

# Media kit 2024

HERITAGE & HERITAGE FASHION  
IN-FLIGHT MAGAZINES

COMPANION OF  
**24** Million  
PREMIUM PASSENGERS





Periodic  
publications  
with captivating  
content



# About the Magazine

## HERITAGE

A magazine specializing in cultural, economic, travel and social topics with engaging content exploring the beauty and historical significance of both Vietnamese and global heritage. Heritage has served as a bridge of cultures and has consistently been selected as a publication for the foreign affairs of Vietnam over the last 30 years.

**Publication date:** Monthly.

**Language:** Vietnamese – English.

## HERITAGE FASHION

A magazine specializing in fashion, lifestyle, technology and travel feature a wide range of creative and cutting-edge fashion collections. Heritage Fashion connects readers with the latest styles and trends from Vietnam and around the world.

**Publication date:** Monthly.

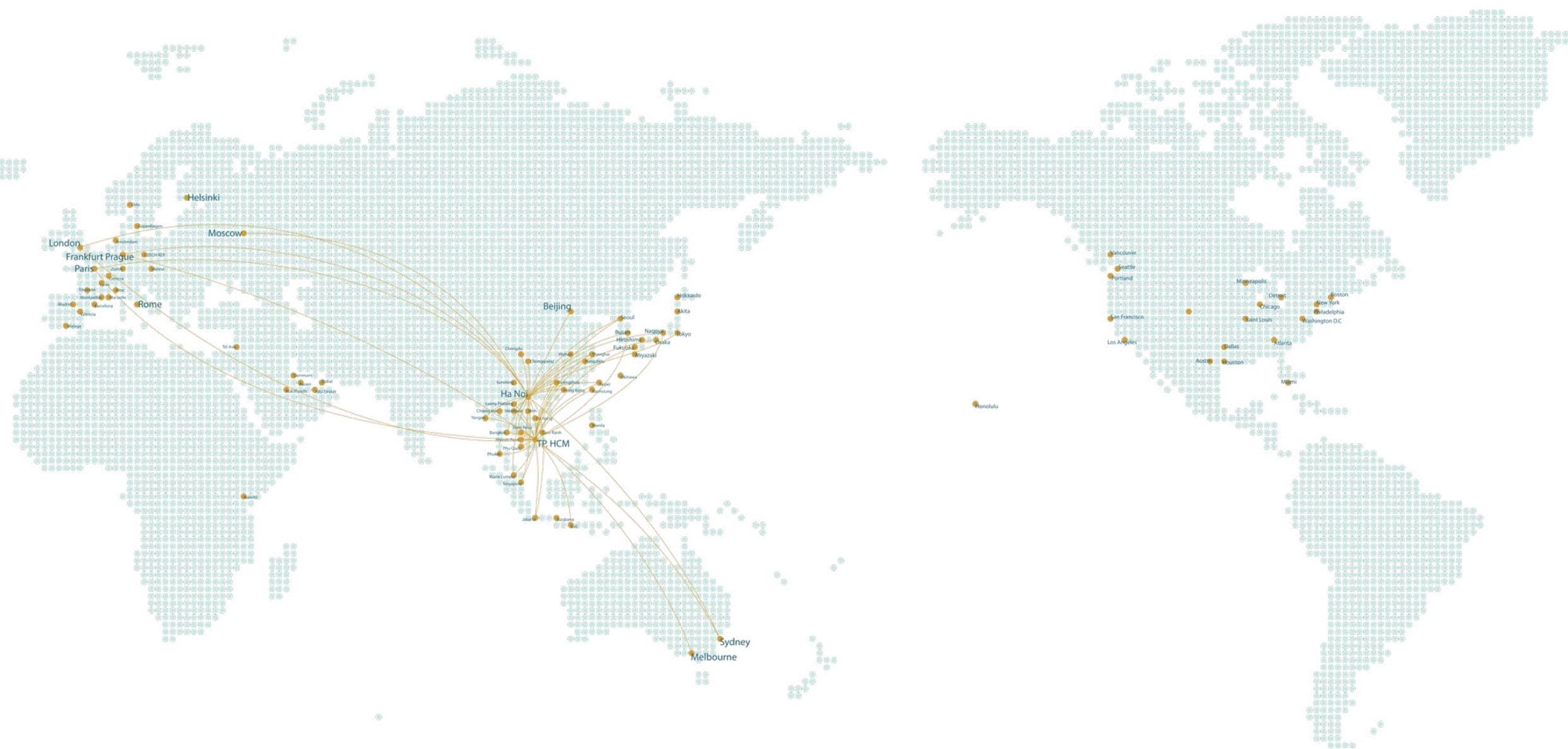
**Language:** Vietnamese – English.

## DISTRIBUTION

- Every seat on Vietnam Airlines' flights.
- 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.
- On-demand delivery to major partners of Vietnam Airlines.
- Hotels, restaurants, conferences, travel agencies, and international exhibitions.



# 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



# 24 Million

PASSENGERS, THE MAJORITY  
OF WHICH HAVE HIGH INCOME

- Specializing in high-end entertainment.
- Attractive content, impressive images.
- Distributed on every seat of all Vietnam Airlines' flights.
- Connecting brands to the most powerful investors and consumers in Vietnam.
- A convergence of major domestic and international brands.

## PASSENGERS OF VIETNAM AIRLINES



**47%** passengers travel international routes  
**53%** passengers travel domestic routes



**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 above 60 years old



**67%** passengers are male  
**33%** passengers are female



**49%** passengers travel for business purpose  
**29%** passengers travel for leisure purpose  
**22%** passengers travel for other purposes

# Why advertising on Heritage and Heritage Fashion?





# Rates & specifications

*\*Contact for more information*

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	1/4 page	45.000.000
Cover 4	270.000.000	Facing Credits (p.7)	165.000.000	1/5 page	35.000.000
Cover 3	160.000.000	Page 9, page 11	160.000.000	1/10 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) Facing	175.000.000	Small ads			
Content 1 (p.3)	170.000.000	1/2 page	75.000.000		

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

# Rates & specifications

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\*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
Paperbackdoublespreadbetweenp.50 & p.100	270.000.000
Extendeddoublespreadbetweenp.50&p.100	260.000.000
Extended double spread after p.100	250.000.000
Column advertorials	
Leisure/Destination/Accessories: Double spread on golf courses, sport equipments, leisure and entertainment destinations.	130.000.000
Fine dining/Foody/Tasting corner: Double spread on restaurants with 03 highlights: design, sig- nature dishes, address.	130.000.000
Health and 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





# Discounts

Number of issues	Discount Rate	Contract duration eligible for discount
01 issues	0%	
02 issues	5%	4 months
03 issues	5%	5 months
04 issues	10%	6 months
05 issues	10%	7 months
06 issues	10%	9 months
07 issues	15%	10 months
08 issues	15%	11 months
09 issues	15%	12 months
10 issues	20%	13 months
11 issues	20%	15 months
12 issues	20%	16 months
Above 12 issues	20%	Each additional issue above 12 is entitled to 01 additional month.

*Note: In case of advertising on both Heritage and Heritage Fashion publications, the discount rate and the term applied to the advertising contract are the discount rate and the duration applied to the the total number of publications on both publications.*



# TERMS & CONDITIONS

- 1. The advertising rates do not include VAT.
- 2. The above-mentioned rates are only applicable for ads booked between January 2024 to December 2024.
- 3. The rates do not include the expenses for graphic design, photo editing and retouching, print-proofs, or any other production expenses.
- 4. Advertising contracts of under 06 issues include Peak season surcharge of an additional 10% announced rates for ads running in January, February and December.'
- 5. Advertisers with special location requirements will have to pay an additional placement fee for each request, which is 10% of the ad purchase area price before page 50 or 5% after page 50. However, the Journal only accepts this particular request for each specific case.
- 6. For advertising inserts, the rates do not include expenses for print-proofs.
- 7. Advertorials will be marked with the word "Advertorial" on the header or footer of the page to distinguish from articles.
- 8. Heritage reserves the right to edit and approve advertising contents and images in accordance with the laws of Vietnam, applicable regulations and policies of Heritage and Heritage Fashion.
- 9. Ads for beauty clinics and supplements must be at least 1/2 spread.

- 10. Limit the sale of advertising on Heritage publications in the following areas:  
Fashion, Cosmetics, Functional Foods, Beauty Salons and Restaurants.
- 11. Do not sell 1/4 page advertising in Heritage publications. Advertisements on 1/5 page and 1/10 page on Heritage are placed in the News section.
- 12. Do not sell 1/5 horizontal page advertising on Heritage Fashion. 1/4 page advertisement, 1/5 page, and 1/10 page on Heritage Fashion are placed at the end of the publication.
- 13. Do not apply advertising in the form of torn publications.
- 14. Customers who post multiple advertisements in the same publication period will have each advertisement counted as equivalent to 1 posting period. The total number of ads the customer posts in the contract calculates the number of ad posting periods to apply the discount.
- 15. Article advertisements by category have the note "Info." above or below the advertising page to distinguish it from articles and booking no more than two articles per category/issue.
- 16. Ads based on the topic of the publication's content only apply to article ads with content and images consistent with the 2024 publication's thematic content.







# 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
Collections	40 days prior to publication date	40 days prior to publication date	40 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)
Extended double cover	Bleed	622 x 289
	Framed	602 x 265
Double spread	Bleed	414 x 289
	Framed	390 x 265
Full page	Bleed	214 x 289
	Framed	190 x 265
1/3-folded extended full spread	Bleed	426 x 289
Extended double spread	Bleed	614 x 289
Half spread (1/2)	Vertical	92 x 265
	Horizontal	190 x 125
1/4 spread	Vertical	92 x 125
1/5 spread	Vertical	86 x 103
	Horizontal	176 x 50
1/10 spread	Horizontal	86 x 50

## 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.

## COLUMN ADVERTORIALS

- **Content:** no more than 600 words/2 pages
- **Visual:** 5-7 Images/double srpread, 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 IN NEWS

- **Content:** no more than 100 words (+/-10% of the length)
- **Visual:** 1 image/page, d 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.

## INFO PIECES

- **Content:** no more than 300 words
- **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.

## VISUAL ADS

- **Visual:** clear imagery; avoid mock-up images if possible.
- **Content:** no more 200 words/page; avoid excessive amount of text on images.
- Marquette file format: PDF (press quality), or JPG with at least 300 dpi. CMYK.

## COLLECTIONS

- Visual content can only be posted on Heritage Fashion, with at least 300 dpi.
- The editors provide creative direction advice for the collection according to align with Heritage Fashion’s content style.
- The client produces the collection.
- Heritage edits and designs collection layout.



# Heritage monthly issue theme



Month	2024 themes	Target audience
January	Happy new year 2024	Common consumer goods; Handcrafts; Gifts for Tet
February	Tet and spring festivals	Tourism services; Restaurants; Food and Beverage
March	Antiquities and collectibles	Tourism services
April	Craft village	Tourism services; Interior- décor; Handcraft
May	Explore the letter "S"	Tourism services; Trade promotion offices, provincial or municipal authorities
June	Vietnamese Sea and island	Tourism services; Trade promotion offices, provincial or municipal authorities of beach cities such as: Da Nang, Nha Trang, Vung Tau...
July	Ethnic Vietnam	Common consumer goods: Handcrafts; Tourism services; Trade promotion offices, provincial or municipal authorities of Thua Thien-Hue Province
August	Vietnam's rivers and lakes	Tourism services
September	Golden season throughout Vietnam	Tourism services; Trade promotion offices, provincial or municipal authorities of: Lam Dong, Gia Lai, Lao Cai, Ha Giang
October	Ancient capitals/capitals of Vietnam	Tourism services; Trade promotion offices, provincial or municipal authorities of: Hanoi, Ninh Binh, Thanh Hoa, Hue
November	National Parks and nature reserve	Common consumer goods: Handcrafts; Interior- Décor
December	Highland breath	Tourism services; Trade promotion offices, provincial or municipal authorities where locate national parks, natural reserves approved by the government.

*\*Note: Issue themes and target audience are subjected to changes in accordance to Heritage's operational status.*



# Heritage Fashion monthly issue theme

Month	2024 themes	Target audience
January	Tet for young people	Tourism services; High-end consumer goods: Gifts for Tet; Common consumer goods: Gifts for Tet
February	Sustainable nature	Beauty clinics & spa
March	Fashion and trends	Other highlights: Entertainment products, entertainment technology products, concerts and shows.
April	Symbolic	Tourism services; Hi-end Fashion
May	Live your ambition	Tourism services
June	Street culture	Internet and technology services
July	Green technology	Food and Beverage services
August	Travel experience	Vietnamese local brands consumer goods
September	International Fashion and Vietnamese fashion	Fashion: wedding fashion
October	Love theme	Fashion
November	Contemporary art	Fashion: Handcrafts; Trade promotion offices, provincial or municipal authorities of Hanoi
December	Festive season	Tourism services; Festival



*\*Note: Issue themes and target audience are subjected to changes in accordance to Heritage's operational status.*



# A UNIQUE FLIGHT TO YOUR VALUE



## Contact

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SCAN FOR PRICES LIST