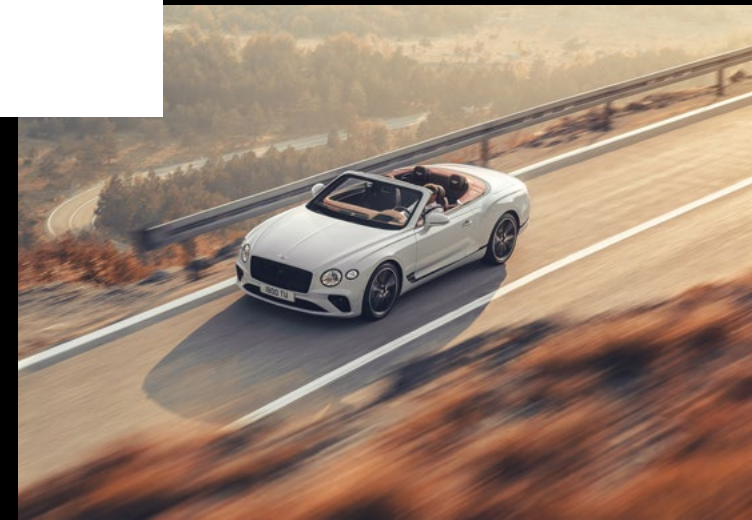
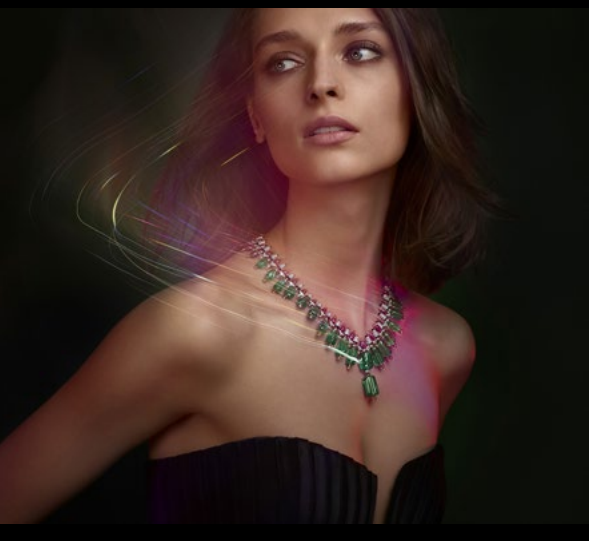




DELUXE VIETNAM

DIGITAL

MEDIA INFORMATION & RATE CARD 2023



A photograph of a rooftop infinity pool at night. The pool is illuminated with blue lights and has a glass railing. In the foreground, there are three lounge chairs with grey cushions and blue towels. A small table with a bottle and glasses is next to one of the chairs. The background shows a city skyline with many lit-up buildings under a dark sky. The pool deck is made of wood and has a modern, minimalist design.

A MOST EXCLUSIVE AUDIENCE

DELUXE MAGAZINE is a unique luxury magazine, available in print and online magazine platform, allowing advertisers the unique opportunity to connect with a most discerning audience in Asia's fast growing luxury property country – Vietnam.

The continued challenge for luxury property developers is not only to formulate, design and build a distinct, iconic project, but to market it to a clearly defined audience with the necessary means to purchase. It requires focussed and targeted channels, a task made increasingly difficult by the fragmentation and proliferation of advertising platforms.

While these have created a multitude of new opportunities, the overall noise and marketing clutter has multiplied as well. Top-echelon property buyers and investors are presented with ever more choices, and are ever more discerning about what constitutes a top-of-the-line property investment. The top 10% of the income and wealth scale is not only highly coveted, but also the best informed and most property savvy group of clients and investors.

If you are selling to Vietnam & Asia's elite property investors.

We have the answer.

VIETNAM'S ELITE PROPERTY & INTERIORS SHOWCASE

Feature luxury properties under **DELUXE PROPERTIES** section showcasing elite properties in Vietnam & International, promotes an exclusive lifestyle, including home ownership and investment in high-end residential and commercial properties along with the correspondence affluent lifestyle.



Under **DELUXE LIFESTYLE** section featuring items of luxury contemporary lifestyle including bespoke fashion, accessories, car, yacht & private aviation.



Under **DELUXE INTERIOR DESIGNS** section feature a luxury Contemporary Interiors brands such as lighting, furniture, designer, bathroom designs, home accessories of selected prominent local & international brands.



Under **DELUXE PEOPLE** section featuring iconic people, influencers in the related industries and much more.


DIGITAL ADVERTISING RATES

Website	Specification Size	Rates
Leaderboard Banner	823 x 103 px	USD 4,000
Middle Long Banner	1160 x 207 px	USD 3,500
Bottom Long Banner	1160 x 207 px	USD 3,300
1 st Side Banner (Rectangular)	343 x 610 px	USD 3,000
2 nd Side Banner (Rectangular)	343 x 490 px	USD 2,700
3 rd Side Banner (Square)	343 x 287 px	USD 2,000
4 th Side Banner (Small)	343 x 130 px	USD 1,000
5 th Side Banner (Rectangular)	343 x 608 px	USD 2,500
Online Advertorial Article	5 images x 600 words	USD 3,500
Web Video Advertising	300 px	USD 3,500
Video		
Video Creation	30 seconds to 60 seconds	USD 4,500
Direct Mailing		
EDM	20,000 subscribers	USD 4,500
Facebook		
Facebook Post	Online Post	USD 1,700
Instagram		
Instagram Post	1080 x 1080 px	USD 1,200

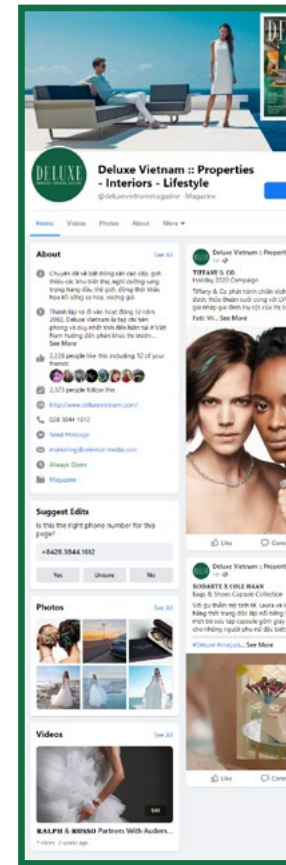
ADDITIONAL CHARGES

- Content creation per article under 300 words: USD 500
- Video creation: 30 seconds, 50 seconds & 1 minute: USD 4,000
- Photoshoot package half days (4 hours) USD 700 with 100 photos & 15 edited photos.
- Photoshoot package full days (8 hours) USD 1,000 with 250 photos & 35 edited photos.
- Photoshoot with models & stylist: Price upon request.
- Price quoted for Hochiminh City. Travel & accommodation is not included.
- Price quoted not included VAT.



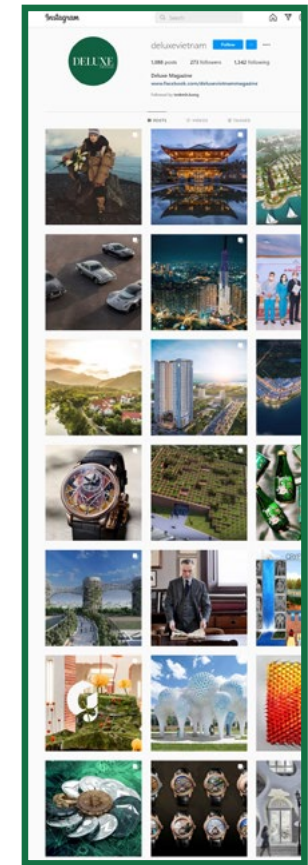
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- **Total traffic last month:** 5.1 thousand;
- **Access object:** 48% male, 52% Female. Age from 22 to 58, in which the age group from 22 to 34 accounted for 87%



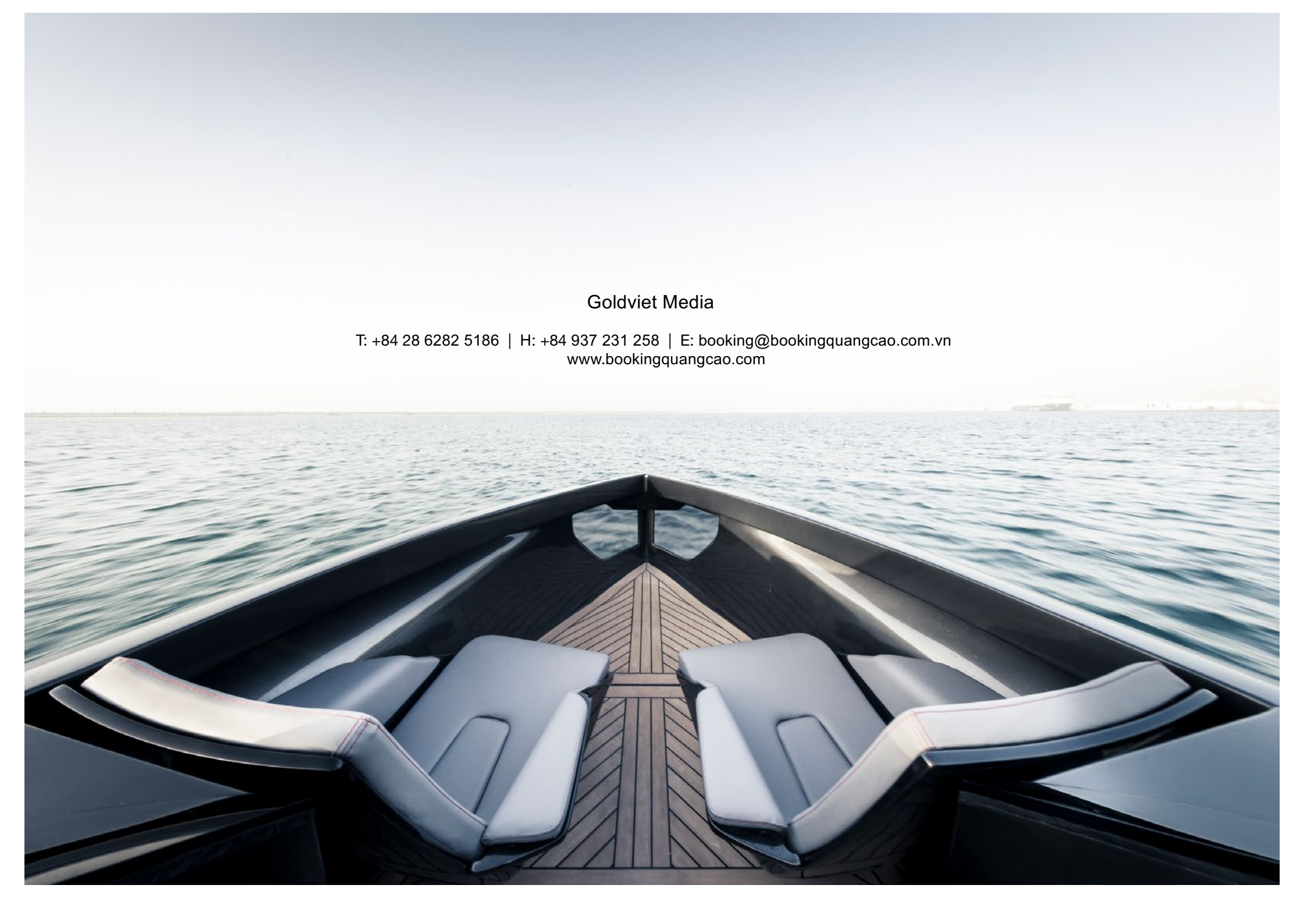
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- **Likes:** 31.339 likes
- **Follower:** 31.863 followers
- **Post reach:** 9,156
- **Post engagement:** 3,690



 deluxevietnam

- **Follower:** 35,237 followers
- **Post reach:** 9,183
- **Post engagement:** 3,339



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