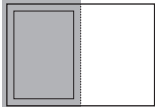

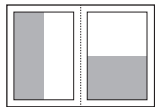
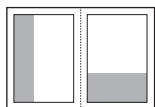
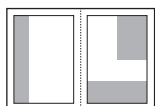
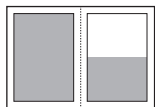
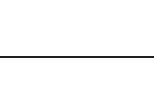


## ADVERTISING RATES

*All measurement in millimeters*

Positions	Vị trí & hình thức quảng cáo	Code	Price per page (VND)	Bleed size (mm)	Trim size (mm)	
<b>Special Positions:</b>						
INSIDE FRONT COVER	Bìa 2	IFC	54,720,000	233 x 296	210 x 275	 <p><b>Trim Size:</b> 210 x 275 mm <b>Bleed Size:</b> 233 x 296 mm</p>
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: PAGES COVER 2 & 3	Trang đôi (Bìa 2 + Trang 3)	IFCS	93,600,000	466 x 296	445 x 275	 <p><b>Trim Size:</b> 445 x 275 mm <b>Bleed Size:</b> 466 x 296 mm</p>
PREMIUM PAGE SPREAD: PAGES 4 & 5; 6 & 7; 8 & 9; 10 & 11	Trang đôi vị trí ưu tiên	PPS	86,400,000	466 x 296	445 x 275	
COVER SPREAD	Bìa đôi	CS	106,560,000	466 x 296	445 x 275	
<b>Inside Pages:</b>						
FULL PAGE	Nguyên trang trung	FP	36,000,000	233 x 296	210 x 275	 <p><b>1/2 Vertical:</b> 100 x 275 mm <b>1/2 Horizontal:</b> 210 x 135 mm</p>
SPREAD	Nguyên trang đôi	DPS	69,120,000	466 x 296	445 x 275	
1/2 PAGE (VERTICAL/HORIZONTAL)	1/2 trang (đứng/ngang)	1/2V 1/2H	18,720,000	N/A	100 x 275 210 x 135	 <p><b>1/3 Vertical:</b> 65 x 275 mm <b>1/3 Horizontal:</b> 210 x 88 mm</p>
1/3 PAGE (VERTICAL/HORIZONTAL)	1/3 trang (đứng/ngang)	1/3V 1/3H	12,960,000	N/A	65 x 275 210 x 88	
1/4 PAGE (VERTICAL/CORNER)	1/4 trang (đứng/góc)	1/4V 1/4C	10,800,000	N/A	50 x 275 100 x 130	 <p><b>1/4 Vertical:</b> 50 x 275 mm <b>1/4 Corner:</b> 100 x 130 mm <b>Strip Ad:</b> 210 x 65 mm</p>
STRIP AD	chân trang	STR	10,800,000	N/A	210 x 65	
<b>Advertorial/PR:</b>						
FULL PAGE	Bài PR nguyên trang	PR-FP	36,000,000	Up to 700 words + 2 images		 <p><b>Advertorial Full Page:</b> 210 x 275 mm <b>Advertorial 1/2 Page:</b> 210 x 135 mm</p>
SPREAD	Bài PR trang đôi	PR-DPS	69,120,000	Up to 1,100 words + 2 images		
SHORT NEWS	Tin ngắn		7,920,000	Up to 200 words + 1 image		
<b>Page sponsorship:</b>						
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		
<b>Inserts:</b>						
FLIERS	Chèn tài liệu quảng cáo	INS-FL	43,200,000	All 30,000 copies		

### GENERAL INFORMATION

- \*\*\* Ad rate is not included VAT 10% and not included designing fee.
- \*\*\* 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: 1<sup>st</sup> day 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