

# HERITAGE

VIETNAM AIRLINES INFLIGHT MAGAZINE

MAGAZINE

## HERITAGE & HERITAGE FASHION

Companion of

**18** 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.
- Own a fleet of over 100 new and most advanced aircrafts in Vietnam, namely Boeing 787 and Airbus A350, Airbus A321 Neo.
- Over 18 million passengers serviced.
- 3.9 million Lotusmiles frequent fliers.
- 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

- 1.036 destinations in over 170 countries
- Over 750 passenger bussiness 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

**1,5** 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)
<b>COVER</b>	
Cover 4	250.000.000
Cover 3	145.000.000
<b>DOUBLE SPREAD</b>	
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
<b>FULL PAGE</b>	
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
<b>ADVERTORIALS</b>	
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
<b>SMALL ADS</b>	
½ spread	75.000.000
¼ spread	45.000.000
⅓ spread	35.000.000
⅕ spread	20.000.000
<b>COLLECTIONS (HERITAGE FASHION ONLY)</b>	
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

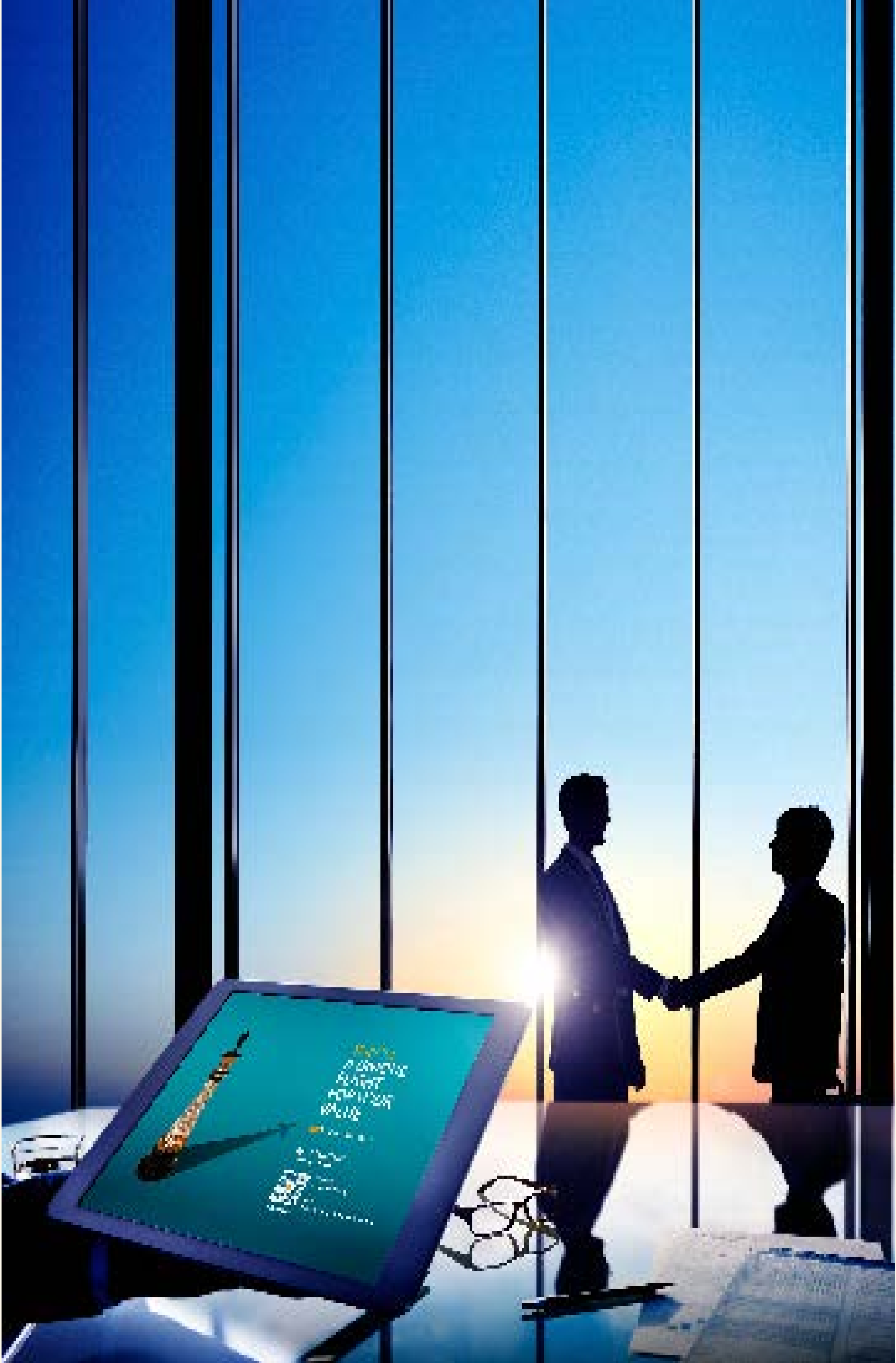
<b>Leisure/Destination/Accessories:</b> Double spread on golf courses, sport equipments, leisure and entertainment destinations	100.000.000
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<b>Fine dining/Foody/Tasting corner:</b> Double spread on restaurants with 03 highlights: design, signature dishes, address.	100.000.000
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<b>Health and Beauty:</b> 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



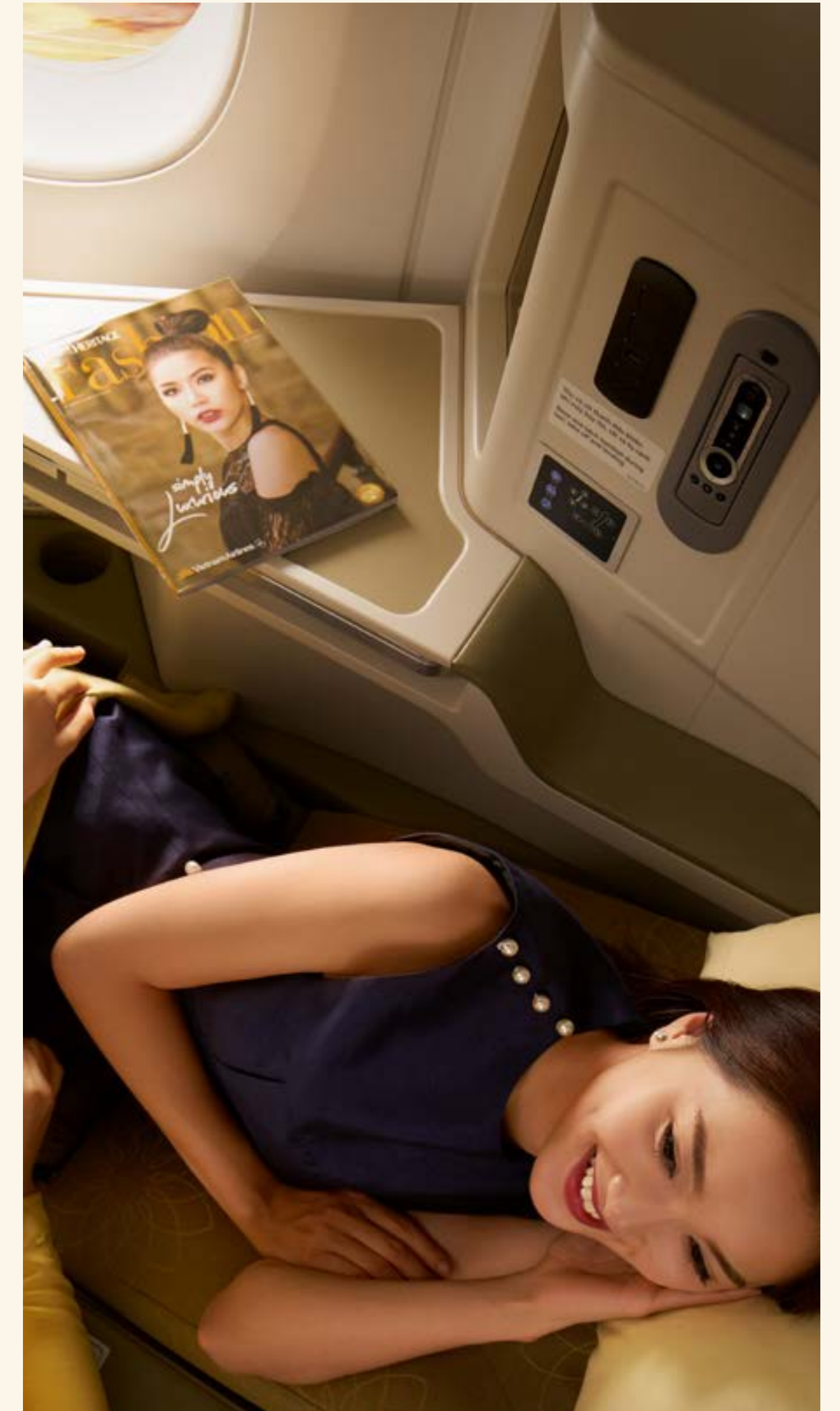
# DISCOUNTS

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. The advertising rates do not include VAT.
2. The above-mentioned rates are only applicable for ads booked between January 2022 to December 2022.
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. Ads with special placement requests are subjected to an additional 10% charge for spreads before page 50 per request, or 5% for spreads after page 50 per request. The request will only be reviewed on an ad-hoc basis.
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. Heritage exercises tight control over the amount of advertisements on: Fashion, Cosmetics, Supplements, Beauty clinics and Restaurants.
11. 1/4 spread is not available on Heritage. 1/5 spread and 1/10 spread ads on Heritage are placed under “Window on Vietnam” section.
12. 1/4 horizontal spread and 1/5 horizontal spread are not available on Heritage Fashion. 1/4 spread, 1/5 spread and 1/10 spread on Heritage Fashion are placed under “Instore” section at the end of the issue.
13. Tear-sheet ads are not permitted.
14. If the client places multiple ads on the same issue of the publication, each ad will be counted as one issue. The number of issues qualified for discount conditions is calculated by the total amount of ads placed as indicated by the contract.
15. Column advertisements will be marked “Info.” on the header or footer of the advertising page to distinguish from articles, and no more than 02 ads are allowed for each column/ issue.
16. Issue-themed ads must align with contents, images and themes of 2022 publication.







# 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
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

## 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.

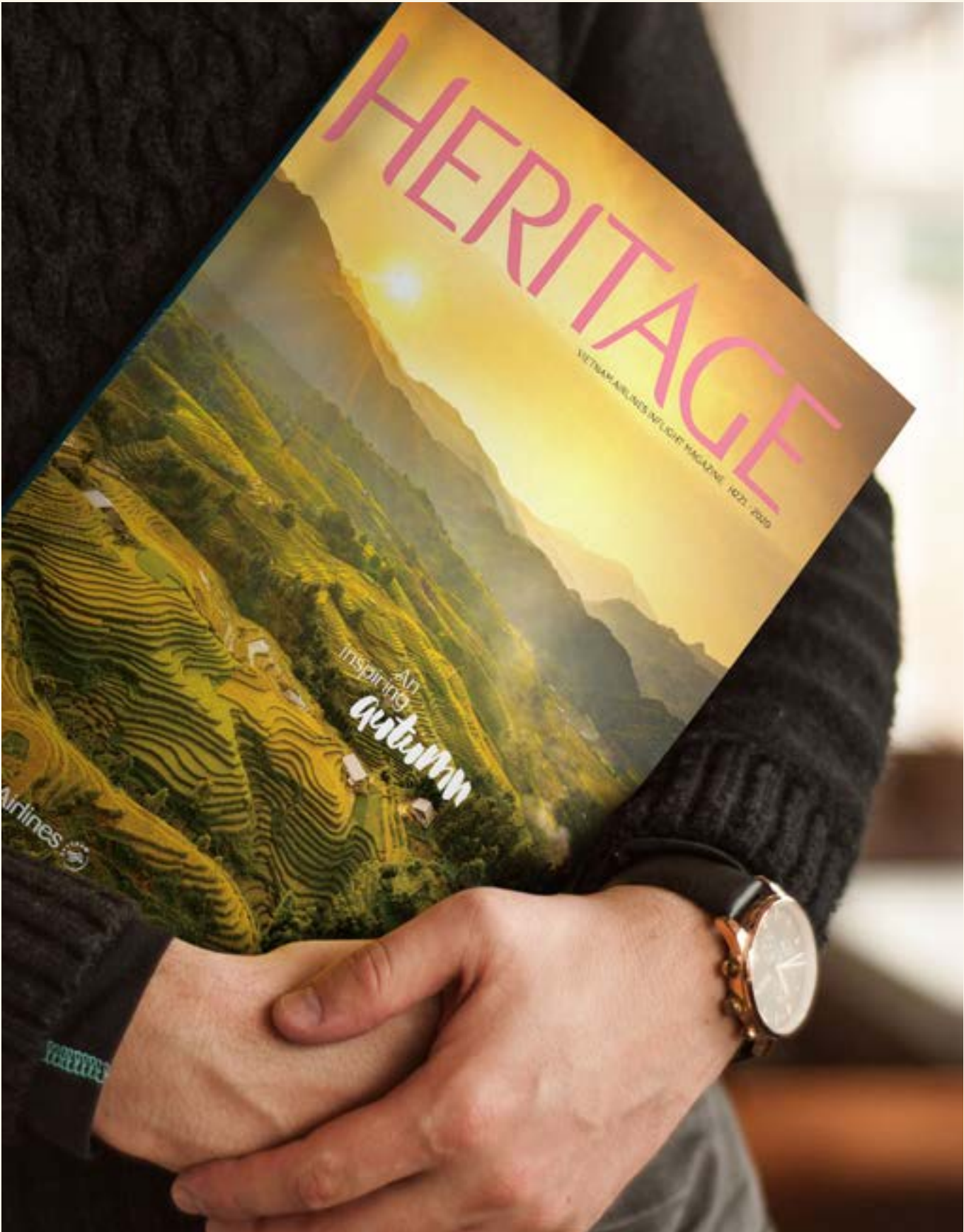


HERITAGE

Month	2022 themes	Target audience
January	New Year Greetings	Common consumer goods; Handcrafts; Gifts for Tet
February	Traditional Tet- Festivals	Tourism services; Restaurants; Food and Beverage
March	Youth and Heritage	Tourism services
April	Vocational villages	Tourism services; Interior- décor; Handcraft
May	Stories of the bridges	Tourism services; Trade promotion offices, provincial or municipal authorities
June	Beach culture	Tourism services; Trade promotion offices, provincial or municipal authorities of beach cities such as: Da Nang, Nha Trang, Vung Tau...
July	Exploring the S	Common consumer goods: Handcrafts; Tourism services
August	Rivers and lakes in Vietnam	Tourism services
September	The road of Autumn	Tourism services; Trade promotion offices, provincial or municipal authorities of: Lam Dong, Gia Lai, Lao Cai, Ha Giang.
October	Capitals and old-capitals of Vietnam	Tourism services; Trade promotion offices, provincial or municipal authorities of: Hanoi, Ninh Binh, Thanh Hoa, Hue
November	Breeze of highlands	Common consumer goods: handcraft; Interior- Décor
December	National Parks and National Reserves	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.*

MONTHLY  
ISSUE THEME





# MONTHLY ISSUE THEME



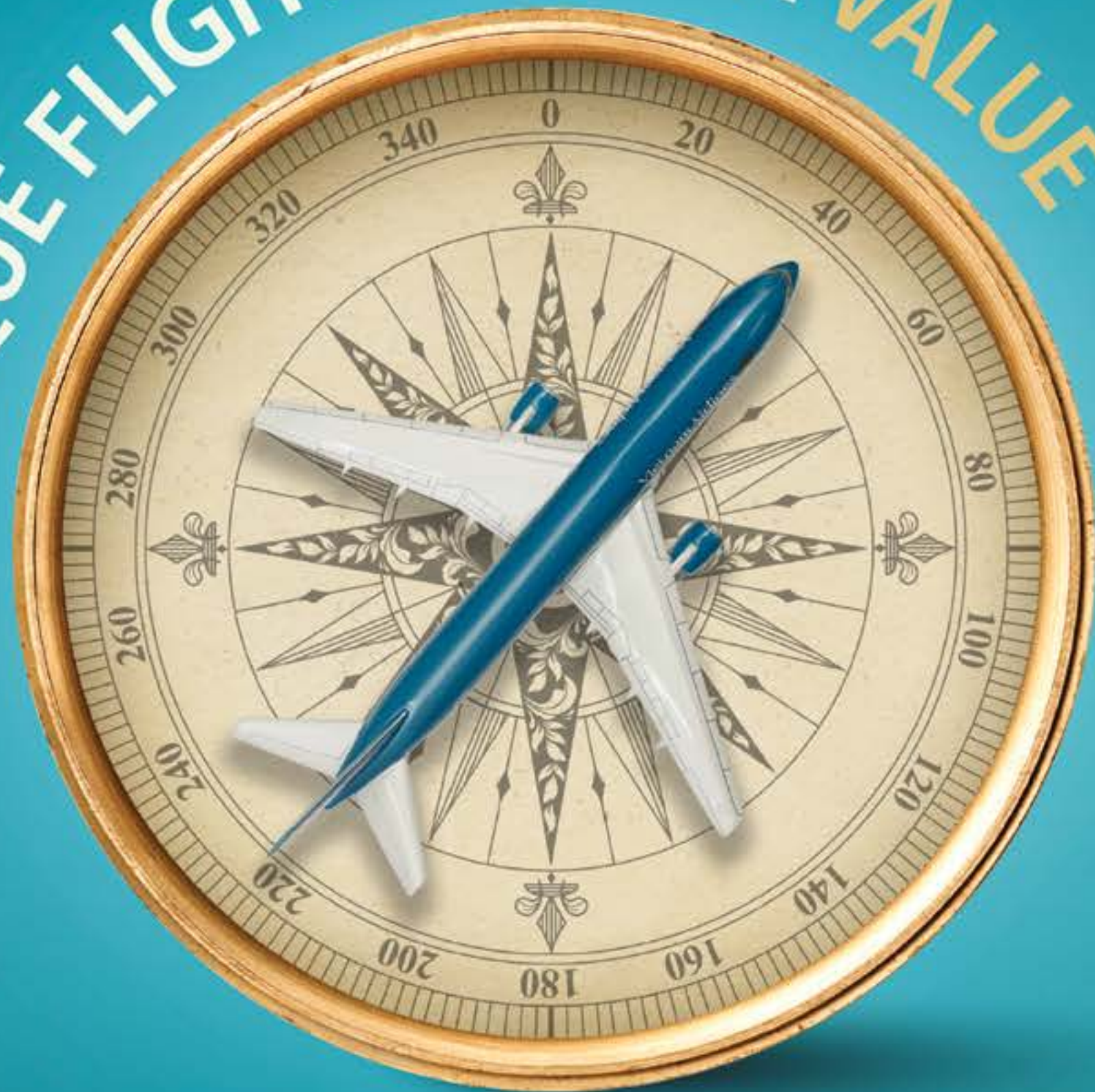
## HERITAGE FASHION

Month	2022 themes	Target audience
January	Morden "Tet"	Tourism services; High-end consumer goods: gifts for Tet; Common consumer goods: gifts for Tet
February	Women	Beauty clinics & spa
March	Entertainment overview 2022	Other highlights: entertainment products, entertainment technology products, concerts and shows.
April	Spring- Summer Fashion 2022	Fashion
May	Summer- Beach	Tourism services
June	Sports	Sports services
July	Art	Services of fashion and beauty relating to art
August	Men	High-end consumer goods: products for men
September	Wedding season	Fashion: wedding fashion
October	Fall- Winter Fashion 2022	Fashion
November	Fashion and Nature	Fashion: handmade products
December	Holidays	Tourism services

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



# A UNIQUE FLIGHT TO YOUR VALUE



SCAN FOR PRICE LIST

## Contact Us

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