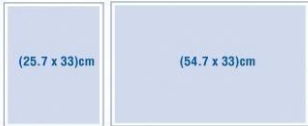
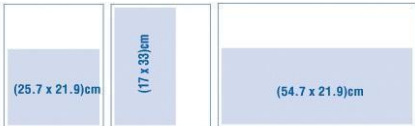

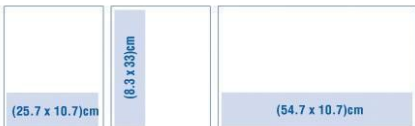
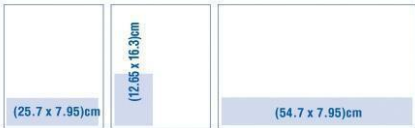
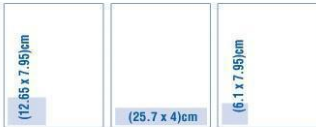


# Advertising Rates

Valid from January 2012

Formats: Width x Height (cm)

Rates in: VND

FREQUENCY DIMENSIONS/DISCOUNT	1 X	4 X	12 X	24 X	48 X
		5%	7%	10%	15%
 Cover 2	34,500,000	32,775,000	32,085,000	31,050,000	29,325,000
Cover 3	30,300,000	28,785,000	28,179,000	27,270,000	25,755,000
Cover 4	61,000,000	57,950,000	56,730,000	54,900,000	51,850,000
Spread (Cover + Inside)	73,500,000	69,825,000	68,355,000	66,150,000	62,475,000
1st Inside Page	39,300,000	37,335,000	36,549,000	35,370,000	33,405,000
3rd Inside Page	36,000,000	34,200,000	33,480,000	32,400,000	30,600,000
5th Inside Page	36,000,000	34,200,000	33,480,000	32,400,000	30,600,000
9th Inside Page	32,800,000	31,160,000	30,504,000	29,520,000	27,880,000
Right Inside Page	27,300,000	25,935,000	25,389,000	24,570,000	23,205,000
Left Inside Page	24,800,000	23,560,000	23,064,000	22,320,000	21,080,000
Spread (Inside Page)	52,000,000	49,400,000	48,360,000	46,800,000	44,200,000
<hr/>					
 2/3 Page	19,800,000	18,810,000	18,414,000	17,820,000	16,830,000
2/3 Spread	39,500,000	37,525,000	36,735,000	35,550,000	33,575,000
<hr/>					
 1/2 Page	15,000,000	14,250,000	13,950,000	13,500,000	12,750,000
1/2 Spread	30,300,000	28,785,000	28,179,000	27,270,000	25,755,000
Junior Page	18,300,000	17,385,000	17,019,000	16,470,000	15,555,000
<hr/>					
 1/3 Page	9,900,000	9,405,000	9,207,000	8,910,000	8,415,000
1/3 Spread	19,800,000	18,810,000	18,414,000	17,820,000	16,830,000
<hr/>					
 1/4 Page	8,400,000	7,980,000	7,812,000	7,560,000	7,140,000
1/4 Spread	16,700,000	15,865,000	15,531,000	15,030,000	14,195,000
<hr/>					
 1/8 Page	4,800,000	4,560,000	4,464,000	4,320,000	4,080,000
1/16 Page	3,400,000	3,230,000	3,162,000	3,060,000	2,890,000

## Advertorial Page

Full page  
1/2 page  
Rao vặt

24,800,000 VND/insertion  
13,800,000 VND/insertion  
2,000,000 VND/insertion

Publication Date: Every Friday

Circulation: 40,000 copies/issue  
Readership: 120,000

Ad. rates are inclusive of 10% VAT

Required Positions: add 20%

Payment term:

- 50% contract value within 3 days after signed contract advertising.
- The remaining 50% within 7 days after appeared insertion in magazine.

Ad. rates are not inclusive of design fee.

Booking / Cancellation Deadline: 10 days prior to Publication date.

Material Delivery Deadline: 07 days prior to Publication date.