

Advertising Rates

Valid from January 2012

Formats: Width x Height (cm)

Rates in: VND

FREQUENCY		1 X	4 X	12 X	24 X	48 X	
DIMENSIONS/DISCOUNT			-5%	-7%	-10%	-15%	
 <p>(23x29)cm (20 x 26)cm</p> <p>(46x29)cm (43 x 26)cm</p> <p>- Bleed Size: (23 x 29)cm - Trim Size: (20 x 26)cm</p>	Cover 2	31,950,000	30,352,500	29,713,500	28,755,000	27,157,500	
	Cover 3	29,300,000	27,835,000	27,249,000	26,370,000	24,905,000	
	Cover 4	34,600,000	32,870,000	32,178,000	31,140,000	29,410,000	
	Spread (Cover + Inside)	60,700,000	57,665,000	56,451,000	54,630,000	51,595,000	
	Full Right Page	23,950,000	22,752,500	22,273,500	21,555,000	20,357,500	
	Full Left Page	21,800,000	20,710,000	20,274,000	19,620,000	18,530,000	
	First Inside Page	28,750,000	27,312,500	26,737,500	25,875,400	24,437,500	
	Spread (Inside Page)	45,750,000	43,462,500	42,547,500	41,175,000	38,887,500	
	 <p>(20 x 17.2)cm</p> <p>(13.2 x 26)cm</p> <p>(43 x 17.2)cm</p>	2/3 Page	15,950,000	15,152,500	14,833,500	14,355,000	13,557,500
		2/3 Spread	31,900,000	30,305,000	29,667,000	28,710,000	27,115,000
 <p>(20 x 12.8)cm</p> <p>(9.8 x 26)cm</p> <p>(43 x 12.8)cm</p>	1/2 Page	13,350,000	12,682,500	12,415,500	12,015,000	11,347,500	
	1/2 Spread	26,700,000	25,365,000	24,381,000	24,030,000	22,695,000	
 <p>(20 x 8.4)cm</p> <p>(6.4 x 26)cm</p> <p>(43 x 8.4)cm</p>	1/3 Page	7,950,000	7,552,500	7,393,500	7,155,000	6,757,500	
	1/3 Spread	15,900,000	15,105,000	14,787,000	14,310,000	13,515,000	
 <p>(20 x 6.2)cm</p> <p>(9.8 x 12.8)cm</p> <p>(43 x 6.2)cm</p>	1/4 Page	6,650,000	6,317,500	6,184,500	5,985,000	5,652,500	
	1/4 Spread	13,300,000	12,635,000	12,369,000	11,970,000	11,305,000	
 <p>(9.8 x 6.2)cm</p> <p>(20 x 2.9)cm</p> <p>(43 x 2.9)cm</p>	1/8 Page	3,650,000	3,467,500	3,394,500	3,285,000	3,102,500	
	Strip Ad.	4,350,000	4,132,500	4,045,500	3,915,000	3,697,500	
	Double Strip Ad.	7,950,000	7,552,500	7,393,500	7,155,000	6,757,500	

Classified (150-200 words)

3,000,000 VND/insertion

■ **Publication Date: Every Wednesday**

■ **Circulation: 45,000 copies/issue**
Readership: 135,000

Ad. rates are inclusive of 10% VAT.
Special Position: add 20%.

Payment term:

- 50% contract value within 3 days after signed contract advertising.
- The remaining 50% within 7 days after appeared insertion in magazine.

Ad. rates are not inclusive of design fee.

Booking/Cancellation Deadline: 10 days prior to Publication date.

Material Delivery Deadline: 07 days prior to Publication date.