

VIR ONLINE RATE CARD

Vietnam Investment Review

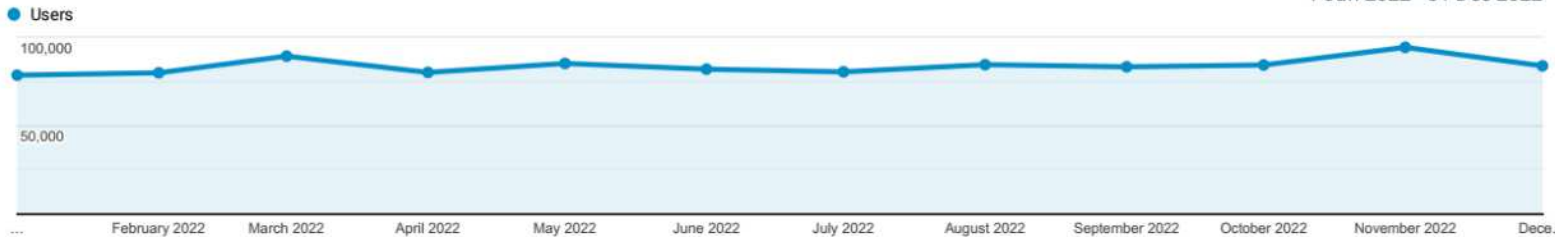
Vietnam Investment Review - vir.com.vn

Effective from January 1, 2023

Hotline 0937 231 258 - booking@bookingquangcao.com.vn



1 Jan 2022 - 31 Dec 2022



Users

7,927,333

New Users

1,932,108

Sessions

1,375,417

Number of Sessions per User

1.48

Page Views

5,400,901

Pages/Session

1.75

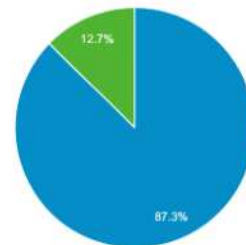
Avg. Session Duration

00:03:25

Bounce Rate

20.69%

■ New Visitor ■ Returning Visitor



Language

Language	Users	% Users
1. en-us	996,714	52.76%
2. en-gb	322,010	12.96%
3. vi-vn	98,175	10.43%
4. zh-cn	33,104	3.52%
5. en-ca	22,419	2.38%
6. vi	18,449	1.96%
7. en-sg	15,350	1.63%

ADVERTISING PRICE LIST ON PC

Position	Code	Size (pixel)	Share	Unit Price (VND million/week)	
				Home	Column
Big Top banner	VT1	980 x 90	3	30	10
Top banner	VT2, VT3	468 x 90	3	20	-
Big Rectangle	VT4	300 x 500	3	25	10
Medium Rectangle	VT5, VT6	300x250	3	15	8
Center banner	VT7	980 x 90	3	10	-
Video	VT8	1080	3	25	-

(The price does not include VAT, flash of less than 1Mb, photo format: JPG, Gif, video format: mp4)

MOBILE ADVERTISING PRICE LIST

Position	Code	Size (pixel)	Share	Unit Price (VND million/week)	
				Home	Column
Top mobile	M1	320 x 200	3	20	-
Center mobile	M2	320 x 250	3	10	-

(The price does not include VAT, flash of less than 1Mb, photo format: JPG, Gif)

PR ARTICLES

STT	Position	Code	Unit Price (VND million)	Description
1	Special	B1	30	Appear on Homepage for two hours in Special position
2	Hot News	B2	20	Appear on Homepage for two hours in Hot news position
3	Highlight	B3	15	Appear on Homepage for two hours in Highlight position
4	Main column page	C1	10	Appear on Homepage for two hours in Favourable positions
5	Inside column page	C2	7	Appear on Inside column page
6	e-Magazine	eMg	45	Appear on Homepage for two hours in Special position

(Price does not include Vat, eMg Posts sent 3 days in advance, articles & photos, A link in article : 3.3 million Vnd)



PRICE LIST OF COMMUNICATION PACKAGES ON DIGITAL CHANNELS

FANPAGE VIR	Detail	Price (million/VND)
Fanpage1 (F1)	Post a link to a PR post from VIRO	5
Fanpage2 (F2)	Post PR on Fanpage (no link on VIRO) - Maximum 500 words, maximum 8 photos	20
Fanpage3 (F3)	Pin post 2h	2
Fanpage4 (F4)	Livestream (up to 120 minutes) (more than 120 minutes of negotiable price)	40

YOUTUBE - VIR MEDIA

Post Media Clip on Youtube channel – VIR Media

- Posting media clip sponsored by VIR: 15 million/clip

- Posting Media Clips provided by Enterprises

(VIR approves content, duration is no more than 120 minutes): 30 million VND/clip

ADDITIONAL SERVICES

- Add post image (default 2 photos get 1 photo): 5 million VND/1 photo

- Designing e-Magazine articles: 5 million VND/post

- Designing Infographic articles: 3 million VND/post



- The price does not include VAT, the signing of contract is valid for one week
- Regulations on banners:
 - One position might have three changeable banners (one banner/15s)
 - Exclusive banner: Unit price x 2
 - Banner format: jpg, gif of less than 100Kb
 - Time for sending banner: at least one day before for common banners, and three days for special or complex banners
 - Video: format: mp4 of less than 50Mb
 - A link in article : 3.3 million VND

Advertising location on PC

HOMEPAGE

VT1

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VT2 VT3

Leaders grapple with core function of SOEs

Services sector expected to expand by 7-8 percent this decade

High-tech profile foundation history inaugurated in Tay Ninh

Heineken Vietnam must check local distribution agents over anti-competitive accusations

VT4

VT5

VT6

VT7

COLUMN

VT1C

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VT1C

Services sector expected to expand by 7-8 percent this decade

eMeeting - A redoubtable competitor to Zoom and Microsoft Team?

Leveling the playing field to raise business competition

HEINEKEN Vietnam must check local distribution agents over anti-competitive accusations

Lotte Group to shut down restaurant business Lotteria in Vietnam?

VT4C

VT5C

VT6C

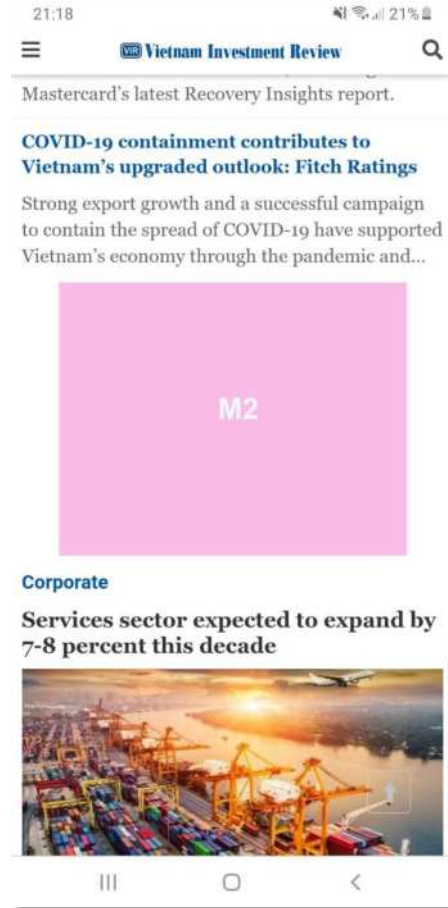
Latest News



US removes Vietnam out of list of currency manipulators



MOBILE DEVICES



VIDEO ADVERTISING



Cat Linh-Ha Dong railway to be put into commercial operation



“Vaccine passports” - New hope of tourism sector



Da Nang targets being int'l sea urban area



Golden Bridge in Da Nang named world's new wonders by UK daily



Phong Nha-Ke Bang on list of world's 25 best national parks



Ao Dai - Vietnamese cultural heritage





PR ARTICLES

Hot News

Special

Highlight

Main column

ADVERTISEMENT

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June 05, 2021 19:23

VIR Vietnam Investment Review

E-Paper | E-Magazine

Corporate Investing Your Consultant Green Growth Property Money Infographics Timeline Sports Photos Society World News

DANANG HI-TECH PARK
"Innovation hub - Sustainable development"

Helping investors make informed decisions since 1998
INDOCHINA CAPITAL

US removes Vietnam out of list of currency manipulators | High-tech poultry incubation factory inaugurated in Tay Ninh | US President nominates Marc Evans Knapper as ambassador to Vietnam

Leaders grapple with core function of SOEs

Vietnam's moves to reform and boost the performance of state-owned enterprises is just the latest in a long line of adjustments over the years, with many other countries continuing to grapple with the very notion of such an...

Bustling wood businesses trade via online platform

Mobile transactions in Vietnam to grow by three times

Market falls as many large-cap stocks face sell-off

Over 36 pct of Japanese firms in Malaysia wish to...

HEINEKEN Vietnam must check local distribution agents over anti-competitive accusations

HEINEKEN Vietnam was asked to check its local distribution agents and reinforced legal compliance due to accusations of anti-competitive conduct.

New Mastercard report: E-commerce a COVID-19 lifeline for merchants

An additional \$900 billion was spent in online retail around the world in 2020, according to Mastercard's latest Recovery Insights report.

COVID-19 containment contributes to Vietnam's upgraded outlook: Fitch Ratings

Strong export growth and a successful campaign to contain the spread of COVID-19 have supported Vietnam's economy through the pandemic and allowed the government to...

Corporate

CEO Talk | Bio Link | GE | Vietnam Values

Services sector expected to expand by ~8 percent this decade

Vietnam's services sector is targeting a growth rate of ~8 percent in the next-5-year period, higher than the economy's average growth rate, and owing to account for 50...

CEO Talk

China powering rise of 5G in Vietnam

Bio Link

Bustling wood businesses trade via online platform

Investing

M&A | Outbound Investment | 50 years of FDI

High-tech poultry incubation factory inaugurated in Tay Ninh

A high-tech poultry incubation factory was inaugurated in the southern province of Tay Ninh on April 17 by Bel Ga Joint Stock Company which is strongly supported by...

M&A

AppWorks leads \$1 million round in Vietnamese healthcare booking app...

Outbound Investment

High-tech success resting on investment

Vietnam is a fertile ground for high-tech development, for both domestic and international tech companies.

Your Consultant

KPMG | PwC | Indochina Capital | RSM Vietnam | ASL LAW | Nam Dinh V&IP

Hỗ trợ công việc ở bất cứ đâu

TÌM HIỂU ZALO PC

100+

LUST RACING **HONDA X-ADV**

2019 2020 2017

Shopee

HỖ TRỢ TRẠM TỶ

TRẠM TỶ (SI AB) | FREEAPP

M&A NGUYEN

Opinion >

Dang Quoc Truong
General Director of China
China powering rise of 5G in Vietnam



E-MAGAZINE

Emagazine



Tiki – an empire built on trust and commitment to Vietnam (E-Magazine) 📖

Founded in 2010, the technology startup Tiki is looking back on a journey of wild ups and downs in the Vietnamese market.



Tan Hiep Phat pushing to expand global reach 📖



North Korea - peace amidst the chaos 📖



Vietnam in "Golden Period" for convenience stores 📖

Green Growth

Energy Efficiency Rethinking Plastics



Legislative urgency for solar project development

In late January, the Ministry of Industry and Trade (MoIT) issued a draft decision guiding the selection of investors...

Deforestation past continuing to haunt erosion-hit areas

Conditions in place for offshore wind development

Reducing the cost of capital for offshore wind power projects in Vietnam will be the main driver for lowering electricity costs...

Recycled plastic bottles become new trend of green consumption

Mekong Delta long-term future relying on renewables

The latest draft of the country's power development plan puts focus on renewable energy development – however, the Mekong...

Green growth strategy receives helping hand