

Media kit 2024

HERITAGE OFFICIAL
WEBSITE ADVERTISEMENT



Diversity platform



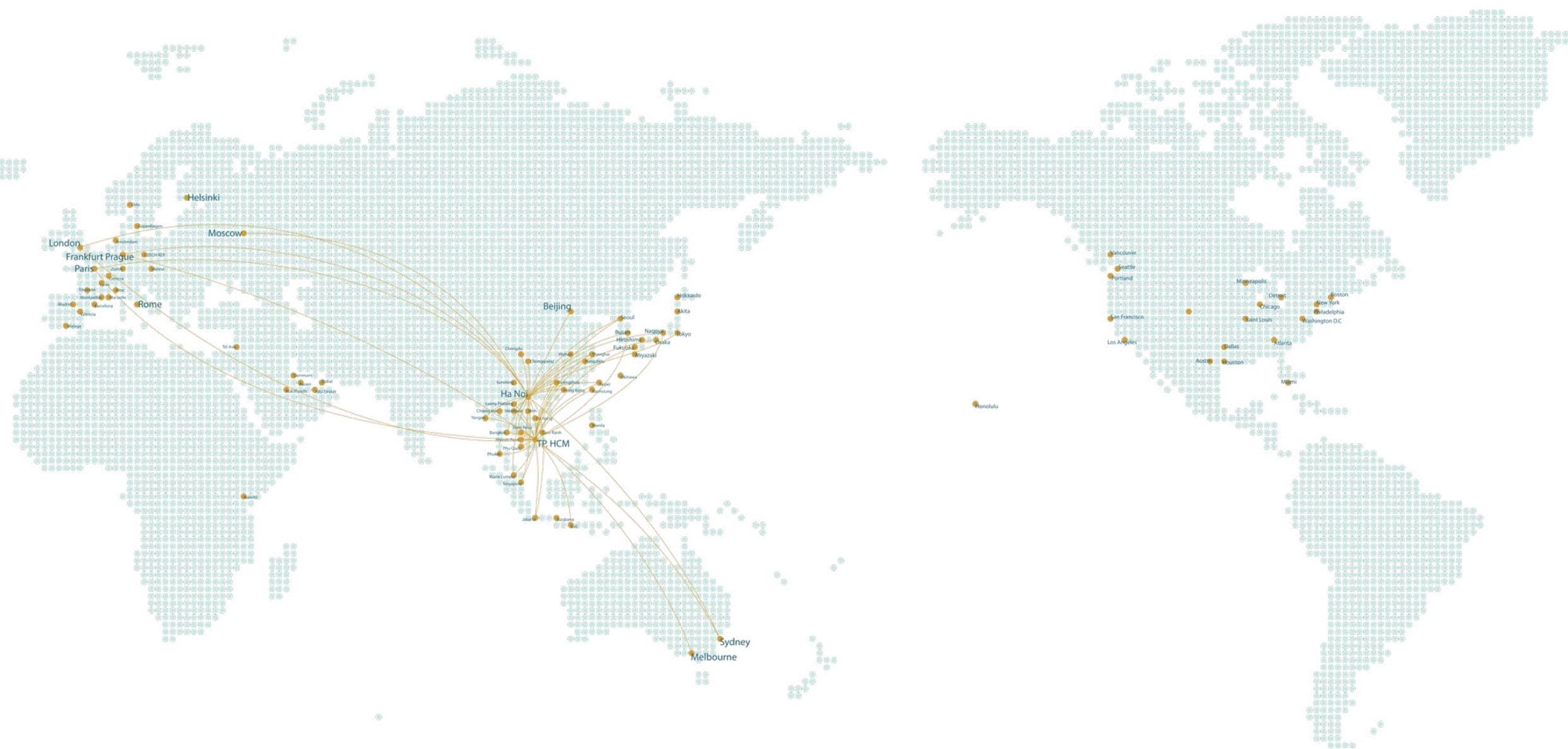
About Heritagevietnamairlines.com

Heritage Magazine's website bridges the rich content of in-flight publications to online readers. With attractive articles about domestic and foreign tourist destinations and introducing the rich cultures of regions worldwide..., Heritage Online will bring helpful information to those who love travel and culture.

Online advertising is a valuable marketing tool, conveying advertising messages diversely and vividly in many forms.

Website Heritage provides many different forms of advertising, including banners, videos, and PR articles, to help convey the brand's message to viewers.

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

212K_{users}
OVER 20.0000/MONTH

466K_{views}
OVER 40.0000/MONTH

96,6%_{new user}
VISIT WEBSITE
HERITAGEVIETNAMAIRLINES.COM

9,4%_{old user}
VISIT WEBSITE
HERITAGEVIETNAMAIRLINES.COM

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 should brands
advertising
on Heritage's website?





The Ad products

BANNER AD ON HOMEPAGE

AD SIZE

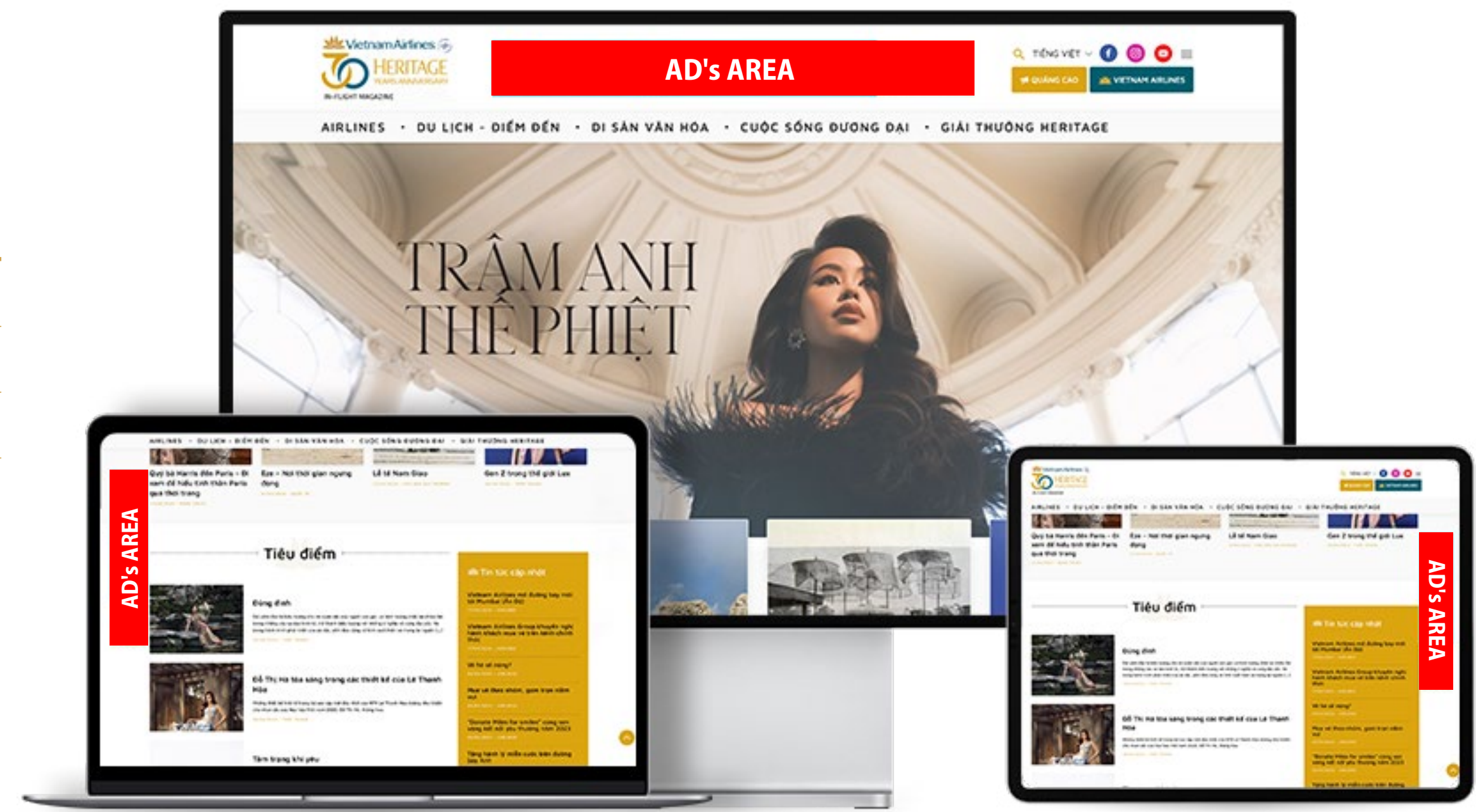
Banner types

	Dimension (pixel)
Header Banner	1760 x 202
Left Banner	236 x 1148
Right Banner	236 x 1148

Unit Price: 30.000.000 VND/month

* The month of posting the ad is determined from 8:00 a.m. on (x) this month to 8:00 a.m. on (y) the next month. Customers can flexibly choose the date to start posting ads).

Discount: Unavailable.





The Ad products

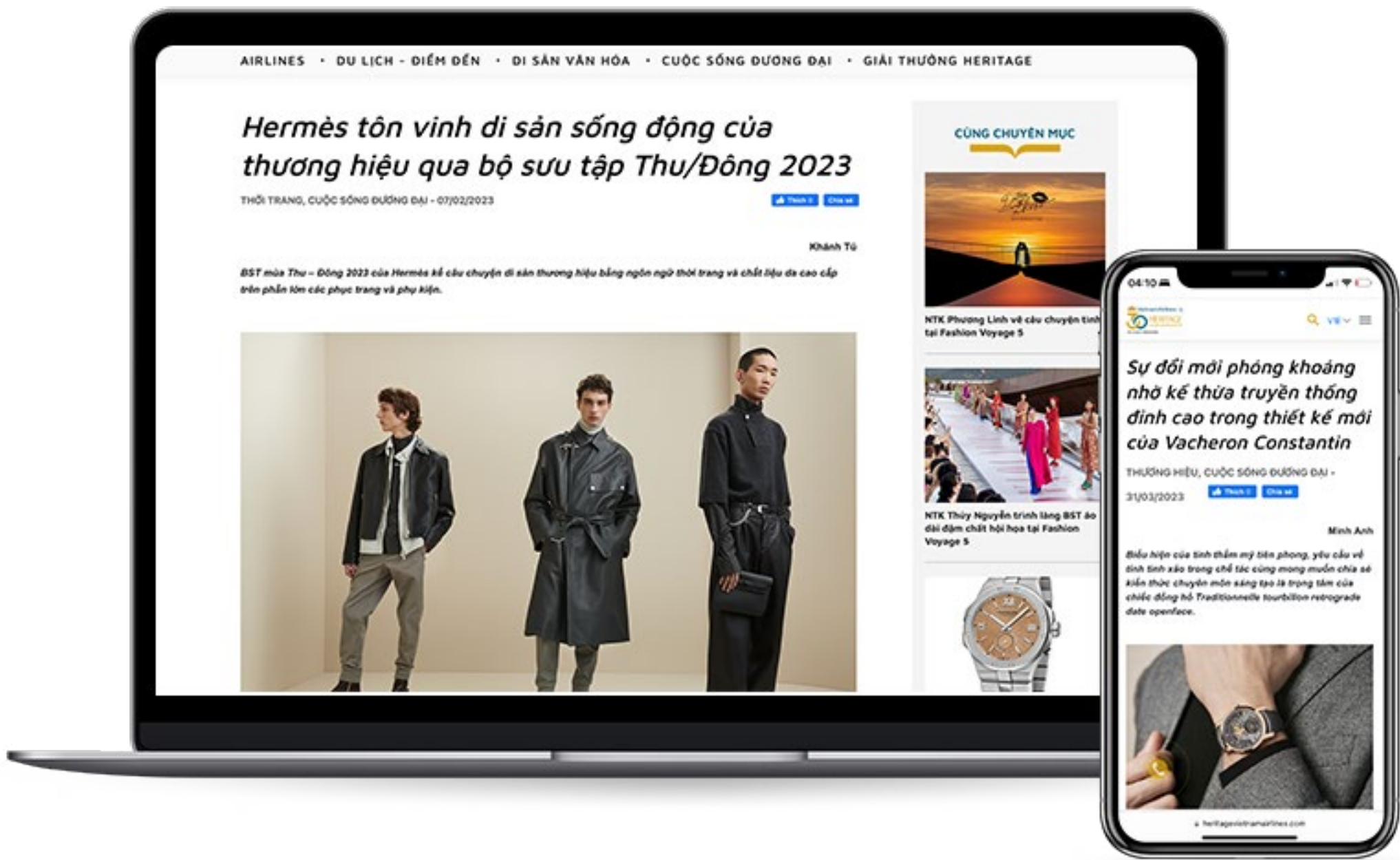
TVC

Embedded video size must not exceed 50MB and duration must not exceed 3 minutes.

Unit price: 30.000.000 VND/month

The month of posting the ad is determined from 8:00 a.m. on (x) this month to 8:00 a.m. on (y) the next month. Customers can flexibly choose the date to start posting ads).

Discount: Unavailable.

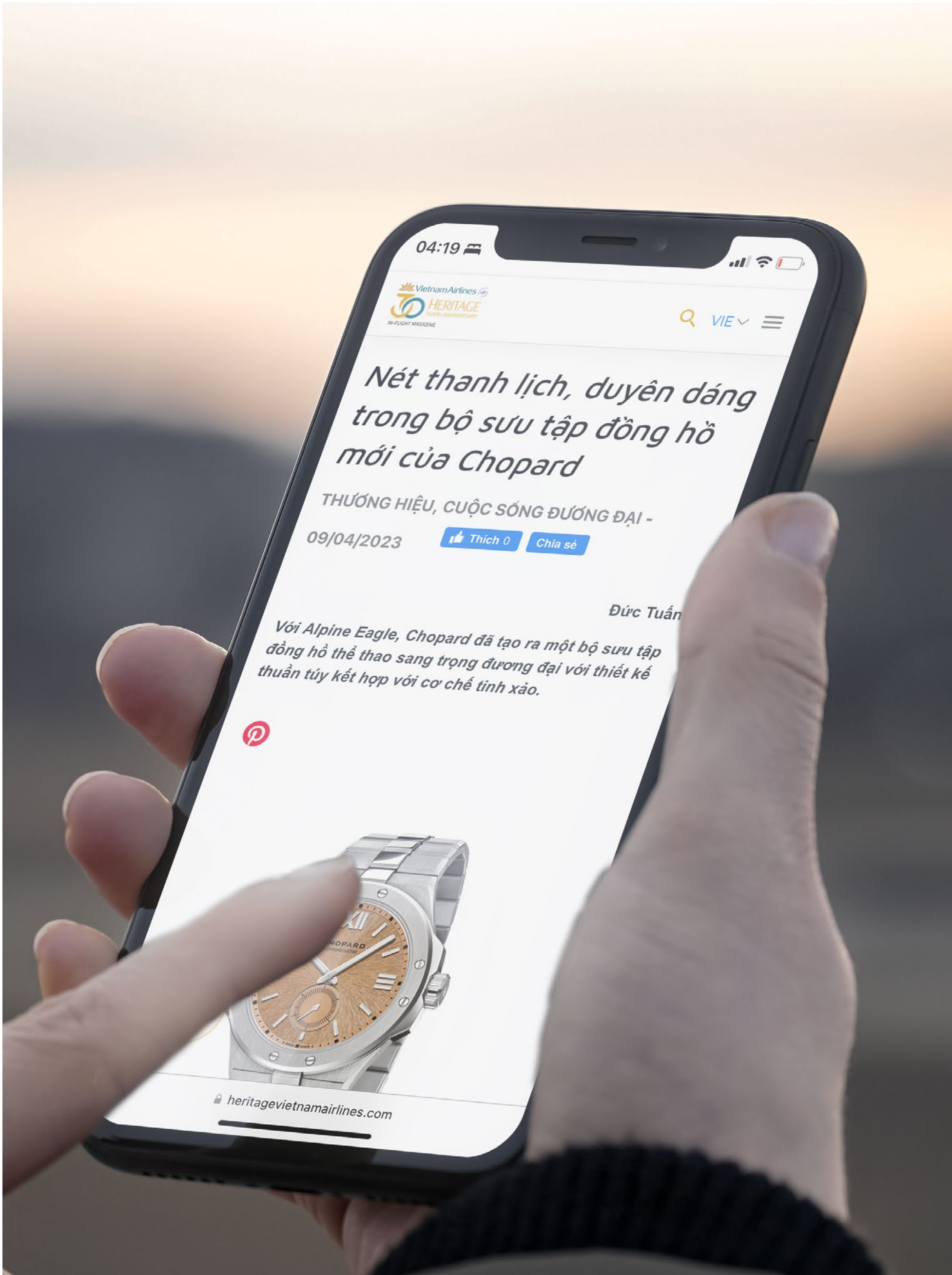


The Ad products

PR ARTICLE ADVERTISEMENT

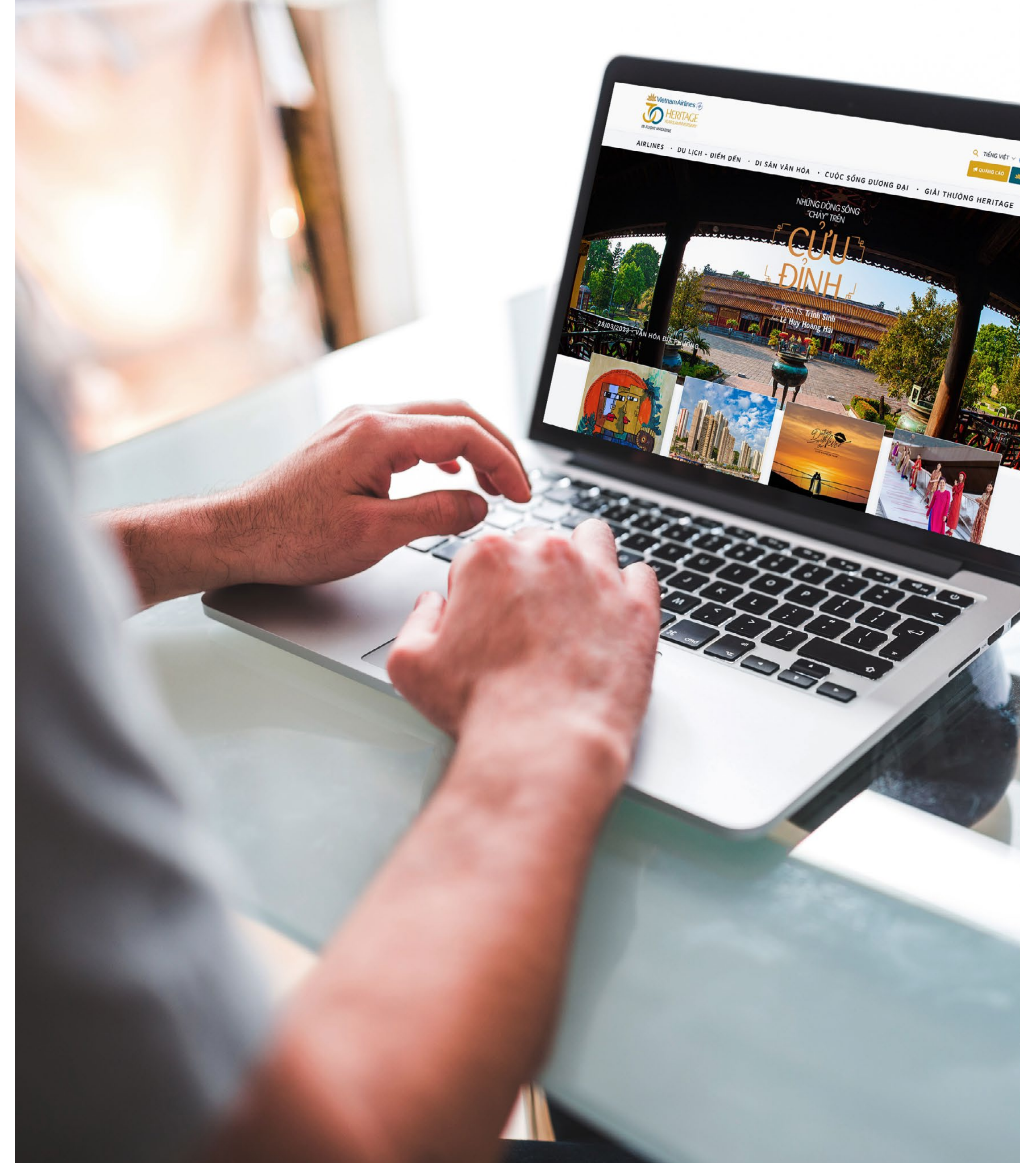
Products	Unit price without VAT (VND)	Discount rates
PR article on Heritage website (with the benefit of displaying the top 10 most recent articles on the homepage within 1 day)	22.000.000	1 article: 30% 2-3 articles: 40% Over 4 articles: 50%
Fee to maintain the title display position in the top 10 most recent articles on the homepage (within 1 day)	1.000.000/day	Unavailable

* The article will be labeled with the code "Business information" or "Audvertorial", the article content must not exceed 1000 words and insert a maximum of 8 images.



Condition and terms

1. The above prices do not include VAT.
2. Advertising price does not include the cost of designing and editing the advertising sample.
3. Advertising samples need to be provided 14 days before the expected posting date. The advertisement is posted on the website at 8:00 a.m. on the scheduled posting date. The expected posting date is a weekday (Monday to Friday). Special requests regarding posting times (changing posting hours, posting on weekends, etc.) can be made with a 10% loading fee per request.





Advertising particular regulations for PR articles

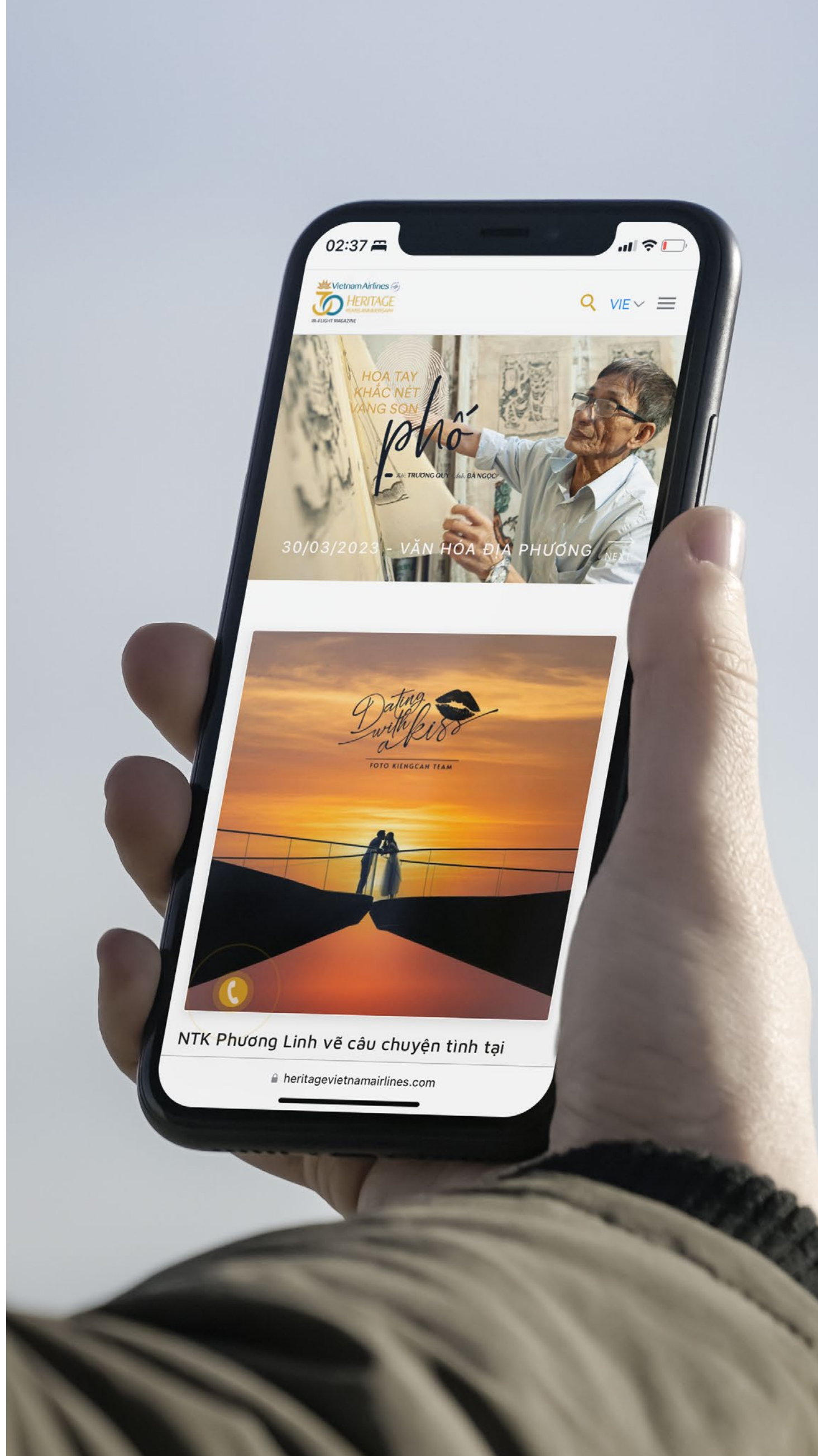
PR ARTICLE ADVERTISEMENT

PR articles are articles advertising a business's brand, services, products, content/images written by customers and provided to Heritage Online. Information about the authenticity of PR articles is the responsibility of the customer. Heritage Online is responsible for censorship and editing in accordance with state regulations and Heritage Online's specifications.

Advertising particular regulations for PR articles

PR ARTICLE ADVERTISEMENT

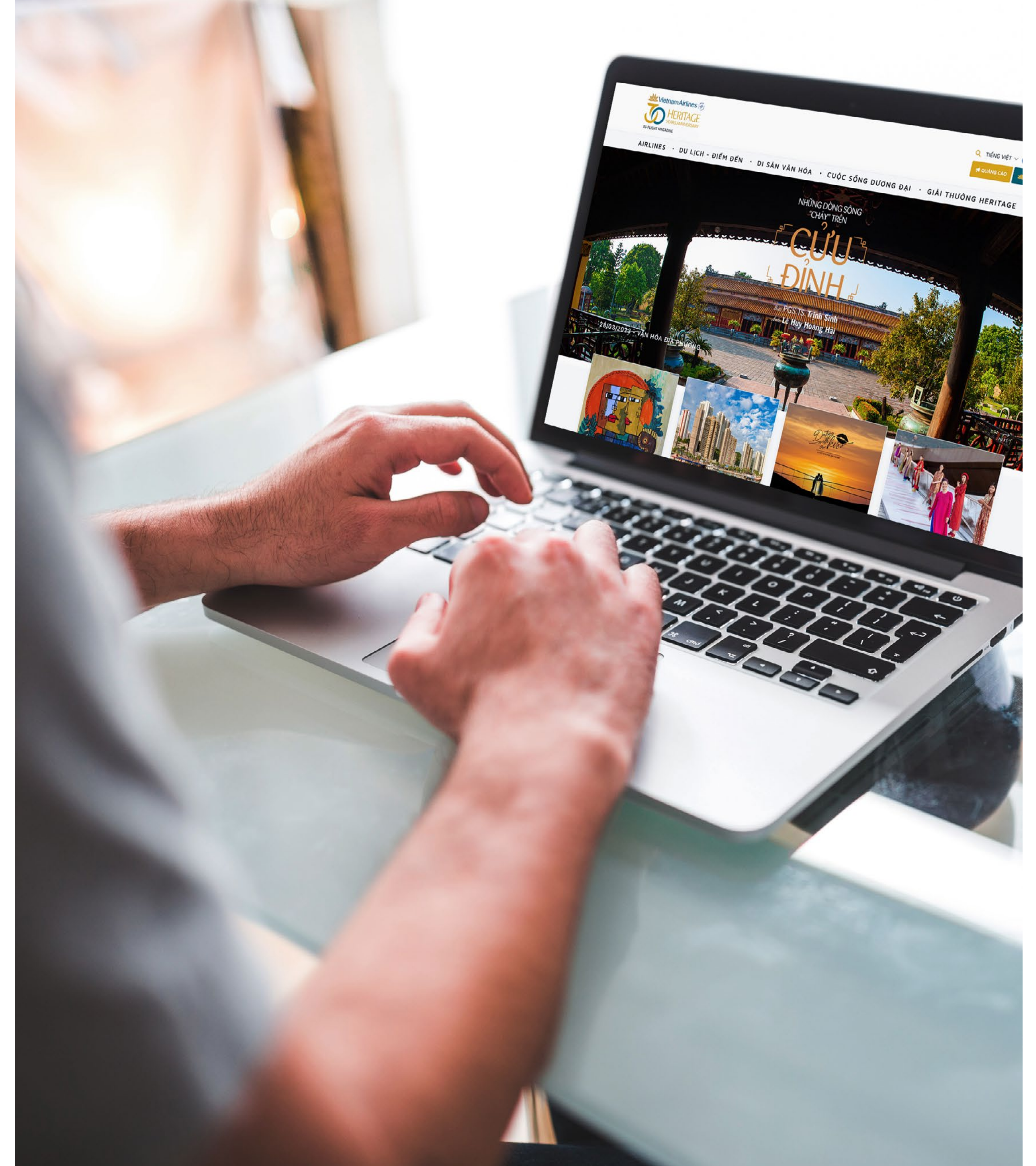
1. The article must have the code "BUSINESS INFORMATION" or "Advertorial" attached in the Super Title position (above the title). Hence, readers know that this is an article provided by a business.
2. Title: no more than 14 words (do not include the customer's hyperlink in the title).
3. Chapeau: no more than 35 words (do not attach the customer's hyperlink to the chapeau).
4. Article content: no more than 1,000 words.
5. Each paragraph exceeding 400 words must have an intertitle.
6. Number of hotline numbers in the article: maximum two hotline numbers.
7. Backlink: only attach a maximum of 3 backlinks to the customer's website (legal website); do not attach
8. Backlinks to social networks or general news sites. The article embeds a video with a capacity of no more than 30MB and a duration of no more than 2 minutes (because readers will not be able to watch videos that are too heavy when viewed on mobile devices).
9. Each article inserts a maximum of 8 photos (copyrighted photos) for articles not posted in eMagazine format.
10. Back link attachment position: only attach to keywords with a maximum of 4 words and attach to body text; do not attach to the following positions:
 - > Do not attach to the title.
 - > Do not include intertitles.
 - > Do not attach to the chapeau.
 - > Do not include photo captions.
 - > Do not attach illustrations or videos.
11. Regulations on tagging: The name of the Tag attached to the PR post must be clearly stated immediately upon posting. The Tag must be a maximum of 5 words, and each post can have a maximum of 5 Tags.



Advertising particular regulations for PR articles

CONTENT REGULATIONS

1. All PR articles published in newspapers must comply with the 2012 Advertising Law.
2. Reference: <https://thuvienphapluat.vn/van-ban/Thuong-mai/Luat-Quang-cao-2012-142541.aspx>
3. The article provides information related to the field in which the business PR works.
4. Provides general, helpful knowledge for readers.
5. Certification from relevant authorities must be provided for data, research reports, and specialized conclusions.
6. The article's content complies with the provisions of law and state policies.
7. For praise, the article must not mention the name of a business product or service.
8. The brand is mentioned no more than five times in the article.
9. The article is presented in a journalistic style, without any unnecessary details. The box at the bottom of the page (if any) introduces information about the origin of products, services, or businesses.
10. Do not accept product reviews without objective certification documents from the inspection party (depending on the industry).
12. The content of the article is not of an obvious, subjective, advertising or PR nature.
13. One-sided praise without stating slogans of praise for the business. For beer advertisements, do not mention the business's marketing activities too much and do not propagate a lifestyle of enjoyment and culture.



Advertising particular regulations for PR articles



PR ARTICLE IN HEALTH SECTOR

- Health-related products and services must have a corresponding license or certificate. Examples include drug advertising licenses, medical practice licenses, medical facility operating licenses, etc.
- The information described in the article closely follows the information described in the respective license.
- The research described in the article related to medical health services requires a license or certification and specific medical reports from reputable domestic and foreign units to be confirmed.
- Information in the article must comply with decrees and circulars of state management agencies.

PR ARTICLE IN THE REAL ESTATE SECTOR

- A construction permit is required for PR articles for apartment or subdivided land projects (this permit is obtained after the construction department accepts the foundation and has a 1/500 map).
- 3D design images that are not actual photos require a note with the photo.
- When editing the utilities mentioned in the article, you only need to use project description information and avoid misunderstanding that Heritage Online is committed to this being true.
- Do not state information that increases the value or propagates the value of real estate formed in the property's future.

PR ARTICLE IN BUSINESS SECTOR

- The data and certifications mentioned in the article must be certified by a third party.
- Financial analysis and summary data will specifically state who analyzed these data.
- When editing, we will rewrite according to the source this data comes from, avoiding misunderstandings that Heritage Online itself brings up.

A UNIQUE FLIGHT TO YOUR VALUE



Contact

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SCAN FOR PRICES LIST