



Vietnam

Harper's

BAZAAR

ĐẶC SAN CỦA TẠP CHÍ THẾ GIỚI ĐẸP

HỒ NGỌC HÀ

NỮ THẦN
APHRODITE
TRONG
TRANG SỨC
CAO CẤP
BVLGARI

BEAUTY

ENZYME,
"NGÔI SAO ĐANG
LÊN" TRONG ĐỊA
HẠT LÀM ĐẸP

**XU HƯỚNG
XUÂN HÈ 2024**

MEDIA KIT 2024 - 2025



READER'S PROFILE

artful daring shoppable

chic accessible

sofisticated elegant

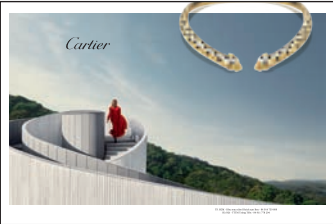
intelligent beautiful

luxurious brilliant inclusive

THAT'S SO BAZAAR

SECTIONS IN PRINT

FOLDING COVER



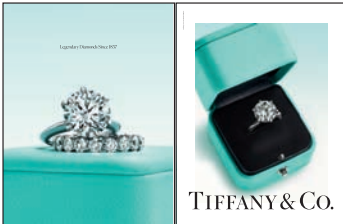
2 pages

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

TOP TREND



8 to 24 pages

COVER STORIES



10 to 16 pages

WHO IS



10 to 30 pages

FASHION



10 to 30 pages

BEAUTY



20 to 30 pages

DO YOU KNOW



10 to 20 pages

LAST LOOK



6 to 10 pages

COVER 3



1 page

COVER 4



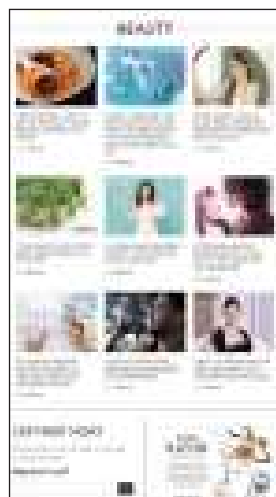
1 page

SECTIONS IN WEBSITE

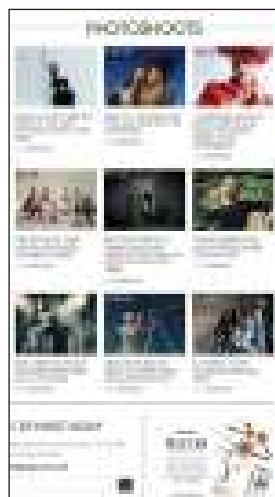
FASHION



BEAUTY



PHOTOSHOOTS



PEOPLE



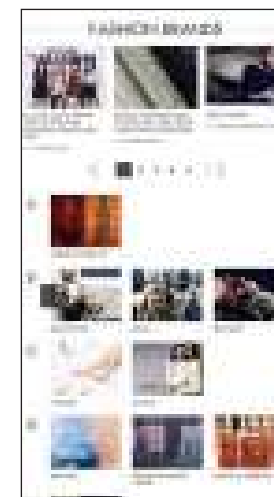
LIFESTYLE



BUSINESS



BRANDS



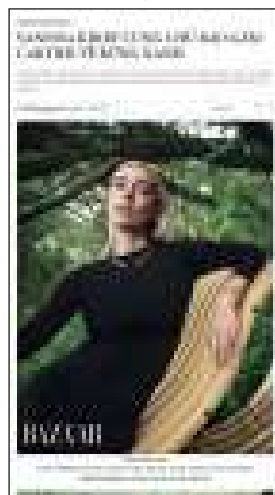
SAMPLES



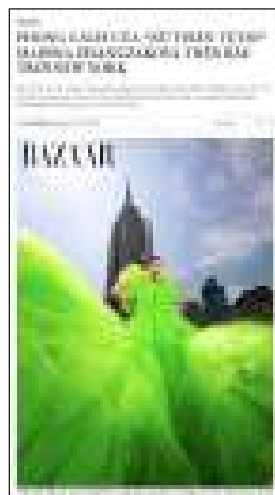
<https://bazaarvietnam.vn/suni-ha-linh-va-cong-thu-nghiem-phong-cach-thoi-trang-moi-voi-onitsuka-tiger/>



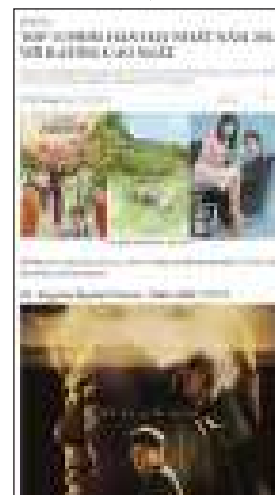
<https://bazaarvietnam.vn/nuoc-hoa-narciso-rodriguez-all-of-me-ban-tuyen-ngon-cho-cai-toi-ruc-ro/>



<https://bazaarvietnam.vn/vanessa-kirby-cung-chu-bao-gam-cartier-ve-rung-xanh/>



<https://bazaarvietnam.vn/nhan-vat/nu-than-tu-do-madina-zhanuzakova-tren-bau-troi-new-york/>



<https://bazaarvietnam.vn/phim-han-quoc-hay-nam-2022/>



<https://bazaarvietnam.vn/mau-xanh-burberry-knight-blue-cua-daniel-lee/>



<https://bazaarvietnam.vn/thuong-hieu/fenty-beauty/>

RATE CARDS 2024 - 2025 *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 2024 to 31st Dec 2025*
- *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



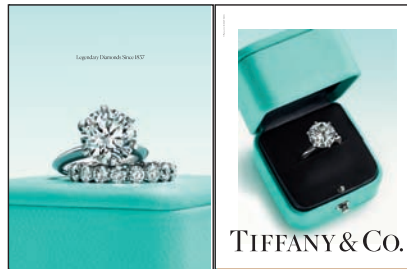
PRICE:
USD 15,000+

FOLDING COVER



PRICE:
USD 13,160+

DOUBLE PAGE SPREADS (DPS)



PRICE:
IFCS: USD 6,890+

1st DPS: **USD 6,400+**
2nd DPS: **USD 5,960+**
3rd DPS: **USD 5,610+**

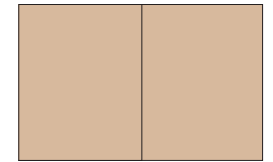
4th DPS: **USD 5,350+**
5th DPS: **USD 5,180+**
6th DPS: **USD 4,870+**
DPS: **USD 4,040+**

SINGLE PAGE (SP)



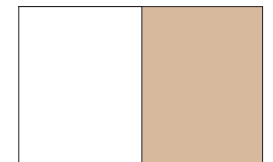
PRICE:
1st - 5th SP: **USD 3,110+**
Single page: **USD 2,240+**

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+

PUBLISHING DATE 2024 - 2025

MONTHLY PRINT TOPICS

2024

Issue Number	Publishing Date	Closing Date	Theme
1-2024	25/12/2023	08/12/2023	Love Birds
2-2024	29/01/2024	10/01/2024	The Second Generation
3-2024	26/02/2024	05/02/2024	Power Woman
4-2024	25/03/2024	08/03/2024	Fashion Accessories
5-2024	29/04/2024	08/04/2024	Sustainable Summer
6-2024	27/05/2024	10/05/2024	The Wild Ocean
7-2024	24/06/2024	05/06/2024	The Bazaar Man
8-2024	29/07/2024	10/07/2024	Wellness
9-2024	26/08/2024	08/08/2024	Icons - Moon Festival
10-2024	30/09/2024	09/09/2024	Jewelry
11-2024	28/10/2024	10/10/2024	Shopping Therapy
12-2024	25/11/2024	06/11/2024	Travel in Style

2025

Issue Number	Publishing Date	Closing Date	Theme
1-2025	23/12/2024	05/12/2024	Fashion in Arts
2-2025	17/01/2025	30/12/2024	Cultural Impacts on Fashion
3-2025	24/02/2025	17/01/2025	Dress to Impress
4-2025	31/03/2025	07/03/2025	Fashion Accessories
5-2025	28/04/2025	04/04/2025	The Unique You
6-2025	26/05/2025	08/05/2025	Summer Vacation
7-2025	30/06/2025	09/06/2025	Your Home - Your Escape
8-2025	28/07/2025	08/07/2025	Haute Couture
9-2025	25/08/2025	04/08/2025	Icons - Pre-fall Trends
10-2025	29/09/2025	08/09/2025	Jewelry
11-2025	27/10/2025	06/10/2025	Maximalism
12-2025	24/11/2025	03/11/2025	The Star Issue

DIGITAL BOOKINGS

Website

10 days before the publishing date

Instagram - Facebook

3 days before the publishing date

VIỆT NAM
BAZAAR^{Harper's}

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