

LUXUO MEDIA VIETNAM

LUXUO.VN

2023 MEDIA KIT



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luxuo.com

Luxuo.com was acquired by Heart Media in 2007. Luxuo is one of the most popular digital luxury lifestyle magazines in Singapore with over 1,500,000 page views per month and a substantial social media following base.

**SINGAPORE | HONG KONG |
NEW YORK | PARIS |
VIETNAM | THAILAND**

luxuo.vn

Luxuo.vn was officially launched in Vietnam in December 2018, with the aim to be the leading name among portal magazines about high-end lifestyle.

Luxuo.vn aims to become the leading digital luxury lifestyle magazine in Vietnam. This digital portal spreads beautiful stories and expert's view of high-end brands and their masterpieces. Sophisticated virtual space for Vietnamese connoisseurs.



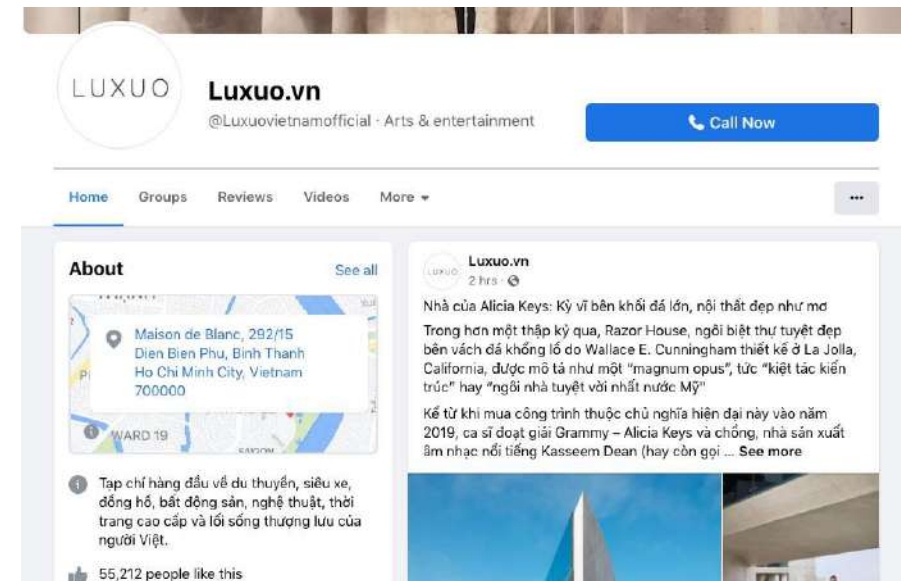
OUR CHANNELS

WEBSITE



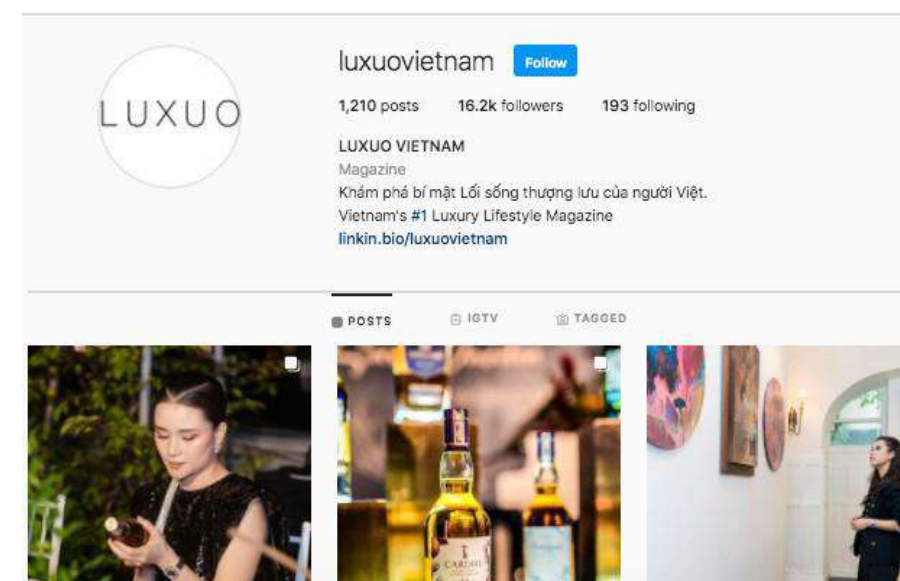
Luxuo.vn
 #Avg. 1 monthly
 Over 63,692 users
 Page views: 113,102 Session Duration:
 1m52s 60% users, 18-34

FACEBOOK



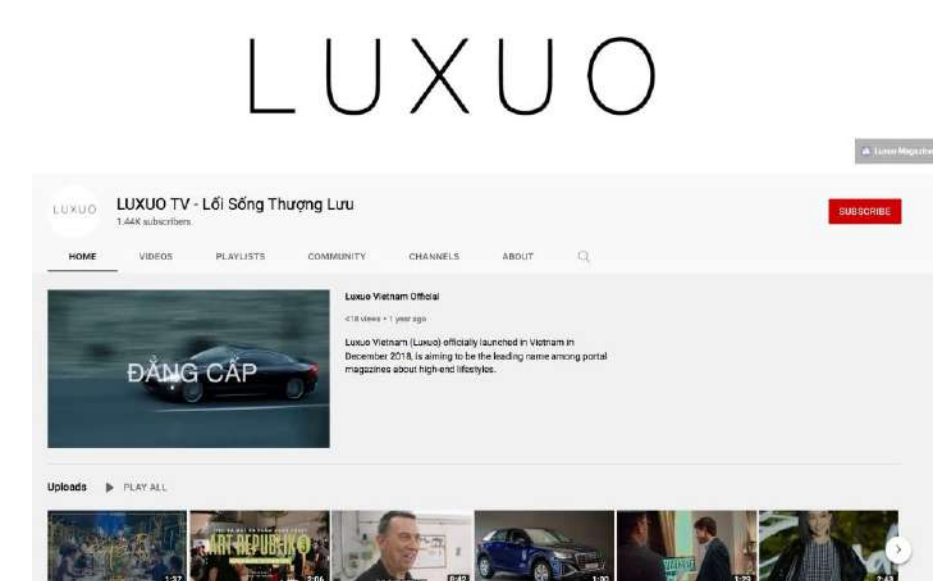
Luxuo.vn
 #Avg. 1 monthly
 100.108 post reaches
 72%, 18-34

INSTAGRAM



@luxuovietnam
 #16,200 followers

YOUTUBE



LUXUO TV – LOI SONG THUONG LUU
 #144,000 subscribers
 150.416 view

ANALYSIS

WEBSITE

Age	27.5%	18 – 24
	35.8%	25 – 34
	18%	35 – 55
Gender	54%	Male
	46%	Female

Average session duration 1m52s

Unique users 94,494 users

Sessions 108,451 sessions/month

Page view 175,098 page views/month

FACEBOOK

Age	27%	18 – 24
	33%	25 – 34
	16%	35 – 40
Gender	54%	Male
	46%	Female

Post reach 482,972 people/month

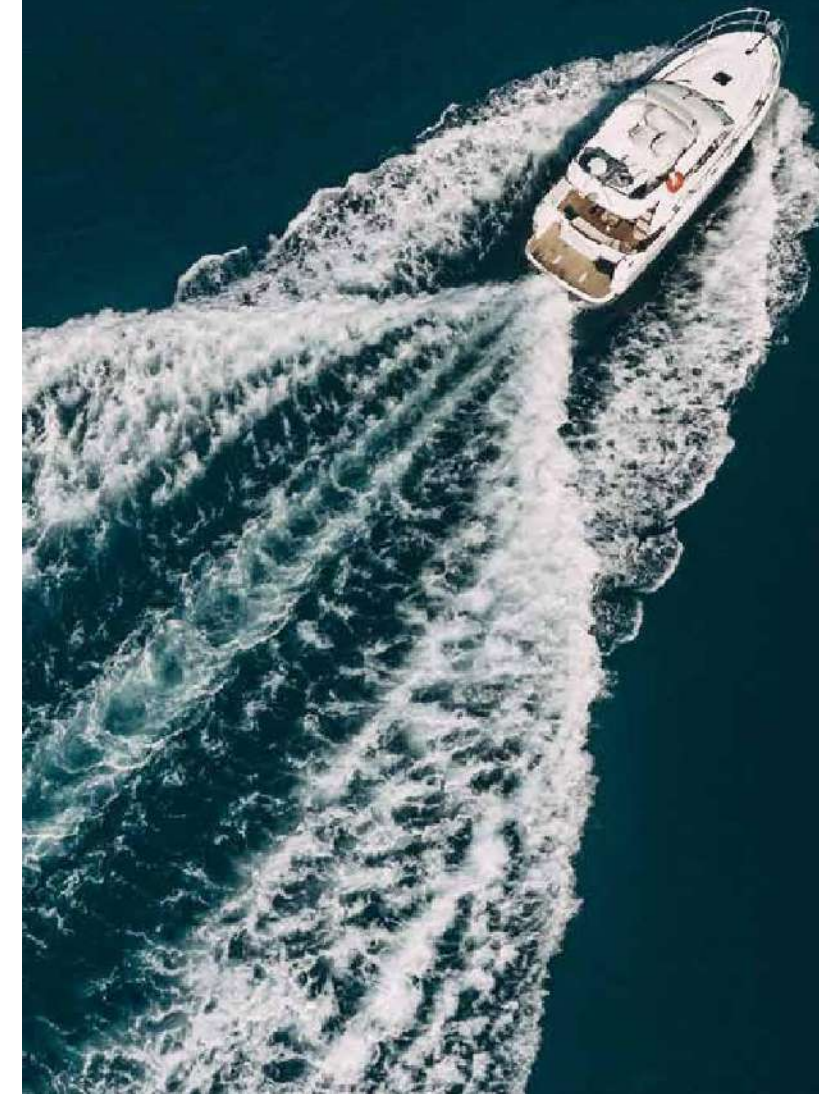
Actions on page #Avg. 80% people click/ have other action
Followers like and excite with post related to the events, luxury lifestyle.

COVERAGE

FASHION, BEAUTY & WATCH
35%



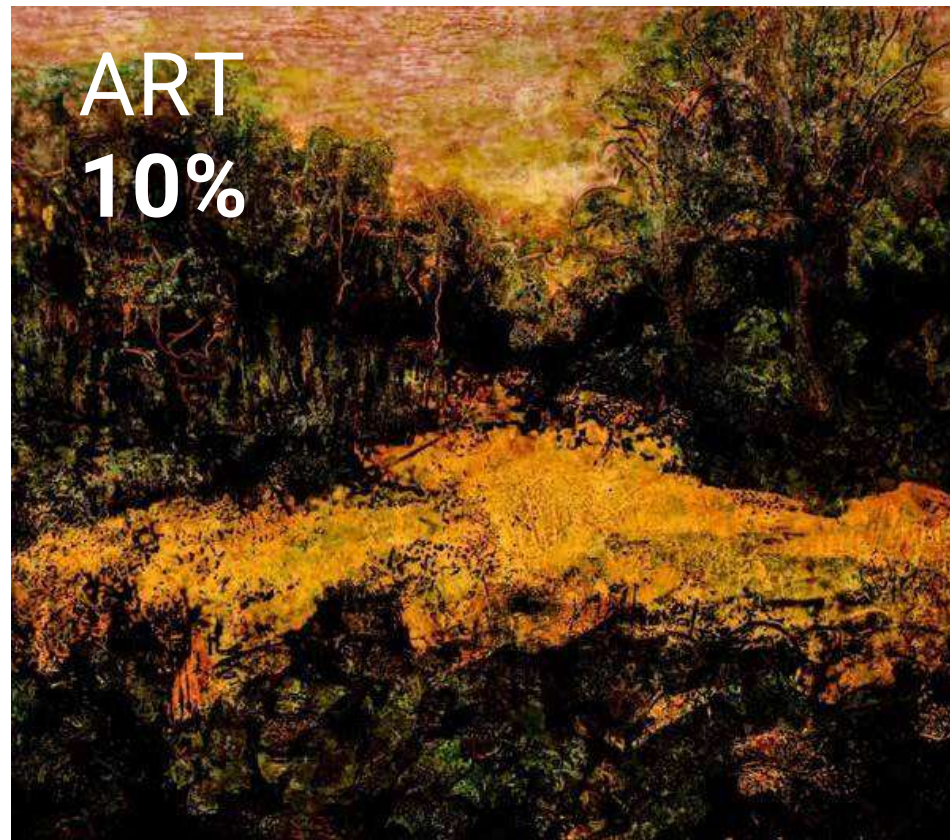
CAR &
TECH &
YACHT 25%



REAL ESTATE
10%



ART
10%



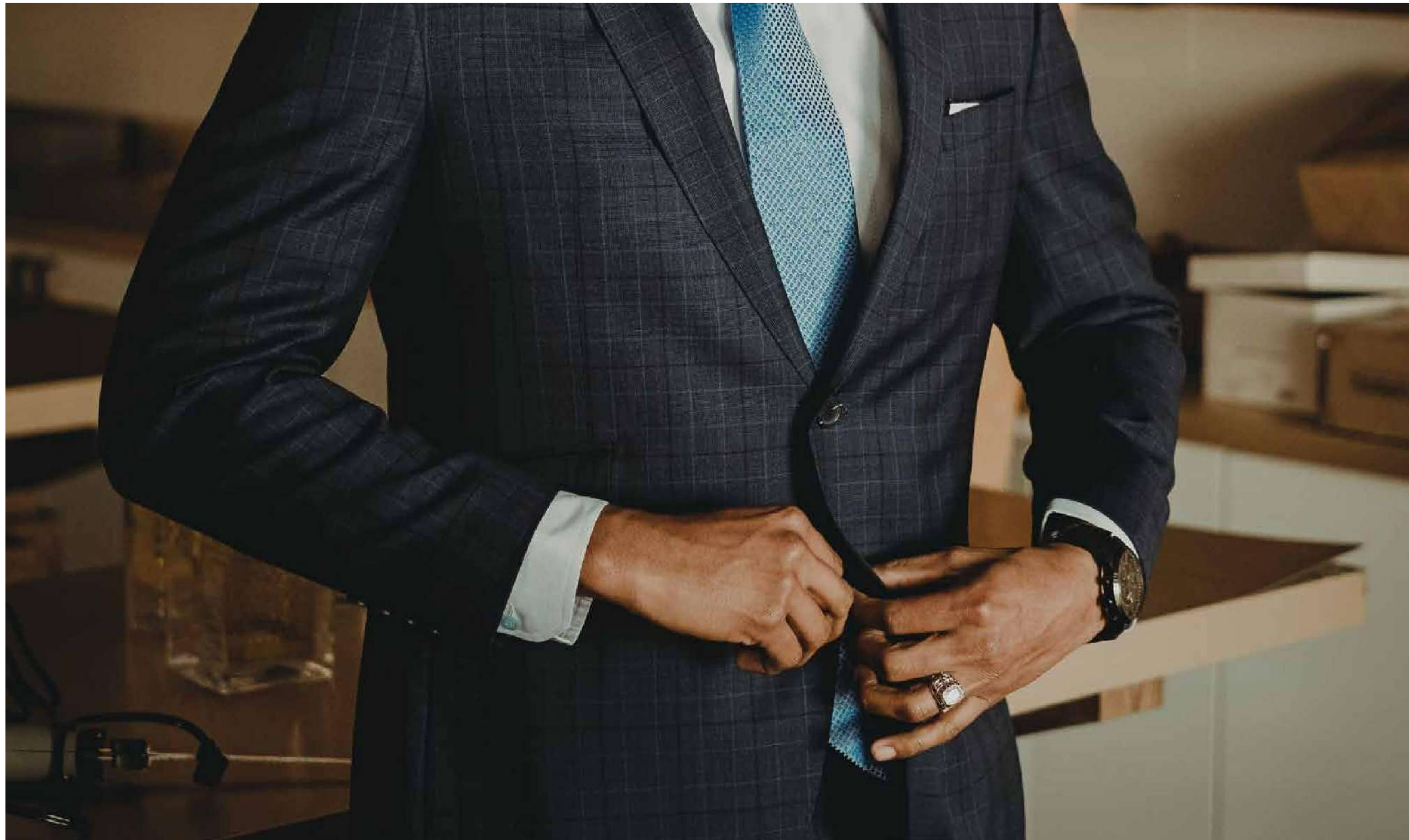
TRAVEL & LEISURE
10%



BUSINESS
OF LUXURY
10%



READERSHIP PROFILE



characteristics

Based in the urban areas

Looking for deeper information of their favorite luxury brands

Gentleman's hobbies: Watches, cars, technology and luxury business,...

Lady's interests: Fashion, beauty, travel, cuisine and luxury lifestyle,...

Luxury lifestyle lovers/ enthusiasts

Connoisseurs: stylish and sophisticated readers looking for brand core values

Aiming to power up their personal images

Fashion, watches or perfume collectors

breakdown

Male (50%) – Female (50%)

Age: 22 – 45

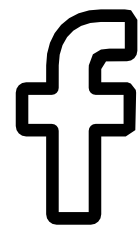
Income: Class B+

PLATFORMS



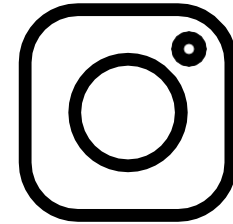
luxuo.vn

#Avg. 1 monthly
Over 158.392 users / month
Views: 286.446 / month
Session Duration: 2m12s
65.5% users, 18-34



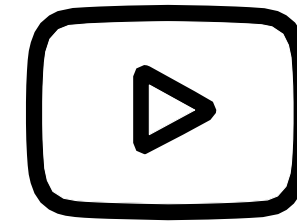
luxuo.vn

#Avg. 1 monthly
1.243.947 reaches / month
72%, users, 18-34



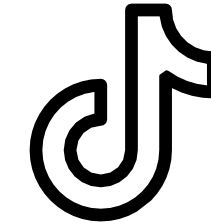
@luxuovietnam

**being developed*



Luxuo TV

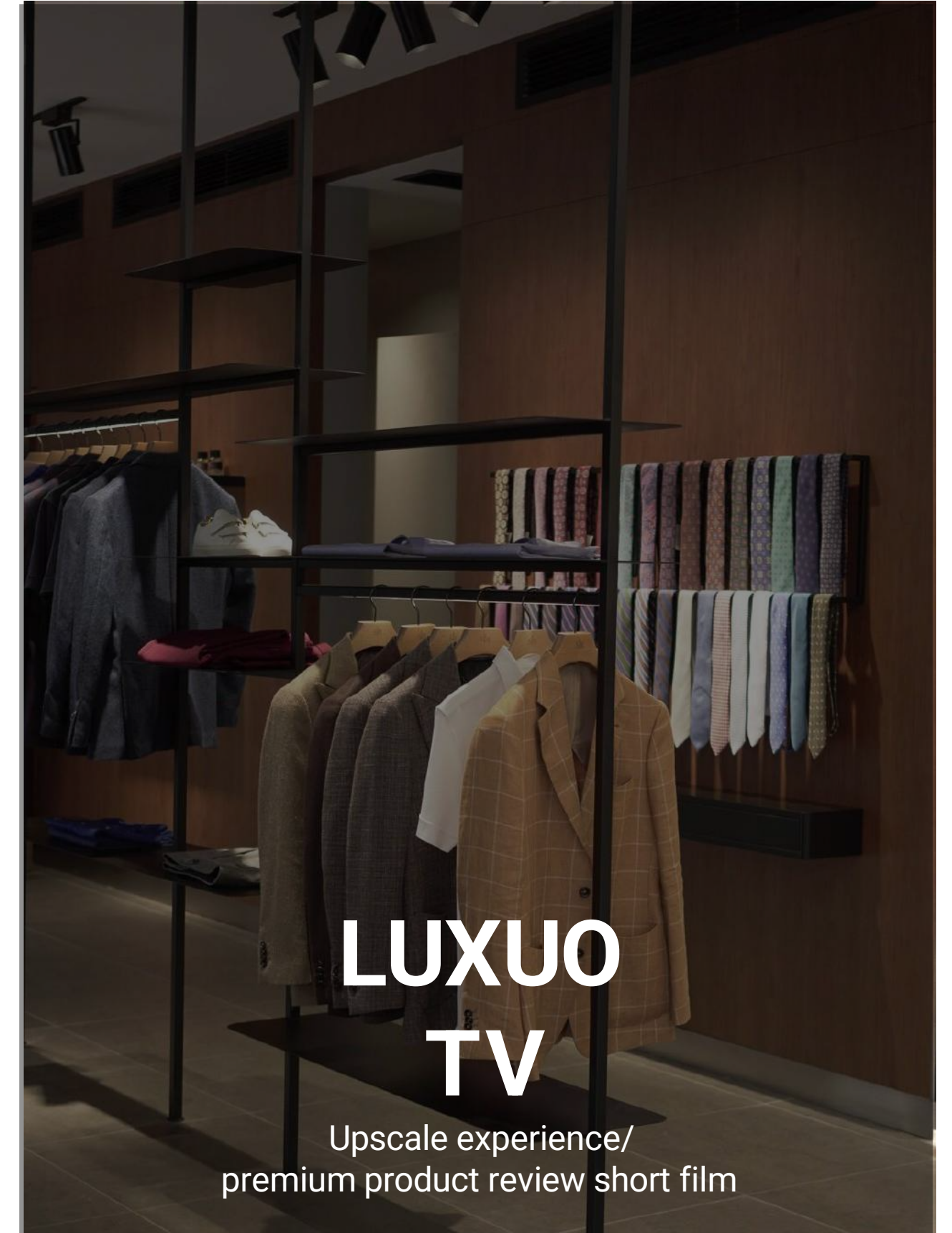
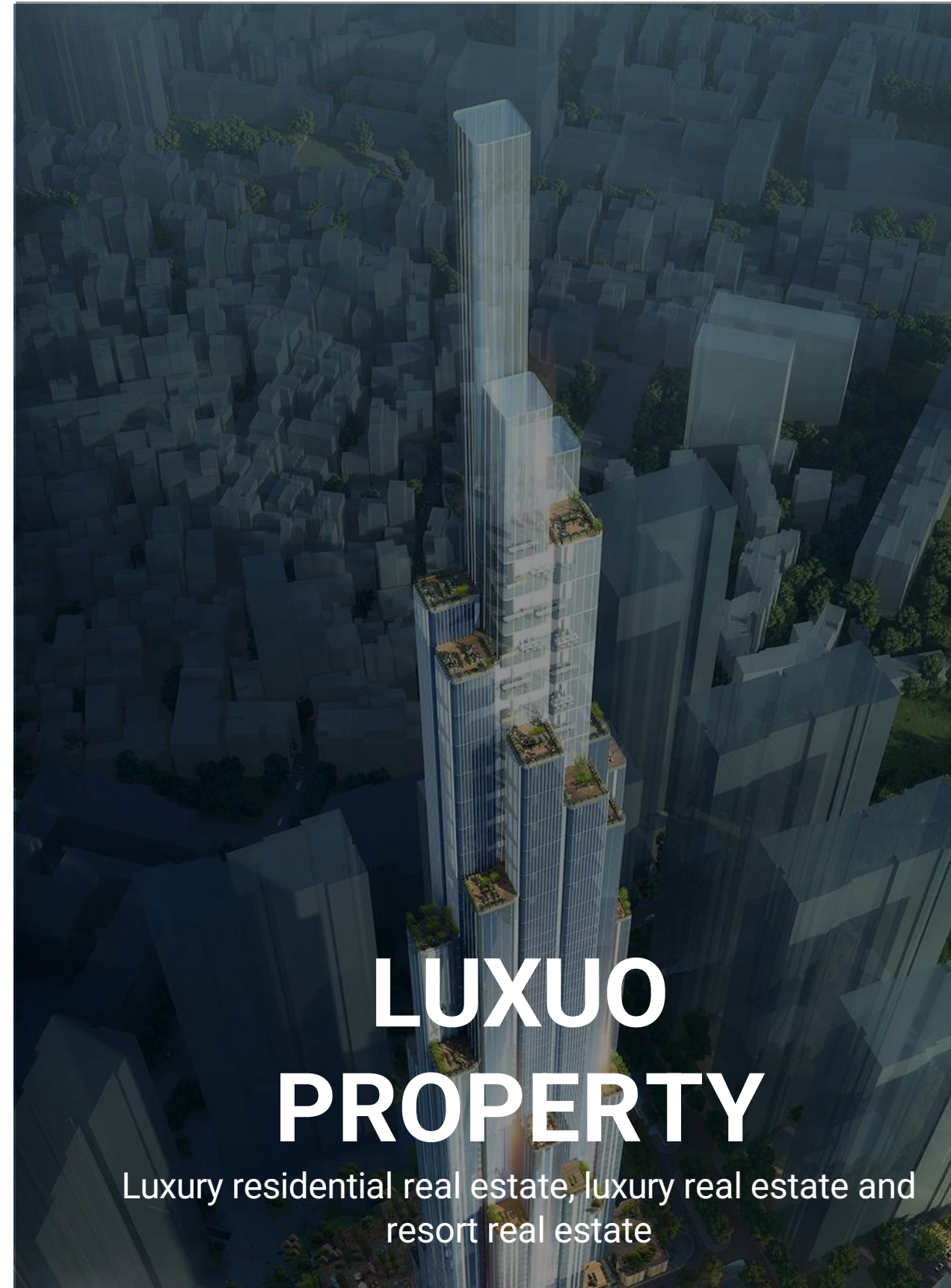
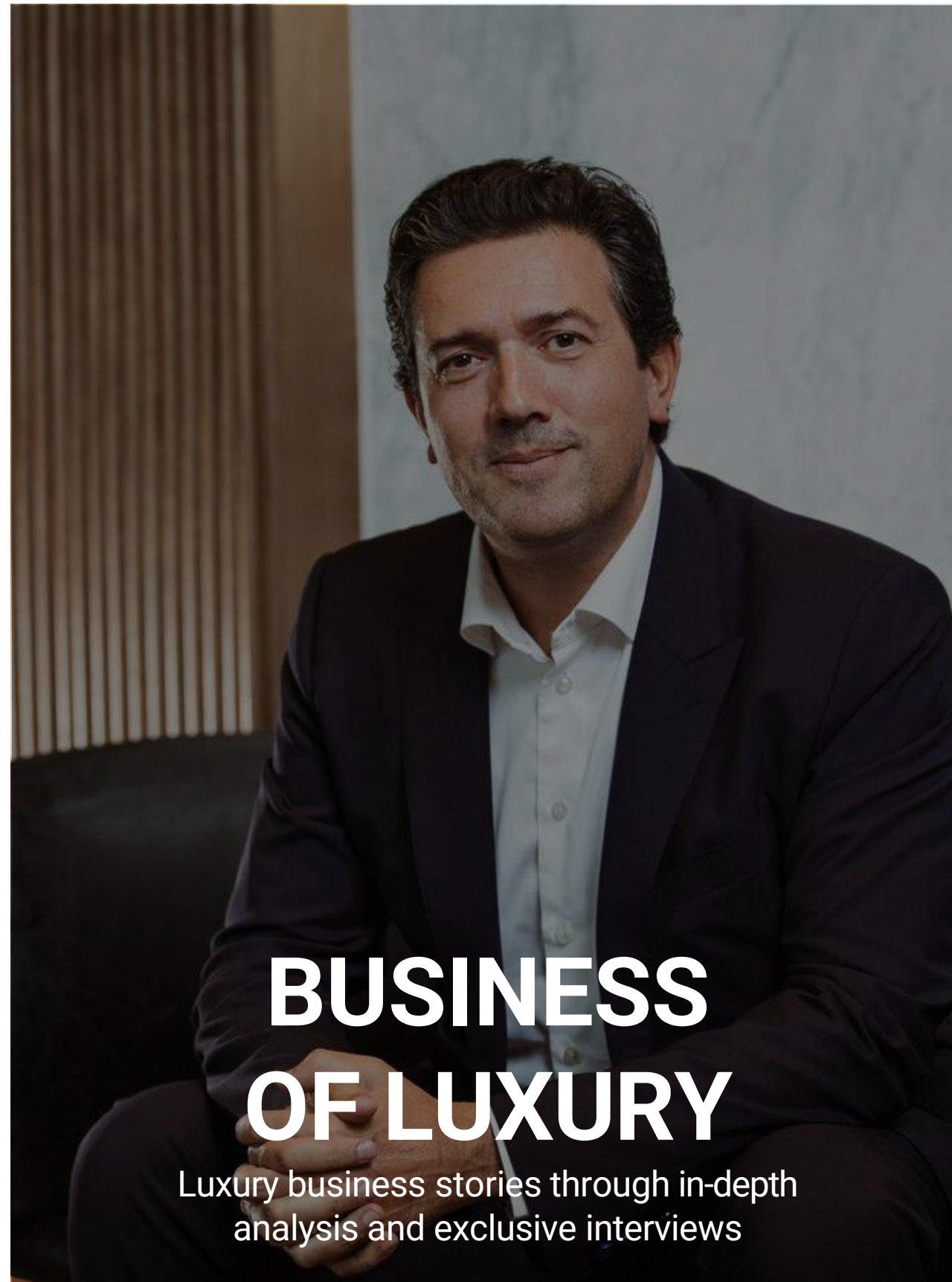
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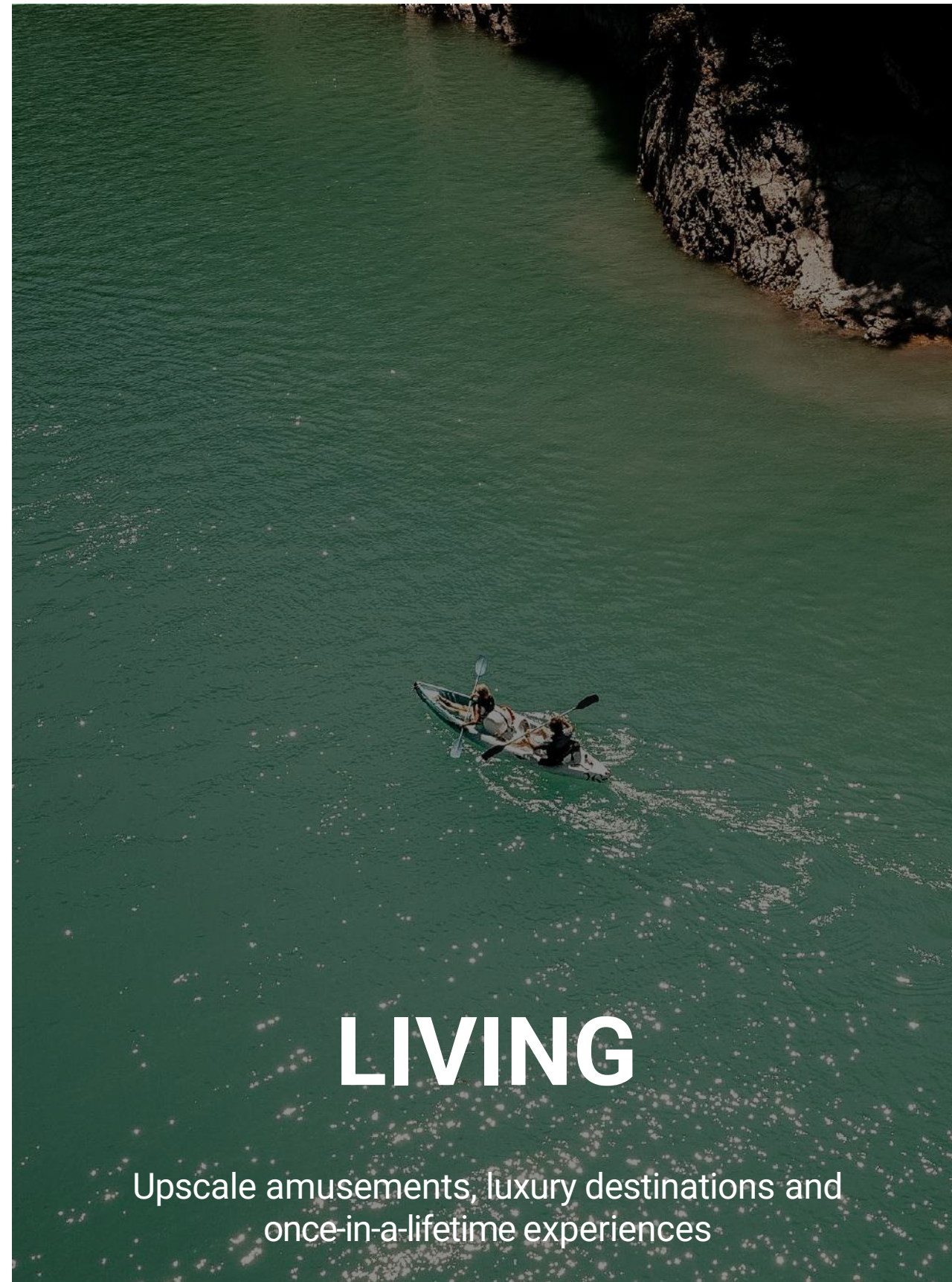
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**being developed*

BRANDED CONTENT

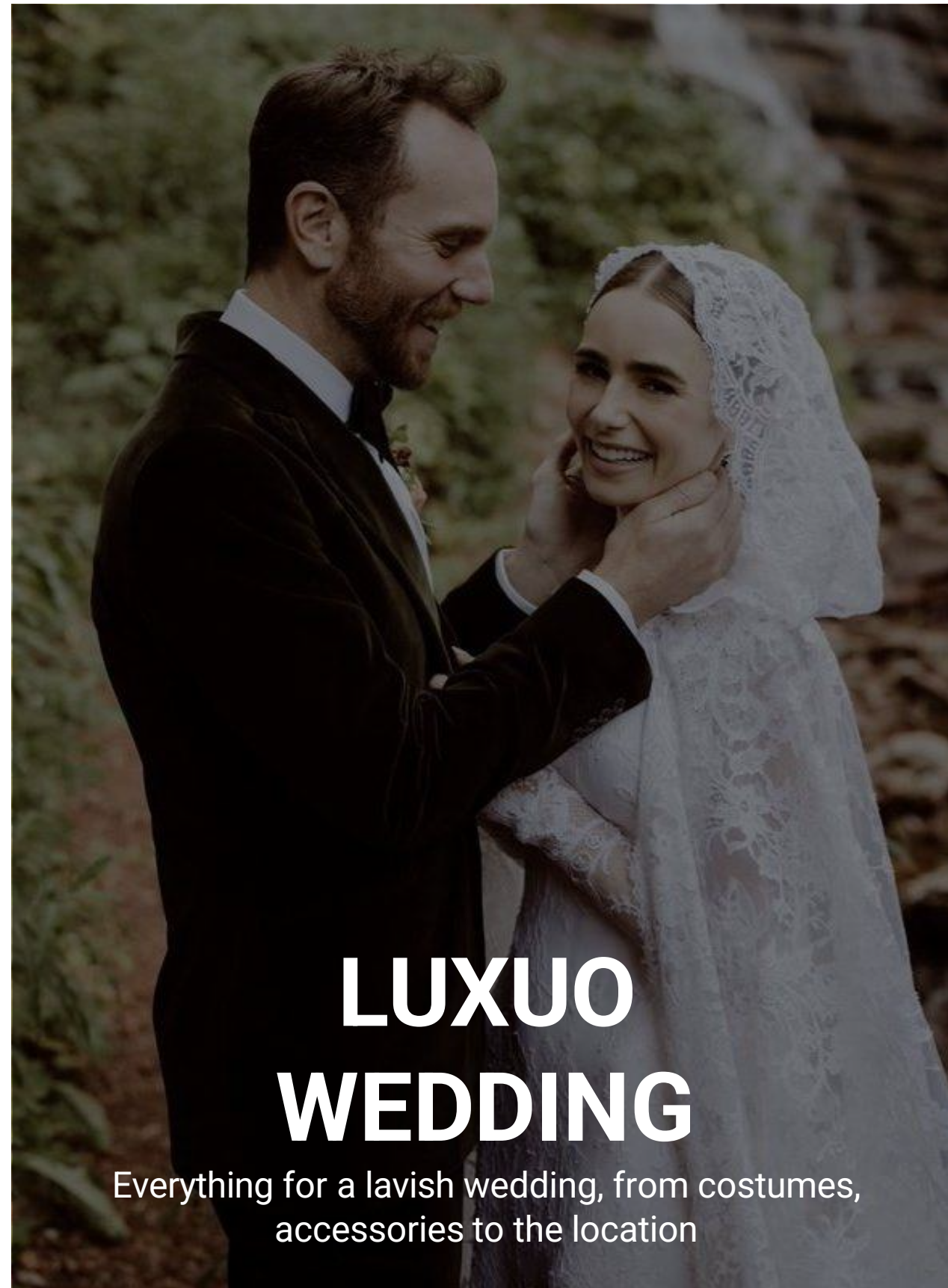


BRANDED CONTENT



LIVING

Upscale amusements, luxury destinations and once-in-a-lifetime experiences



LUXUO WEDDING

Everything for a lavish wedding, from costumes, accessories to the location



WEALTH

Financial and investment portal of the rich and super rich

RATECARD



WEBSITE

ad type	placement	rates (VND)	notes
Top banner on Desktop	Top and middle of page ROS	40,000,000	1440 x 300 pixels Duration: 1 week
Top banner on Mobile		40,000,000	
Right Banner On Desktop	ROS	30,000,000	300 x 560 pixels Duration: 1 week
Right Banner On Mobile		30,000,000	
Popup	Exit intent/ On page load	40,000,000	Popup
PR articles	On top 1 week On category	18,000,000	
		15,000,000	
Share link (No discount)		12,000,000	

OTHERS

Video	Made by Luxuo	Subject to request's client	
	Promotion video	20,000,000	
	Upload on Luxuo TV	15,000,000	
	Embed on PR Article	10,000,000	
Longform/ Microsite			
Booking Fee		50,000,000	
Design Fee (No discount)		25,000,000	
E-newsletter		15,000,000	(No discount)

* PR articles (image, title, chapeau) on weekly highlights which are delivered to over 15.000 email-subscribers (one time)

*Run-on-sites (ROS): Ads appear on homepage, article pages (except sponsored contents of advertorials), category pages and sub-category pages, across all devices

RATECARD



INSTAGRAM

ad type	rates (VND)	notes
Single Image	15,000,000	(Provided by Client)
Album	25,000,000	
Image Collage	20,000,000	(Provided by Client)
Video	25,000,000	(Provided by Client)

FACEBOOK

Cover Image	30,000,000	During 1 week (Provided by Client)
Single Image	15,000,000	(Provided by Client)
Album	25,000,000	
Image Collage	20,000,000	(Provided by Client)
Share link PR article on page	12,000,000	
Upload on Luxuo directly	15,000,000	(Provided by Client)

EVENTS



THE ORIENTAL TOUCH
Jan 2019

SUMMER WANDERLUST
May 2019

EVENTS



THE EPITOME OF LUXURY
Aug 2019

LUXUO ART 'NGUYÊN'
Oct 2019

ECOXURY: PRIVATE LAUNCH X HOTEL DES ARTS SAIGON
Oct 2019

EVENTS



BELL & ROSS - THE 5TH ELEMENT
Dec 2019

LUXUO ART 'MỘT SỚM MAI XUÂN'
Dec 2019

EVENTS



ECOXURY: GETAWAY
Dec 2019

DẠ YẾN TINH HOA
Jan 2020

A NIGHT OF EXCELLENCE X UOB
Jan 2020

EVENTS



SUMMER WANDERLUST
Jul 2020

LUXUO ART 'REPUBLIQUE D'ART'
Jul 2020

EVENTS



A WALK IN THE SECRET GARDEN
April & December 2021

LUXUO ART 'EMOSCAPE'
April 2021

EVENTS



CROSS PLATFORMS CROSS MEDIA PACKAGE



We aim to reach the audience on many facets: social media, search on Google, direct links from other websites, and browsing the web. Get maximum ROI and visibility through segmented targeting on our various digital media channels.

CONTACTS

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VIETNAM'S DAILY LUXURY NEWS STREAM