



HÀNG HIỆU

THE REFINED

HANG HIEU

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VISION

HANG HIEU is proud to be one of the top – leading magazine, covering luxury and elite lifestyle features in Vietnam. It targets successful readership who pursue luxury experience and enjoy a sophisticated lifestyle; those people who have high social status and own the highest purchasing power...

HANG HIEU is proud to grant its readership a sophisticated and global access to hi-end articles and information which satisfy even the most demanding global citizens and connoisseurs.

In such a deep connection to most brands, artists

and entrepreneurs.. who are also Hang Hieu's readership and contributor. The magazine also updates news concerned with luxury, art and lifestyle such as best destinations, newest restaurants, most exclusive previews of watches and jewelry items, premium cars and yachts, high profile architectures from all over the world.

HANG HIEU MAGAZINE represents a great opportunity and outstanding advertising platform for prominent advertisers to reach to a targeted hi-end readers in a most complicating sending message way.

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AUDIENCES



AUDIENCES

Hang Hieu targets readership in a constant pursuit for fast-forwarding ideas, newest but selected tendencies and trends. Thanks to their high financial abilities and advancements in career and society, they respect and highly appreciate the most hi-end and couture goods

- Loyal audiences
- Income: A+, A
- Age: 25-40 (25-30: 20%, 30-35: 60%, và 35-40: 20%)
- lifestyleGender: Male (70%), Female (30%)
- Who they are: Successful businessmen, conglomerate owners... in a constant pursuit for luxurious and elite

CIRCULATION INFORMATION

1. Print-run: 30,000 copies.
2. Publishing date: 10th every month
3. Publishing location: Hanoi (50%), Ho Chi Minh City (40%), other cities (10%)
4. Publishing place: Newsstand (40%), Book stores (3%), gifted magazine (30%), VIP airport lounge, resorts, 5 stars hotels (20%), others (7%)

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RATE CARD

No	POSITION	PRICE (VNĐ)
1	GATE FOLDED FRONT COVER	140.000.000
2	COVER 2	70.000.000
3	COVER 3	60.000.000
4	COVER 4	120.000.000
5	PAGE 3	70.000.000
6	PAGE 4 - 5	120.000.000
7	PAGE 6 - 7	100.000.000
8	PAGE 8 - 9	90.000.000
9	PAGE 10 - 11	82.000.000
10	OPPOSITE PAGE OF CONTEN LIST 1	60.000.000
11	OPPOSITE PAGE OF CONTEN LIST 2	56.000.000
12	OPPOSITE PAGE OF MASTER HEAD	52.000.000

No	POSITION	PRICE (VNĐ)
13	OPPOSITE PAGE OF EDITORIAL LETTER	46.000.000
14	INSIDE SINGLE PAGE	42.000.000
15	INSIDE DOUBLE PAGE	80.000.000
16	2/3 PAGE	34.000.000
17	1/2 PAGE	30.000.000
18	1/3 PAGE	26.000.000
19	1/4 PAGE	20.000.000
20	SINGLE PR PAGE	40.000.000
21	DOUBLE PR PAGE	80.000.000
23	PHOTOSHOOT WITH PRODUCT (10 PAGES)	150.000.000
24	INSERT (exclusive of printeng free, production)	80.000.000

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NOTE:

Magazine size: 21.6 x 29.1mm



Double page
Bleed size: 426 x 291 mm
Trim size: 416 x 281 mm



Single page
Bleed size: 216 x 291 mm
Trim size: 206 x 281 mm

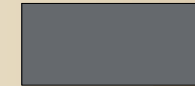
1/2 vertical page
Bleed size: 105 x 291 mm
Trim size: 95 x 281 mm



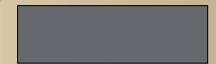
1/3 vertical page
Bleed size: 71 x 291 mm
Trim size: 61 x 281 mm



1/2 horizontal page
Bleed size: 216 x 146 mm
Trim size: 206 x 136 mm



1/3 horizontal page
Bleed size: 216 x 97 mm
Trim size: 206 x 87 mm



1/4 horizontal page
Bleed size: 216 x 72 mm
Trim size: 206 x 62 mm

DISCOUNT RATE:



3 MONTHS

6 MONTHS

12 MONTHS