

HERITAGE

VIETNAM AIRLINES INFLIGHT MAGAZINE

Available at every single seat
on all Vietnam Airlines flights.



Inflight entertainment publication of Vietnam Airlines, the national airlines of Vietnam.

Over **19** millions
high end readers
in 2016

ADVERTISING CONTACT:

HERITAGE MAGAZINE PUBLISHER

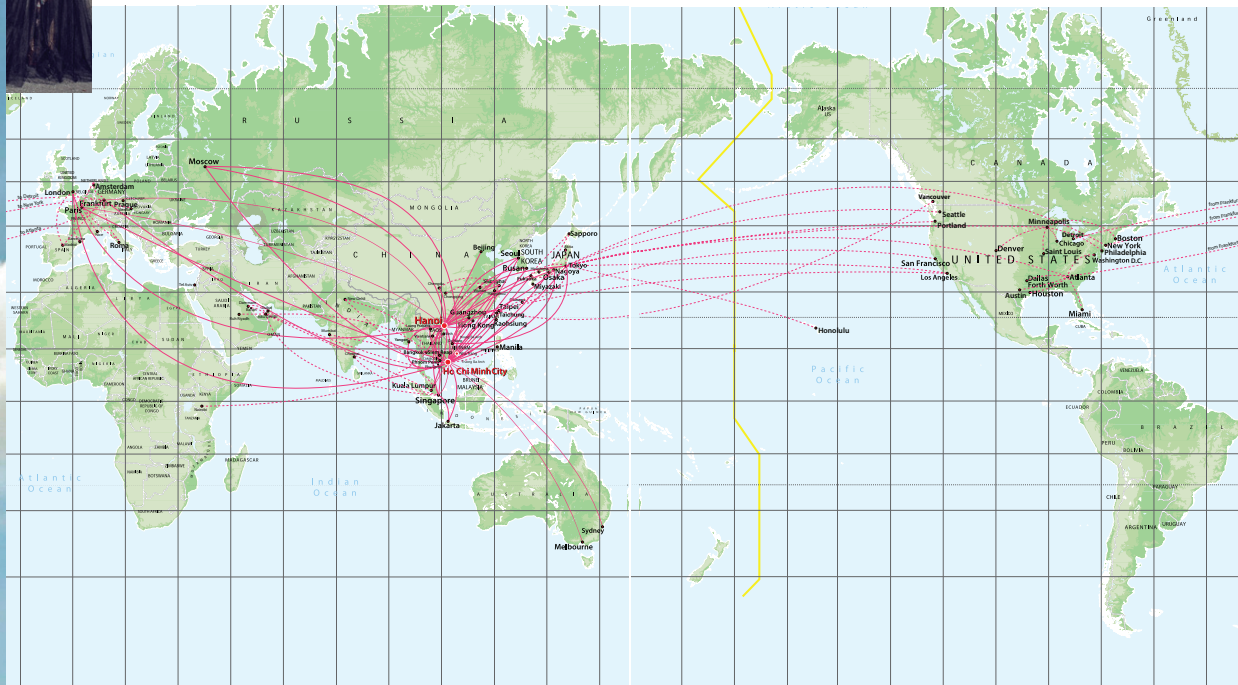
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INTRODUCTION OF VIETNAM AIRLINES

INTERNATIONAL ROUTE MAP



DOMESTIC ROUTE MAP



Began upgrade process to 4-star airline in 2015

- Officially put Boeing 787-9 and Airbus A350 aircraft into operation in 2015

- Advanced and ever-growing fleet

- Increase of total number of aircraft from 91 in 2015 to 124 in 2020.
- Advanced fleet by 2018 will include up to 19 Boeing 787 and 14 Airbus 350 aircraft.

- 900,000 frequent flyers

- 37 domestic flights to 20 destinations

- 57 international flights to 29 destinations in 27 countries.

- 19,583 monthly flights

- A member of SkyTeam Alliance with:

- Nearly 1,100 destinations
- 177 countries to explore
- 20 member airlines
- Over 564 lounges worldwide
- Over 16,000 daily flights



ADVERTISING BENEFITS OF HERITAGE & HERITAGE FASHION



ADVERTISING RATES FOR HERITAGE & HERITAGE FASHION:

Rate effective since August 1, 2015 and applicable to issues between January and December 2016

PLACEMENT/ TYPE OF AD	RATE (VND/MONTH)	
	Issues from March to November	Issues of January February & December
COVER		
Fourth cover	210,000,000	220,000,000
Third cover	135,000,000	140,000,000
DOUBLE PAGE		
Double-page after front cover	280,000,000	295,000,000
First double page	230,000,000	240,000,000
Second double page	220,000,000	230,000,000
DP after 2nd DP before the Editor's letter	210,000,000	220,000,000
Double page spread	210,000,000	220,000,000
Two normal adjacent pages	200,000,000	210,000,000
DP before page 50	200,000,000	210,000,000
DP between page 50th and 100th	190,000,000	200,000,000
Standard double page	180,000,000	190,000,000
FULL PAGE		
Facing Editor's letter (P)	150,000,000	155,000,000
Facing Content 1 (P3)	145,000,000	150,000,000
Facing Content 2 (P5)	140,000,000	145,000,000
Facing Credit (T7)	135,000,000	140,000,000
Page 9/ 11	130,000,000	135,000,000
Right-hand page before page 50	120,000,000	125,000,000
Right-hand page between page 50 & 100	115,000,000	120,000,000
Right-hand page after page 100	105,000,000	110,000,000
Regular page	100,000,000	105,000,000
ADVERTORIALS		
Double page	220,000,000	231,000,000
Full page	110,000,000	115,000,000

PLACEMENT/ TYPE OF AD	RATE (VND/MONTH)	
	Issues from March to November	Issues of January February & December
SMALL ADS		
1/2 page	66,000,000	70,000,000
1/4 page*	33,000,000	35,000,000
1/5 page*	22,000,000	23,000,000
1/10 page	11,000,000	12,000,000
COLLECTION (HERITAGE FASHION ONLY)		
6 pages	270,000,000	285,000,000
4 pages	200,000,000	210,000,000

Discounts and contract terms:

No. of issues	Discount rates	Term of contract
1 issue		
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%	14 months
11 issues	20%	15 months
12 issues	20%	16 months
Over 12 issues	20%	Each issues added after fully 12 issues is offered one additional month



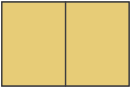
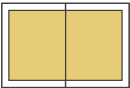
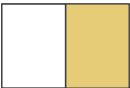


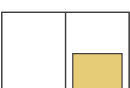


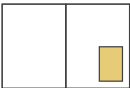
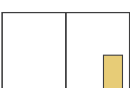
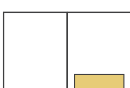


TERM AND CONDITIONS

- Advertising contracts of six issues that have ads featured in issues in January, February December 2016 are offered advertising quotations on par with those in the remaining months.
- The rates above exclude VAT.
- The rates do not cover advertising material design, material adjustment, printing proof or any other advertising material production relating service.
- Advertorials will have an “Advertorial” label at the top or bottom of the page to distinguish them from other articles.
- No tear-off ads are allowed.

- Ads with special placement requirements are subject to additional fees of 10% of the placement price before page 50 or 5% of the placement price after page 50. However, these special requirements are only approved for certain clients.
- One-fifth or one-tenth page ads are placed in the Window on Vietnam section in Heritage or in the final part of Heritage Fashion, one-quarter page ads are placed in the Instore column of Heritage Fashion.
- Heritage reserves the right to approve and edit advertising content in accordance with the vision and mission of Heritage and Heritage Fashion
- Attached ads to Heritage and Heritage Fashion must be at least half-page size. Printing and advertising expenses are borne by the client.

ADVERTISEMENT CONTENT GUIDELINES

Ad size	Details	Dimensions
Double page	Bleed size	 428 x 289 mm
	Trim size	 380 x 265 mm
Full page	Bleed size	 214 x 289 mm
	Trim size	 190 x 265 mm
1/2 page	Bleed size	 92 x 265 mm
	Trim size	 190 x 125 mm

Ad size	Details	Dimensions
1/4 page	Bleed size	 92x125 mm
1/5 page	Bleed size	 86 x 103 mm
	Trim size	 176 x 50 mm
1/10 page	Bleed size	 41 x 103 mm
	Trim size	 86 x 50 mm



ADVERTISEMENT CONTENT GUIDELINES

Visual ads



Resolution:

Sharp and blur-free.
No 3D images are accepted.



Text:

Not over 200 characters. Not too many inserted characters on an image.



Advertising files in PDF format (press quality): JPG resolution of 300dpi and above. CMYK colors.

Information ads



Text:

Maximum 400 words.



Images:

2 to 5 photos/page, size of at least 1MB per image.



-Content and images are provided by clients. The magazine edits and determines the layout of images.

Advertorials



Text:

Maximum 400 words.



Images:

1 to 3 photos/page, size of at least 1MB per image.



-Content and images are provided by clients. The magazine edits and determines the layout of images.

Collections



- Featured only in Heritage Fashion.

- Collection concept should be done in consultation with the magazine to suit the content and style of Heritage Fashion.

- Clients produce their own collections.

- The magazine determines the layout of collections.

- Text accompanying collections: 150 words.



SCHEDULE

HERITAGE SCHEDULE

Issues	Month of Publication	Visual ads		Advertorials/ Special ads		Deadline for submission of files	Publication date on boards
		Deadline for booking/cancellation	Deadline for submission files for approval	Deadline for booking/cancellation	Deadline for submission files for approval		
166	1	05/12 /2015	05/12 /2015	01/12 /2015	01/12 /2015	10/12 /2015	01/01
167	2	05/01	05/01	01/01	01/01	10/01	01/02
168	3	05/02	05/02	01/02	01/02	10/02	01/03
169	4	05/03	05/03	01/03	01/03	10/03	01/04
170	5	05/04	05/04	01/04	01/04	10/04	01/05
171	6	05/05	05/05	01/05	01/05	10/05	01/06
172	7	05/06	05/06	01/06	01/06	10/06	01/07
173	8	05/07	05/07	01/07	01/07	10/07	01/08
174	9	05/08	05/08	01/08	01/08	10/08	01/09
175	10	05/09	05/09	01/09	01/09	10/09	01/10
176	11	05/10	05/10	01/10	01/10	10/10	01/11
177	12	05/11	05/11	01/11	01/11	10/11	01/12

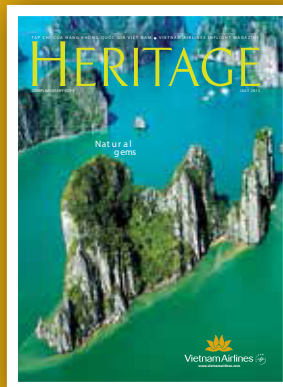
HERITAGE FASHION SCHEDULE

Issues	Month of Publication	Visual ads		Advertorials/ Special ads		Deadline for submission of files	Publication date on boards
		Deadline for booking/cancellation	Deadline for submission files for approval	Deadline for booking/cancellation	Deadline for submission files for approval		
115	1	20/12(/2015	20/12(/2015	15/12 /2015	15/12/ 2015	25/12 /2015	15/01
116	2	20/01	20/01	15/01	15/01	25/01	15/02
117	3	20/02	20/02	15/02	15/02	25/02	15/03
118	4	20/03	20/03	15/03	15/03	25/03	15/04
119	5	20/04	20/04	15/04	15/04	25/04	15/05
120	6	20/05	20/05	15/05	15/05	25/05	15/06
121	7	20/06	20/06	15/06	15/06	25/06	15/07
122	8	20/07	20/07	15/07	15/07	25/07	15/08
123	9	20/08	20/08	15/08	15/08	25/08	15/09
124	10	20/09	20/09	15/09	15/09	25/09	15/10
125	11	20/10	20/10	15/10	15/10	25/10	15/11
126	12	20/11	20/11	15/11	15/11	25/11	15/12



HERITAGE PUBLICATION

HERITAGE



HERITAGE

A magazine specializing in cultural, economic, travel & social topics with engaging content exploring the beauty & historical significance of both Vietnamese & global heritages. Heritage has served our as a bridge of cultures and has constantly been selected as a publication for the foreign affairs of Vietnam over the last 20 years.

- **Publication date:** The 1st of each month.
- **Languages:** Vietnamese, English.

HERITAGE FASHION



HERITAGE FASHION

A magazine specializing in fashion, lifestyle, technology & 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:** The 15th of each month.
- **Languages:** Vietnamese, English.

HERITAGE



HERITAGE JAPAN

The Japanese edition of the Heritage is present on every Vietnam Airlines flight between Vietnam and Japan and on flights between Hanoi and HCMC. Along with cultural, heritage and travel content about Vietnam, Heritage Japan also provides useful information on socioeconomic activities between Vietnam and Japan.

- **Publication date:** The 1st day of each quarter.
- **Languages:** Vietnamese, Japanese.

HERITAGE



HERITAGE KOREA

The Korean edition of the Heritage is published on every Vietnam Airlines flight between Vietnam and Korea/Cambodia and on flights between Hanoi & HCMC. Heritage Korea also provides useful information of on socioeconomic activities between Vietnam and Korea.

- **Publication date:** The 1st day of each quarter.
- **Languages:** Vietnamese, Korean.

