



□ **Definition:**

DEP (BEAUTY MAGAZINE) - BEAUTY & TRENDY

Dep is the trendiest magazine throughout Vietnam. The magazine harmonically combines the in-depth feature stories and high-end designs. A luxurious trend setter yet the most reliable fashion & beauty guide, Dep is the best friend of every urban modern women in the biggest cities throughout Vietnam. Each monthly edition of Dep is featured with fascinating stories about woman's life and entertainment, Dep is the most respected magazine and the best seller within a field of high-end beauty magazines in Vietnam.

There are few media choices for media channel like Dep. If you are marketing your brand with high recognition and high end brand awareness, then Dep is the right solution to meet your needs, the multiple of creative advertising strategies in Dep will allow your brand to target your demographics with an effective top of mind marketing campaign.

Dep is the magic wand for building a professional, elegant, and an in style brand image.

□ **Style:**

- Size: 210 x 285 mm
- Page number: 300pages
- Cost: 39,500 VND
- Publishing date: every 1<sup>st</sup>

□ **Readers:**

- Urban middle and upper class women, aged 18 to 45
- Civil servants & office staffs: 55%
- Housewives: 25%
- Overseas: 10%
- Students & others: 10%

□ **Circulation:**

Print-run: average 49,000 copies

□ **Distribution:**

- Ho Chi Minh City: 19,500
- Ha Noi: 13,500
- South-western Provinces: 3,500
- Northern Provinces: 3,500
- Vung Tau: 3,000
- Da Lat: 2,000
- Da Nang & Hue: 2,000
- Overseas: 2,000

□ **Readership:**

- At least 6 persons per copy
- Total 282,000 readers

#### STANDARD PLACEMENT TRANG CHUẨN

Standard Single Right - Hand (SRH)

Trang chuẩn phải

**VND 40,000,000**

Standard Single Left - Hand (SLH)

Trang chuẩn trái

**VND 35,000,000**

Standard Half Page (1/2P)

1/2 trang chuẩn

**VND 25,000,000**

Standard One - Third Page (1/3P)

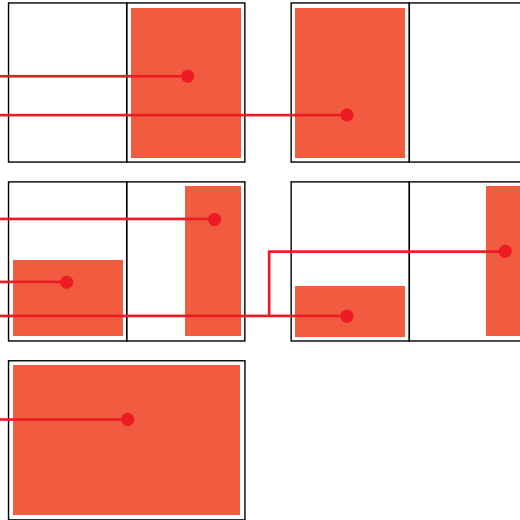
1/3 trang chuẩn

**VND 20,000,000**

Standard Double Page Spread (DPS)

Trang đôi chuẩn

**VND 68,000,000**



#### SPECIAL PLACEMENT CÁC TRANG ĐẶC BIỆT

Reverse GateFold (RGF)

Trang bìa gấp ngoài

**VND 165,000,000**

Inside Front Cover Spread (IFCS)

Bìa 2 + trang đối diện

**VND 121,000,000**

Inside Front Cover (IFC)

Bìa 2

**VND 69,000,000**

Inside Back Cover (IBC)

Bìa 3

**VND 63,000,000**

Outside Back Cover (BC)

Bìa 4

**VND 83,000,000**

1st Double - Page Spread (1st DPS)

Trang đôi đầu tiên

**VND 115,000,000**

2nd Double - Page Spread (2nd DPS)

Trang đôi thứ hai

**VND 110,000,000**

3rd Double - Page Spread (3rd DPS)

Trang đôi thứ 3

**VND 99,000,000**

4th Double - Page Spread (4th DPS)

Trang đôi thứ 4

**VND 93,000,000**

5th Double - Page Spread (5th DPS)

Trang đôi thứ 5

**VND 88,000,000**

From 6th to 10th Double - Page Spread (6th-10th DPS)

Trang đôi thứ 6 đến thứ 10

**VND 82,000,000**

1st Single Right - Hand Page (1st SRH)

Trang phải đầu tiên

**VND 62,000,000**

2nd Single Right - Hand Page (2nd SRH)

Trang phải thứ 2

**VND 59,000,000**

3rd Single Right - Hand Page (3rd SRH)

Trang phải thứ 3

**VND 57,000,000**

4th Single Right - Hand Page (4th SRH)

Trang phải thứ 4

**VND 55,000,000**

5th Single Right - Hand Page (5th SRH)

Trang phải thứ 5

**VND 53,000,000**

From 6th to 10th Single Right - Hand Page (6th - 10th SRH)

Trang phải thứ 6 đến thứ 10

**VND 49,000,000**

#### ADVERTORIAL BÀI VIẾT QUẢNG CÁO

Single Page (ASP)

Trang đơn

**VND 45,000,000**

Double Page (ADP)

Trang đôi

**VND 70,000,000**

Advertorial (PR) stories are available only for long - term advertisers, and are not by all means on right - hand pages, except special arrangement by the Editor.

#### DISCOUNT RATE TỶ LỆ GIẢM GIÁ

3 - month insertion 5%      6 - month insertion 7%      12 month insertion 10%

#### NOTICE LƯU Ý

- ▶ Please add 15% to choose specific place (not applicable to half - page and one - third - page ads).
- ▶ Advertisements of smaller - than - full - page ads Must be placed together, are Not allowed to choose place
- ▶ All rate are Exclusive of 10% value added tax (VAT).
- ▶ Rates are subject to change without prior notice. Please check before booking.
- ▶ Vui lòng cộng thêm 15% nếu lựa chọn vị trí (không áp dụng cho quảng cáo 1/2 và 1/3 trang)
- ▶ Quảng cáo kích thước dưới 1 trang đều phải nằm chung với quảng cáo khác và không được lựa chọn vị trí.
- ▶ Giá quảng cáo không bao gồm 10% thuế GTGT.
- ▶ Giá quảng cáo có thể thay đổi mà không báo trước. Vui lòng liên hệ trước khi đặt quảng cáo.

#### TECHNICAL DATA

##### Full Page:

Trim Size: W210mm x H285mm  
Bleed Size: W215mm x H291mm  
Display Ad: W190mm x H265mm

##### Double - Page Spread:

Bleed Size: W430mm x H291mm  
Display Ad: W380mm x H265mm

##### Half Page Horizontal

Bleed Size: W215mm x H143mm  
Display Ad: W190mm x H130mm

##### Half Page Vertical

Bleed Size: W105mm x H291mm  
Display Ad: W92mm x H265mm

##### One - Third Page Horizontal

Bleed Size: W215mm x H88mm  
Display Ad: W190mm x H70mm

##### One - Third Page Vertical:

Bleed Size: W88mm x H291mm  
Display Ad: W70mm x H277mm