



# L'OFFICIEL

Media kit



AMTD 2024

## MEDIA KIT 2023

# THE FASHION REVOLUTION

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The Vietnamese franchised edition of French Magazine, L'Officiel, known for its authoritative voice in fashion, beauty, watches, jewelry, art, design, and lifestyle. Catering to the stylish sophisticate, the cultured and the well-heeled, the monthly publication features sharp reportage on the latest trends

L'Officiel Vietnam is committed to featuring more products and more ideas about style than any of our monthly competitors. The magazine is a bible for fashion-sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative way by our experienced editors.

# THE AUDIENCE

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She knows her brands, she's on top of the latest trends, she's captivated by great design and a good backstory. She wants a ticker-tape newsfeed on fashion and will seek out and delve deep into the full story if it's worth her attention.

She knows what she likes and what works for her, but is confident enough to be the first to try something new and exciting. Digitally savvy, she uses social media to keep up-to-date, and is a discerning influencer in her own circles online and especially offline.

Authenticity, quality and craftsmanship make it or break it for her, and given a chance, she'd rather have something really unique or bespoke than buy into a trend bandwagon with everyone else.

Ultimately, the L'Officiel Vietnam woman loves fashion and beautiful things, but she's never one-dimensional: she is well-informed, multifaceted in her interests and always evolving. And this is the woman we reach with our magazine, website and social media channels.

**READERSHIP PROFILE**

- 80% women
- Mostly ages 23 to 45
- 75% PMETs

**PROFESSIONS**

- 25% Professionals
- 35% Managers
- 14% Executives
- 26% Others

**AGES**

- 31% 22 - 29
- 49% 30 - 39
- 11% 40 - 45
- 9% ≥ 50

**PERSONAL INCOME**

- 10% ≤ \$12K
- 32% \$12K - \$24K
- 33% \$240K - \$84K
- 25% ≥ \$84K
- 9% ≥ 50



# WHERE TO FIND US

## DISTRIBUTION CHANNELS

5% Fashion stores, airline lounges, top hotels, spas, restaurants, and private clubs 30% VIP clients

25% Leading bookstores and selected newsstands

10% Events and promotions

## DISTRIBUTION CHANNELS

- Selective distribution
- Special supportive programs
  - Priority visual merchandising
  - Outdoor launch campaign

## CIRCULATION

15.000, 11 issues a year

# L'OFFICIEL VIETNAM EDITORIAL CALENDAR

**January & February:**  
Spring Trends, Young Talents Issue

**March:**  
Big Fashion Issue

**April:**  
Cinematic/Music Issue

**May:**  
Beauty & Makeup Issue

**June:**  
Voyage, influencers' exclusive journeys Issue

**July:**  
Haute Couture, Art & Design Issue

**August:**  
Proudly Vietnamese Issue

**September:**  
Big Fashion Issue

**October:**  
Wedding Issue/Jewelry Issue

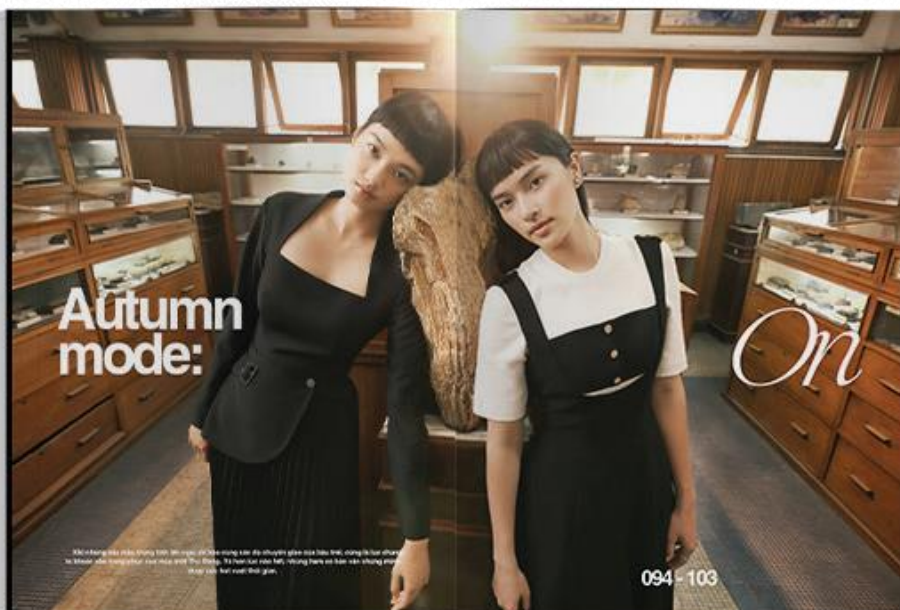
**November:**  
Cinematic/Music Issue

**December:**  
Shopping/The Lux List Issue

We are committed to feature more products and more ideas about style than any of our monthly competitors.

The magazine is a bible for fashion sense, so every theme is connected to an idea about style. Commercial thematic content is constructed in the most creative ways by our editors.

11 Issues / year: Jan & February, March, April, May, June, July, August, September, October, November, December.





# DIGITAL REVO- LUTION

LOFFICIELVIETNAM.COM

AUDIENCE PROFILE TARGET:

300,000 - 450,000

unique visitors per month

250,000 - 400,000

PAGE VIEWS PER MONTH

70% FEMALE, 30% MALE

40% AGES 25 - 34

40% AGES 18 - 24

20% AGES 35-44

57% EARNING  $\geq$  \$100,000 P.A

75% PMETS

LOCATIONS:

VIETNAM, USA, EUROPE, AND ASIA.

AUDIENCE BEHAVIOR

70%

FROM SOCIAL MEDIA/ORGANIC SEARCH

20%

FROM DIRECT VISITS

60%

VIEW FASHION CONTENT

15%

BEAUTY CONTENT

25%

VIEW LIFESTYLE & CULTURE CONTENT

L'OFFICIEL FACEBOOK FANPAGE:

73,000 FOLLOWERS

L'OFFICIEL IG:

31,700 FOLLOWERS

L'OFFICIEL TV: IN DEVELOPMENT

# PRINT RATE

<b>DOUBLE PAGE</b>	<b>PRICE (VND)</b>	<b>SINGLE PAGE</b>	<b>PRICE (VND)</b>
Gate Fold Spread (GF)	205.000.000	Frist Single Right – Hand page	94.000.000
Inside Front Spread (IFCS)	175.000.000	Second Single Right – Hand page	89.000.000
Frist DPS	170.000.000	Third Single Right – Hand page	85.000.000
Second DPS	164.000.000	Forth Single Right – Hand page	83.000.000
Third DPS	157.000.000	Fifth single Right – Hand page	81.000.000
Forth DPS	152.000.000	Single page	74.000.000
Fifth DPS	150.000.000	Inside Back Cover	80.000.000
Double page	132.000.000	Outside Back Cover	175.000.000
	<b>PRICE (VND)</b>		
<b>PR ARTICLE</b>			
Single page	75.000.000		
Double Page	140.000.000		
<b>SPECIAL PLACEMENT SERVICE DESCRIPTION</b>		<b>PRICE (VND)</b>	
4 pages of photo feature with or without product placement		165.000.000	
6 pages of photo feature with or without product placement		185.000.000	
Cover photo with or without product placement		350.000.000	

All costs are exclusive of photo shooting fees.

Photography costs must be quoted based on agreeable concept and may vary from time to time

All prices above are not included of 10% VAT

# DIGITAL RATE

## TOP BANNER ( 1 week )

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Top banner on Desktop ( 970 x 250 pixel )  
Price: **40.000.000VND**

Top banner on Mobile  
Price: **40.000.000VND**

Article on Homepage  
Price: **20.000.000VND**

## PR ARTICLE

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Article on category  
Price: **16.000.000VND**

Share link ( No discount )  
Price: **12.000.000VND**

## E-MAGAZINE

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Booking Fee  
Price: **50.000.000VND**

Design, landing page, coding ( No discount )  
Price: **25.000.000VND**

Upload on L'official VN Magazine Youtube channel  
**Price: 15.000.000VND**

## VIDEO CLIP

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Upload on L'official Vietnam website's homepage  
**Price: 30.000.000VND**

Upload on PR article  
Price: **10.000.000 VND**

*NOTE:*

*Materials to be provided by clients. Time limit to 3 minutes.*

Display on Homepage after the post expired  
**Price: 5.000.000 VND**  
**NOTE:** Extend to 4 hours after post expired

## DISPLAY TIME EXTENSION HOMEPAGE

HYPERLINK ( No discount )

Price: **1.000.000 VND**

Brand's information presented on branding box in any editorial article

**NOTE:** Limit to 3 links for a PR article



# SOCIAL RATE

## FACEBOOOK \_\_\_\_\_

Share album include 5 - 10 images with caption: 400 words.

Price: **25,000,000 VND**

Single photo caption: 100 words

Price: **15,000,000VND**

Pin post (1 week): **+10.000.000VND ( No discount )**

## TIKTOK \_\_\_\_\_

Share album include 5 - 10 images with caption: 400 words.

Price: **25,000,000 VND**

Single photo caption: 100 words

Price: **15,000,000VND**

## INSTAGRAM \_\_\_\_\_

Share album include 4-6 images with caption: 400 words.

**Price: 25,000,000 VND**

Single photo caption: 100 words

**Price: 15,000,000VND**

Pin post (1 week): **+10.000.000VND ( No discount )**

### VIDEO

Share link (Youtube) with description: 400 words

Price: **12.000.000VND**

Upload direct video

Price: **15.000.000VND**

Pin post (1 tuần/week): **+10.000.000VND ( No discount )**

### INSTAGRAM STORY

Share 01 image including CTA link to clien's website

**Price: 8.000.000VND**

Upload direct video

Price: **15.000.000VND**

Pin post (1 tuần/week): **+10.000.000VND ( No discount )**

#### **SINGLE FULL PAGE**

Trim size: 297mm (H) X 225mm (W)  
Text area: 247mm (H) X 175mm (W)  
Bleed size: 303mm (H) X 231mm (W)

#### **DOUBLE PAGE SPREAD (DPS)**

Trim size: 297mm (H) X 450mm (W)  
Text area: 247mm (H) X 400mm (W)  
Bleed size: 303mm (H) X 456mm (W)  
Gutter size: 5mm

#### **REVERSE GATEFOLD COVER (DPS)**

Trim size: 297mm (H) X 440mm (W)  
Text area: 247mm (H) X 400mm (W)  
Bleed size: 303mm (H) X 446mm (W)

#### **FREQUENCY PUBLISHED:**

10 issues per year (L'Officiel)  
(January +February, March, April, May, June/July, August, September, October, November, December)

#### **MECHANICAL DATA**

Format:

All images submitted should be in high resolution (300DPI) CMYK format. Materials supplied should be print-ready PDFs (Portable Document Format) with crop marks and 5mm bleed all around. Set output color profile destination to "Coated FOGRA39 (ISO 12647-2:2004)".

Only Epson digital proofs will be accepted.

**Closing date for material submission: two weeks before publication date**  
**No cancellation accepted after 8 weeks preceding the month of publication**



# **MATERIAL** *Specifications*

# LUXUO MEDIA

LUXUO MEDIA is committed to publishing market-leading magazines and digital media that connects with Vietnam's affluent and brand-conscious consumers through their chosen lifestyle activities.

With a vast ecosystem of many high-end magazines such as Art Republik Vietnam, Luxuo Vietnam, Men's Folio Vietnam, World of Watches Vietnam, Yacht Style Vietnam and L'Officiel Vietnam, Luxuo Media aims to be the strongest and fastest-growing media and publishing house in Vietnam.



LUXUO ELITISM FOR ALL ARTREPUBLIC L'OFFICIEL

WOW

YACHT*style*



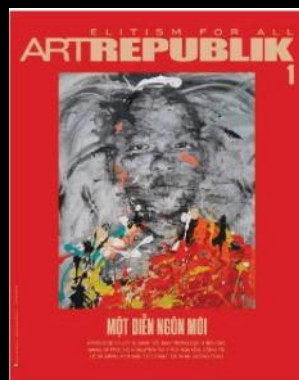
For over 16 years, Men's Folio has been Singapore's premier men's magazine providing definitive coverage on fashion, style and culture. Officially launching in Vietnam by the end of 2020, Men's Folio Vietnam features impactful shoots and captivating articles from a stable editorial team with the goal of becoming a style bible. Men's Folio Vietnam reaches an influential and affluent audience. It is the definite platform for all fashion and luxury brands looking to reach opinion leaders and discerning consumers. <http://mensfolio.vn/>



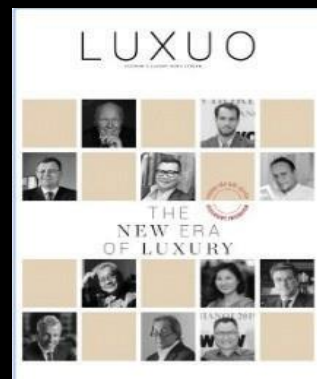
WOW is the most established, most widely read, and most respected watch magazine in South East Asia. Published in Vietnam since 2018, WOW Vietnam is committed to providing its affluent and discerning readers with the most specific and detailed information about the best in watches and watchmaking, key trends, latest innovations, and the talented men and women behind the time-pieces. A must-read for watch collectors and watch aficionados. <http://worldofwatches.vn/>



Yacht Style offers a unique print, digital and events partnership to target boat and luxury brand buyers. Under the management of Luxuo Media, the Vietnamese version is published every quarter since 2020. It's content showcases the ultimate in yachting and lifestyle experiences, from exclusive stories covering the latest yachting news, reviews, regattas and events, to high-end fashion, luxury goods and travel. <https://luxuo.vn/category/motoring/yachting-news>



Art Republik Vietnam is Vietnam's premier art magazine for the discerning art lover. The magazine features art fairs and gallery offerings in Asia and across the world, showcasing the diverse views of practitioners in architecture, literature, fashion, film and more. Art Republik Vietnam's readers are in the know on the newest art trends as the publication gives voice to celebrated artists working in traditional mediums as well as daring creators of various experimental genres. <https://luxuo.vn/category/culture>



Luxuo Vietnam is a magazine in continuous evolution, always delivering content most relevant to our readers. Since its debut in 2018, Luxuo Vietnam has evolved into a premier nexus for luxury lifestyle news, events and featured products. Luxuo Vietnam offers access to the rarefied domain of the Vietnamese elite - from superyachts and breathtaking estates to cutting-edge fashion and technology. <https://luxuo.vn/>

Please do not hesitate to email or contact the sales person should you have any enquiries