



# THỜI GIAN

VIETNAM'S FIRST & LEADING WATCH MAGAZINE

MEDIA INFORMATION  
& RATE CARD 2023



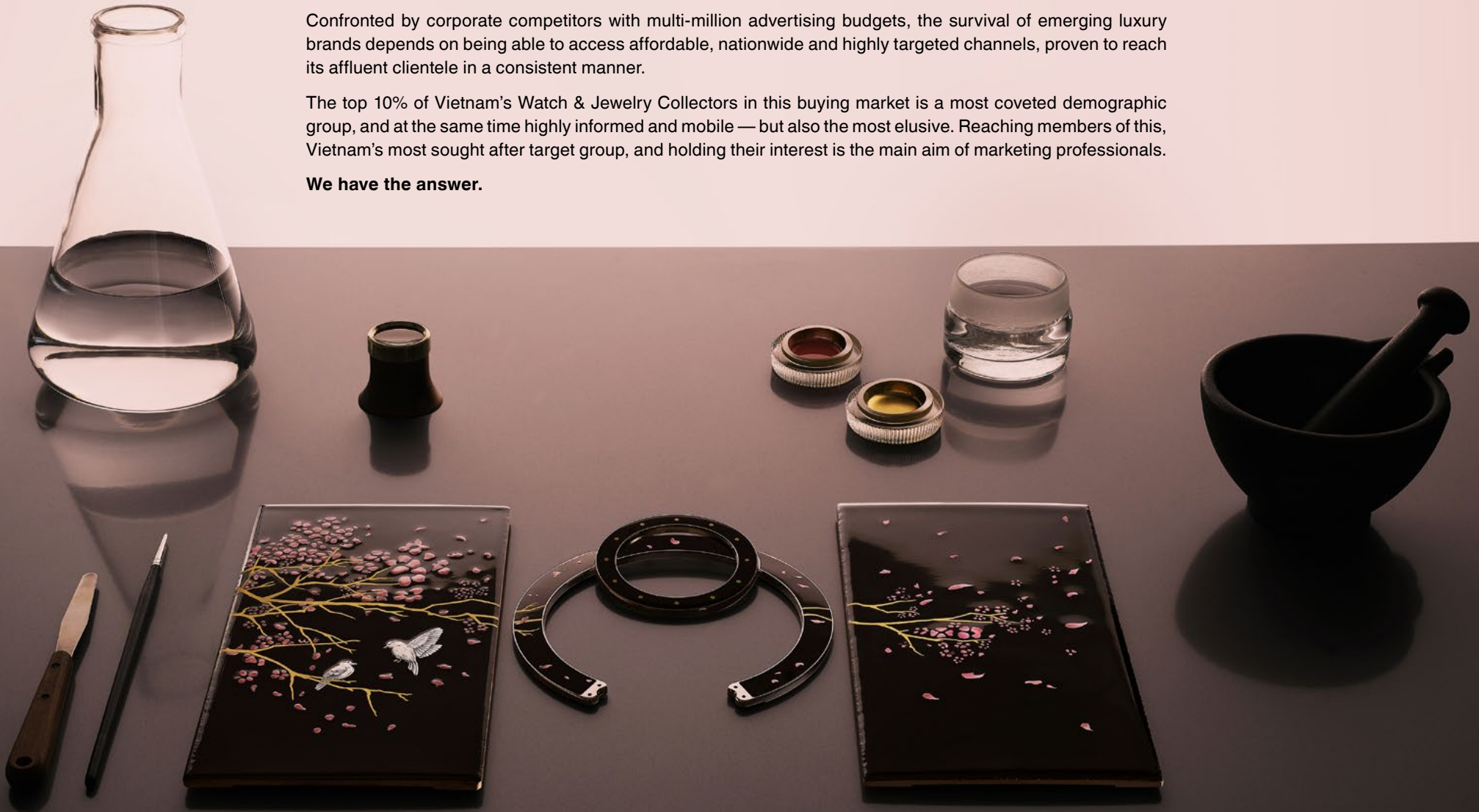
## THE EMPOWERED LUXURY WATCH & JEWELRY COLLECTORS. VIETNAM'S MOST COVETED DEMOGRAPHIC SEGMENT

One of the biggest challenges for luxury marketers is not only to formulate a distinct brand message, but to deliver it via clearly defined and credible marketing channels. The increasingly feverish mobile lifestyle of Vietnam's most affluent consumers compounds the challenge, especially for luxury brands, watches and jewellery.

Confronted by corporate competitors with multi-million advertising budgets, the survival of emerging luxury brands depends on being able to access affordable, nationwide and highly targeted channels, proven to reach its affluent clientele in a consistent manner.

The top 10% of Vietnam's Watch & Jewelry Collectors in this buying market is a most coveted demographic group, and at the same time highly informed and mobile — but also the most elusive. Reaching members of this, Vietnam's most sought after target group, and holding their interest is the main aim of marketing professionals.

**We have the answer.**



## VIETNAM'S FIRST & LEADING WATCH MAGAZINE

Here are some of the facts about Vietnam's elite consumers, compiled from various research sources:

- Main age group of **25 - 55**
- Net family household worth of more than **USD 2,5 million**
- Financial investments portfolio in excess of **USD 800,000**
- Median annual household income in excess of **USD 1 million**
- Ownership of on average **1 house and 1 apartment**
- Ownership of on average **2 luxury vehicles per household**
- An all-round, "24/7 no limits" lifestyle, consisting of:
  - Haute couture & bespoke fashion
  - Personalised luxury travel
  - Diverse real estate holdings
  - Offshore financial solutions
  - Personalised health care
  - Art and car collections

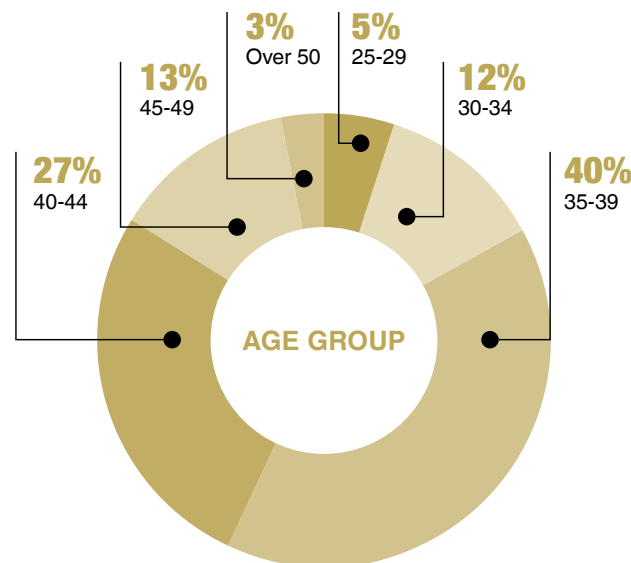
## THOI GIAN'S PROFILE

### EDITORIAL COVERAGE

"The Art Of Watch Making" brand history, the art of watch making Metier d'Art, Watch trends and design, Watch Novelties, Watch accessories, famous Watch Maker, celebrities and their latest collections, fashion & watch pairing, and knowledge articles on Tourbillon, Moonphase, Perpetual Calendars, Watch movement, new materials and color trends of each seasons.

## THOI GIAN'S READERSHIP PROFILE

- 75/25 male-to-female ratio
- Luxury consumers proven to be within the top 10% of the income pyramid
- Watch collectors, connoisseurs and investors throughout Vietnam & oversea.
- Private customers of exclusive Vietnam and Asia jewellery and watch events
- International luxury shoppers and tourists travelling to and through the Asia Pacific
- Members of premier private and loyalty clubs in Vietnam
- Business owners and senior management
- Fashion- and trend-oriented personalities
- Business- and premier-class travellers in the Asia Pacific



## WHY ADVERTISE IN THOI GIAN?

**THOI GIAN** was established in 2003 and is the most recognised magazine title read and collected by Watch connoisseurs throughout 06 main cities in Vietnam like Saigon, Can Tho, Nha Trang, Da Nang, Hanoi and Hai Phong.

**THOI GIAN's** advertisers have proven their satisfaction with Thoi Gian by having worked with us continuously over the past ten years.

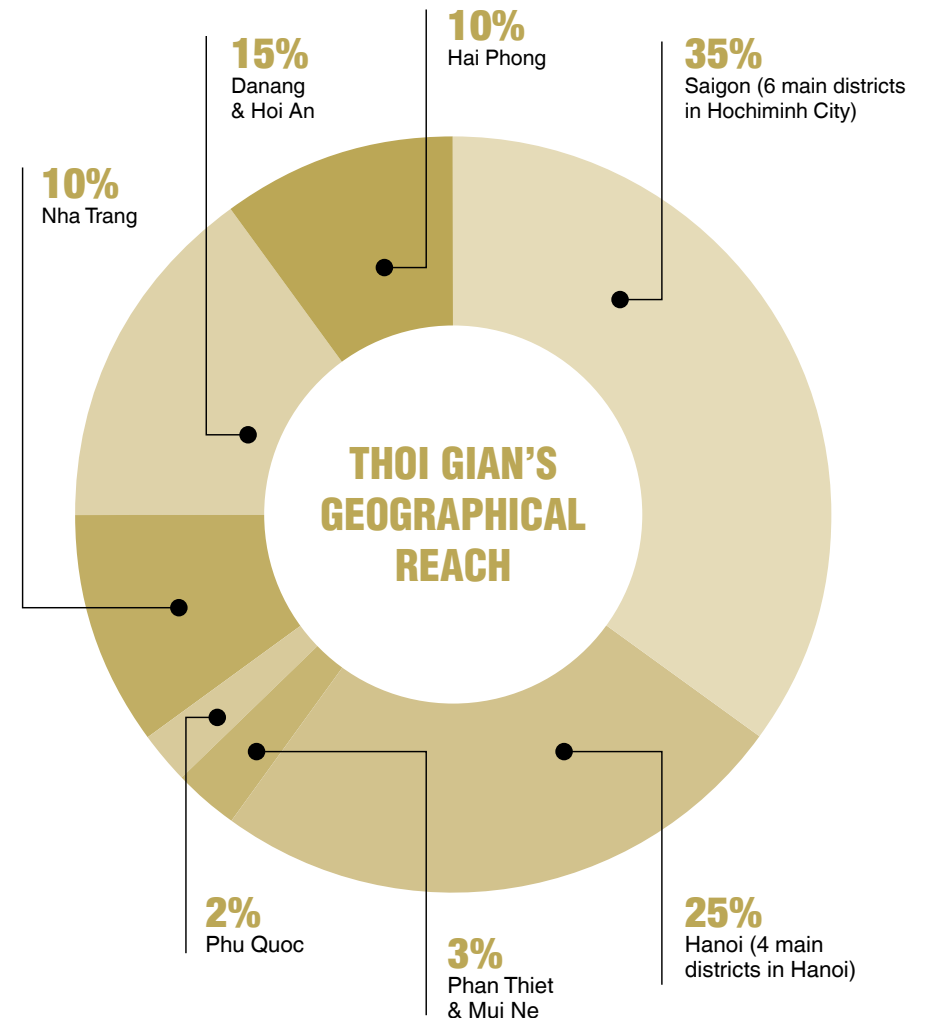
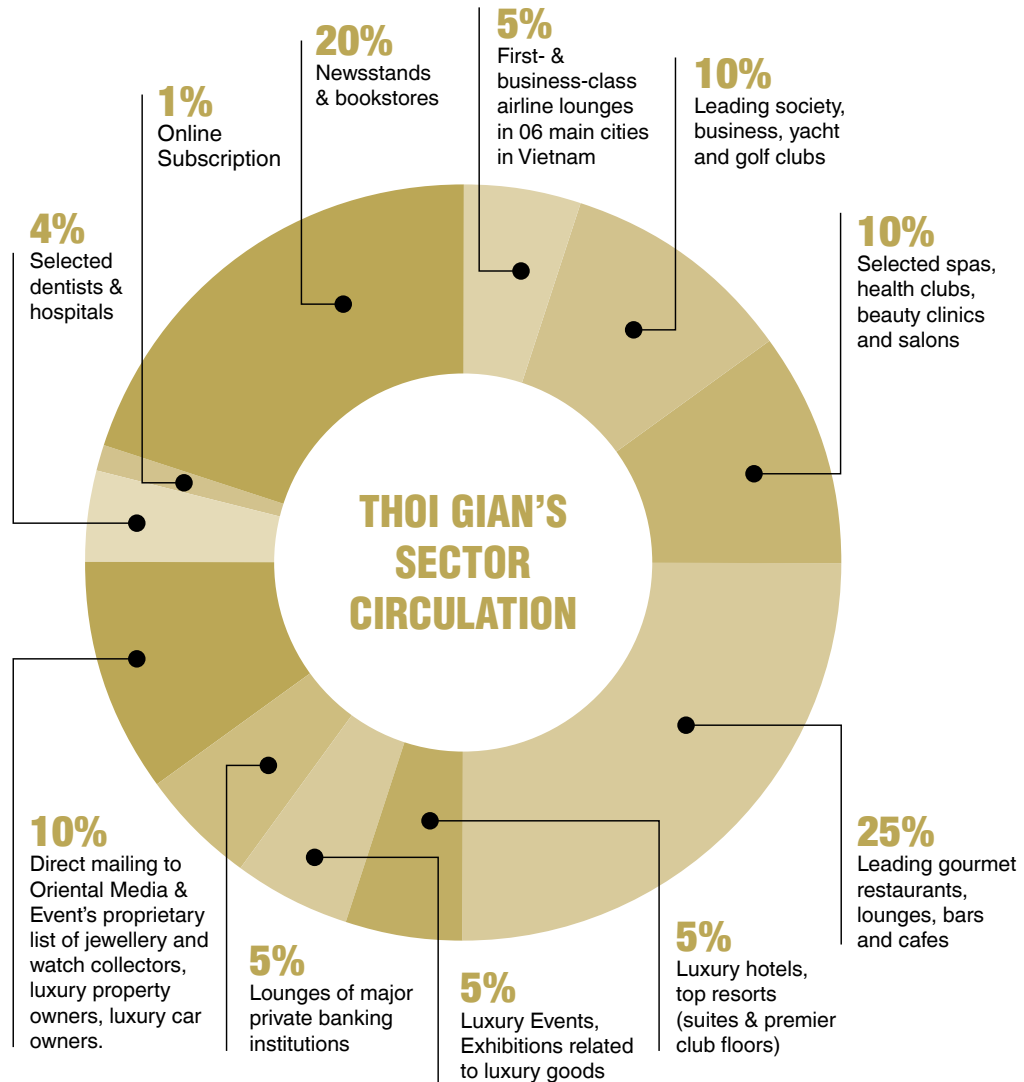
**THOI GIAN's** comprehensive circulation network connects you instantly to your potential customers in Vietnam.

**THOI GIAN** has proven its strength incrementally over the past ten years by increasing distribution, expanding circulation and building a relationship with Collectors/ Buyers in Vietnam.

**THOI GIAN** has helped numerous watch brands to reach an ever widening pool of targeted business partners and consumers.

## THOI GIAN'S PRINT-RUN & SECTOR CIRCULATION

Printed in Vietnam, **25,000 copies** with **20%** (5,000 copies) sold via leading bookstores and selected newsstands of major cities in Dalat, Phan Thiet, Nha Trang, Danang, Hanoi, Hai Phong, Can Tho and Saigon. **80%** (20,000 copies) given away complimentary free-of-charge at all participating Hotel, Resort, Spa, Golf Course & Diving Destinations in Vietnam at over 500 established premier circulation points.



## THOI GIAN'S CIRCULATION POLICY

### DIRECT MAILING TO

- Our proprietary database of highly affluent VIPs, proven luxury consumers, watch & jewellery collectors, etc in Vietnam
- Our proprietary database of private luxury home, cars owners
- Members of selected marinas, society and golf clubs throughout Vietnam
- Clients of selected private banks operating in major local banks & international banks in Vietnam.
- Our database of leading personalities in the jewelry & watch industries

### DISPLAYED & PRESENTED AT

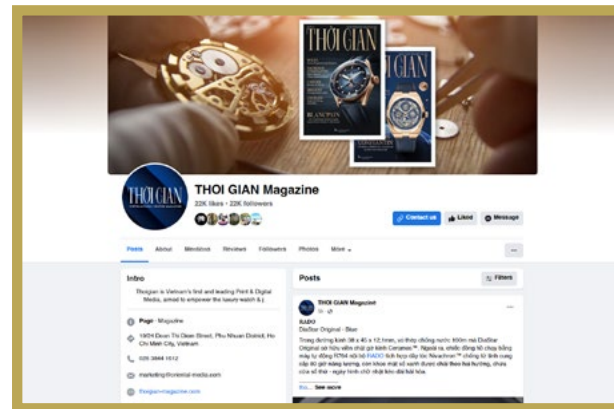
- First-class lounges at all 6 main Vietnam airports
- Premier suites and club floors of Vietnam's most exclusive hotels and resorts
- Member areas of major Vietnam society, marina, golf & business clubs
- Public areas of 80 aesthetic clinics, spas, health clubs and beauty salons in Vietnam
- Public areas of 250 leading restaurants, lounges and bars in 6 main cities in Vietnam
- Selected high profile social gatherings, luxury events, art exhibitions, etc.
- Lounges reception for VIP customers in hospitals & dentists
- Selected international and regional luxury exhibitions and events


### PAID CIRCULATION

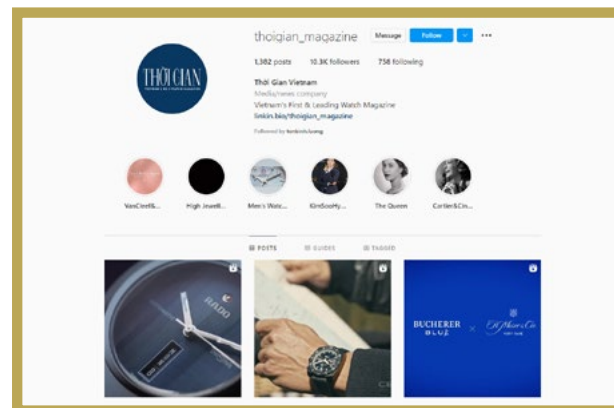
- Selected bookshops and newsstands in 6 main cities: Saigon, Can Tho, Nha Trang, Da Nang, Hanoi and Hai Phong
- Nationwide by paid subscription
- Digital version on Magzter, Presspad & Apple Store

### SOCIAL MEDIA

 thoigianmagazine



 thoigian\_magazine



## ADVERTISING RATES 2023

Premium Cover Positions	Rate Per Insertion
Outside Front Cover	USD 25,500
Outside Back Cover	USD 25,000
Inside Front Cover Spread (Double Page Spread only)	USD 24,000
Inside Back Cover Spread	USD 15,000
Gatefold	USD 24,500
Bellyband & Special Insertion	Price Upon Request
Single & Double Page Positions	
Prime Double Page Spread Position (first 5 spreads of magazine)	USD 15,000
Prime Page (first 10 pages of magazine, facing content, headlines)	USD 11,000
Regular Page (second half of magazine)	USD 7,500
Brand Listing & Advertorial	
One Page	USD 3,500
Two Pages	USD 5,000
Four Pages	USD 7,000
Boutique Listing (Listing in the back of magazine)	
01 Page	USD 1,500
1/2 Page	USD 1,000
1/4 Page	USD 700
1/6 Page	USD 500

### Please Notes:

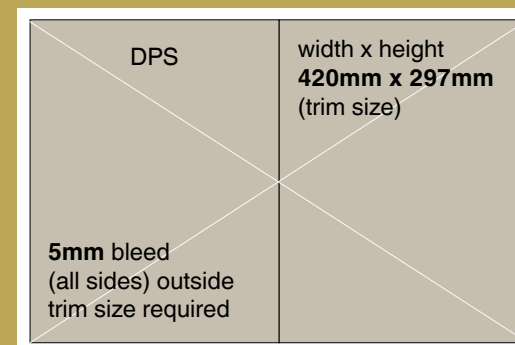
- These advertising rates are on a per insertion basis only.
- Rates are exclusive of 10% VAT. VAT is applicable only to advertisers from Vietnam.

### ADDITIONAL CHARGES

- Rates quoted are for print-ready work only
- Not included artwork modifications or other production work
- If the publisher is required to handle this work, the advertiser will be charged at cost
- Approximate charges for this additional work are USD 100 per hour for layout modifications on electronic files
- Cancellation policy: A levy of 50% of the full contracted rate will be charged for each cancellation received after our stated booking deadline.

## THOI GIAN STANDARD AD SIZES

### Double Page Ads



### Full Page Ads



- Bleed ads are allowed at no extra cost to advertiser, but for full-page and double-page spread ads only.
- An extra 5mm bleed (all sides) outside trim size required
- An extra 5mm allowance from spine required for IFC double page ads
- An extra 3mm must be allowed for cross-gutter ads. Publisher reserves the right to trim up to 5mm off each edge of the trimmed page dimensions.
- Type matter and illustrative material must therefore be kept within these tolerances.

## PLACEMENT DEADLINES

Edition 2023	Booking	Material	Publication
Watches & Wonders Preview	30 <sup>th</sup> January	15 <sup>th</sup> February	15 <sup>th</sup> March 2023
Watches & Wonder Novelties Highlight	30 <sup>th</sup> April	15 <sup>th</sup> May	15 <sup>th</sup> June 2023
Ladies Watches & High Jewellery	30 <sup>th</sup> July	15 <sup>th</sup> August	15 <sup>th</sup> September 2023
Festive & Gift Guide Special Edition	1 <sup>st</sup> November	15 <sup>th</sup> November	15 <sup>th</sup> December 2023

### Please Note:

- Material deadline is for print-ready material (electronic files or films)
- If material is to be produced by the publisher, all text and images must arrive at the publisher's office latest by the booking deadline
- The publisher reserves the right to refuse all advertising material deemed unsuitable for the publication. In particular, advertisements showing retail prices, religious symbols and nudity are strictly prohibited.




## MATERIAL SUPPLY

- Publisher requires single page PDF, JPEG or TIFF format – with crop-marks all around – according to our trim size. Minimum resolution is 300 dpi in CMYK.
- Electronic material supplied in zip or CD should preferably be in PC format. These must have colour proofs for checking and matching purposes. Publisher will match colours on best-effort basis.
- Electronic advertising material has to be submitted as follows:
  - a) If the advertising material is submitted via FTP upload, please request current FTP details from [traffic@oriental-ltd.com](mailto:traffic@oriental-ltd.com)
  - b) If the advertising material is sent via email, the file size must be **less than 5 MB**. Please email it to: [traffic@oriental-ltd.com](mailto:traffic@oriental-ltd.com)
  - c) If the advertising material is contained in a CD or DVD, please air courier it together with colour proofs.



## TECHNICAL SPECIFICATIONS

- **Printing** Sheet-fed offset at 175 lines per inch
- **Pre-Press** Computer-to-Plate (CTP) process
- **Finishing** Perfect binding, covers laminated
- **Paper Cover** 300gsm custom art paper
- **Paper Content** 128gsm custom art paper
- **Trim Size** 210mm width x 297mm height
- **Type Size** 180mm width x 270mm height



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E: [booking@bookingquangcao.com.vn](mailto:booking@bookingquangcao.com.vn) [www.bookingquangcao.com](http://www.bookingquangcao.com)