

# HERITAGE

VIETNAM AIRLINES INFLIGHT MAGAZINE

MAGAZINE

## HERITAGE & HERITAGE FASHION

Companion of

**20** MILLION

Premium passengers







# 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 20 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.
- Representatives of Vietnam Airlines in 20 countries.
- On-demand delivery to major partners of Vietnam Airlines.
- Hotels, restaurants, conferences, travel agencies, and international exhibitions.



# THE EXPONENTIAL GROWTH OF VIETNAM AIRLINES

## VIETNAM AIRLINES - REACH FURTHER

- Awarded 4-star airline by Skytrax for 4 consecutive years.
- 100-strong fleet with new and most advanced aircrafts in Vietnam such as Boeing 787 and Airbus A350, Airbus A321 neo.
- 20 million passengers serviced.
- 3,9 million Lotusmiles frequent fliers.
- 10,000 monthly flights to 22 domestic and 34 international destinations.
- 90% on-time performance - Best among Vietnamese airlines.
- The World's Leading Carrier for Cultural Identity, The World's Leading Premium Economy Carrier and Asia's Leading Economy Class Airline recognized by the World Travel Awards.

## MEMBER OF SKYTEAM ALLIANCE

- Over 1.036 destinations in over 170 countries.
- Over 15.445 flights operated every day.
- Over 790 passenger business lounges all over the world.







# WHY ADVERTISING ON HERITAGE & HERITAGE FASHION

- 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

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

 **08%** passengers are between 18-25 years old  
**42%** passengers are between 25-40 years old  
**04%** passengers are between 40-60 years old  
**46%** passengers are above 60 years old

**1,7** MILLION

passengers, the majority of which have high income.

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





Positions	Unit Price (VND)
COVER	
Cover 4	250.000.000
Cover 3	145.000.000
DOUBLE SPREAD	
Double Spread after Cover 1	320.000.000
First double spread	285.000.000
Second double spread	275.000.000
Double spread before Editor's letter	270.000.000
Two adjacent pages before page 50	260.000.000
Double spread before page 50	250.000.000
Two adjacent pages between page 50 and page 100	250.000.000
Double spread between page 50 and page 100	240.000.000
Two adjacent pages after page 100	240.000.000
Double spread after page 100	230.000.000
FULL PAGE	
Facing Editor-in-chief's letter (Page 1)	175.000.000
Facing Content 1 (Page 3)	170.000.000
Facing Content 2 (Page 5)	165.000.000
Facing Credits (Page 7)	165.000.000
Page 9, Page 11	160.000.000
Right-side page before page 50	145.000.000
Right-side page between page 50 and page 100	135.000.000

Positions	Unit Price (VND)
Right-side page after page 100	130.000.000
Left-side page	125.000.000
ADVERTORIALS	
Double spread before page 50	275.000.000
Double spread between page 50 and page 100	260.000.000
Double spread after page 100	255.000.000
Full right-side page before page 50	150.000.000
Full right-side page between page 50 and page 100	145.000.000
Full right-side page after page 100	140.000.000
Full left-side page	130.000.000
SMALL ADS	
½ spread	75.000.000
¼ spread	45.000.000
⅓ spread	35.000.000
⅕ spread	20.000.000
COLLECTIONS (HERITAGE FASHION ONLY)	
Six pages	360.000.000
Four pages	280.000.000

# RATES & SPECIFICATIONS

STANDARD AD TYPES/POSITIONS

*\*Contact for more information*





# RATES & SPECIFICATIONS

## SPECIAL AD TYPES/POSITIONS

\*Contact for more information



Positions	Unit Price (VND)
Cover 4 printed with 50% copies released	150.000.000
Extended paperback double spread	520.000.000
Extended full spread - 1/3 folded	260.000.000
Paperback double spread before page 50	285.000.000
Extended double spread before page 50	275.000.000
Paperback double spread between page 50 and page 100	270.000.000
Extended double spread between page 50 and page 100	260.000.000
Extended double spread after page 100	250.000.000

## COLUMN ADVERTORIALS

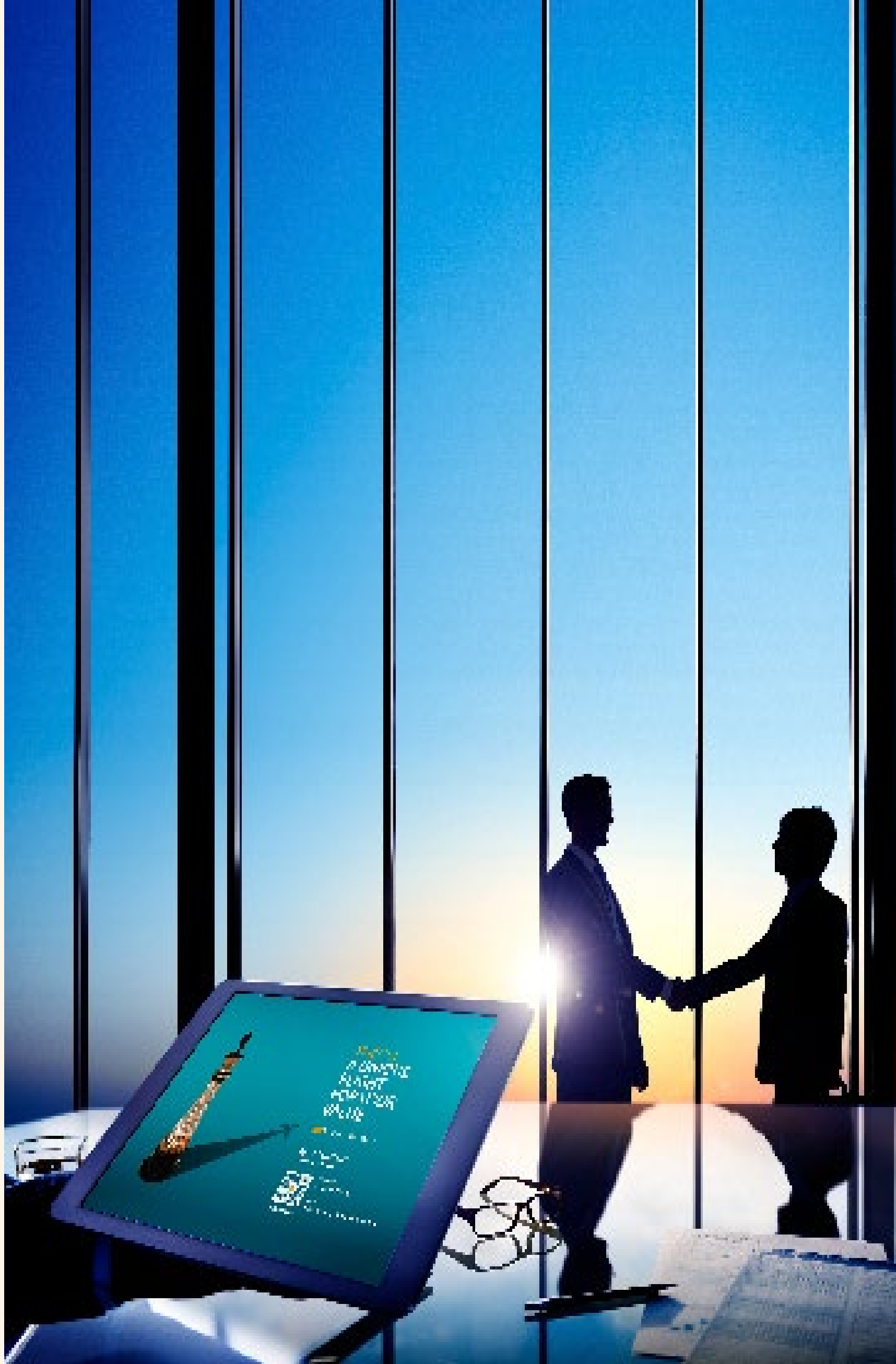
Leisure/Destination/Accessories: Double spread on golf courses, sport equipments, leisure and entertainment destinations	100.000.000
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Fine dining/Foody/Tasting corner: Double spread on restaurants with 03 highlights: design, signature dishes, address.	100.000.000
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Health and Beauty: Double spread on health & beauty services	100.000.000
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## PUBLICATION-THEMED ADVERTORIALS

Advertorial under 5 pages	200.000.000
Advertorial between 5-7 pages	300.000.000



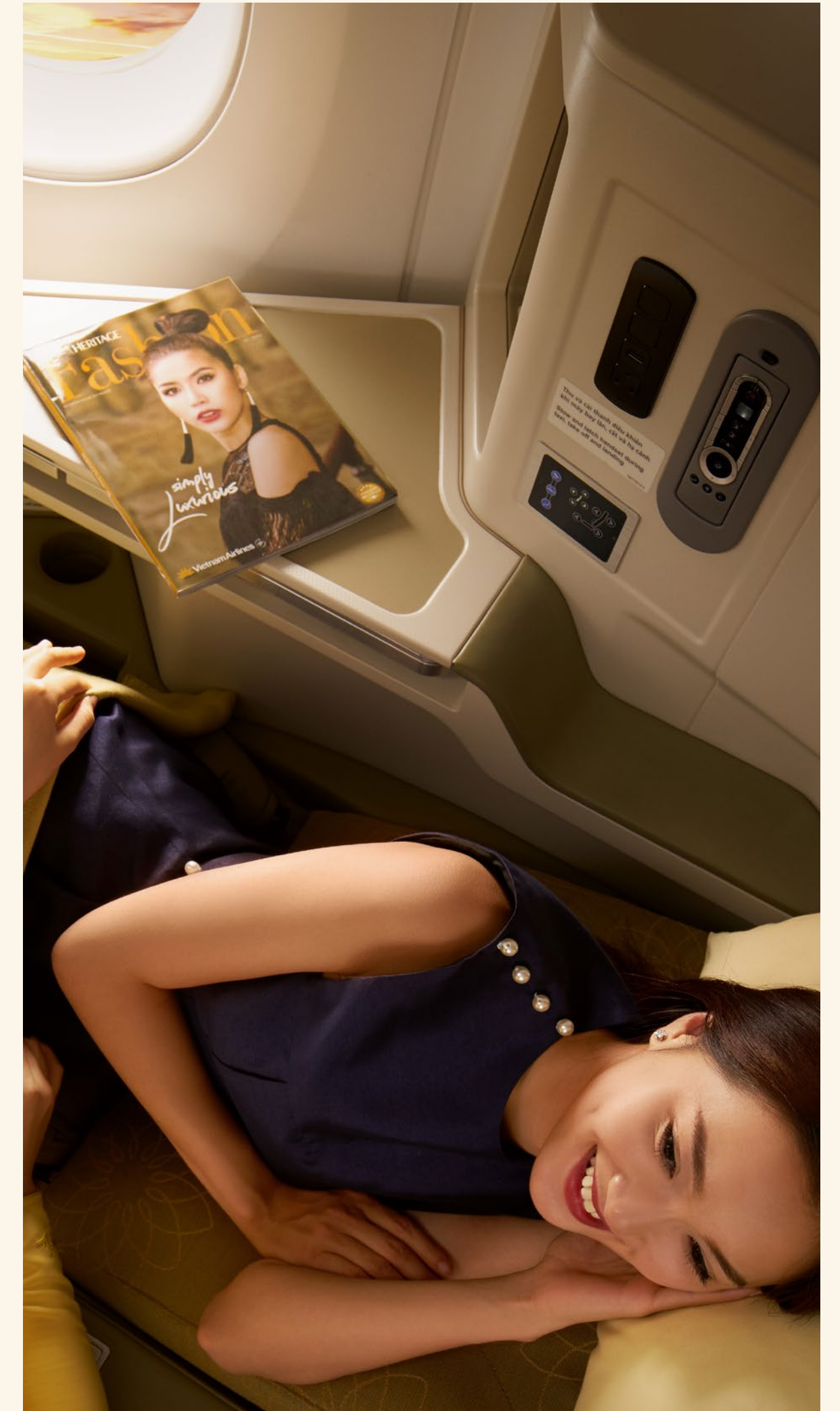
# DISCOUNTS

Number of issues	Discount Rate	Contract duration eligible for discount
2 issues	5%	4 months
3 issues	5%	5 months
4 issues	10%	6 months
5 issues	10%	7 months
6 issues	10%	9 months
7 issues	15%	10 months
8 issues	15%	11 months
9 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. Rates do not include VAT.
2. Rates only applicable for ads booked between January 2021 & December 2021.
3. Rates do not include the expenses for graphic design, photo editing & retouching, print-proofs, or any other production expenses.
4. Advertising contract for under 06 issues includes peak season surcharge of an additional 10% on normal rates if the ad runs on January, February, and December.
5. Ads with special placement request will only be review on an ad-hoc basis. Selecting ads placement are subjected to 10% additional charge for spreads before page 50, or 5% for spreads after page 50.
6. For advertising inserts, prices include expenses for print-proofs, which is determined on an ad-hoc basis.
7. Advertorials will be marked with the word “Advertorial” on at footer of the page.
8. Column advertorials will be marked with the word “Info” on at footer of the page. Number of column advertorials must not exceed two for each column within one issue.
9. Collection advertising is only available on Heritage Fashion.
10. Heritage Magazine reserves the right to edit and approve advertising content in accordance to the laws of Vietnam, applicable regulations and the policies of Heritage and Heritage Fashion.
11. Heritage Magazine exercises tight control of the amount of of advertising on fashion, cosmetics, supplements, beauty clinics, and restaurants.
12. Ads for beauty clinics & supplements must be at least ½ spread.
13. ¼ spread ad is not available on Heritage. ½ spread & ⅓ spread ads on Heritage are placed under Window on Vietnam section..
14. ¼ horizontal spread & ⅓ horizontal spread are not available on Heritage Fashion. ¼ spread, ½ spread, and ⅓ spread ads are placed under Instore section at the end of the issue.
15. Tear-sheet ads are not permitted.
16. If the buyer places multiple ads in one issue, each ad is counted towards discount conditions as one issue. The number of issues qualified for discount conditions is calculated by total amount of ads placed as indicated by the contract.
17. If the buyer places ads on both Heritage & Heritage Fashion, discount rate & eligible contract duration are based on total number of ads placed on both Heritage & Heritage Fashion.
18. If the buyer qualifies for multiple discount conditions at the same time, only one most applicable discount term is selected.
19. Issue-themed ads must align with content, visuals, and themes of 2021 issues.







# 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 spread	Bleed	214 x 289
	Framed	190 x 265
⅓-folded extended full spread	Bleed	426 x 289
Extended double spread	Bleed	614 x 289
Half spread (½)	Vertical	92 x 265
	Horizontal	190 x 125
¼ spread	Vertical	92 x 125
⅕ spread	Vertical	86 x 103
	Horizontal	176 x 50

## VISUAL ADS

- Visuals: clear imagery; avoid mock-up images if possible.
- Content: No more than 200 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 300 words.
- Visuals: 2-5 images/page, file size at least 1 Mb/ image.
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

## ADVERTORIALS

- Content: no more than 400 words/page.
- Visuals: 1-3 images/page, file size at least 1 Mb/ image.
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

## COLLECTIONS

- 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.

## COLUMN ADVERTORIALS

- Content: no more than 800 words/02 pages.
- Visuals: 5-7 images/02 pages, file size at least 1 Mb/ image.
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage Magazine.

## PUBLICATION-THEMED ADVERTORIALS

- Content: no more than 800 words/02 pages.
- Visuals: 5-7 images/page, file size at least 1 Mb/ image.
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.



HERITAGE

Month	2021 themes	Target audience
January	New Year & Lunar New Year holidays	Consumer goods; Handicrafts; Gifts for Tet
February	Celebrations – spring travel	Tourism & hospitality Restaurants; Food & Beverages
March	Ninh Binh	Tourism & hospitality Ninh Binh based companies
April	Museums	Tourism & hospitality Interior & décor
May	Caves	Tourism & hospitality Trade offices & government agencies in: Quang Binh, Ninh Binh, Cao Bang
June	Seaside culture	Tourism & hospitality: Trade offices & government agencies in coastal cities such as Da Nang, Nha Trang, Vung Tau....
July	Trade villages	Consumer goods: handicrafts;
August	Folk music	Others: art performances
September	Cities on the mountain	Tourism & hospitality; Trade offices & government agencies in: Lam Dong, Gia Lai, Lao Cai, Ha Giang
October	The old capitals of Vietnam	Tourism & hospitality; Trade offices & government agencies in: Ha Noi, Ninh Binh, Thanh Hoa, Hue
November	Art	Consumer goods: handicrafts Interior - Décor
December	National Parks	Tourism & hospitality ; Trade offices & government agencies in cities & provinces with government certified national parks.

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

MONTHLY  
ISSUE THEME





# MONTHLY ISSUE THEME



## HERITAGE FASHION

Month	2021 themes	Target audience
January	Contemporary Tet	Tourism & hospitality; Luxury goods; Tet products; consumer goods; Gifts for Tet
February	Women & flowers	Beauty clinics & spa
March	Sport	Tourism & hospitality: Golf courses; Others: Sport products, Sport competitions
April	Entertainment	Others: Entertainment products, recreational technologies, performances
May	Summer – Beaches	Tourism & hospitality
June	Youth & Dreams	Tourism & hospitality Education
July	Culinary Art	Tourism & hospitality: restaurants
August	Men	Premium consumer goods: men’s products
September	Season of Love	Wedding fashion
October	Handmade – luxury in disguise	Fashion: handicrafts
November	World of Beverages	Beverages
December	Celebrations & Festivals	Tourism & hospitality

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



# HERITAGE A UNIQUE FLIGHT FOR YOUR VALUE



SCAN FOR  
PRICE LIST

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