



epicure

life's refinements Vietnam

MEDIA INFORMATION & RATE CARD 2023

FREQUENCY: QUARTERLY
GENRE: GOURMET LIFESTYLE MAGAZINE
CIRCULATION: VIETNAM COUNTRYWIDE
LANGUAGE: ENGLISH



We are closing the gap of culture through food

Moved by exceptional food and the most talented chefs, Epicure Vietnam tells the stories and shares the success of the people and places for dining and drinking in Vietnam and the world today.





The leading platform for passionate food explorers

Epicure Vietnam shares the stories and creates experiences that define and celebrate the best in food and drinks in Vietnam today



WHY EPICURE VIETNAM?

Epicure Vietnam is Vietnam's first and leading magazine on The Culinary Arts. Published quarterly in the English language, it operates with an exclusive focus on gourmets and food lovers, pursuing their passion for fine foods, curated wines, exotic travel and privileged lifestyle choices.

Epicure Vietnam's mission is to present the most quintessential elements of the world's culinary cultures, and focuses on updating its readers and followers on the latest culinary trends, leading premium wine cellars, and the colourful world of fine cuisines and epicurean trends.

Epicure Vietnam presents ideas and recipes from star chefs in Vietnam, Asia, and the world around us. It features exclusive interviews, introduces new wines and food trends, and updates its followers on new restaurants, bars, hotels, and resorts.

Epicure Vietnam works with talented experts, food industry insiders, and culinary bloggers and influencers, with their message underscored by attractive images in our print editions, and captivating videos on all our social media platforms.

Epicure Vietnam promises to awaken all your senses, and welcome food lovers and high-net-worth readers into the inside world of food, wines, and the evolving epicurean life of Vietnam.

WHAT CONTENT EPICURE VIETNAM FEATURES?

Epicure Vietnam's editorial features are presented in an elegant and knowledgeable style, introducing restaurants with their ambience, signature dishes, owners and chefs, and secret recipes.

Epicure Vietnam's focus is on presenting unique and famous restaurants, bars, hotels, and resorts in Vietnam and around the world. Further emphasis is on chef profiles, leading winemakers, and culinary trends.

Epicure Vietnam provides updates on popular restaurants in the region, and informs on new ingredients, wines trends, table etiquette, cocktail recipes, and suggests gourmet destinations for travelling gourmets.





WHAT ARE OUR CONTENT FOCUS

Our content are focus in 04 main categories:
Dining - Entertaining - Travel - Knowledge.
Each category is divided into dedicated
sections to make it easier for readers to choose
the right categories for their interest.

01

DINING

- **Epicure News:** Providing the latest insider information about new restaurants, bars, hotels in Vietnam along with their promotion programs.
- **Gourmet Insider:** Featuring details of the latest upcoming and newly launched hotels, resorts, restaurants with their signature dishes, the restaurant's ambience and thematic or promotional programs.
- **Chef Masterclass:** Interviews with star chefs, highlighting exclusive recipes, in Vietnam and internationally.





02

ENTERTAINING

- **Epicure Seasons:** Specialize in culinary food's feature base on thematic, topical, trends, seasonal, focus on the artisanal such as Festive Seasons, Lunar New Year, Full Moon Festival, Father Day & Mother Day, Valentine Day...
- **Raising The Bar:** Introducing famous bars, sky-lounges, and pubs in Vietnam and around the Asia-Pacific region. Highlighting exclusive cocktail and recipes with mixologist or personality.
- **Cellar Choice:** Introduce or recommend the new wine, champagne, sake brands from famous sommeliers by theme, festive season and pairings with foods.
- **At Home With:** A peak into an affluent personality's home and entertaining style. While the home owner love cooking and entertaining his/her favourite cooking dishes with recipes provided.
- **Seen & Savoured:** Introducing an Event that Epicure are in partnership with. Private or public events that related in Gourmet, Wines.

03

TRAVEL

- **Globetrotting Epicure:** Providing latest insider information about new restaurants bars, hotels, resorts around the world.
- **Gourmet Traveller:** Introducing destinations of luxury hotels, resorts with signature restaurants and bars for high-net-worth gourmet travellers interested in finding exclusive destinations.





04

KNOWLEDGE

- **Gourmet Knowledge:** Providing in-depth knowledge on gourmet foods, table etiquette, wine pairings, new ingredients, and culinary trends.
- **Kitchen Knowledge:** Featuring cool design restaurant kitchen equipment and home appliances, and other appliances used in a professional kitchen environment.
- **Wine Knowledge:** Introducing thematic, topical, trends, country or region specific, focus on wine and craftsmanship
- **Vine Expectation:** Featuring a notable winery from the lens of the winemaker. Interviews with famous winemakers, wine brands available in Vietnam and around the world.

OUR PLATFORMS

DIGITAL

17,800

MONTHLY USERS

7,200

MONTHLY TOTAL PAGE VIEWS

28,429

FACEBOOK FANPAGE

20,000

OPT-IN NEWSLETTER DATABASE

33,228

INSTAGRAM FOLLOWERS

PRINT

Published quarterly in Four Seasons Editions:
Spring, Summer, Autumn & Winter

14,850

PRINT MONTHLY READERSHIP

25,000

PRINT-RUN

1,520

CIRCULATION POINTS
& VIP LIST

53

NEWSTANDS
& BOOKSTORES

VIPs 5-star hotels, resorts, fine-dining restaurants, airlines lounges, private jets, airport lounges, clubhouses, luxury services, apartments, banks, health & fitness spas, and beauty salons.





BESPOKE EVENTS & CONTENT

We partner with clients to organise concept-driven and curated events, experiences and campaigns that reach out to our readers in unique and memorable ways. We support food and wine shows, fairs and conferences, and product launches.

What Make Us Different From Other Publication In Vietnam?

Epicure Vietnam is the only luxury print & digital international publication with a clear focus on food, wines, travel, and the elegant lifestyle of food lovers in Vietnam.

The magazine comes in a unique size of 280mm x 230mm, with a highly attractive design, beautiful images and layout, creating a strong visual impression for readers, showcases carefully curated images by leading Vietnamese and international photographers and food stylists, with the highest level of aesthetics.

Epicure Vietnam builds a high-end online community through our websites, newsletters, all social media, and insider bloggers, and thereby provides a wide variety of opportunities to promote products and expand the market for customers.



PRINT ADVERTISING RATES & SPECIFICATIONS

ADVERTISING	RATES
Outside Back Cover	USD 7,000
Inside Front Cover Spread	USD 6,000
Inside Back Cover Spread	USD 5,000
Prime Double Page Spread Position	USD 4,500
Prime Position	USD 3,500
Regular Position	USD 3,000
½ Page (Vertical/Horizontal)	USD 1,500
BRANDED CONTENTS & ADVERTORIALS	
½ Page	USD 1,500
One Page (300 words + 3 images)	USD 2,500
Two Pages (500 words + 6 images)	USD 3,000
Four Pages (800 words + 8 images)	USD 4,000
PACKAGE	
Standard Package: 1 Regular Advertisement Page + 1 Page Advertorial	USD 3,500
Premium Package: 1 Prime Page Advertisement + 2 Pages Advertorial	USD 4,500
Diamond Package: 1 Prime Double Page Advertisement + 4 Pages Advertorial	USD 5,500

ADDITIONAL CHARGES

- The above price includes completed design and printing costs, customers are entitled to edit maximum two times before publishing.
- The above price does not include the cost of editing or designing the advertisement layout. If the customer requires, the extra charge for this service is calculated as follows:
 - Change of address on advertisement page, basic editing: 20 USD / time
 - Design advertising images: 85 USD for single page, 150 USD for double page. Customers are allowed to comment and change within 3 times.
 - Content creation per article under 300 words: USD 700
 - Video creation: 30 seconds, 50 seconds & 1 minute: USD 5,000
 - Photoshoot package half days (4 hours) USD 1,000 with 70 photos & 15 edited photos.
 - Photoshoot package full days (8 hours) USD 1,500 with 150 photos & 35 edited photos.
 - Photoshoot with models, set-up, props, stylist & studio: Price upon request.
 - Price quoted for Ho Chi Minh City. Travel & accommodation is not included.

Print Advertising Material Specifications

Cover: UV lamination
 Inside: Matte paper with glossy ink
 Design: Contemporary

Double page

Trim size: 280mm (H) x 460 mm (W)
 Bleed size: 286 mm (H) x 466 mm (W)
 Text area: 250 mm (H) x 430 mm (W)

Single page

Trim size: 280mm (H) x 230 mm (W)
 Bleed size: 286 mm (H) x 236 mm (W)
 Text area: 250 mm (H) x 200 mm (W)

Guaranteed Positions

Depending on availability of space and subject to the following surcharges:
 Fixed position: 20% loading
 Page facing editorial: 15% loading

Non-Standard Advertising

Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black).
 Rates for insert, special colours, metallic inks, gatefolds and other non-standard advertising are available upon request

Booking Deadline

Six weeks preceding the month of publication.

Closing Deadline

For non-prime position, closing date for all material is the first day of the month preceding the month of publication.

Cancellation

No cancellation accepted after 4 weeks preceding the month of publication. Bookings for fixed and prime position advertisements are non-cancellable.

Price quoted is exclusive of VAT

Booking. 028 6282 5186 | Hotline. 0937 231 258 | Email. booking@bookingquangcao.com.vn.

DIGITAL RATE CARD & SPECIFICATIONS

DIGITAL BILLBOARD & BANNER	SPECIFICATIONS	RATES
Premium Billboard	870px (W) x 70px (H)	USD 2,500
Large Billboard	393px (W) x 480px (H)	USD 2,500
Large Leaderboard	295px (W) x 750px (H)	USD 3,500
Center Billboard	1240px (W) x 200px (H)	USD 2,500
End Billboard	1240px (W) x 200px (H)	USD 2,500
Side Banner	295px (W) x 360px (H)	USD 2,000
BRANDED CONTENT & ADVERTORIAL		
Branded Content	5 images x 250 words	USD 1,500
Advertorial Product's Features	7 images x 500 words	USD 2,500
Web Video Advertising	300px (W)	USD 2,000
E-NEWSLETTER		
Leaderboard Banner	768px (W) x 90px (H)	USD 2,000
Video Campaign Spot	300px (W)	USD 1,800
VIDEO CREATION		
From 60 seconds to 90 seconds		USD 3,500
DIRECT MAILING		
EDM 20,000 subscribers		USD 3,500
FACEBOOK		
Facebook Post	470px (W) x 470px (H)	USD 500
INSTAGRAM		
Instagram Post	1080px (W) x 1080px (H)	USD 500

Advertising Booking & Materials Deadline For 2023

ISSUE	BOOKING	MATERIAL
Spring in March	Feb 15 th	February 20 th
Summer in June	May 15 th	May 20 th
Autumn in September	August 15 th	August 20 th
Winter in December	November 15 th	November 20 th

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