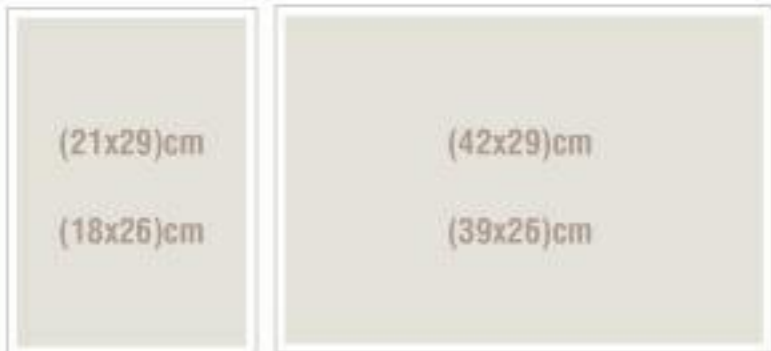








ADVERTISING RATES 2016

RATES IN: VND

FREQUENCY DIMENSIONS/DISCOUNT		1X	3X -5%	6X -10%	12X -15%	24X -25%
 <p>- Bleed Size: (21x29)cm - Trim Size: (18x26)cm</p>	Cover 2	29,000,000	27,550,000	26,100,000	24,650,000	21,750,000
	First page	29,000,000	27,550,000	26,100,000	24,650,000	21,750,000
	Cover 3	26,600,000	25,270,000	23,940,000	22,610,000	19,950,000
	Cover 4	34,500,000	32,775,000	31,050,000	29,325,000	25,875,000
	Spread (cover + inside)	58,000,000	55,100,000	52,200,000	49,300,000	43,500,000
	Spread (inside pages)	43,500,000	41,325,000	39,150,000	36,975,000	32,625,000
	Inside page	21,800,000	20,710,000	19,620,000	18,530,000	16,350,000
	2/3 Page	14,500,000	13,775,000	13,050,000	12,325,000	10,875,000
	2/3 Spread	29,000,000	27,550,000	26,100,000	24,650,000	21,750,000
	1/2 Page	12,800,000	12,160,000	11,520,000	10,880,000	9,600,000
	1/2 Spread	25,500,000	24,225,000	22,950,000	21,675,000	19,125,000
	1/3 Page	7,900,000	7,505,000	7,110,000	6,715,000	5,925,000
	1/3 Spread	15,800,000	15,010,000	14,220,000	13,430,000	11,850,000
	1/4 Page	6,500,000	6,175,000	5,850,000	5,525,000	4,875,000
	1/4 Spread	12,800,000	12,160,000	11,520,000	10,880,000	9,600,000
Advertorial Page	Full page	19,800,000				
Classified Ads: 8.8cmx6.2cm		3,500,000 VND/insertion				
■ Publication date: 1 st of monthly		■ Circulation: 40,000 copies/issue		■ Readership: 120,000		

Special position: add 20%.

Ad. rates are not inclusive of design fee.
Booking / Cancellation Deadline: 15 days prior to Publication date.
Material Delivery Deadline: 10 days prior to Publication date.