

Media kit 2024

HERITAGE GUIDE
MAGAZINE

COMPANION OF
24 Million
PREMIUM PASSENGERS





Periodic
publications
with captivating
content



About the Magazine

HERITAGE GUIDE

- › Heritage Guide is a travel guidebook on Vietnam Airlines.
- › In addition to articles and photos about tourism in provinces and cities, Heritage Guide also provides valuable information about tourist attractions, typical dishes, and experiences of each locality.

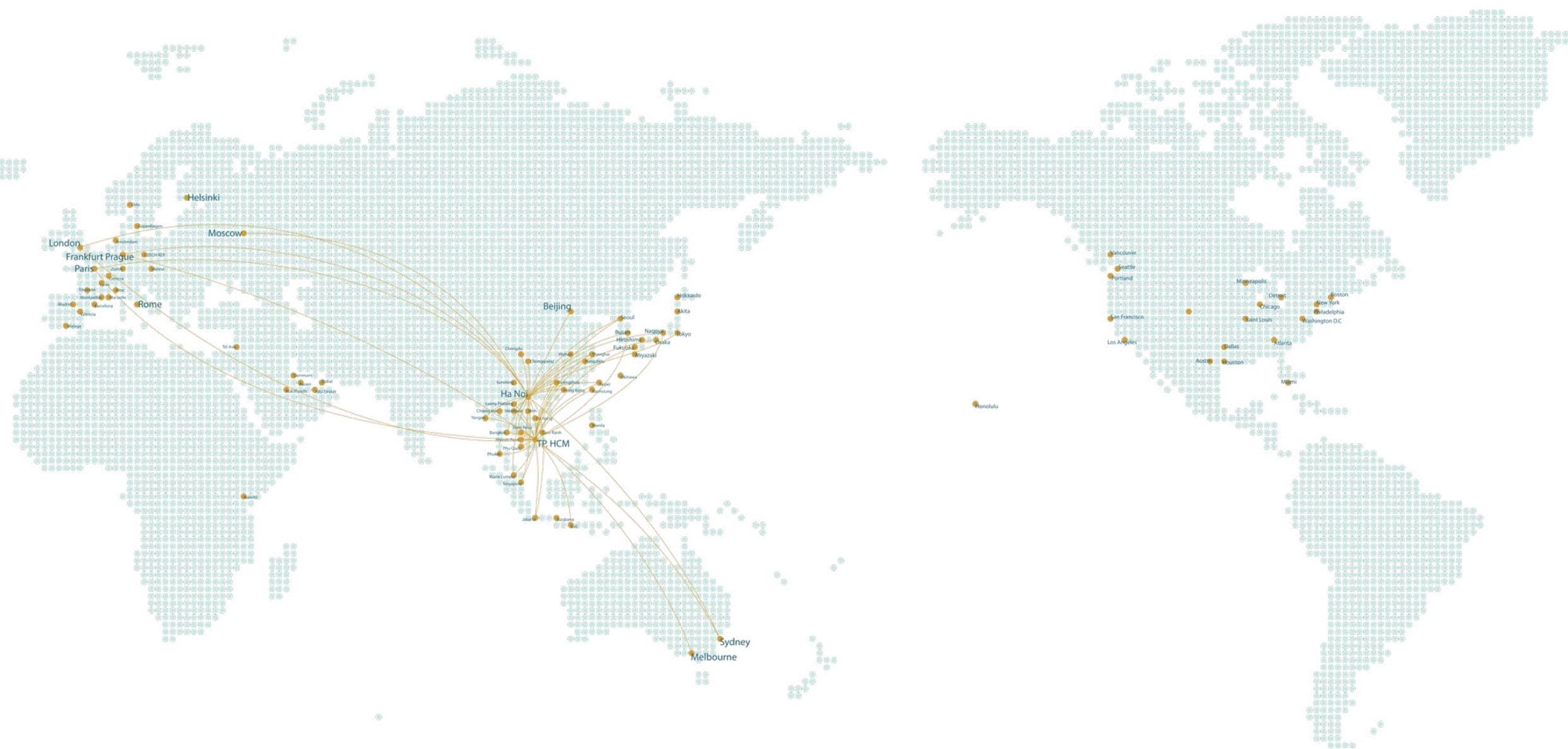
Publication date: Monthly.

Language: Vietnamese – English.

DISTRIBUTION

- › Every seat on Vietnam Airlines' flights.
- › The magazine is sent periodically to Vietnam Airlines' major and VIP customers upon request.
- › 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
- › **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

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

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





Rates & specifications

**Contact for more information*

Position/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 advertorials	190.000.000
Full page	110.000.000

Position/ad types	Bi-monthly unit price (VND)
1 content pack	100.000.000
2 contents pack	300.000.000
50% content pack	550.000.000
100% content pack	1.100.000.000



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.

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. Advertising products are images and information purchased by individuals, companies or organizations and advertised in publications.
- 4. Article advertising: has specific content presented as a complete article. For article advertising on Heritage Guide, the word "Advertorial" must be included at the end of the article.
- 5. Other forms of advertising: are advertisements other than the four forms of advertising above and are accepted by Heritage Magazine in each specific case.
- 6. The form of tearing publications is not applicable.
- 7. Heritage Magazine will consider each specific case when attaching advertising in the form of products.





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

Specifications



AD SIZE REGULATIONS

Positions	Specifications	Size (mm)
Full page visual ads	Bleed	160 x 320
Double spread visual ads	Bleed	290 x 310
Double spread advertorials	Framed	244 x 274
Promotional ads take up ⅓ of the page	⅓ page bleed	130 x 100

PROMOTIONAL ADS

- **Content:** no more than 120 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.

ADVERTORIALS

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

VISUAL ADS

- **Visual:** 1-3 Images/page, file size at least 1Mb/image. Clear imagery; avoid mock-up images if possible.
- **Content:** no more 100 words/page; avoid excessive amount of text on images.
- Marquette file format: PDF (press quality), or JPG with at least 300 dpi. CMYK.

A UNIQUE FLIGHT TO YOUR VALUE



Contact

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SCAN FOR PRICES LIST