



週刊ベッター Vetter

ホーチミン市と首都ハノイの2大都市にて発行する
[ベトナム初の日本語無料週刊誌]

The only one free weekly Japanese magazine in Vietnam
Published in HCMC and Hanoi

ホーチミン市・2010年12月創刊

Since December 2010 in Ho Chi Minh City

ハノイ・2011年7月発行開始

Since July 2011 in Hanoi

PRのタイミングを逃さない毎週発行です

週刊ベッター[Weekly Vetter]は、週刊ならではのスピードで「ベトナム生活をもっと楽しく豊かにする生活情報紙」として、ベトナム在住邦人および日本からの短期滞在者に向けて2010年12月にホーチミンで創刊し、2011年7月には首都ハノイでの発行も開始しました。

実用的で生活に役立つ情報を求める読者にも、また性別、世代を問わず多くの読者の目に触れ確実な広告効果を期待するクライアント様にとっても、最も信頼される日本語媒体を目指しています。読者のアクションを促す編集記事と最大配布数を確保し、広告訴求効果の高いWeekly Vetterを貴社のPR活動にぜひご利用ください。

Weekly Vetter has been publishing since December 2010 in Ho Chi Minh city and since 2011 in Hanoi to provide fun and hot news.

Our mission is to be the most reliable Japanese publication that caters to the readers' needs as well as businesses that seek to new opportunities to explore Japanese market with a broad range of Japanese consumers. With the editorial converge that affect its readers' lives and a large distribution in Vietnam, Weekly Vetter offers a highly effective marketing opportunity for your business.



週刊ベッターとは—。

週刊ベッター[Weekly Vetter]は日本のスポーツ、芸能ニュースなど“日本の今”がわかる最新情報や、ベトナム、東南アジア、のビジネスニュースや、レストラン、ビューティー、ショッピング、不動産、リクルート、習い事情報といったローカル情報、さらに割引情報やクラシファイド欄など、在ベトナム邦人の日常生活に役立つ情報が満載! 皆様の豊かで楽しいベトナムライフをサポートします。

What's Vetter?

Weekly Vetter is the only one Japanese Weekly magazine published in Vietnam. Because of its quality, reliability, and unique blend of information, Vetter will become the most reliable Japanese publication that cater to the reader' needs as well as businesses that seek to new opportunities to explore Japanese market with a broad range of Japanese consumers. With our vast editorial coverage and large distribution in the metro Ho Chi Minh City Area, Hanoi Area, Weekly Vetter offers a highly effective marketing opportunity for your business.

週刊ベッター 紙面概要 Main Contents

●グルメ情報「この店この味」

お店自慢の一品を紹介するコーナー。大きくて見やすい写真でビジネスからプライベートまでお店選びに利用されます。

●ライフスタイル情報「Life Style Review」

Spaやマッサージ、美容室、習い事、雑貨店、アパートなどを紹介するコーナー。余暇のお店選びに利用されます。

●Restaurant Reviews

The features recommended dishes from various restaurants.

●Lifestyle Reviews

The features recommended spa, massage, Hair salon, Apartments and schools.



●企業インタビュー「日系企業INDEX」

ベトナムに進出している日系企業へインタビューし、サービスや商品の強みを、これまでの苦勞や今後の展望などと共に紹介します。

●Company Interview

Interview a key person of a Japanese company to introduce services and products.

●お得な情報「知っ得 TOPICS」

イベント、新規開店、期間限定の割引情報など、生活に密着した耳より情報を週刊誌ならではのスピードでお届けします。

●Topics Information

Information such as events, promotions, new collections, and relevant news in Vietnam.



●ビジネス・サービス紹介「BIZ Pick」

B to B向けの製品やビジネスサービスを文章と写真で紹介するコラムです。

●B2B reviews "BIZ Pick"

Introduce a new B2B services and new B2B products for Japanese business person who lives in vietnam.

週刊ベッター 紙面概要 Main Contents

●タイムリーに日本及び現地のエンターテインメント・ビジネス情報をまとめてお届けします

《日本の芸能・スポーツニュース》
 デイリースポーツ提供 (スポーツ・芸能ニュース)
 《ベトナムの経済・社会ニュース》
 ベトナム ビジネスニュース/ローカルニュース
 《東南アジアの経済・社会ニュース》
 ASEAN NEWS PICS

●We provide Japanese entertainment and business news in a timely manner.

《News from Japan》
 Entertainment and Sports News
 《News from Vietnam》
 Vietnam business / local News
 《News from South East Asia》
 ASEAN News Pics



●ローカル飲食店紹介 「B級グルメ」

週刊ベッターがおすすめるハノイ・ホーチミンのローカルレストランの紹介です。

●Local Food Gourmet

The features recommended local dishes from various local restaurants.



▼ 毎週更新中 ▼

週刊ベッター Webサイト Our Website

本誌掲載のコラムや特集のバックナンバーがWEBサイトでもお楽しみいただけます。

Our back numbers can be seen on the Vetter website.

<http://wkvetter.com>



週刊ベッター 紙面概要 Special Contents

●特集企画

集客の支援やビジネスマッチングを目的とした週刊ベッターの特集企画ページです。読者からの注目度が非常に高く、保存性があるため、中長期的な集客効果が期待できます。

《過去特集の例》工業特集、忘年会・新年会特集、エリア特集、美容特集、等

●Special Editions

Special editions of Weekly Vetter draw much higher attention from the readers. You can expect high performance because advertisers not only raise name recognition in the short-term but also in the mid- to long-term. Research shows that readers tend to keep special editions for longer time.



年1回発行
Annual publication

週刊ベッター 年刊誌 Vietnam Guide book



●ベトナム「ビジネス」「生活」大事典

ピベトナム生活開始から帰国まで、ビジネスシーン&生活に必要な、役立つ情報を1冊にまとめたガイドブックです。日本でも販売されるので、赴任前の人にもアプローチ可能です。

●“Business & Lifestyle”

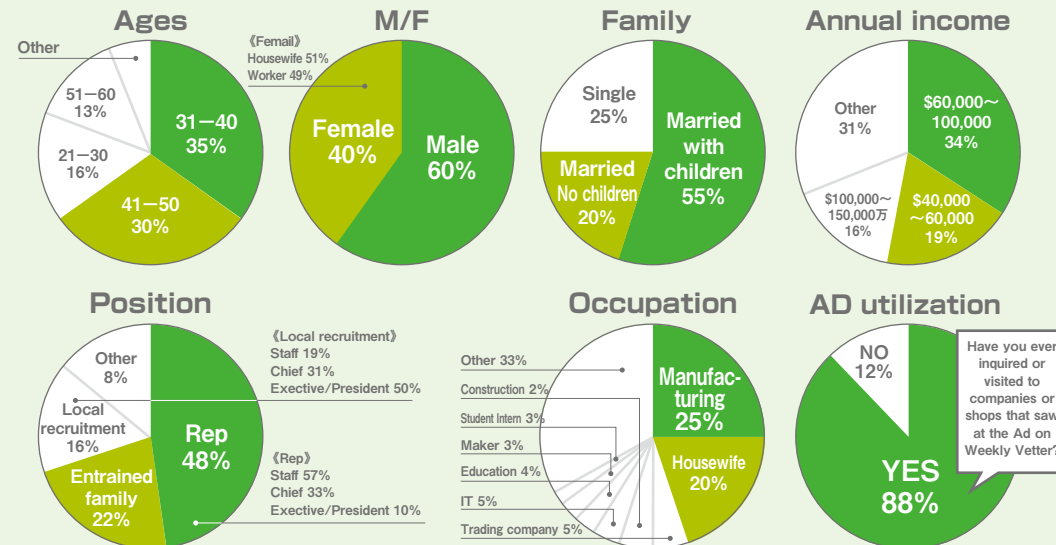
VIETNAM Guidebook from A to Z

All the necessary information on Lifestyle & Business in Vietnam for all the Japanese residents in Vietnam. Available to obtain this booklet in Japan as well.

週刊ベッターの読者層 Our reader's profile

●Questionnaire results of 300th memorial issue

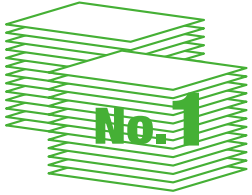
※656 Japanese people who lives in Ha Noi and HCMC (Survey date: Oct. 2016)



Weekly Vetter could be approach both men and women with a wide range of age groups.

週刊ベッターの強み Our strong points

No.1 circulation of Japanese magazine in Vietnam



The performance of advertisement depends on how often people see. Weekly Vetter publish 48,000 to 60,000 magazines per month. No other Japanese publishing company issue magazines as many as we do in Vietnam.

The first weekly Japanese magazine in Vietnam



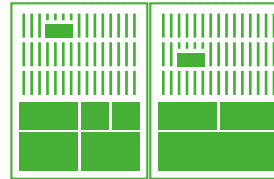
Make best use of weekly magazine!
The advertisement appearing in Weekly Vetter means, your potential client will see it more often than other monthly magazine.

Covering two biggest cities areas HCMC and Hanoi



Putting advertisement in Weekly Vetter means you will already cover both of 2 biggest cities areas, HCMC and Hanoi. Needless to say, it's a big advantage for those who are running business in both areas.

Put the ads in the right place for high performance



For example, We categorize advertisements as well as columns every week, then put them into the same page so that people read your advertisement as if one of the column. This is how we do and one of the tips for success.

Having "know-how" to attracting people with ads



Weekly Vetter is a think tank for making advertisements and We are familiar with your business fields as well. We are pleased to offer and share with you our "know-how" to meet your goals.

Making use of our website



By putting advertisement in our magazine, it will be also appeared on our website. Your potential client will easily find you over the internet as well.

Performances by putting advertisements, PR article, in Weekly Vetter

Restaurant

Weekly performance raised up by **3000 dollars**, after putting advertisement one week later.

Company

Received **more than 20 telephone inquiries**, after putting advertisement for two weeks.

Restaurant

Full of customers for lunch time, after putting a new menu items on advertisement.

Store

1,000 goods are sold out, by putting PR review article in the store.

Hair salon

Got more than 20 new customers by putting advertisements in the special page

Issuing Schedule

*Order deadline is **14 days before the issuing date.** (2:00pm on Wednesday)

*Submission of artwork deadline is **7 days before the issuing date.** (3:00pm on Wednesday)

Make good use of weekly magazine! we won't miss the best time to put your advertisement in our magazine.

※ In case of sudden changes, please feel free to ask us. We will do our best to meet your expectations, as possible as we can.

※ Please be advised that you need to contact our sales person at first for creating or changing the advertisement.

Flow of Ads publishing

