








Advertising rate on Vietnam SKETCH

From November 2017

Advertisement Size	Position	Dimension	Monthly Fee
Full Page Color (Special Position) 	Back Cover	W193 (203) × H260 (270) mm	60,200,000 VND
	Inside Front Cover		34,400,000 VND
	Inside Back Cover		34,400,000 VND
	Opposite Inside Front Cover		32,250,000 VND
	Opposite Inside Back Cover		32,250,000 VND
	Before the Table of Contents		30,100,000 VND
	Opposite Article		30,100,000 VND
	Advertorial Pages		32,250,000 VND
Full Page Color 	Inside Pages	W193 (203) × H260 (270) mm	27,950,000 VND
1/2 Page Color 	Inside Pages	W168 × H118.5 mm	15,050,000 VND
1/3 Page color 	Inside Pages	W168 × H78 mm	11,825,000 VND
1/4 Page color 	Inside Pages	W82.5 × H118.5 mm	8,600,000 VND
1/6 Page color 	Inside Pages	W82.5 × H78 mm	6,020,000 VND
1/12 Page color 	Inside Pages	W82.5 × H37.5 mm	3,225,000 VND

The above price is subject to 10% VAT.

The rates listed above are fixed. However, special discounts will be applied depending on the contracted period or method of payments. In case the graphic design, art photography and translation works are handled by our team, the advertisement price shall be surcharged 10% for each work.

Deadline for advertising reservation is 1st of the previous month prior to the publication date.

Contact Information

HCMC (028) 3910 3450
HANOI (024) 3944 6547
DA NANG (0236) 356 5332
support@vietnam-sketch.com

VIETNAM SKETCH

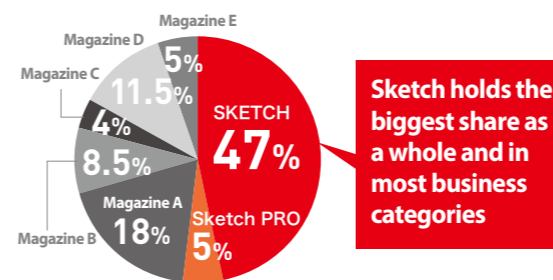
TRAVEL & LIFE GUIDEBOOK



Vietnam No.1 Free Japanese Guidebook for Japanese expatriates

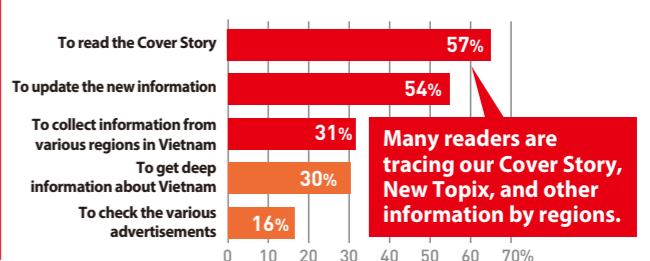
1 Overwhelming Market Share

Advertising market share among Japanese print media



2 Irresistible Content

What is your purpose of reading Vietnam SKETCH?

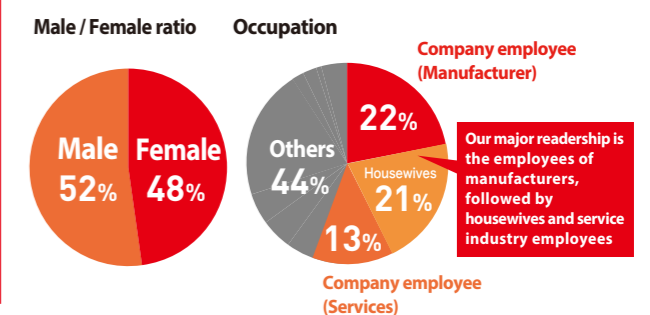


3 High Storage Value

Are you storing Vietnam SKETCH after reading?



4 Wide Range of Readers



Based on the June 2016's readership survey (Sample size: 309)

General information

Name of media Vietnam SKETCH (Vietnam SKETCH Travel & Life Guidebook)
First issued April 2000
Publishing date 1st of every month
Circulation 25,000 copies
Size Size B5 (adjusted), full color / total 170 - 180 pages
Website www.vietnam-sketch.com
Target readers Japanese expatriates and their families, officer, self-employed, freelance professionals and Japanese tourists

Distribution Area

Free distribution to hotels, service apartments, restaurants, shops, spas, convenience stores.... In Hanoi, Ho Chi Minh City, Da Nang. Also free distribution to hotels, in Hue, Hoi An, Nha Trang. Direct delivery to Japanese corporate members of the Japan Business Associations in Vietnam.

General Information about Editorial Content

Cover Story

The most highlighted article of every issue. The theme will be changed every issue to provide readers with useful daily-life information, make their life in Vietnam more colorful and enjoyable.



Information by Regions: North – Central – South

Provide newest information such as shop new open, promotions, campaigns... from three main regions.



Restaurant, Shop, and Spa Reviews: North – Central – South

Our editors introduces the restaurants, shops, spas, and apartments based on the interview.



Directory: North – Central – South

Convenient telephone directory of restaurants, shops, beauty care centers, real estates, corporations, etc., clearly divided into various categories.



Useful Column

Provide useful daily-life and cultural information such as the Japanese expatriate of the month, Vietnamese Zodiac signs, hospital information, club activities...



General Information about Advertising

Advertorial

Size Full Page~
Position The advertorial page can be posted among other advertisement of before the Table of Contents or next to the editorial content pages.

This type of advertisement will be conducted by editor team through the eyes of readers, thus it can appeal the business to the most. The information will be written in the form of an article.



Pure AD

Size 1/12~Full Page
Position Posted in Advertising pages of appropriated region. Full page advertisement can be posted before the Table of Contents or next to editorial content pages.

No limit for number of photos and text length, no rules for design. In case the complete artwork data is provided by customers, design fee will not be surcharged.



Format AD

Size 1/4 page, 1/2 page, Full Page
Position Posted on Town Page of appropriated region, no design fee surcharged

Format AD uses affixed form with fixed number of photos and word limit. By setting up a frame specialized for Promotion Info, the content will be clearer and easier to understand.

