelling: From docu-series, style guides, home tours to travelogues, we're crafting narratives for every audience.

Versatile Formats: Long-form editorial videos, branded content, and snappy vertical reels tailored for diverse platforms.

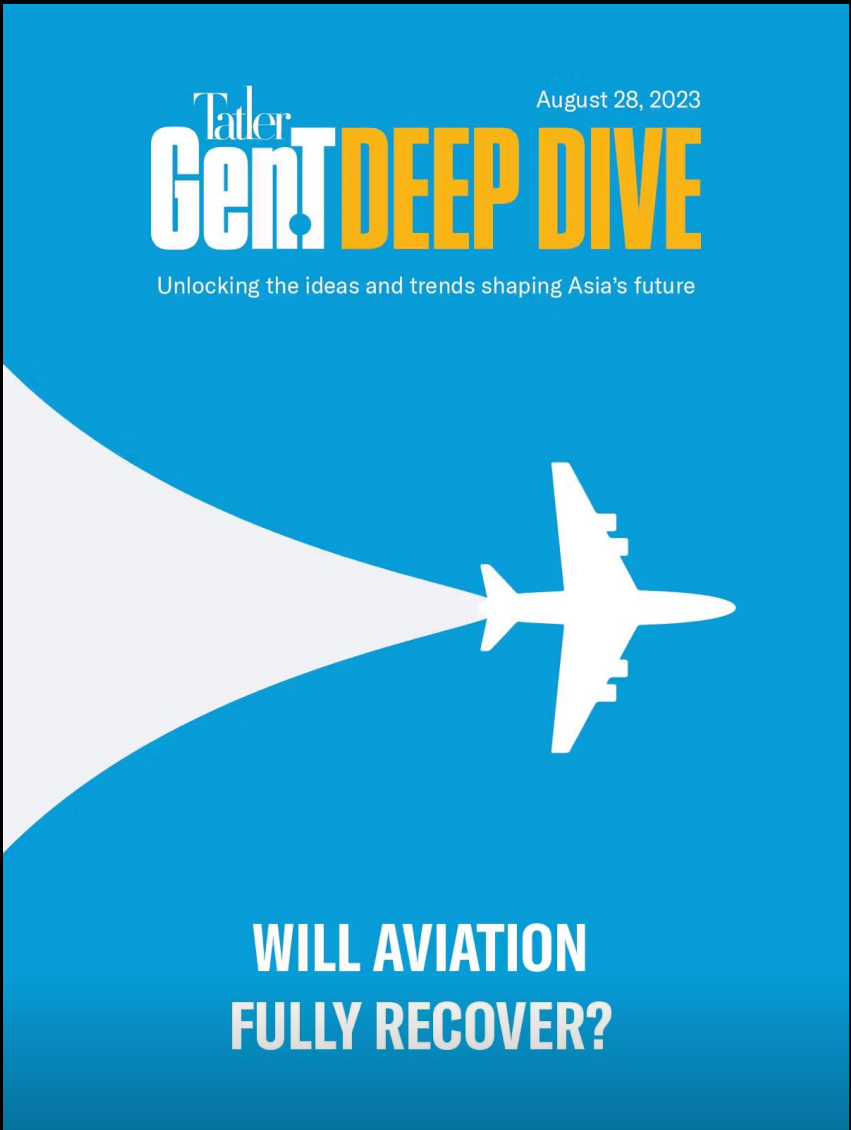
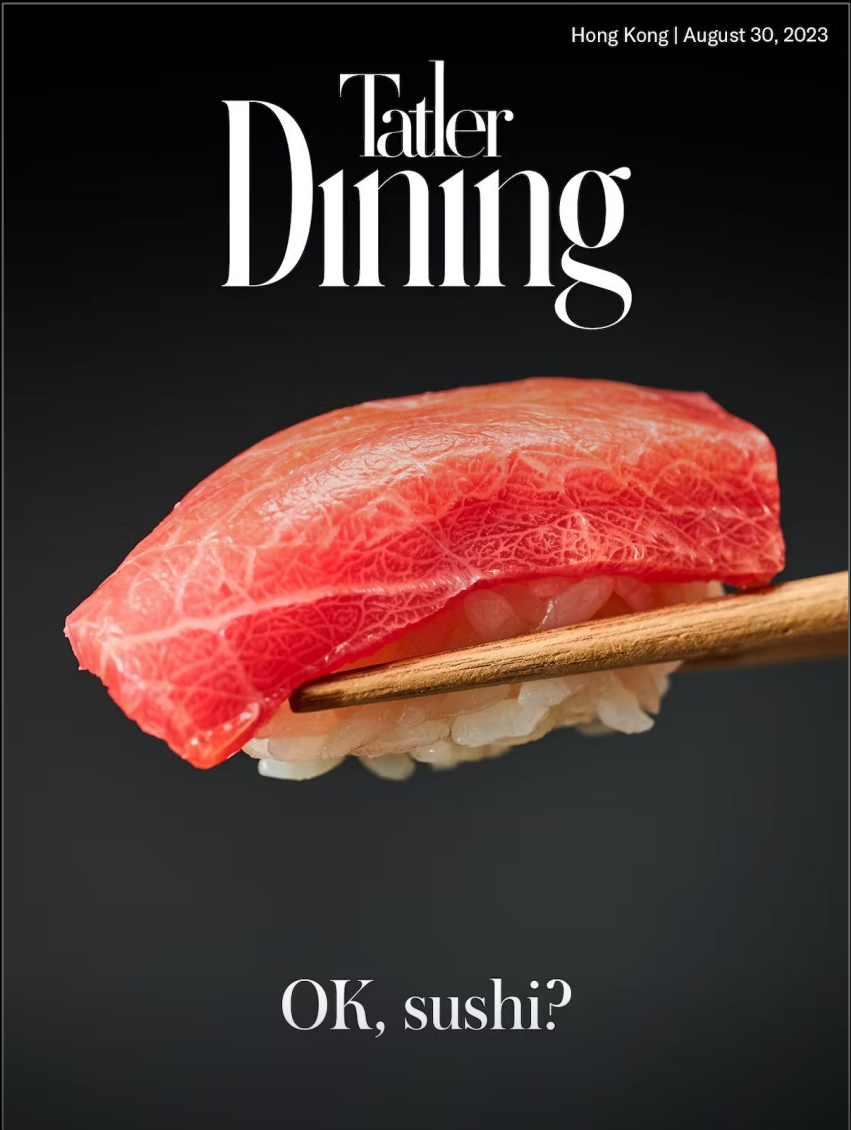
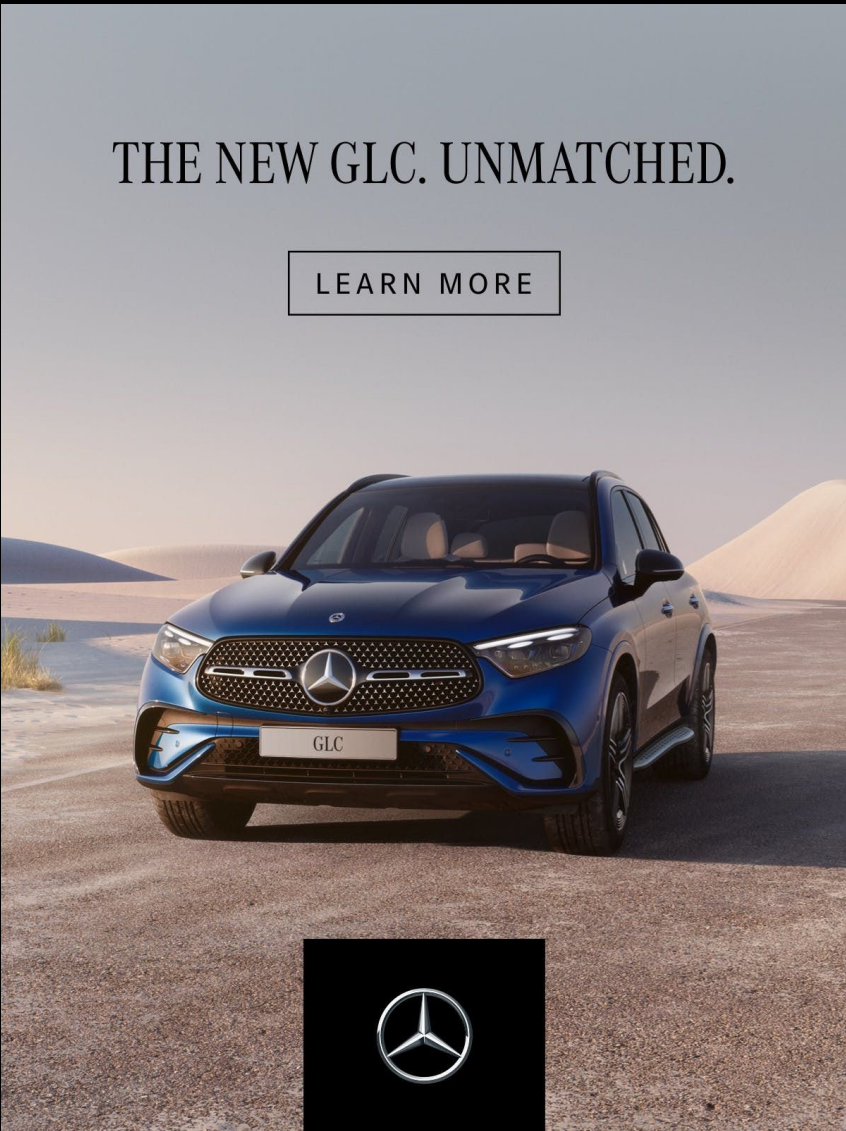
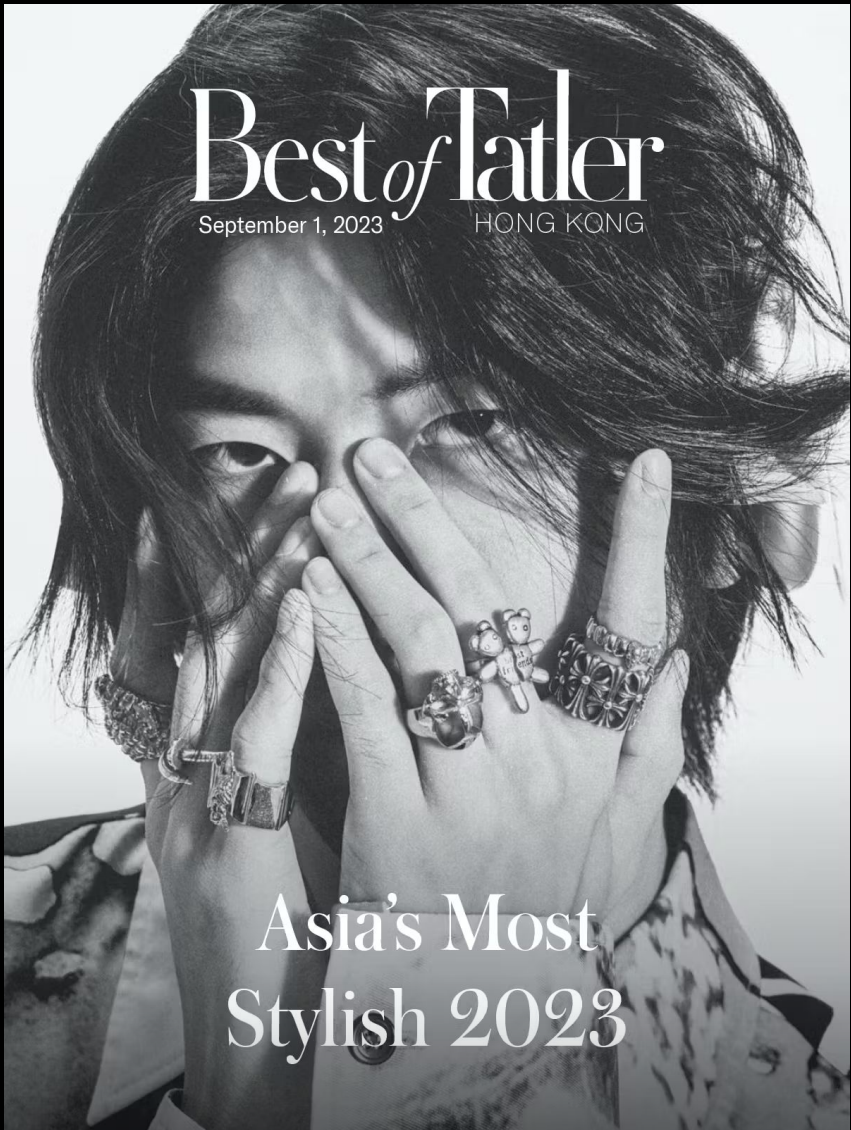
Dedicated Regional Channel: A new YouTube channel exclusively for regional content, amplifying reach and engagement.

11.8M MONTHLY VIDEO VIEWS

Essential newsletters delivered directly to luxury consumers

A weekly newsletter specially designed to keep our audience informed and inspired, delivered directly to their inbox.

296K
SUBSCRIBERS



Meet the trendsetters defining fashion's standard

If you've seen *The Devil Wears Prada*, you'll be familiar with Miranda Priestly's "pearl-on-monoplane" in which

POWER & PURPOSE

Can Hong Kong films be more representative?

How to support your favourite sushi restaurants

Hello,

LIFESTYLE

An insider's guide to Seoul

Flight to normalcy? Navigating the road to recovery for the aviation industry

Our print magazine has a strong visual identity with insightful, diverse and strong feature stories reflecting the passions and interests of Asia’s most influential

Tatler magazine is circulated to qualified VIPs & subscribers and is distributed at key locations and events. These include 5-star hotels, retail outlets, banks, health, fitness and beauty centres, airlines, private jets, luxury serviced apartments and more.



505K

CIRCULATION

2.1M

READERSHIP

55%

MALE

45%

FEMALE

26%

18-34

55%

35-54

19%

55+

Tatler ASIA'S MOST INFLUENTIAL

Asia's Most Influential is the ultimate reference of the region's movers, shakers, and changemakers



2,100
HONOUREES

19
INDUSTRIES

6
MARKETS

120

HONOUREES

5

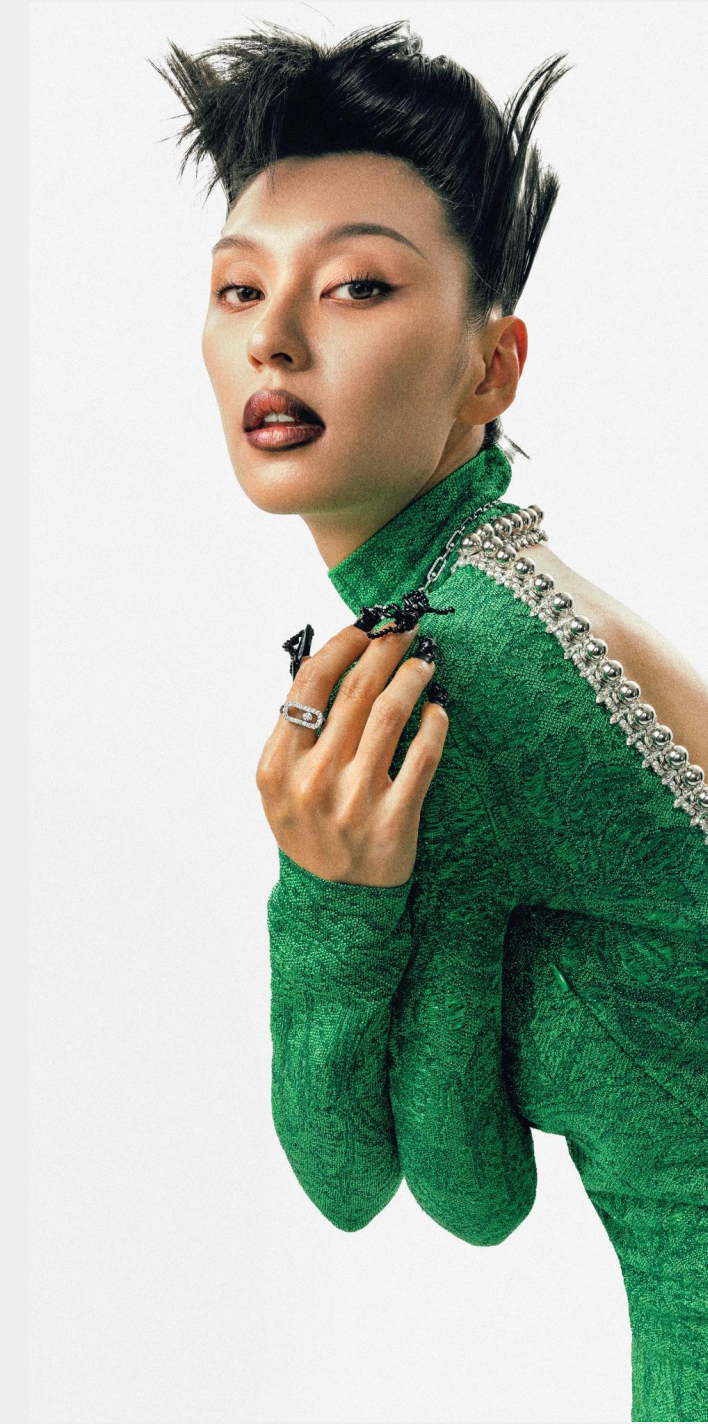
MARKETS

2.6M

SOCIAL IMPRESSIONS

Tatler ASIA'S MOST STYLISH

Asia's Most Stylish are those who possess
unique style and impeccable taste



The Tatler Ball
welcomes Asia's Most
Influential personalities
and industries for a
night of celebration,
entertainment and
fundraising

6

HELD IN
SIX MARKETS

1,800+

VVIP ATTENDEES
ACROSS ALL EVENTS



Tatler House is an exclusive luxury venue for VIP activations, allowing guests to experience the Tatler brand in person

Events include dinners, cocktails, workshops, roundtables and product activations such as exhibitions and product displays.



Signature Events

Each month, we hold community building events that engage and excite our audience.

Q1

Tatler Dining Awards
Front & Female Women's Day

Q2

Tatler Dining Kitchen
Off Menu Festival
Tatler Gen.T Leaders of Tomorrow
Tatler Homes Design Awards

Q3

Hong Kong Cocktail Festival
Tatler Dining Bar Awards
Asia's Most Stylish

Q4

Tatler Ball
Gen T Asia Summit
Asia's Most Influential





Tatler
*front &
female*

Tatler Front & Female celebrates trailblazers and tackles timely, provocative issues through content and events

Our mission is to be the platform that celebrates women at home, in business and in society, and to highlight their achievements and drive the dialogue necessary to empower others.

Tatler



1,500+
VIP MEMBERS



2020
YEAR LAUNCHED





Tatler Front & Female Awards

The awards recognise the individuals who have launched or have grown initiatives that support the progress of women.

Tatler celebrates the change-makers honored by the awards, bolstering their impact with exclusive access to community events, speaking engagements, and invaluable networking opportunities.

6

FLAGSHIP
AWARDS

100+

INFLUENTIAL
ATTENDEES



Tatler Gent

Through inspirational content and curated events, we celebrate the drive and disruptive spirit of entrepreneurs and creatives across the region

Tatler Gen.T features stories of successful entrepreneurs, their strategies, insights into various industries and advice for those aspiring to make their mark in the business world.

360K

MONTHLY
PAGEVIEWS

22K

EMAIL
DATABASE

28K

INSTAGRAM
FOLLOWERS

80K

PODCAST
SUBSCRIBERS



*STATISTICS FROM GOOGLE ANALYTICS OCT 2023

The ultimate reference of the region's most promising young talent

Every year since 2016, we select
the brightest individuals whose
achievements are helping to
shape their country's futures.



45

FOUNDERS ON THE LIST WHOSE
COMPANIES ARE UNICORNS

45

HONOUREES WHO HAVE WON TOP
AWARDS FROM THEIR INDUSTRIES



250

HAVE BEEN OFFICIALLY RECOGNISED
BY THEIR RESPECTIVE GOVERNMENTS
FOR THEIR CONTRIBUTIONS

US\$2.5M

ESTIMATED NET WORTH OF
FINANCIAL ASSETS



380M

FOLLOWERS ON INSTAGRAM
COLLECTIVELY

3,160

HONOUREES



Introducing the Leaders of Tomorrow

The Tatler Gen.T List is celebrated at the annual Leaders of Tomorrow launch events, bringing together community members from across the region.

7

EVENTS
ACROSS ASIA

1,000

HONOUREES
ATTENDING

The Tatler Gen.T Summit is an innovation and ideas festival for Asia's most influential entrepreneurs

The key objective of the Summit is to inspire new ways of thinking, doing and leading. We reinvent the traditional conference format through highly curated programme combining talks, networking and unique experiences.

50+

FEATURED
SPEAKERS

300+

HONOUREES
ATTENDING



We engage the Leaders of Tomorrow through intimate, curated events.

Tatler Gen.T roundtables are closed-door discussions and safe spaces for our community to connect and collaborate. Roundtables take place over a private lunch or as part of a unique experience. Moderated by a Gen.T editor, the format is structured to encourage guest speaker sharing and peer-to-peer support.



Crazy Smart Asia
is Tatler Gen.T's
podcast that
interviews
business leaders
to uncover the
unexpected
stories of Asia's
disruptors

Winner of Best Podcast at
WAN-IFRA's Digital Media Awards.
Crazy Smart Asia reached #2 in
Apple's podcast charts.

CRAZY SMART ASIA

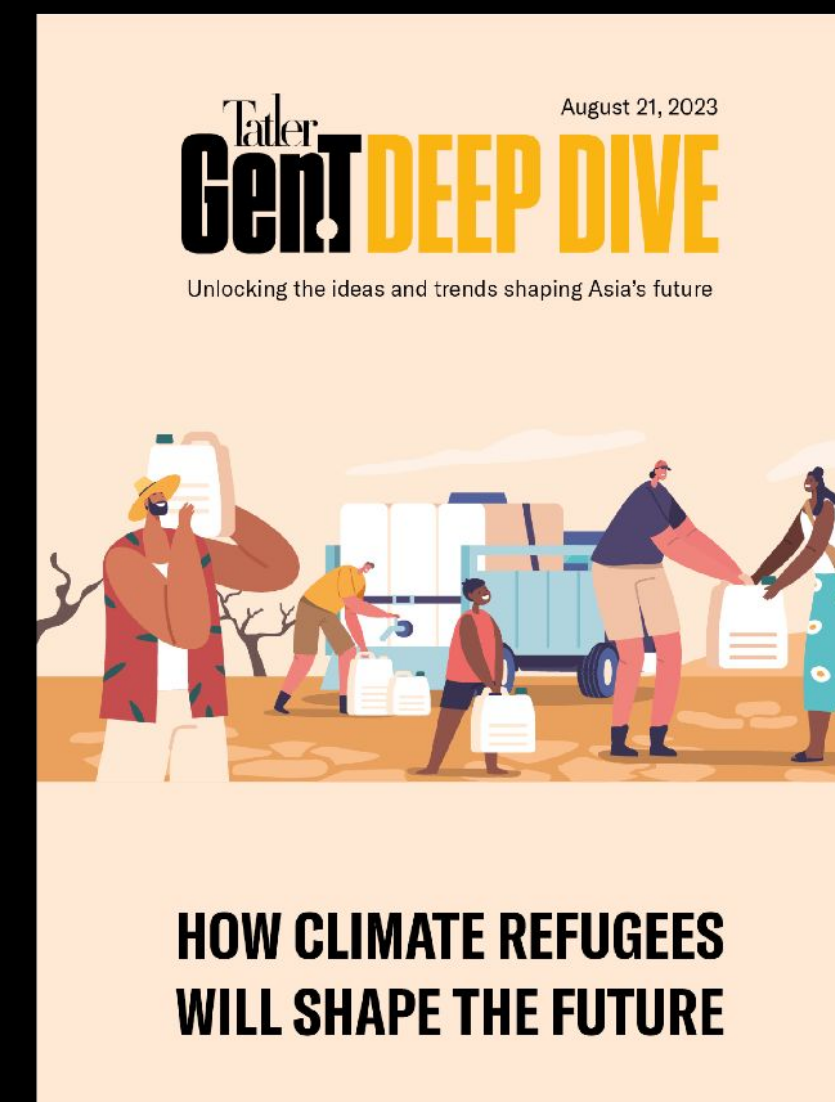
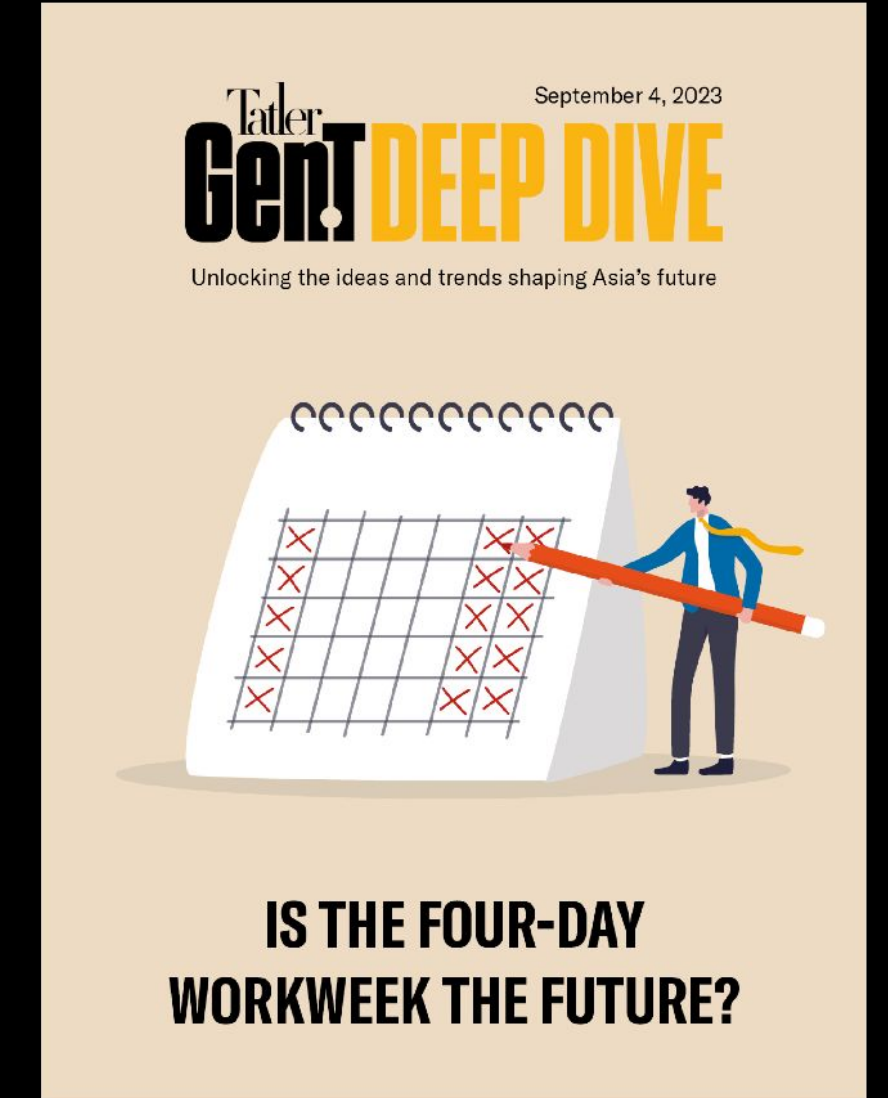
A PODCAST BY

Tatler
Gen.T



The Deep Dive is an award-winning weekly email newsletter that unpacks the ideas and trends shaping Asia's future

Each edition explains a complex topic in Asian business or society in a punchy two-minute read, breaking it down through facts, stats, quotes, charts and a pinch of humour.



*Winner of the Best Newsletter at the WAN-IFRA Digital Media Asia Awards and third place at the Global Awards.

A close-up photograph of a chef's hands in a white uniform, using black chopsticks to carefully place a small, round, golden-brown fried item onto a white plate. The plate is part of a series of similar plates arranged on a dark surface, each featuring a small portion of food garnished with a green vegetable and a red tomato slice. The background is dark and out of focus, showing more of the kitchen environment. The text 'Tatler Dining' is overlaid in a large, white, serif font, with 'Tatler' positioned above 'Dining'.

Tatler Dining

Moved by exceptional food and the most talented chefs, Tatler Dining tells the stories of the finest dining experiences around the world

Tatler Dining celebrates the people and places shaping the best of food and drink in Asia today. It features reviews, exclusive interviews with top chefs, and insights into global trends, making it a must-visit for food-lovers.

152K

PRINT CIRCULATION

240K

SOCIAL FOLLOWERS

128K

NEWSLETTER DATABASE

48%

OF TATLER READERS
CONSIDER FINE DINING AS
THEIR NUMBER ONE HOBBY

85%

OF READERS DINE AT A
RESTAURANT EVERY WEEK





Tatler Dining
Awards celebrate
the best
restaurants,
chefs and
industry experts
who are shaping
the Asia's
culinary
landscape today

600

ATTENDEES
EACH YEAR

12

MARKETS

2013

ESTABLISHED

Tatler Dining Guide is an insider's perspective of the most diverse and dynamic restaurants and gourmet experiences

Available in both print and digital formats, the guide offers a comprehensive deep-dive into each city's food scene, through compelling editorial and enticing photography.

1984

YEAR ESTABLISHED

Tatler
Dining
GUIDE

Welcome to Tatler Dining Guide, we gather
the best that Hong Kong has to offer



TOP 20 RESTAURANTS



BEST OF THE YEAR



NEW RESTAURANTS



DINING GUIDE



Off Menu celebrates creative collaboration by bringing together the best local and international chefs to craft never-before-seen dishes

7

MARKETS

1,200+

ATTENDEES

3M+

SOCIAL IMPRESSIONS



Tatler Cocktail Festival brings the best mixologists together under one-roof to celebrate, promote and elevate cocktail culture across the region

3,000

ATTENDEES

20+

MIXOLOGISTS

3M+

SOCIAL IMPRESSIONS

30+

COCKTAILS UNDER ONE ROOF



Tatler Dining Kitchen
is a creative space for
the city's best chefs to
pop-up for exclusive
and mouth watering
culinary events

2,750
DINERS SERVED

20+
POP-UP EVENTS





Hatler Homes



Tatler Homes is the ultimate destination for interior design inspiration

It offers a glimpse into the most
luxurious residences, latest design
trends and tips from industry
professionals to help readers create
their personal sanctuaries.

Published in Singapore, Philippines,
Malaysia and Taiwan.

221K

PRINT CIRCULATION

19K

INSTAGRAM FOLLOWERS

34%

OF READERS PLANNED TO
PURCHASE REAL ESTATE IN
THE LAST 12 MONTHS

Tatler Homes Design Awards

The Tatler Homes Design Awards honours the most innovative residential and commercial projects recently completed in their respective markets.

Now in its seventh year in Singapore and second year in the Philippines, the Tatler Homes Design Awards debuted in Malaysia this year.



A close-up, low-key photograph of a mechanical watch movement. The image shows several interlocking gears of different sizes, with teeth clearly visible. A prominent crown with a fluted, crown-like shape is in the lower-left foreground. The lighting is dramatic, highlighting the metallic surfaces and the intricate details of the gears against a dark, blurred background.

Tatler GMT



A comprehensive guide for watch enthusiasts, showcasing the finest creations from renowned brands, their history, craftsmanship and the latest trends

Tatler and GMT, Switzerland's most authoritative voice on watchmaking, have forged a unique partnership dedicated to engaging watch enthusiasts, experts and collectors through 360 content and experiences.



WATCHES

It's About Time

The flyback chronograph reemerges at Longines after more than 50 years of slumber.

Read story



ENTERTAINMENT

10 movies starring Tony Leung, winner of 2023 Venice Film Festival's Golden Lion Lifetime Achievement Award, you need to watch



FASHION

Asia's Most Stylish 2023: Meet the 10 stylish Malaysians who made the cut



TRAVEL

The world, your way: Discover the art of tranquil luxury with Troka

Weekly highlights

Region : Malaysia ▼



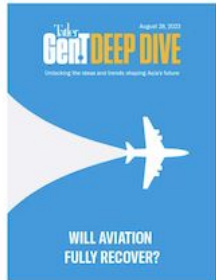
SEP 01, 2023

Celebrating Malaysia with poems that embody the spirit of Merdeka



AUG 30, 2023

Meet Danny Leong, Malaysia's first Master Sake Sommelier



AUG 28, 2023

Will aviation fully recover—and should it?



AUG 25, 2023

Exclusive: Matthias Breschan, CEO of Longines, on the future of the company

Style



BEAUTY

Sustainable Sunday: Taylor Frankel steers clear of greenwashing

After a decade in the beauty industry, the 26-year-old co-founder of Nudestix shares why her "less is more" philosophy is more important than ever



FASHION

Glamour, Grit, and Gentlemanly Grace: The Chandran brothers' fashion odyssey



STYLE | WATCHES

The flyback chronograph makes a grand return to Longines

By Brian Cheong | Aug 23, 2023



COVER Longines Spirit Flyback with blue dial (Photo: Xerxes Lee; Styling: Sarah Sae)

In a rush?
Read the AI summary

TRY NOW

The highly sophisticated flyback chronograph is back with the new Spirit Flyback, reigniting interest in Longines' rich history in chronograph development

Longines earned a stellar reputation in its early days as a producer of timekeepers of superlative precision. Over time, its intimate association with sporting events from the Royal Ascot to the Birmingham 2022 Commonwealth Games has only burnished its reputation in this department.

Yet it has taken more than 50 years for Longines to revisit the flyback chronograph, a mechanism it had a pioneering role in developing. Well, wait no more: the flyback is back in the new—and aptly named—Longines Spirit Flyback and it looks like it's here to stay for a while longer. But first, let's rediscover Longines' rich chronograph legacy.

Read more: [Ulysse Nardin's UFO clock in champagne, created specially for The Hour Glass](#)



ABOVE A vintage flyback chronograph with two independent pushers from 1926

Sporty and sophisticated, the chronograph has a long history dating back to the early 19th century. Longines was one of the pioneers in this venerated pursuit of elapsed timing, having produced its first chronograph pocket watch in 1878 powered by its own 20H calibre that was also used to time horse races in the US in the 1880s.

Founded in 1832, the Saint-Imier manufacture had from the start pledged a commitment to chronometric innovation as it partnered with various sporting

An elevated digital experience

Our best-in-class website ensures brands stand out through immersive storytelling. Video production is at the heart of Tatler GMT's digital and social strategy, constantly and consistently engaging luxury watch consumers on their favourite platforms.

A regional quarterly magazine dedicated to the best of watches

Launched in 2023, Tatler GMT provides insight into the sophistication and elegance of luxury timepieces.



China



Hong Kong



Taiwan



Singapore



Malaysia



Philippines

The Tatler GMT Watch Club is
a qualified community of
watch enthusiasts who are
looking to increase their
knowledge of horology

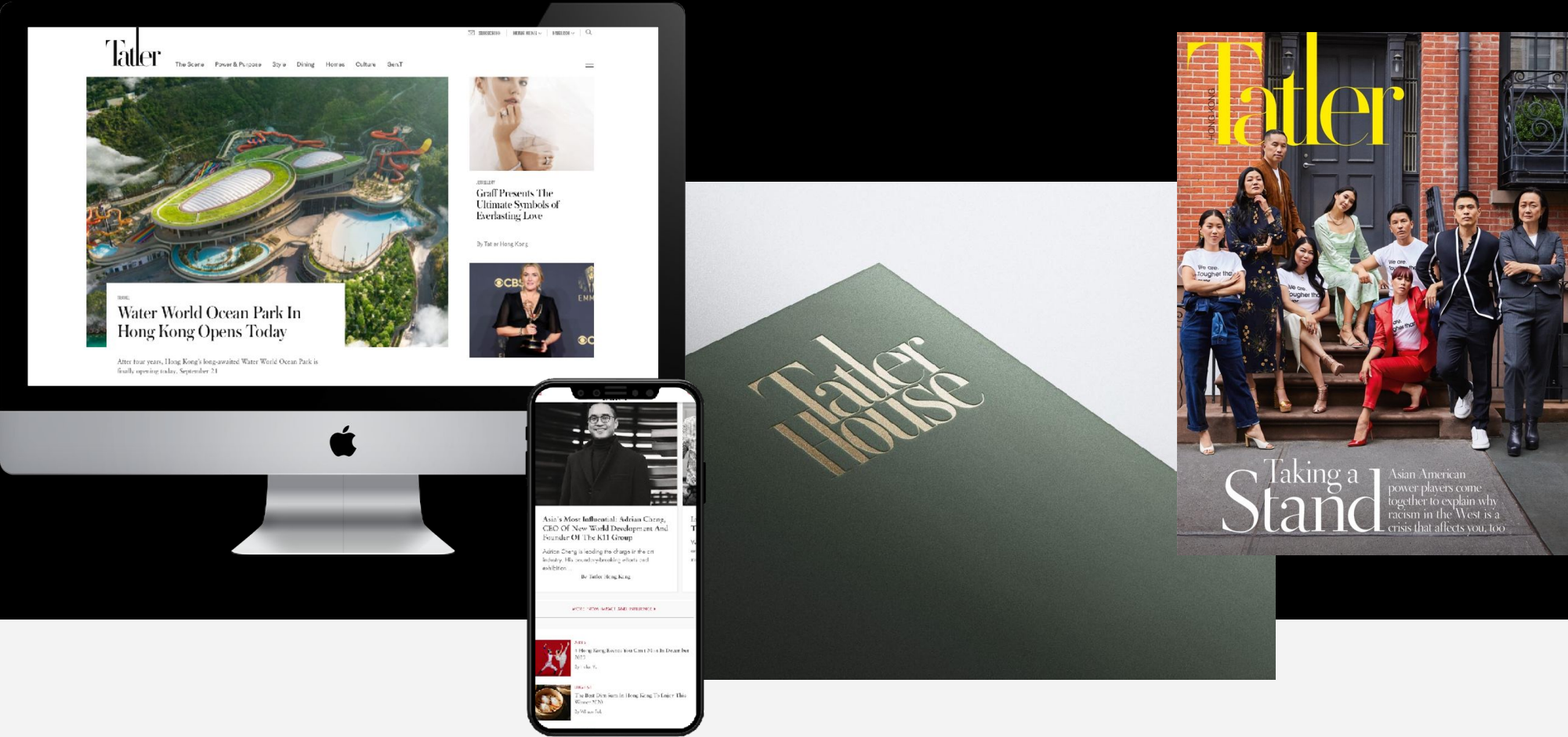
The Watch Club specifically targets those at the
beginning of their watch journey who are seeking
knowledge, information and experiences to make
well-informed purchasing decisions.



Our Services & Rate Card

The Leading Luxury Platform
For Influential Communities
Since 1977

Our suite of services



Media

- Video Production
- Thematic & Display advertising
- Advertorials (Print & Video)
- Branded Content
- Custom Publishing

Events & Experiences

- Bespoke event design, planning and programming
- Event management
- Creative direction
- Multimedia content development
- Collateral design and production
- Speaker and influencer management
- Onsite guest management and VIP services

Marketing Services

- Branding & brand development
- Social boosting
- Digital advertising
- SEO and SEM consultancy
- Copywriting
- Post-campaign reporting

Regional

- Execution in multiple markets across Asia

Magazine Print Advertising Rates & Specifications

Tatler

Tatler
GENT

Tatler
Dining

Tatler
Homes

Tatler
GMT

Print	Pages	Rate (VND)
Front Cover Reverse Gatefold	4	550,000,000
Inside Front Cover Gatefold	4	500,000,000
Front Cover Reverse Gatefold	2	330,000,000
Inside Front Cover Spread	2	300,000,000
Inside Back Cover Spread	2	245,000,000
Outside Back Cover	1	290,000,000
Inside Back Cover	2	130,000,000
Double Page Advertisement 1	2	250,000,000
Double Page Advertisement 2	2	230,000,000
Double Page Advertisement 2	2	212,000,000
Double Page Advertisement	2	200,000,000
Double Page Advertorial	2	212,000,000
Full Page Advertisement	1	95,000,000
Full Page Advertorial	1	100,000,000

Advertisement

Depending on availability of space and subject to the following surcharges:
Upfront: 20% loading
Fixed position: 15% loading
Page facing contents: 15% loading

Advertorial

Client to provide hi-res pictures & press release. Tatler to allow 2 changes.
Additional charge for more than 2 changes, photo-shoot and others

Non-Standard Advertising

Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black).
Rates for insert, special colours, metallic inks, gatefolds and other non-standard advertising are available from the director.

Booking Deadline

Six weeks preceding the month of publication.

Closing Deadline

For non-prime position, closing date for all material is the first day of the month preceding the month of publication.

Cancellation

No cancellation accepted after 6 weeks preceding the month of publication. Bookings for fixed and prime position advertisements are non-cancellable.

Content Solutions



Platform	Format	Rate (VND)
Signature Events	Sponsorship	POA
Website	Digital Cover Package (Online Advertorial, 1x FBP, 1x IGP, 1x IGS) *	100,000,000
Website	Top Banner / weekly	50,000,000
Website	Middle banner, Ad insert inside page/ weekly	42,000,000
Website	PR Advertorial (Standalone)	35,000,000
Social	Instagram or Facebook Feed Post	30,000,000
Social	Instagram Story Package (with 3 slides)	25,000,000
e-Newsletter	Tatler Newsletter Display Ad Takeover	25,000,000
e-Newsletter	Tatler Newsletter Advertorial Page	25,000,000
Podcast	Season Podcast Sponsorship/ per episode	150,000,000
Website	Display Ad – Vertical Full Takeover (1 week)/ fullpage	75,000,000
Website	Longform	70,000,000

*Video shooting costs are not included

Content Solutions



Platform	Format	Rate (VND)
Signature Events	Sponsorship	POA
Website	Digital Cover Package (Online Advertorial, 1x FBP, 1x IGP, 1x IGS) *	100,000,000
Website	Top Banner / weekly	50,000,000
Website	Middle banner, Ad insert inside page/ weekly	42,000,000
Website	PR Advertorial (Standalone)	35,000,000
Social	Instagram or Facebook Feed Post	30,000,000
Social	Instagram Story Package (with 3 slides)	25,000,000
e-Newsletter	Tatler Newsletter Display Ad Takeover	25,000,000
e-Newsletter	Tatler Newsletter Advertorial Page	25,000,000
Podcast	Season Podcast Sponsorship/ per episode	150,000,000
Website	Display Ad – Vertical Full Takeover (1 week)/ fullpage	75,000,000
Website	Longform	70,000,000

*Video shooting costs are not included

Regional Content Solutions



Platform	Format	Rate (VND)
Signature Events	Tatler+ Advertorial	46,000,000 VND
Website	Vertical Takeover (1 week)	35,000,000 VND
Website	Homepage Takeover (1 week)	45,000,000 VND
Website	Column Takeover (1 week)	36,000,000 VND
Website	Creative Ad Upgrade	24,000,000 VND

*Video shooting costs are not included

Tatler

The Best Of Asia

INTERNATIONAL MEDIA KIT 2024