

# L'OFFICIEL

VIETNAM

DE LA COUTURE ET DE LA MODE DE PARIS



MEDIA KIT  
2022



# THE FASHION *Revolution*

he Vietnamese franchised edition of French Magazine, L'Officiel, known for its authoritative voice in fashion, beauty, watches, 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.

L'Officiel Vietnam is committed to featuring more products and more ideas about style than any of our monthly competitors. The magazine is a bible for fashion-sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative way by our experienced editors.

# THE *Audi-* *ence*

She knows her brands, she's on top of the latest trends, she's captivated by great design and a good backstory. She wants a ticker-tape newsfeed on fashion and will seek out and delve deep into the full story if it's worth her attention.

She knows what she likes and what works for her, but is confident enough to be the first to try something new and exciting. Digitally savvy, she uses social media to keep up-to-date, and is a discerning influencer in her own circles online and especially offline.

Authenticity, quality and craftsmanship make it or break it for her, and given a chance, she'd rather have something really unique or bespoke than buy into a trend bandwagon with everyone else.

Ultimately, the L'Officiel Vietnam woman loves fashion and beautiful things, but she's never one-dimensional: she is well-informed, multifaceted in her interests and always evolving. And this is the woman we reach with our magazine, website and social media channels.

## READERSHIP PROFILE

- 80% women
- Mostly ages 23 to 45
- 75% PMETs

## AGES

- 31% 22 – 29
- 49% 30 – 39
- 11% 40 – 45
- 9% ≥ 50

## PROFESSIONS

- 25% Professionals
- 35% Managers
- 14% Executives
- 26% Others

## PERSONAL INCOME

- 10% ≤ \$12K
- 32% \$12K – \$24K
- 33% \$240K – \$84K
- 25% ≥ \$84K
- 9% ≥ 50



#### DISTRIBUTION CHANNELS

5% Fashion stores, airline  
lounges, top hotels, spas,  
restaurants, and private clubs  
30% VIP clients  
25% Leading bookstores and  
selected newsstands  
10% Events and promotions

#### MARKETING ACTIVITY

Selective distribution  
• Special supportive programs  
• Priority visual merchandising  
• Outdoor launch campaign

#### CIRCULATION

15.000, 11 issues a year







# L'OFFICIEL VIETNAM *Editorial Calendar*

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The magazine is a bible for fashion sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative ways by our editors.

11 Issues / year: Jan & February, March, April, May, June, July, August, September, October, November, December.

## **January & Feb:**

Spring trends, Hardcore romance

## **March:**

Big Fashion Issue, Big Video Fashion Issue

## **April:**

Big Accessory Issue, Big beauty report

## **May:**

The Blockbuster, Menswear special  
L'O High Jewelry & Haute Horology Supplement

## **June:**

The Voyage, Influencer exclusive journeys

## **July:**

The Haute couture Issue (hard cover, illustration...)

## **August:**

The art & design.  
Talents & underground report

## **September:**

Big Fashion Issue, Beauty report

## **October:**

Eco / Innovator

## **Nov:**

Make up special / The Music issue

## **December:**

Luxe list



# DIGITAL *Revolution*

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## LOFFICIELVIETNAM.COM

### Audience profile target:

300,000 - 450,000  
unique visitors per month

250,000 - 400,000  
page views per month

70% female, 30% male

40% ages 25 - 34

40% ages 18 - 24

20% ages 35-44

57% earning ≥ \$100,000 p.a.

75% PMETs

**Locations:** Vietnam, USA, Europe, and Asia.

### Audience behavior

70%  
from social media/organic search

20%  
from direct visits

60%  
view Fashion content, 15% Beauty content

25%  
view Lifestyle & Culture content

### L'Officiel Facebook fanpage:

73,000 followers

### L'Officiel IG:

31,700 followers

**L'Officiel TV:** in development



# PRINTS

## *Rate*

PAGE	PRICE (VND)
------	-------------

Gate Fold Spread (GF)	189.000.000
Inside Front Spread (IFCS)	159.000.000
Frist DPS	154.000.000
Second DPS	149.000.000
Third DPS	143.000.000
Forth DPS	138.000.000
Fifth DPS	132.000.000
Double page	120.000.000

PR ARTICLE	PRICE (VND)
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Single page	70.000.000
Double Page	130.000.000

PAGE	PRICE (VND)
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Frist Single Right – Hand page	85.000.000
Second Single Right – Hand page	81.000.000
Third Single Right – Hand page	78.000.000
Forth Single Right – Hand page	76.000.000
Fifth single Right – Hand page	74.000.000
Single page	68.000.000
Inside Back Cover	80.000.000
Outside Back Cover	159.000.000

SPECIAL PLACEMENT SERVICE DESCRIPTION	PRICE (VND)
------------------------------------------	-------------

4 pages of photo feature with or without product placement	145.000.000
6 pages of photo feature with or without product placement	165.000.000
Cover photo with or without product placement	235.000.000

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

\*Cost includes production and printing. All prices above are not included of 10% VAT

# DIGITAL

# *Rate*

L'OFFICIEL WEBSITE DESKTOP SIZE (1920 X 250 OR 970 X 250)  
& MOBILE (320 X 50)

VND

TOP BANNER	1920 X 250 OR 970 X 250	30.000.000
MIDDLE BANNER	1920 X 250 OR 970 X 250	25.000.000
PR ARTICLE	MAX 700 WORDS	18.000.000
E-MAGAZINE	NO DISCOUNT	60.000.000
SHARE LINK		12.000.000
DIRECT PROMOTIONAL E-NEWSLETTER	WEEKLY	15.000.000/TIME

## SOCIAL POST

POST ON FANPAGE	1 CAPTION + 1 PHOTO	15.000.000
PHOTOALBUM ON FANPAGE	5 PHOTOS + CAPTION	25.000.000
POST ON INSTAGRAM	1 PHOTO + 1 CAPTION	15.000.000
PHOTOALBUM ON INSTAGRAM	4 - 6 PHOTOS + CAPTION	25.000.000



**SINGLE FULL PAGE**

Trim size: 297mm (H) X 225mm (W)  
Text area: 247mm (H) X 175mm (W)  
Bleed size: 303mm (H) X 231mm (W)

**DOUBLE PAGE SPREAD (DPS)**

Trim size: 297mm (H) X 450mm (W)  
Text area: 247mm (H) X 400mm (W)  
Bleed size: 303mm (H) X 456mm (W)  
Gutter size: 5mm

**REVERSE GATEFOLD COVER (DPS)**

Trim size: 297mm (H) X 440mm (W)  
Text area: 247mm (H) X 400mm (W)  
Bleed size: 303mm (H) X 446mm (W)

**Closing date for material submission: two weeks before publication date**

**No cancellation accepted after 8 weeks preceding the month of publication**

**FREQUENCY PUBLISHED:**

10 issues per year (L'Officiel)  
(January + February, March, April, May, June/July, August, September, October, November, December)

**MECHANICAL DATA**

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 color profile destination to "Coated FOGRA39 (ISO 12647-2:2004)".

Only Epson digital proofs will be accepted.



# MATERIAL *Specifications*

# LES EDITIONS

# JALOU

# INTERNATIONAL

# NETWORK

## FRANCE

L'Officiel L'Officiel 1000 Modèles L'Officiel Art L'Officiel Chirurgie Esthétique L'Officiel Fashion week L'Officiel Hommes L'Officiel Voyage

L'Officiel Chirurgie Esthétique L'Officiel Fashion week L'Officiel Hommes L'Officiel Voyage L'Officiel Argentina L'Officiel Austria L'Officiel Baltics L'Officiel Belgium

L'Officiel Brazil L'Officiel China L'Officiel Germany L'Officiel Greece L'Officiel Italy L'Officiel Kazakhstan L'Officiel Korea L'Officiel Latvia L'Officiel Lithuania L'Officiel Malaysia L'Officiel Mexico L'Officiel Middleeast L'Officiel Morocco L'Officiel Netherlands

L'Officiel Philippines L'Officiel Poland L'Officiel Russia L'Officiel Saintbarth L'Officiel Singapore L'Officiel Spain

L'Officiel Switzerland L'Officiel Thailand L'Officiel Turkey L'Officiel UK

L'Officiel USA L'Officiel Hommes Arabia L'Officiel Hommes Brazil L'Officiel Hommes China L'Officiel Hommes Germany L'Officiel Hommes Italy L'Officiel Hommes Korea L'Officiel Hommes Levant L'Officiel Hommes Morocco L'Officiel Hommes Netherlands L'Officiel Hommes Spain L'Officiel Hommes Switzerland L'Officiel Hommes Thailand L'Officiel Hommes Ukraine L'Officiel Hommes USA



# LUXUO MEDIA

LUXUO MEDIA is committed to publishing market-leading magazines and digital media that connects with Vietnam's affluent and brand-conscious consumers through their chosen lifestyle activities.

With a vast ecosystem of many high-end magazines such as Art Republik Vietnam, Luxuo Vietnam, Men's Folio Vietnam, World of Watches Vietnam, Yacht Style Vietnam and L'Officiel Vietnam, Luxuo Media aims to be the strongest and fastest-growing media and publishing house in Vietnam.

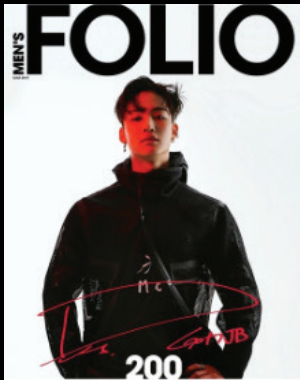


LUXUO ELITISM FOR ALL ARTREPUBLIC L'OFFICIEL

WOW

YACHTstyle

LUXUO VIETNAM MEDIA 42nd floor, OT 11, AQUA 1, VINHOMES GOLDEN RIVER,  
02 NGUYEN HUU CANH, DISTRICT 1, HCM CITY,  
VIETNAM  
Tel: (84)923111234



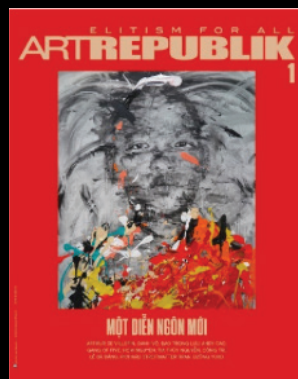
For over 16 years, Men's Folio has been Singapore's premier men's magazine providing definitive coverage on fashion, style and culture. Officially launching in Vietnam by the end of 2020, Men's Folio Vietnam features impactful shoots and captivating articles from a stable editorial team with the goal of becoming a style bible. Men's Folio Vietnam reaches an influential and affluent audience. It is the definite platform for all fashion and luxury brands looking to reach opinion leaders and discerning consumers.  
<http://mensfolio.vn/>



WOW is the most established, most widely read, and most respected watch magazine in South East Asia. Published in Vietnam since 2018, WOW Vietnam 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.  
<http://worldofwatches.vn/>



Yacht Style offers a unique print, digital and events partnership to target boat and luxury brand buyers. Under the management of Luxuo Media, the Vietnamese version is published every quarter since 2020. Its content showcases the ultimate in yachting and lifestyle experiences, from exclusive stories covering the latest yachting news, reviews, regattas and events, to high-end fashion, luxury goods and travel.  
<https://luxuo.vn/category/motoring/yachting-news>



Art Republik Vietnam is Vietnam's premier art magazine for the discerning art lover. The magazine features art fairs and gallery offerings in Asia and across the world, showcasing the diverse views of practitioners in architecture, literature, fashion, film and more. Art Republik Vietnam's readers are in the know on the newest art trends as the publication gives voice to celebrated artists working in traditional mediums as well as daring creators of various experimental genres.  
<https://luxuo.vn/category/culture>



Luxuo Vietnam is a magazine in continuous evolution, always delivering content most relevant to our readers. Since its debut in 2018, Luxuo Vietnam has evolved into a premier nexus for luxury lifestyle news, events and featured products. Luxuo Vietnam offers access to the rarefied domain of the Vietnamese elite – from superyachts and breathtaking estates to cutting-edge fashion and technology.  
<https://luxuo.vn/>

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

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**THANK YOU**

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THANK  
*You*