

Media kit 2024

HERITAGE KOREA
MAGAZINE



COMPANION OF
1,5 Million
PREMIUM PASSENGERS

Periodic
publications
with captivating
content



About the Magazine

HERITAGE KOREA

- › Heritage Korea is the in-flight entertainment magazine of Vietnam's national airline - Vietnam Airlines.
- › Present on every seat of all flights between Vietnam and Korea of Vietnam Airlines.
- › Reach more than 1.5 million premium readers.
- › Besides articles, images about culture, heritage, and tourism Vietnam, Heritage Korea also provides useful information for economic and social activities between Vietnam and Korea.

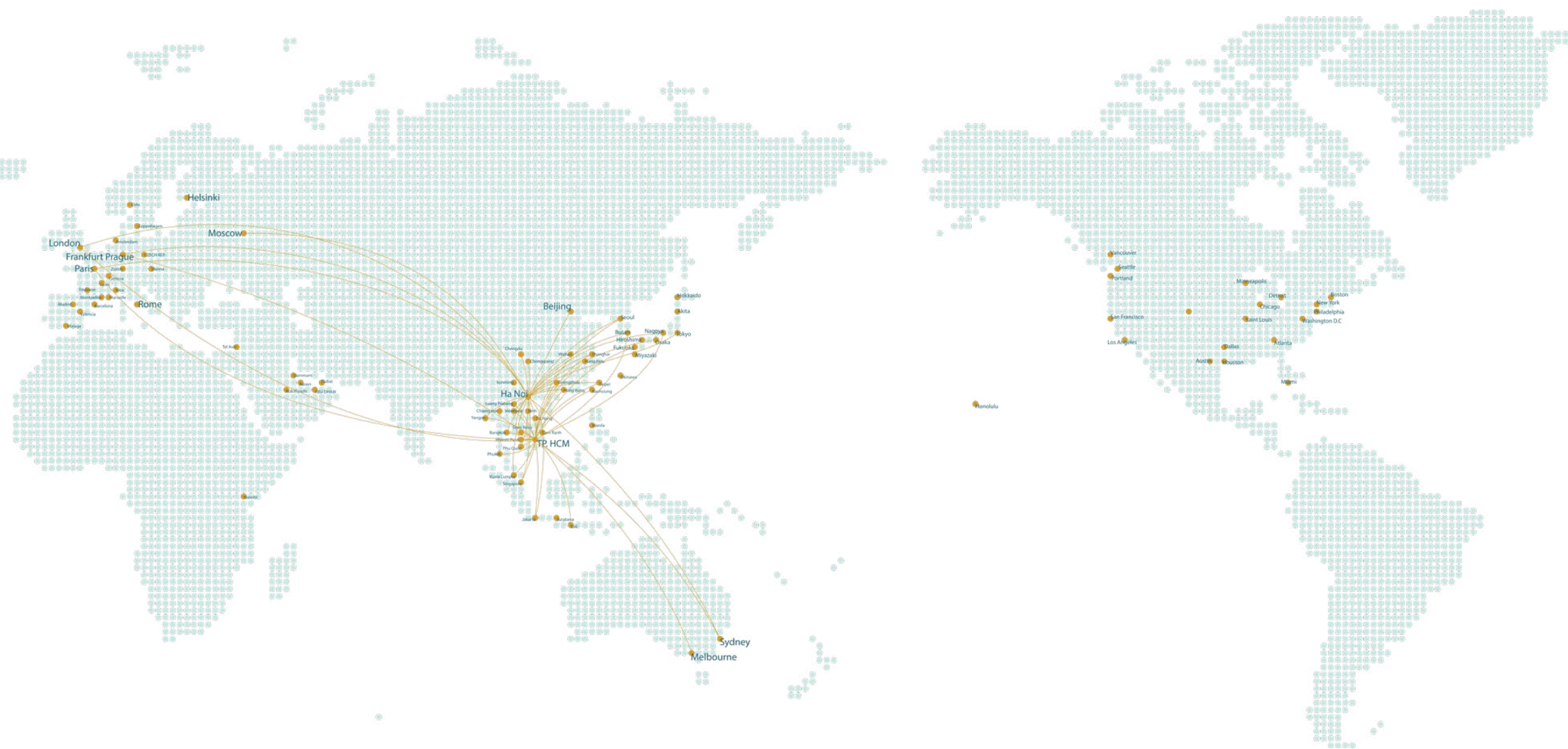
Publication date: Quarterly
on the 1st day of January, April, July,
and October

Languages: Vietnamese - Korean

DISTRIBUTION

- › Every seat on Vietnam Airlines' flights on the route between Vietnam and Korea.
- › 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.

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

1,5 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 Korea.

HERITAGE KOREA READERS

 72% passengers are male
 28% passengers are female

 35% passengers travel for business purpose
40% passengers travel for leisure purpose
25% passengers travel for other purposes

 03% passengers are between 18-25 years old
40% passengers are between 25-40 years old
52% passengers are between 40-60 years old
05% passengers are above 60 years old

NUMBER OF FLIGHTS BETWEEN VIETNAM AND KOREA/WEEK

Routes	Hanoi	Ho Chi Minh city	Da Nang	Cam Ranh
Incheon	14	14	10	7
Busan	7	7	5	

Why should brands
advertising
on Heritage Korea?



Rates & specifications

*Contact for more information



Position/ ad types	Monthly unit price (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 Korean-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 Korea, 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 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 Korea.
6.

Other forms of advertising are the Advertising differs from the four forms of advertising mentioned above and is accepted by TCH in each specific case.
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.
10.

The 50% discount only applies to the 2024 posting periods of the contract.



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.



A UNIQUE FLIGHT TO YOUR VALUE



Contact

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 PRICES LIST