

Media kit **2024**

COMPANION OF
24 Million
PREMIUM PASSENGERS





01

ABOUT
VIETNAM AIRLINES

Where
journeys begin

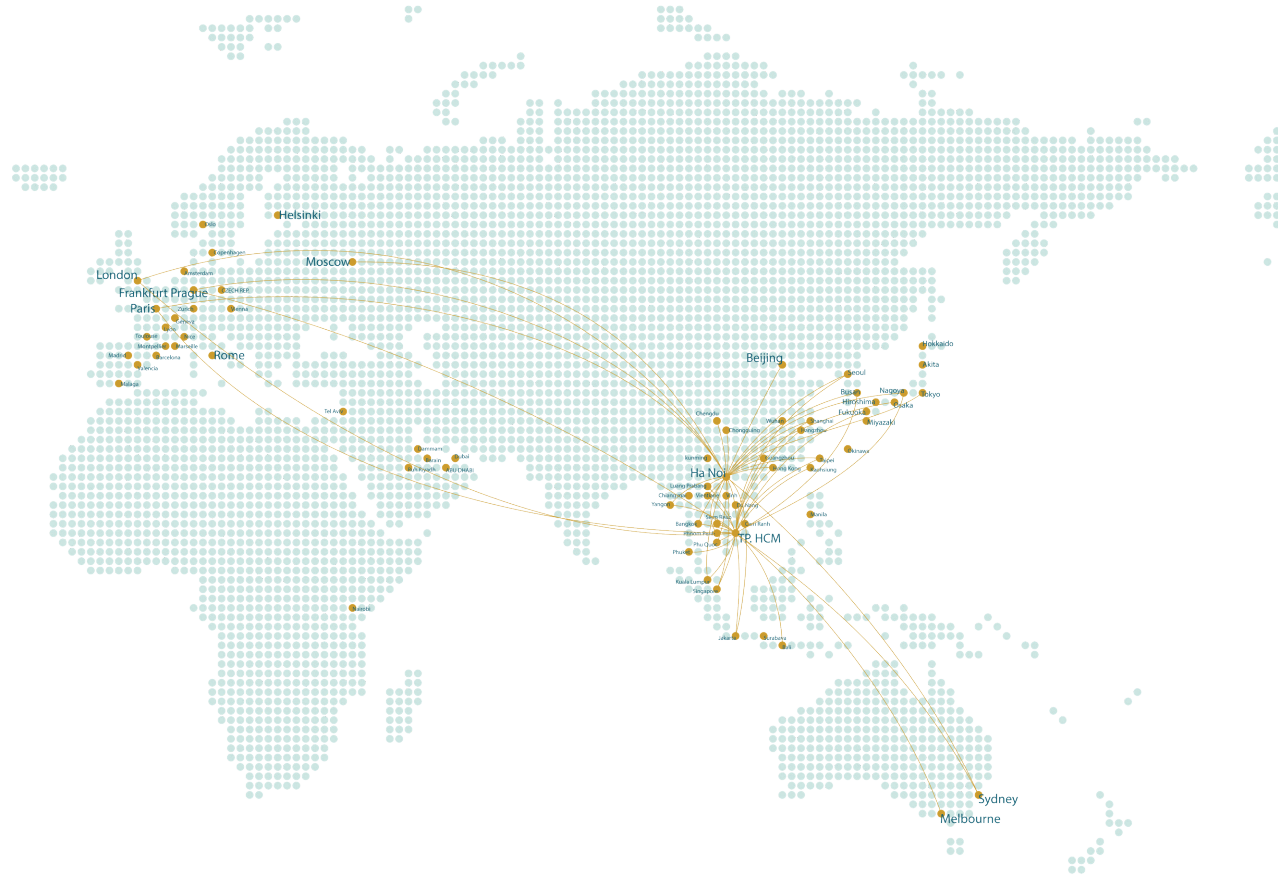
▲ 100 routes

TO 22 DOMESTIC
& 34 INTERNATIONAL DESTINATIONS

1/19 members

OF SKYTEAM ALLIANCE

- 1.150 destinations in over 175 countries & territories
- Over 750 passenger business lounges all over the world





The growth of Vietnam Airlines

VIETNAM AIRLINES REACH FURTHER

A MEMBER
OF SKYTEAM ALLIANCE

- > 08 consecutive years as **"4-star airline Awarded"** by Skytrax
- > Owning **over 100 modern aircrafts** such as the Boeing 787 and Airbus A350 and A321 Neo in Vietnam
- > **Over 24 million passengers** serviced
- > **5 million Lotusmiles** frequent flyers
- > **22** domestic and **34** international destinations
- > **90% on-time performance** - Best among Vietnamese Airlines - Among top airlines globally

> **1,150** destinations in **over 175** countries and territories

- > **Top 4 airlines in Asia** for most passengers serviced:
- "Asia's Leading Inflight Magazine 2023" - Awarded by World Travel Awards
 - "Asia's Leading Cabin Crew 2023" - Awarded by World Travel Awards
 - "Asia's Leading Cultural Airline 2023" - Awarded by World Travel Awards
 - "Asia's Leading Airline - Economy Class 2023" - Awarded by World Travel Awards

> **Over 750** passenger business lounges all over the world

Why Your brand should choose Vietnam Airlines?

> As **the only 4-star airline in Vietnam** with over 100 routes to 34 international destinations in 18 countries and every airport in Vietnam, Vietnam Airlines has an established regional and global brand awareness.

> Vietnam Airlines helps brands communicate with **24 million passengers per year**, the majority of which has high income and is the key target audience of companies.

> Vietnam Airlines' advertising ecosystem is diverse and up-to-date with global trends. Various ad products connect brands with potential investors and most valuable customers in Vietnam.

**Sources: Passenger Services Department*

VIETNAM AIRLINES AUDIENCES' DEMOGRAPHY*

47%

PASSENGERS TRAVEL
INTERNATIONAL
ROUTES

53%

PASSENGERS TRAVEL
DOMESTIC
ROUTES

67%

PASSENGERS ARE
MALE

33%

PASSENGERS
ARE FEMALE

08%

PASSENGERS ARE
BETWEEN 18-25
YEARS OLD

42%

PASSENGERS ARE
BETWEEN 25-40
YEARS OLD

46%

PASSENGERS ARE
BETWEEN 40-60
YEARS OLD

04%

PASSENGERS
ARE OVER 60
YEARS OLD

49%

PASSENGERS
TRAVEL FOR
BUSINESS
PURPOSE

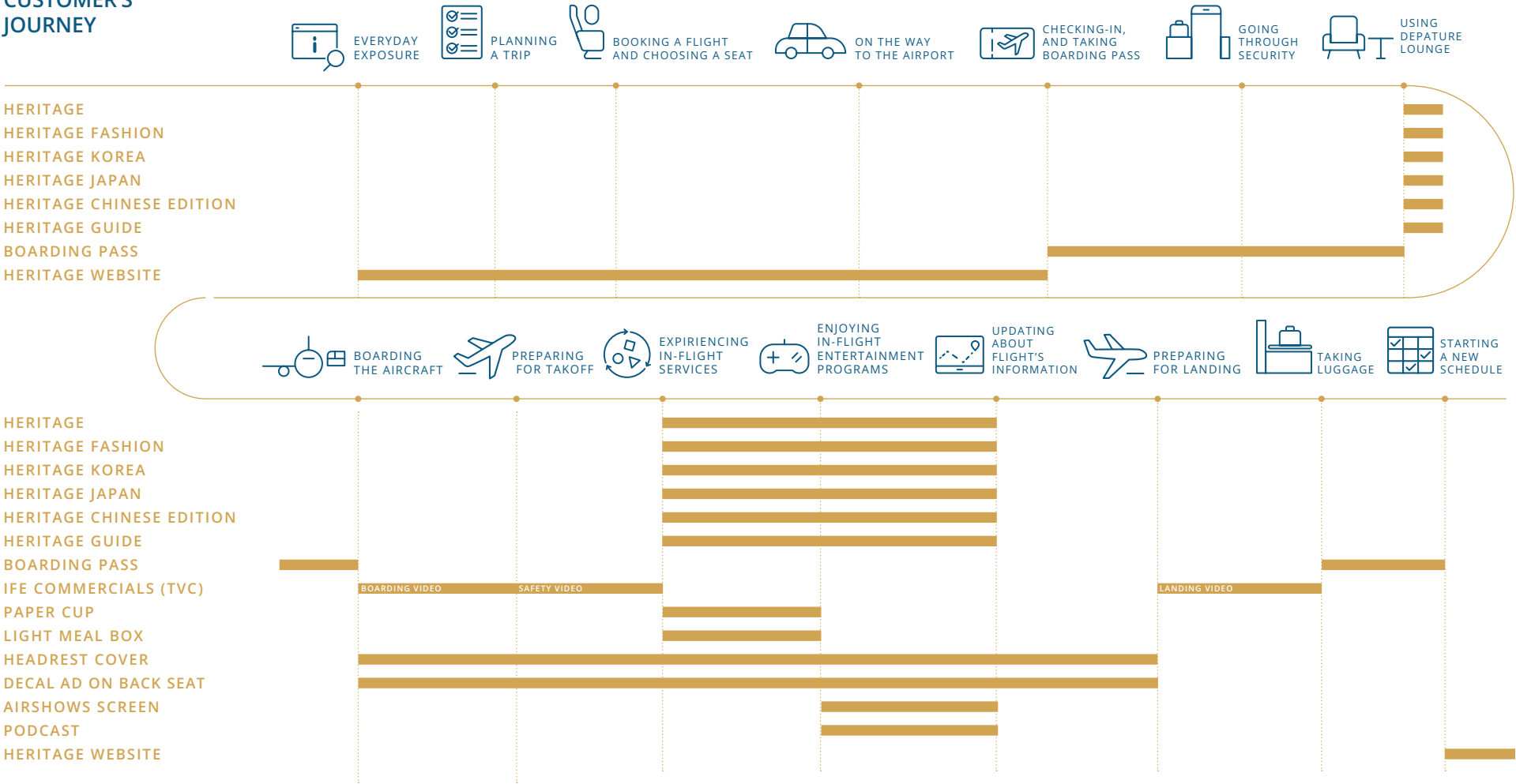
29%

PASSENGERS
TRAVEL FOR
LEISURE
PURPOSE

22%

PASSENGERS
TRAVEL FOR
OTHER PURPOSES

VIETNAM AIRLINES
CUSTOMER'S
JOURNEY





02

VIETNAM AIRLINES
BRAND
TOUCHPOINTS

Experience the journey at its best

As a National Airline, Vietnam Airlines always focuses on spreading the good values of Vietnam to the world through special “contact points” from the Heritage product ecosystem on every flight itinerary.

Continuing its 30-year journey of being a bridge to exchange and promote the country's tourism and culture, Heritage is constantly transforming on the wings of its mission to continue flying high and far with Vietnam Airlines. It is still a Heritage rich in identity with traditional cultural values and philosophical depth, but readers and passengers will certainly see a multimedia Heritage that is active on multiple platforms, moving towards a comprehensive ecosystem with publications, video products, podcasts, online channels...

6 periodic
publications
with captivating
content



BRAND TOUCHPOINTS 01

Magazine publications

Heritage (monthly publishing);
Heritage Korea, Heritage Japan, Heritage Chinese Edition
(quarterly publishing) - provides interesting information
boldly indigenous through the themes:

- › Culture
- › Tourism
- › Heritage
- › Economy
- › Society
- › investment Opportunity

Heritage Fahion (monthly publishing) - Brings fresh information
and updates on market trends over the years through the themes:

- › Lifestyle
- › Technology
- › Premium Collections
- › Vietnamese Creatives

Heritage Guide (monthly publishing) - An indispensable
travel guide for every traveler through the themes:

- › Tourism
- › Culture
- › Lifestyle

Publication date:

Heritage: Monthly on the 1st

Heritage Fashion: Monthly on the 15th

Heritage Korea, Japan và Chinese Edition:

Quarterly on the 1st

Distribution:

- > Heritage, Heritage Fashion are available on every seat on Vietnam Airlines' flights
- > Heritage Japan, Heritage Korea, and Heritage Chinese Edition are available on Vietnam Airlines flights between Japan, the Republic of Korea, the People's Republic of China, and Vietnam, respectively
- > Ticket offices & agencies of Vietnam Airlines
- > Airport business & VIP lounges at domestic airports
Representative offices of Vietnam Airlines in over 20 countries.
- > On-demand delivery to major & VIP partners of Vietnam Airlines
- > Hotels, restaurants, conferences, travel agencies, and international exhibitions

HERITAGE KOREA/CHINESE EDITION/JAPAN

Position/ Ad types	Quarterly unit price (VND)	Position/ Ad types	Quarterly unit price (VND)
Cover		Business: Korea/China - Vietnam	100.000.000
Cover 4	120.000.000	business introduction, startup	
Cover 3	96.000.000	experiences, development history	
Cover 2	96.000.000	Health & Beauty: Double spread on	80.000.000
Full page	60.000.000	health & beauty services	
½ page	36.000.000		
¼ page	18.000.000		
Double spread	108.000.000		
Page after cover 2	84.000.000		
Full page Advertorial	72.000.000		
Double spread Advertorial	140.000.000		
Column advertorials			
Leisure/Destination/Accessories:	100.000.000		
Double spread on golf courses, sport			
equipments, leisure and			
entertainment destinations			
Fine dining/Foody/Tasting corner:	80.000.000		
Double spread on restaurants with			
03 highlights: design, sig- nature dishes,			
address.			



PRICES

*Contact for more information

HERITAGE/HERITAGE FASHION

Position/ standard ad types	Monthly unit price (VND)	Position/ standard ad types	Monthly unit price (VND)	Position/ standard ad types	Monthly unit price (VND)
Cover		Facing Content 2 (p.5)	165.000.000	¼ page	45.000.000
Cover 4	270.000.000	Facing Credits (p.7)	165.000.000	⅓ page	35.000.000
Cover 3	160.000.000	Page 9, page 11	160.000.000	⅕ page	20.000.000
Double spread		Right-side page before p.50	145.000.000	Collections (Heritage Fashion only)	
Double Spread after Cover 1	350.000.000	Right-side page between p.50 & p.100	135.000.000	Eight pages	400.000.000
First double spread	320.000.000	Right-side page after p.100	130.000.000	Six pages	300.000.000
Second double spread	310.000.000	Left-side page	125.000.000	Logo in collection*	50.000.000
Double spread before Editor's letter	300.000.000	Advertorials		Collections for international luxury brand	
Two adjacent pages before p.50	260.000.000	Double spread before p.50	275.000.000	Eight pages	360.000.000
Double spread before p.50	250.000.000	Double spread between p.50 & p.100	260.000.000	Six pages	280.000.000
Two adjacent pages between p.50 & p.100	250.000.000	Double spread after page 100	255.000.000	Logo in collection*	50.000.000
Double spread between p.50 & p.100	240.000.000	Full right-side page before page 50	150.000.000		
Two adjacent pages after p.100	240.000.000	Full right-side page between p.50 & p.100	145.000.000		
Double spread after p.100	230.000.000	Full right-side page after p.100	140.000.000		
Full page		Full left-side page	130.000.000		
Facing Editor-in-chief's letter (p.1)	175.000.000	Small ads			
Facing Content 1 (p.3)	170.000.000	½ page	75.000.000		

*The logo was sold and appeared only once in a single collection.

Position/ special ad types	Monthly unit price (VND)
Cover	
Cover 4 printed with 50% copies released	170.000.000
Double spread	
Extended paperback double spread	520.000.000
Extended full spread - 1/3 folded	260.000.000
Paperback double spread before p.50	285.000.000
Extended double spread before p.50	275.000.000
Paperback double spread between p. 50 & p.100	270.000.000
Extended double spread between p.50 & p.100	260.000.000
Extended double spread after p.100	250.000.000
Column advertorials	
Leisure/Destination/Accessories:	130.000.000
Double spread on golf courses, sport equipments, leisure and entertainment destinations	
Fine dining/Foody/Tasting corner:	130.000.000
Double spread on restaurants with 03 highlights: design, sig- nature dishes, address.	

Position/ special ad types	Monthly unit price (VND)
Health & Beauty: Double spread on health & beauty services	130.000.000
Publication-themed advertorials	
Advertorial under 5 pages	260.000.000
Advertorial between 5-7 pages	390.000.000
Advertorials in News	
1/2 page of advertorials in News	32.500.000



HERITAGE GUIDE

Position/ special ad types	Monthly unit price (VND)
Cover 2	120.000.000
Cover 3 + Facing page	190.000.000
Cover 4	150.000.000
Special double spread in the middle of publication	190.000.000
Double spread	190.000.000
Double spread advertorial	190.000.000
Full page	110.000.000
Themed advertorials	
1 content pack	100.000.000
2 contents pack	300.000.000
50% content pack	500.000.000
100% content pack	1.100.000.000

Dazzling Visuals



BRAND TOUCHPOINTS 02

IFE commercials (TVC)

14 Airbus A350-900

12 LARGE SCREENS,
305 INDIVIDUAL SCREENS

15 Boeing 787

10 LARGE SCREENS,
311/367 INDIVIDUAL SCREENS

67 Airbus A321

24 LARGE SCREENS

**The number of aircraft showing TVC may change according to actual operations.*

PRICES

*Contact for more information

Programs	Ad types	Monthly unit price (VND)	Programs	Ad types	Monthly unit price (VND)
Boarding Video	TVC 15s	250.000.000	Combo package	Combo 02 same TVC ad units (TVC 30s/15s/7s) in the same cycle	90% the prices in total
	TVC 15sx2	350.000.000		Combo from 03 same TVC ad units upon (TVC 30s/15s/7s) in the same cycle	85% the prices in total
	TVC 30s	380.000.000	PPL in	TVC 15s	202.500.000
	Panel 5s	82.500.000		PPL 5s	75.000.000
	Promotion video featuring 03 brands	555.000.000	Landing Video	Panel 5s	75.000.000
	Promotion video featuring 02 brands	444.000.000			
	Promotion video featuring 01 brands	360.000.000			
Safety Video	Promotion video without featured brands	305.000.000			
	Pre-Safety 15s TVC	750.000.000			
	Pre-Safety 30s TVC	1.350.000.000			
	First post-Safety TVC	600.000.000			
	TVC 15s	495.000.000			
	TVC 30s	890.000.000			
Landing Video	TVC 7s	200.000.000			
	TVC 15s	405.000.000			
	TVC 30s	730.000.000			
	Panel 5s	150.000.000			
	Banner 5s	37.000.000			

Endless enjoyment



BRAND TOUCHPOINTS 03

Headrest cover

ON PREMIUM ECONOMY SEATS

- Present on over **100 routes** with 22 domestic destinations, 34 international destinations and VIP flights using **Airbus A350** and **Boeing B787**
- Exclusive space: occupied by one brand only. Direct exposure to every passenger.

ON ECONOMY SEATS

- Present on key domestic & international scheduled flights using **Airbus A321** aircrafts
- Exclusive space: occupied by one brand only. Direct exposure to every passenger.

Prices

**Contact for more information*

Ad Packages

Monthly Unit Price (VND)

Ads on Y & Y-deluxe seats of the aircraft	From 900.000.000
Ads on Y & Y-deluxe seats of the A350 - B787 aircrafts	From 300.000.000
Ads on the Y seats of the A321 aircrafts	From 750.000.000

Airshow Screen

08 Million

PREMIUM PASSENGERS
WERE INTERACTED
EVERY YEAR

- > Owning 25 Thales aircrafts
- > Exposure to Every business and economy class passengers on all Vietnam Airlines' Thales aircrafts.
- > Displayed on the entire aircraft's public screens and passengers' personal entertainment screens

Prices

**Contact for more information*

Ad Packages	Ad type	Screened time/frame	Unit Price (VND)
Taxiing, takeoff/landing	Image	5 seconds	199.500.000
Cruising	Image	5 seconds	228.000.000

Insightful
messages



Impressions
on every
product



BRAND TOUCHPOINTS 05

Light meal box

04 Million

PREMIUM PASSENGERS
WERE INTERACTED EVERY YEAR

- › Appear at light meal serving time
- › Exclusive space: occupied by one brand only. Direct exposure to every passenger
- › Present on 13 domestic flights including:
 - Flights with duration between 1 hour 30 minutes to 2 hours within light meal serving time
 - Domestic flights that serve light meals

Monthly unit price:

From 350.000.000 VND

Paper cup

24 Million

PREMIUM PASSENGERS
WERE INTERACTED EVERY YEAR

- › Appear at drink serving time.
- › Present on every domestic and international flights.
- › Exclusive space: occupied by one brand only. Direct exposure to every passenger

Unit price:

From 670 VND per passenger



Inseparable on every flight



BRAND TOUCHPOINTS 05

Boarding pass

24 Million

PREMIUM PASSENGERS
WERE INTERACTED EVERY YEAR

- Reach all passengers on business, premium economy, and economy classes.
- Present on every domestic and international flight.
- Exclusive space: occupied by one brand only. Direct exposure to every passenger.

Unit price:

From 573 VND per boarding pass

Decal ads on back seat and luggage compartment

22 Million

PREMIUM PASSENGERS
WERE INTERACTED EVERY YEAR

- Present on every domestic and international flight.
- Exclusive space: occupied by one brand only. Direct exposure to every passenger.

Prices

**Contact for more information*

DECAL AD ON BACK SEAT

Ad Packages	Monthly unit price (VND)
Applicable on A350 and B787	450.000.000
Applicable on A321	1.500.000.000
Applicable on all aircrafts	1.800.000.000

DECAL AD ON LUGGAGE COMPARTMENT

Ad Packages	Monthly unit price (VND)
Applicable on 5 B787/A350 aircrafts	330.000.000
Applicable on 5 A321	390.000.000
Applicable on 5 A350 & B787	1.350.000.000
Applicable on 5 A321	3.750.000.000
Applicable on all aircrafts	4.500.000.000

Memorable moments



Diversity Platforms



BRAND TOUCHPOINTS 07

Heritage website

380 Thousand
views per year

82%

PASSENGERS ARE
BETWEEN 18-34
YEARS OLD

64,9%

PASSENGERS
ARE MALE

35,1%

PASSENGERS
ARE FEMALE

Prices

**Contact for more information*

Ad Packages

Monthly unit price (VND)

Homepage banner	30.000.000
Video (TVC)	30.000.000
Pr article	22.000.000

Podcast

07 Million

PREMIUM PASSENGERS
WERE INTERACTED EVERY YEAR

- › A newly launched entertainment program that is gaining popularity among the society.
- › Passengers on flights can enjoy interesting and updated entertainment content, which includes advertising conveyed through sound combining voice, music, and noise.

Prices

*Contact for more information

Ad types	Duration	Monthly unit price (VND)
Audio ad	30 seconds	72.600.000
Content-themed podcast ad	15 minutes	100.000.000
*It is a conversation between the host and guests about a topic requested by the customer to promote the products, services, and brands that the customer wants.		
Content-themed podcast ad (without production free)	15 minutes	120.000.000
*Advertising information with voice or commentary combined with music and noise to convey information to the audience.		

Lively sound



A UNIQUE FLIGHT TO YOUR VALUE



Contact Us

HERITAGE MAGAZINE HEAD OFFICE

📍 200 Nguyen Son, Bo De Ward,
Long Bien District, Hanoi

☎ (+84) 88 8662166

✉ ads.heritage@vietnamairlines.com

HO CHI MINH CITY REPRESENTATIVE OFFICE

📍 49 Truong Son, Ward 2, Tan Binh District,
Ho Chi Minh City

☎ (+84) 2835 471 434

📧 Ms. Tran Thu Huong

☎ (+84) 904 171 455

✉ huongtt.heritage@vietnamairlines.com



SCAN FOR
PRICE LIST