

# Media kit 2024

HERITAGE CHINESE EDITION  
MAGAZINE

COMPANION OF  
**01** Million  
PREMIUM PASSENGERS





Periodic  
publications  
with captivating  
content



# About the Magazine

## HERITAGE CHINESE EDITION

- Heritage Chinese Edition is the in-flight entertainment magazine of Vietnam's national airline - Vietnam Airlines.
- Present on every seat of all flights between Vietnam and Chinese of Vietnam Airlines.
- Reach more than 1 million premium readers.
- Besides articles, images about culture, heritage, and tourism Vietnam, Heritage Chinese Edition also provides useful information for economic and social activities between Vietnam and China.

## DISTRIBUTION

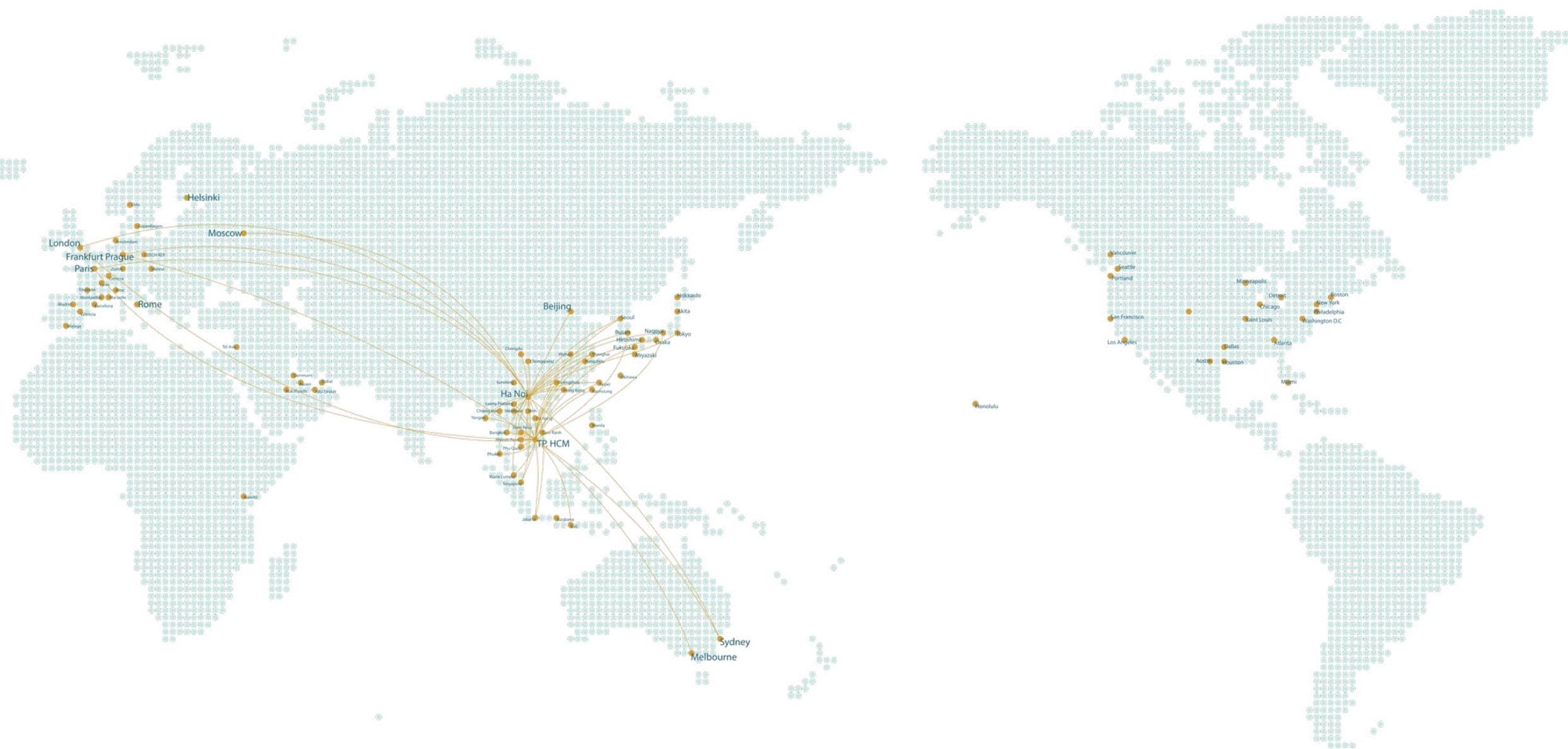
- Every seat on Vietnam Airlines' flights on the route between Vietnam and Japan.
- Nation-wide ticket offices & agencies of Vietnam Airlines.
- Airport business & VIP lounges by Vietnam Airlines at domestic destinations.
- Vietnam Airlines branches and representative offices worldwide in 20 countries.
- On-demand delivery to major partners of Vietnam Airlines.

**Publication date:** Quarterly  
on the 1st day of January, April, July,  
and October

**Languages:** Vietnamese - Chinese



# The growth of Vietnam Airlines



## VIETNAM AIRLINES REACH FURTHER

- › 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

## A MEMBER OF SKYTEAM ALLIANCE

- › **1,150** destinations in over **175** countries and territories
- › Over **750** passenger business lounges all over the world




01 Million

PASSENGERS, THE MAJORITY  
OF WHICH HAVE HIGH INCOME

- Specializing in high-end entertainment
- Attractive content, impressive images
- Present in every seat on Vietnam Airlines flights between Vietnam and China

## HERITAGE CHINESE EDITION READERS

 **71%** passengers are male  
**29%** passengers are female

 **02%** passengers are between 18-25 years old  
**48%** passengers are between 25-40 years old  
**44%** passengers are between 40-60 years old  
**06%** passengers are above 60 years old

 **60%** passengers travel for business purpose  
**20%** passengers travel for leisure purpose  
**20%** passengers travel for other purposes

## NUMBER OF FLIGHTS BETWEEN VIETNAM AND CHINA/WEEK

| Routes    | Hanoi | Ho Chi Minh City |
|-----------|-------|------------------|
| Shanghai  | 7     | 7                |
| Beijing   | 5     |                  |
| Guangzhou | 7     | 7                |

Why should brands  
advertising  
on Heritage Chinese  
Edition?





# Rates & specifications

\*Contact for more information



| Position/<br>ad types  | Monthly unit price<br>(VND) |
|--|-----------------------------|
| Cover  |                             |
| Cover 4  | 120.000.000                 |
| Cover 3  | 96.000.000                  |
| Cover 2  | 96.000.000                  |
| Full page  | 60.000.000                  |
| Double spread  | 108.000.000                 |
| Next page after Cover 2  | 84.000.000                  |
| Full page of advertorials  | 72.000.000                  |
| Double of advertorials   | 140.000.000                 |
| ½ page   | 36.000.000                  |
| ¼ vertical page  | 18.000.000                  |
| Column advertorials  |                             |
| Leisure/Destination/Accessories: Double spread on golf courses, sport equipments, leisure and entertainment destinations | 100.000.000                 |
| Fine dining/Foody/Tasting corner: Double spread on restaurants with 03 highlights: design, signature dishes, address     | 80.000.000                  |
| Business: Introducing Japaness-Vietnamese businesses, startup experiences, and development history                       | 100.000.000                 |
| Health and Beauty: Double spread on health & beauty services   | 80.000.000                  |





# Discounts

## LONG-TERM DISCOUNTS AND SPECIAL DISCOUNTS

| Number of issues | Discount rate | Contract duration eligible for discount |
|------------------|---------------|---|
| 1 issue          | 10%           |   |
| 2 issues         | 15%           | 8 months                                |
| 3-4 issues       | 20%           | 12-24 months                            |

## TERMS & CONDITIONS

1.

The above-advertised price does not include VAT.
2.

The above prices apply to advertising from January 2024 to December 2024.
3.

Advertising products are images and advertising information purchased by individuals, companies or organizations and posted in publications.
4.

Article advertising: has specific content, presented as a complete article. For advertising articles on Heritage Chinese Edition, the word "Advertorial" must be at the end of the article.
5.

Advertise articles by category: It has specific information and content presented as a complete article; the content and number
6.

of words are specified for each category. The word "Info" must be included at the end of the article for category article advertisements on Heritage Chinese Edition.
7.

Do not apply the form of tearing publications.
8.

Regarding the form of advertising attachment as a product, Heritage Magazine will consider it on a case-by-case basis.
9.

For advertisements in the form of clips to publications, this only applies to ½ and entire page areas.





# Specifications

## AD BOOKING & SUBMISSION DEADLINES

| Ad Type             | Booking deadline                  | Cancellation deadline             | Editorial deadline                | Approval deadline                 |
|---------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Visual ads          | 25 days prior to publication date | 25 days prior to publication date | 25 days prior to publication date | 20 days prior to publication date |
| Advertorials        | 30 days prior to publication date | 30 days prior to publication date | 30 days prior to publication date | 20 days prior to publication date |
| Column advertorials | 50 days prior to publication date | 50 days prior to publication date | 50 days prior to publication date | 30 days prior to publication date |



# Specifications

## AD SIZE REGULATIONS

| Positions     | Specifications | Size (mm)  |
|---------------|----------------|------------|
| Double spread | Bleed          | 416 x 276  |
|               | Framed         | 390 x 250  |
| Full page     | Bleed          | 211 x 276  |
|               | Framed         | 205 x 270  |
| ½ page        | Horizontal     | 185 x 115  |
| ¼ page        | Vertical       | 87.5 x 115 |



## VISUAL ADS

- **Visual:** clear imagery; avoid mock-up images if possible.
- **Content:** no more 300 words/page; avoid excessive amount of text on images.
- Marquette file format: PDF (press quality), or JPG with at least 300 dpi. CMYK.

## INFO PIECES

- **Content:** no more than 600 words/2 pages
- **Visual:** 2-5 Images/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

## ADVERTORIALS

- **Content:** no more than 400 words
- **Visual:** 1-3 Images/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

## 2 PAGES COLUMM ADVERTORIALS

- **Content:** no more than 600 words
- **Visual:** 3-5 Images/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.



# A UNIQUE FLIGHT TO YOUR VALUE



## Contact

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SCAN FOR PRICES LIST