

NỮ DOANH NHÂN
BUSINESSWOMAN MAGAZINE

MEDIA KIT

Since 2008

At a Glance

In the world of magazines, there are many publications delivering content that is relating to business in general. There is only one that pays special attention to women in business to improve yet still to be themselves.

We are **BUSINESSWOMAN MAGAZINE**.

Publishing the first issue from October 2008, **BUSINESSWOMAN MAGAZINE** has a mission to bring strong inspiration to aspiring, brave and passionate businesswomen to develop themselves on their career paths and lifestyles. The portraits of modern businesswomen are portrayed in the magazine sincerely and

intimately through many articles interviewing personalities, articles sharing knowledge on business, beauty, and fashion or lifestyle issues such as travel, cooking, family, love... Many business stories have been shared, many operating experiences have been

explored, many diverse perspectives on the issues surrounding a businesswoman have been inspired by high empathy. All help us to form the view of a new generation of talented businesswomen, constantly striving to improve themselves in their career and in life.

A publication for
DELICATE, PROACTIVE
and CONFIDENT women



Magazine

● Circulation **20.000**
copies

● Readers per copy: **5.15**

● Subscribers: **5.000**

● Frequency: **Monthly**

● Language: **Vietnamese & English** (at the back)

Website

● Monthly Page Views: **400.000**

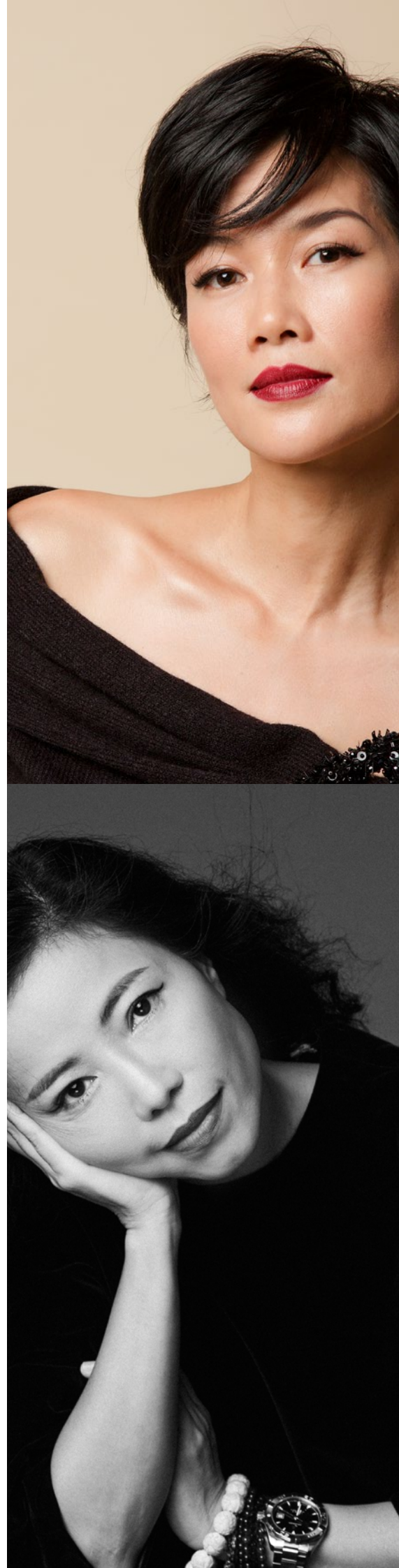
● Monthly Unique Visitors: **310.000**

E-Newsletter

● Monthly Subscribers **5.000**

Social ● Followers **211.000**

Events ● High Class Attendees **1.500**



Readers



BusinessWoman Magazine's readers are delicate, proactive and confident women. They are city-dwellers aged 22 and above. They are well-educated, have successful careers and hold high personal and household income. BusinessWoman Magazine's readers enjoy an affluent lifestyle thanks to their financial social independence. They embrace the responsibility for their own long-term success and happiness, and their need to be proactive to help achieve their goals. They also love shopping and are

brand-conscious. They want to be the first ones to know about the latest trends and innovations in fashion, beauty and lifestyle. They value an authoritative, guiding hand in choosing the best of what's out there. While fully appreciating the material life, they also pursue spiritual fulfillment and satisfaction. They love to read and be entertained. They are selective about their reading material, demanding substance and quality. They care about what is happening globally. They are advocates for women's rights and want to contribute to a better world.

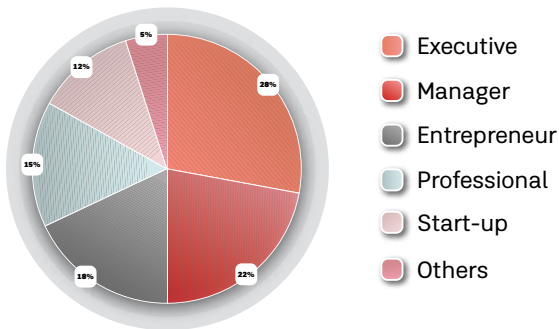
"In whatever I do, I always set out a CLEAR COURSE and develop a certain mindset that keeps PUSHING MYSELF TO MOVE FORWARD as planned."

NGUYỄN NGỌC MỸ -
BOARD MEMBER OF ALPHANAM
GROUP, GENERAL MANAGER OF
FOODINCO

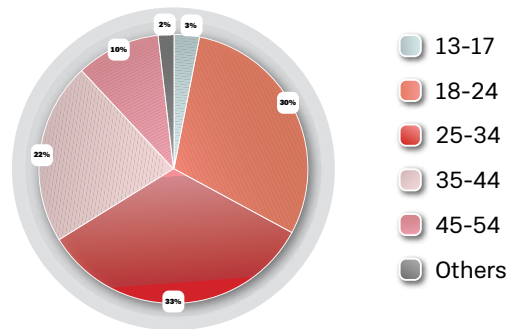


Audience Insights

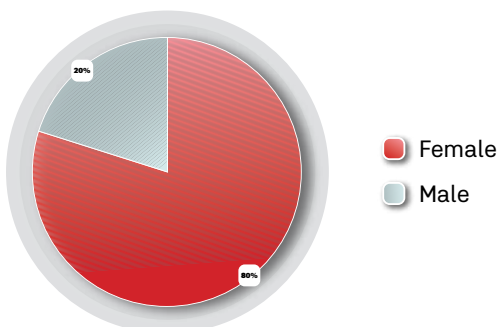
● Occupation



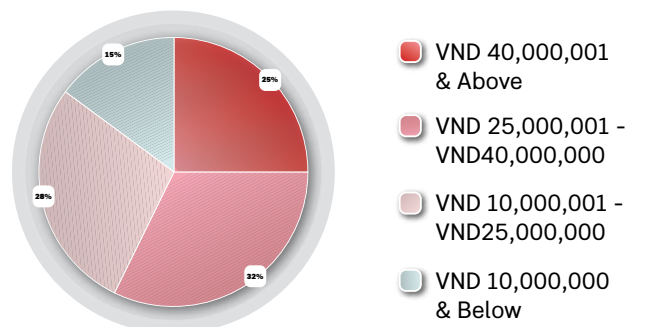
● Age Range



● Gender



● Monthly Income



Magazine Contents



WOMAN of the MONTH

Interesting exclusive stories that explore the vision of famous businesswomen in leadership roles. The sharing of their leadership and management experience will be practical and provide valuable knowledge for readers.

DARE to DREAM

Interviewing stories that share women's aspirations for success on the road to career building.

COVER LADY

Articles depicting the portraits of famous, influential women on society through the sharing of their stories.

THOUGHTS of GENTLEMEN

Exclusive for gentlemen in business, where they can share about their business knowledge and how they view businesswomen around them.

BIZ How to

Articles advising on how to manage and run businesses.

BIZ Facts

Statistics, data on business practices and the lessons that business community have learned throughout the years.

BIZ Trending

Discussing new business trends and offering helpful advice for business people.

BIZ Inspiration

Articles that inspire people who have a passion for business to be able to nurture their entrepreneurial aspirations and become successful entrepreneurs.



FASHION

The exclusive fashion photos bring a fresh perspective on the style of modern women.

INSTYLE

Advice on fashion styles and “mix & match” tips for modern women helping them to be more confident and elegant.

BEAUTY

The sets of exclusive photos illustrating new makeup trends, showing an open and modern mindset in the beauty of women.

BEAUTY Treats

These articles advise women on the art of skin care and makeup suitable for their busy lifestyle and their age group.

WHERE to GO

Suggest new and interesting tourist destinations for women who are knowledgeable and curious about the world around them.

COOKING

Unique and exclusive recipes and cooking instructions for busy women having sophisticated culinary tastes.

INSIGHTS

Perceptions of life and work are shared by empathy with women who are living in modern life, with many concerns and thoughts on many issues.

EDUCATION

Articles share about the art of raising children for busy mothers.

HEALTHCARE

In-depth coverage on health, disease prevention and physical fitness.

TECH & AUTO

Advice on technology and automobiles for women to understand and apply easily.

OTHERS

Many pages provide news on business, promotions, in addition to introducing the latest fashion collections, skincare/makeup products, spas, salons, restaurants...



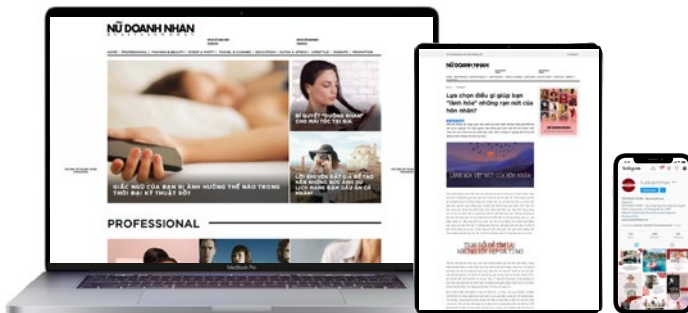
Digital Platforms

WEBSITE: www.nudoanhnhan.net

Our website provides useful information and knowledge about the concerns of modern women. The audience for the BusinessWoman Magazine's website readership extends from entrepreneur, managers, etc. to young women who just graduate or start work and aspire to assert themselves. The articles on the website therefore also focus on inspiring young people to be able to confidently develop themselves in the right direction. Exclusive articles on the print edition of the magazine are shared on the website, besides a lot of exclusive articles for the website with meaningful, positive and practical contents.

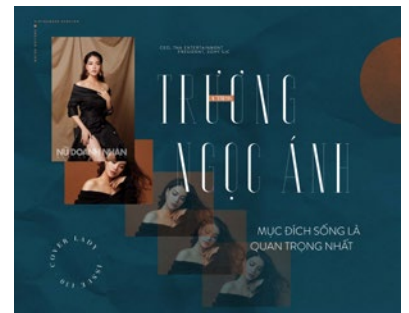
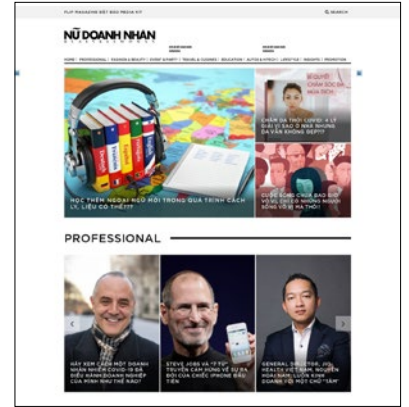
Contents on website:

- Professional
- Fashion & Beauty
- Event & Party
- Travel & Cuisines
- Autos & Hitech
- Education
- Lifestyle
- Insights
- Promotion



 [/nudoanhnhan.net](https://www.facebook.com/nudoanhnhan.net)

 [@nudoanhnhan](https://www.instagram.com/nudoanhnhan)



Events



Private Party "Gatsby"



Exhibition & Talkshow "Inside Insights"



Businesswoman Forum
"Sẵn Sàng Hội Nhập - Ready to Integrate"



Private Party "Suit up"

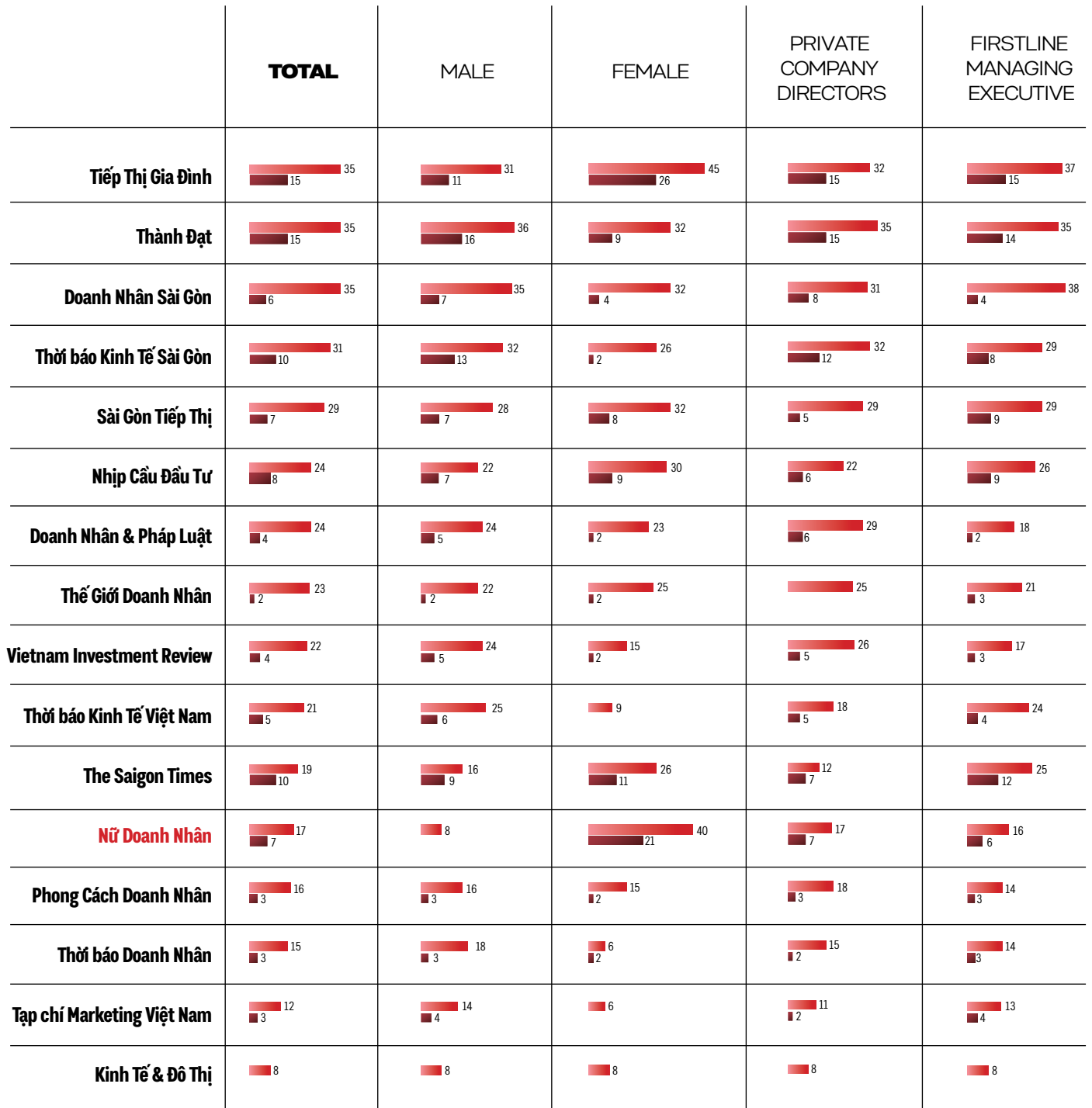
BusinessWoman Magazine hosts a variety of events ranging from intensive conferences, lifestyle talkshows/workshops to private parties. Each event is tailored to fit a unique mission based on the targeted business audience,

whether it's by delivering practical advice or encouraging thought provoking dialogue. These custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

Researching Findings

FREQUENT READING | Unit: %

NỮ DOANH NHÂN - BUSINESSWOMAN MAGAZINE IS THE 2ND MOST FREQUENTLY READ WOMEN'S MAGAZINE



Read in the past 3 months Most frequently read

Researching Findings

BRAND AWARENESS | Unit: %

NỮ DOANH NHÂN - BUSINESSWOMAN MAGAZINE IS THE 3RD MOST FAMILIAR MAGAZINE AMONG VIETNAMESE WOMEN

	TOTAL	MALE	FEMALE	PRIVATE COMPANY DIRECTORS	FIRSTLINE MANAGING EXECUTIVE
Tiếp Thị Gia Đình	68 45	65 39	77 62	66 40	70 50
Doanh Nhân Sài Gòn	66 43	64 44	70 40	66 41	65 45
Sài Gòn Tiếp Thị	61 39	61 37	60 43	62 39	59 38
Thế Giới Doanh Nhân	61 34	64 33	51 36	65 36	56 31
Thành Đạt	58 42	60 44	53 34	61 43	55 40
Doanh Nhân & Pháp Luật	55 34	57 34	51 32	66 42	44 25
Thời báo Kinh Tế Sài Gòn	51 35	54 37	42 28	49 34	52 35
Nhịp Cầu Đầu Tư	48 30	46 29	51 34	49 29	46 31
Vietnam Investment Review	45 32	48 34	36 25	46 34	43 29
Thời báo Kinh Tế Việt Nam	44 27	49 30	34 19	40 18	48 36
Kinh Tế & Đô Thị	39 17	37 17	43 17	37 17	41 17
Nữ Doanh Nhân	39 23	29 14	68 49	37 22	41 24
Thời báo Doanh Nhân	39 21	40 22	36 17	39 22	39 20
Phong Cách Doanh Nhân	38 25	36 25	43 25	40 27	36 23
The Saigon Times	37 22	37 20	36 26	34 14	39 29
Tạp chí Marketing Việt Nam	36 22	42 28	19 6	36 19	35 25

■ Ever heard/Ever known about
 ■ Ever read

Q1a. Economy/Business Reviews ever heard or ever known
Q1b. Economy/Business Reviews ever read

Source: FTA Research & Consultant 2010

Advertisers

Studies show that audiences trust print more than any other medium. Alignment with longstanding print titles creates a sense of prestige brands. Research shows that consumers are most likely to start a new online search after viewing a magazine ad. A bundling approach, advertising via print and digital platforms alike, ensures connection to the potential buyers across age groups and demographics.



Distribution

Content is distributed across our platforms, including subscriptions, bookstores, high-end coffee shops, 5-star hotels, luxury resorts/golf courses/restaurants/beauty salons/hospitals, VIP lounges, etc. to organizations & unions, newsletter subscribers, social communities, etc.



Publisher



Asia Pacific Holdings is the owner of BusinessWoman Magazine and all of related platforms and activities.


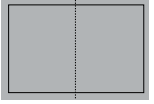
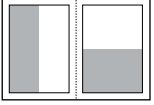
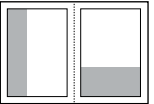
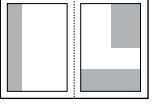
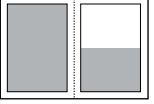
Contact information:

ASIA PACIFIC HOLDINGS

Floor 4, 19M Nguyễn Hữu Cảnh, Ward 19, Bình Thạnh District, HCMC., Vietnam

Tel.: (+84 - 28) 35140686 / 35140687 - Fax: (+84 - 28) 35140699

Website: www.aphvn.net - Hotline: 09 08 45 08 54

Space	Position	Code	Price per Page (VND)	Bleed size (mm)	Trim size (mm)	
Special Position:						
INSIDE FRONT COVER	Bìa 2	IFC	54.720.000	233 x 296	210 x 275	
INSIDE BACK COVER	Bìa 3	IBC	46.080.000	233 x 296	210 x 275	
OUTSIDE BACK COVER	Bìa 4	OBC	64.800.000	233 x 296	210 x 275	
INSIDE FRONT COVER SPREAD: PAGE 2&3	Trang đôi (Bìa 2 + Trang 3)	IFCS	93.600.000	466 x 296	455 x 275	
PREMIUM PAGE SPREAD: PAGE 4&5; 6&7; 8&9; 10&11	Trang đôi vị trí ưu tiên	PPS	86.400.000	466 x 296	455 x 275	
COVER SPREAD	Bìa đôi	CS	106.560.000	466 x 296	455 x 275	
Inside Page:						
FULL PAGE	Nguyên trang trong	FP	36.000.000	233 x 296	210 x 275	
SPREAD	Nguyên trang đôi	DPS	69.120.000	466 x 296	455 x 275	
1/2 PAGE (VERTICAL/HORIZONTAL)	1/2 trang (Đứng/ngang)	1/2 V 1/2 H	18.720.000	N/A	100 x 275 210 x 135	
1/3 PAGE (VERTICAL/HORIZONTAL)	1/3 trang (Đứng/ngang)	1/3 V 1/3 H	12.960.000	N/A	65 x 275 210 x 88	
1/4 PAGE (VERTICAL/HORIZONTAL)	1/4 trang (Đứng/góc)	1/4V 1/4H	9.000.000	N/A	50 x 275 100 x 130	
TRIP AD	Chân trang	STR	10.800.000	N/A	210 x 65	
Advertorial/PR:						
FULL PAGE	Bài PR nguyên trang	PR-FP	36.000.000	Up to 700 words + 2 images		
SPREAD	Bài PR trang đôi	PR-DPS	69.120.000	Up to 1.100 words + 2 images		
SHORTS NEWS	Tin ngắn		7.920.000	Up to 200 words + 1 image		
Page Sponsorship:						
FULL PAGE	Tài trợ nguyên trang	SP-FP	36.000.000	Up to 700 words + 2 images		
SPREAD	Tài trợ trang đôi	SP-DPS	69.120.000	Up to 1.100 words + 2 images		
Inserts:						
FLIERS	Chèn tài liệu quảng cáo	INS-FL	43.200.000	All 30.000 copies		

Trim size: 210 x 275
Bleed size: 233 x 296

Trim size: 445 x 275
Bleed size: 466 x 296

1/2 Vertical: 100 x 275
1/2 Horizontal: 210 x 135

1/3 Vertical: 65 x 275
1/3 Horizontal: 210 x 88

1/4 Vertical: 50 x 275
1/4 Horizontal: 100 x 130
Strip Ad: 210 x 65

Advertorial Full Page:
210 x 275
Advertorial 1/2 Page:
210 x 135

GENERAL INFORMATION

- Ad rate is not included VAT 10% and not included design services.
- Material delivery deadline: 14 days before issue date and file format: .AI, .EPS, .PSD, .TIF, .CDR, .PDF (High resolution: 350 dpi). Please contact us for more material requirements.
- Booking deadline: 31 days before issue date.
- Issue date: The first week of every month - Circulation: 30,000 copies/issue.
- Readers: Executive, Senior and Junior Manager, Owner, Officer... and businesswoman particularly.
- In order to guarantee special ad positions, a 20% position charge must be added to the space cost.
- All measurement in millimeters.

Advertising Rate

DIGITAL

Effective from 1ST January 2020

Rates do not include VAT

No.	Unit Name	Dimension (pixel)	Share of Voice	Unit	Unit Price
NDN ONLINE @ www.nudoanhnhan.net					
1	Top Banner 1	300W x 90H	3	Week	20.000.000
2	Top Banner 2	300W x 90H	3	Week	20.000.000
3	Medium Rectangle 1	200W x 375H	3	Week	10.000.000
4	Medium Rectangle 2	200W x 375H	3	Week	10.000.000
5	Big Rectangle 1	200W x 465H	3	Week	10.000.000
6	Big Rectangle 2	200W x 465H	3	Week	10.000.000
7	Large	395W x 255H	3	Week	10.000.000
8	Skyscraper 1	150W x 400H	3	Week	18.000.000
9	Skyscraper 2	150W x 400H	3	Week	18.000.000
10	Top article			Day	10.000.000
11	Featured article			Article	8.000.000
12	Classified promotion news			Piece	1.500.000
13	Effect on Flipping version		1 Effect	Time	10.000.000
NỮ DOANH NHÂN FACEBOOK @ www.facebook.com/nudoanhnhan.net					
1	Status post		1 Text, 1 Image & 1 Link	Post	5.000.000
2	Fanpage Cover photo	851W x 315H		Week	15.000.000
NỮ DOANH NHÂN E-NEWSLETTER					
1	Exclusive advertising on E-Newsletter	Follow to magazine's standard template	Send to all subscribers, online registers, complimentary list of the magazine	Time	25.000.000
2	Top Banner on E-Newsletter	600W x 60H	Weekly E-Newsletter	Time	15.000.000

Notes:

1. Price is not included VAT 10% and design or writing services if any. Additional charge of 25% if writing and effect on flipping version on page.
2. Banner format is .JPG/.GIF or FLASH. Banner file size is not over 1MB - 10 second max animation length.
3. Regarding flipping effect, please provide specific display requirements on position to insert video, animation...
4. Advertising content does not violate the laws of Vietnam and provision of BusinessWoman Magazine.

*“One woman
can make
a difference
but together we
can rock
the world.”*

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