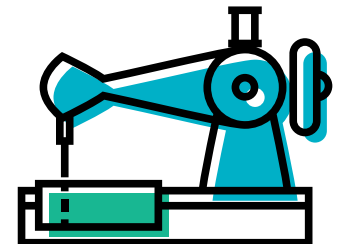
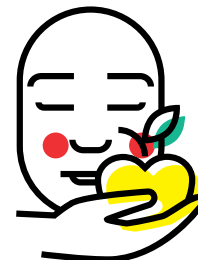
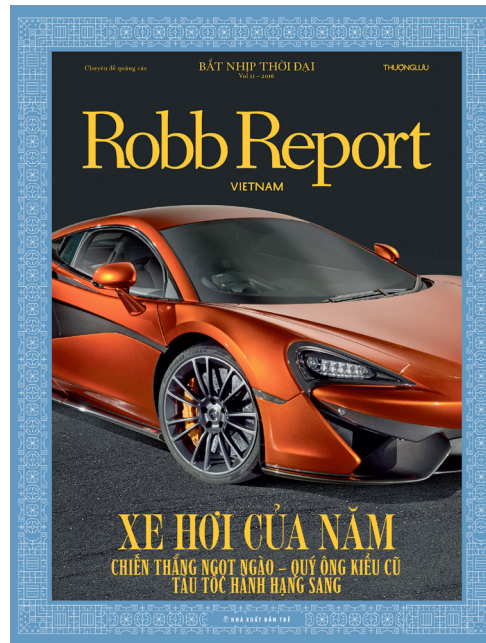


b circle

barcodemagazine.vn



Barcode As Part of IMV



Barcode Vietnam is an original title that belongs to IMV's growing portfolio of magazines and digital platforms across the South East Asia market, which include: Robb Report (Singapore, Vietnam, Thailand and Malaysia), Luxury Guide, Buro247.sg and Buro247.my.

The launch of the new platform – barcodemagazine.vn – will not only be Barcode's momental step towards its digital expansion, it will also set the standard for the landscape of Vietnam's online magazines. The website will cover topics on lifestyle, fashion, beauty, travel, wellness, culture, and art for the Vietnamese audience.

What Barcodemagazine.vn Is Made Of



Lifestyle

Food
Travel
Tech
Vehicle
Home
Health
Events



Fashion & Beauty

News
Trend
Interview
How to



Culture

Art & Design
Music
Movie
Book



Advice

Career
Relationship
How-to



Cities

Saigon
Hanoi
Others

+



Social Media

Facebook, Instagram
Youtube, Soundcloud

What Barcodemagazine.vn Is Made Of



Our Lifestyle section is not to be taken lightly, as it is our guide to restaurants, places to travel, new gadgets, the best vehicles and all the must-know advice on lifestyle and career. Be ready to get inspired and improve your life.



This section offers full access to fashion and beauty news, both locally and internationally. Fashion & beauty lovers will be exposed to exclusive photoshoots, interviews, and tips; directly from our network of industry insiders, fashionistas and bloggers.



For those who are looking to “escape” to the cultural world, we have it covered right here. From the latest news on the art scene, movies, music and literature, this section also includes exclusive interviews, reviews and features.

What Barcodemagazine.vn Is Made Of

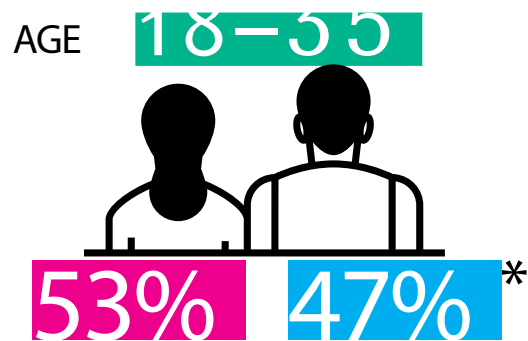


In the world of Barcode, we think self-study and self – improvement are essential. Therefore, we deliver a platform where young professionals are able to learn or exchange tips and “hacks” with our experts so as to improve their soft skills.



The community of Barcode is globally connected. This sections categorize all articles on the website by regions for them to be virtual travel guides.

Target Audience



Similar to Barcode magazine's existing and loyal readership of young, socially-conscious and hip Vietnamese audience, the barcodemagazine.vn website will cater to a wide range of readers who are active online users and are constantly seeking for the most informed, relevant and trendiest news content.

Our readers' interests lie in experimenting with the latest fashion and beauty trends and being culturally aware of what's going on in the world of art, music and travel. They are not afraid to discover themselves and are eager to learn about things that would enrich their life choices. This is why they turn to barcodemagazine.vn for our quality, stylish editorial and guide, useful tips, video.

*Source: Google Analytics

Multiplatform Support



BARCODEVIETNAM

Follower aprox 7000



BARCODE MAGAZINE VIETNAM

Follower 117,037

Reaches 400,000
(monthly)



BARCODEMAGAZINE.VN

<u>Month</u>	<u>Users</u>	<u>Sec- tions</u>	<u>Page view</u>
<u>Average</u>	<u>90,757</u>	<u>101,463</u>	<u>150,000</u>

Advertising Solutions 2020



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