

VIET NAM **BAZAR** Harper's



**MEDIA
KIT
2022 - 2023**



READER'S PROFILE

artful daring shoppable

chic accessible

sofisticated elegant

intelligent beautiful

luxurious brilliant inclusive

THAT'S SO BAZAAR

OFFLINE



Print

- **Circulation:** 20,000
- **Frequency:** monthly

Events



Annual Star's Awards



Dior's lunch



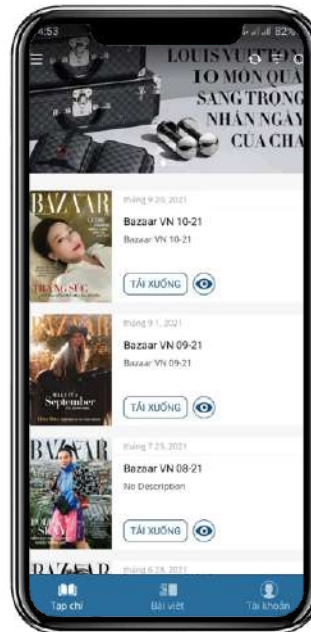
Workshops & Conferences



I AM DIVA

*360°
MEDIA
CHANNELS*

MOBILE APP



Over 1,000 downloads/month

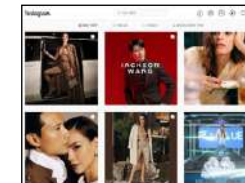
ONLINE



Website

- Close to 1 million users/month
- Over 2 million pageviews/month

Social Media



Instagram

Over 270,000 followers



Youtube

Over 13,000 followers



Facebook fanpage

Over 40,000 followers

SECTIONS IN PRINT

FOLDING COVER



2 pages

COVER



1 page

DOUBLE PAGE ADS



8 to 16 pages

EDITOR'S LETTER



1st SINGLE AD



IMPRINT



2nd SINGLE AD



HOTTEST, NEWEST, LATEST



10 to 30 pages

STYLE



8 to 24 pages

FASHIONABLE LIFE



10 to 16 pages

COVER STORIES



10 to 30 pages

WHO IS (INFLUENCERS)



10 to 30 pages

FASHION



20 to 30 pages

BEAUTY



10 to 20 pages

ESCAPE



6 to 10 pages

HISTORY



6 to 10 pages

LASTLOOK



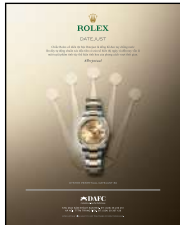
1 page

COVER 3



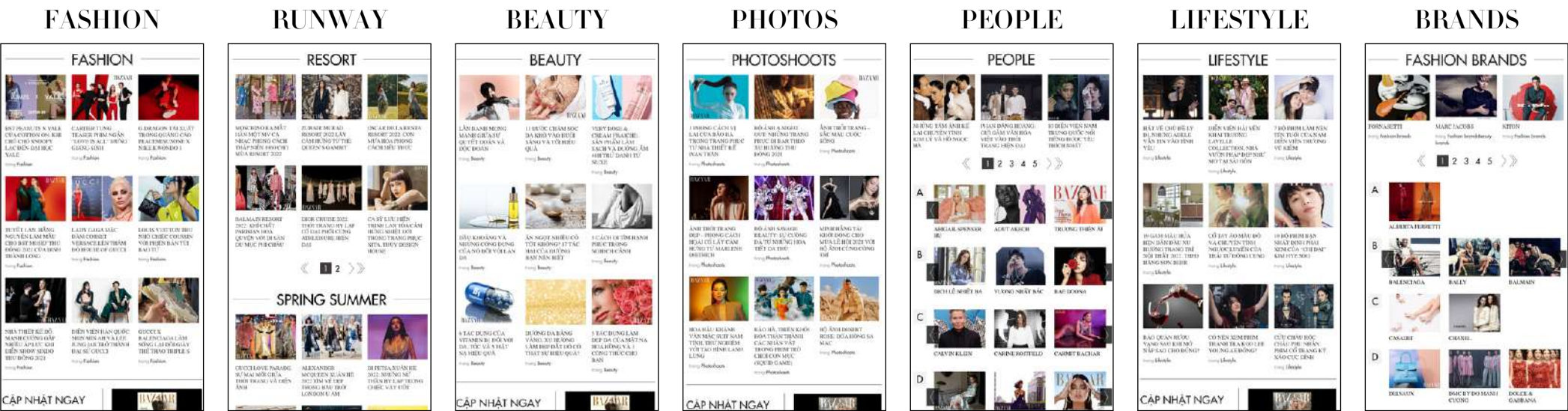
1 page

COVER 4

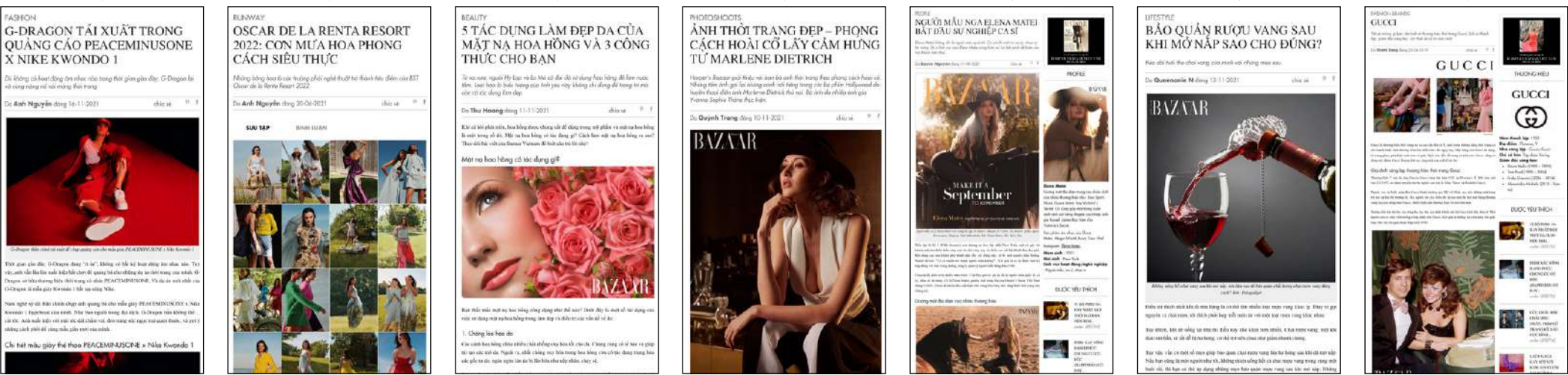


1 page

SECTIONS IN WEBSITE



SAMPLES



<https://bazaarvietaim.vn/g-dragon-gioi-thieu-peaceminusone-x-nike-kwondo-1/>

<https://bazaarvietaim.vn/oscar-de-la-renta-resort-2022/>

<https://bazaarvietaim.vn/mat-na-hoa-hong-co-tac-dung-gi/>

<https://bazaarvietaim.vn/anh-thoi-trang-phong-cach-hoai-co-marlene-dietrich/>

<https://bazaarvietaim.vn/nhan-vat/nguoi-mau-nga-elena-matei-bat-dau-su-nghiep-ca-si/>

<https://bazaarvietaim.vn/cach-bao-quan-ruou-vang-sau-khi-mo-nap-dung-cach/>

<https://bazaarvietaim.vn/g-dragon-gioi-thieu-peaceminusone-x-nike-kwondo-1/>

RATE CARD 2022 - 2023 *Print*

- *Special position not noted in the rate card subject to 20% surcharge.*
- *Special positions (Cover 1, Folding Cover, IFCS, Cover 4) no discount.*
- *All rates exclude VAT.*
- *Rates effective from 1st Jan 2022 to 31st Dec 2023*
- *Rates are subject to change without prior notice. Please check before booking.*
- *Unit: USD*
- *Contract currency to be converted to VND applying Vietcombank exchange rate at the time of signing.*

COVER



PRICE:
USD 15,000++

FOLDING COVER



PRICE:
USD 13,160++

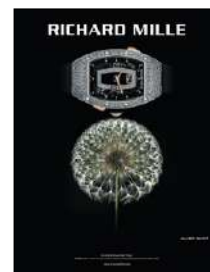
DOUBLE PAGE SPREADS (DPS)



PRICE:
IFCS: USD 6,890++

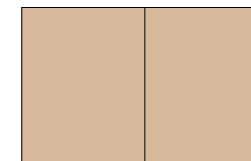
1st DPS: **USD 6,400++** | 4th DPS: **USD 5,350++**
2nd DPS: **USD 5,960++** | 5th DPS: **USD 5,180++**
3rd DPS: **USD 5,610++** | 6th DPS: **USD 4,870++**
DPS: **USD 4,040++**

SINGLE PAGE (SP)



PRICE:
1st - 5th SP: **USD 3,110++**
Single page: **USD 2,240++**

TECHNICAL SIZE

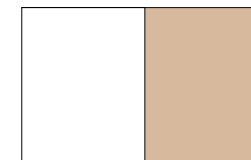


Double page

Bleed size: 436*281mm

Trim size: 430*275mm

Safe text area: 410*255mm



Single page

Bleed size: 221*281mm

Trim size: 215*275mm

Safe text area: 195*255mm

SPLASH HEADLINE



PRICE:
USD 4,000++

ADVERTORIALS



PRICE:
1 page: **USD 2,800++**
2 pages: **USD 5,040++**

STYLE SPREADS



PRICE:
1 page: **USD 880++**
Min: 6 pages

COVER 3



PRICE:
USD 2,460++

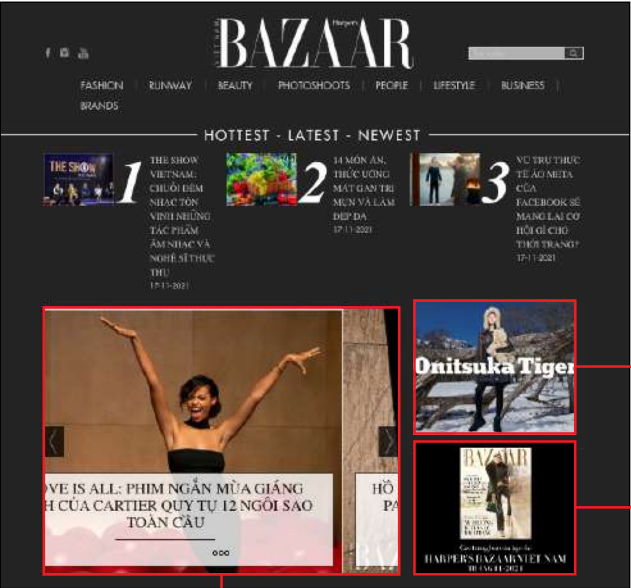
COVER 4



PRICE:
USD 4,870++

RATE CARD 2022 - 2023 *Digital*

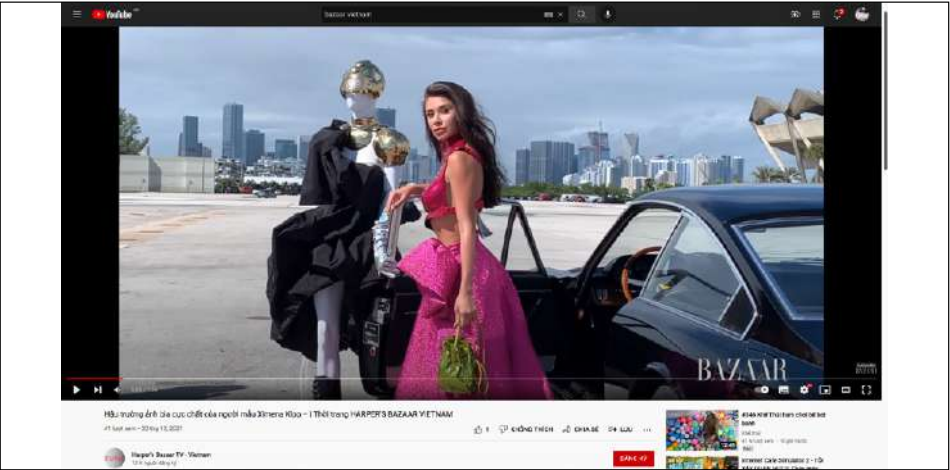
WEBSITE HOMEPAGE



HOMEPAGE FEATURE
PRICE: USD 440++

VIDEO CLIP PRODUCTION

Please check with us prior to booking



MOBILE AD FULL SCREEN



Technical size: 720*1280px
PRICE: USD 660++

ADVERTORIALS



DIGITAL COVER
PRICE: USD 5,000++



SPLASH HEADLINE
PRICE: USD 3,000++



STANDARD STORY
PRICE: USD 1,100++



FACEBOOK POST
PRICE: USD 350++



INSTAGRAM POST
Technical size: 1080*1080px
PRICE: USD 440++

PUBLISHING DATE 2022 - 2023

MONTHLY PRINT TOPICS

2022

Issue Number	Publishing Date	Closing Date	Theme
1-2022	27/12/2021	13/12/2021	New Year - A Hopeful Beginning
2-2022	21/01/2022	07/01/2022	Lunar New Year - The Arrival of Spring
3-2022	28/02/2022	14/02/2022	International Women's Day - Art & Women
4-2022	28/03/2022	14/03/2022	Summer Romance - FW Fashion Week Review
5-2022	25/04/2022	11/04/2022	Beauty Special
6-2022	30/05/2022	16/05/2022	Escape - Call of the Ocean
7-2022	27/06/2022	13/06/2022	Fashion & Music
8-2022	25/07/2022	11/07/2022	Haute Couture FashionWeek
9-2022	29/08/2022	15/08/2022	Fall - Winter
10-2022	26/09/2022	12/09/2022	Jewelries & Accessories
11-2022	31/10/2022	17/10/2022	SS Fashion Week Review
12-2022	28/11/2022	14/11/2022	Winter - X'mas

2023

Issue Number	Publishing Date	Closing Date	Theme
1-2023	26/12/2022	12/12/2022	New Year - The Joy of Fashion
2-2023	30/01/2023	09/01/2023	The Green Issue
3-2023	27/02/2023	13/02/2023	International Women's Day - The Fashion Issue
4-2023	27/03/2023	13/03/2023	Flower Power - FW Fashion Week Review
5-2023	24/04/2023	10/04/2023	Beauty Special
6-2023	29/05/2023	15/05/2023	Escape - Hikes of Life
7-2023	26/06/2023	12/06/2023	Fashion & Film
8-2023	31/07/2023	17/07/2023	Haute Couture FashionWeek
9-2023	28/08/2023	14/08/2023	Fall - Winter
10-2023	26/09/2023	11/09/2023	Jewelries & Accessories
11-2023	30/10/2023	16/10/2023	SS Fashion Week Review
12-2023	27/11/2023	13/11/2023	Winter Art - Xmas

DIGITAL BOOKINGS

Website

10 days before the publishing date

Instagram

2 days before the publishing date

BAZAAR
HARPER'S BAZAAR VIETNAM

Email: booking@bookingquangcao.com.vn

Mobile: (+84) 937231258

Website: www.bazaarvietnam.vn