

All advertising, distribution and marketing enquiries for AsiaLIFE HCMC should be addressed to:

AsiaLIFE HCMC

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Editorial Department

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News

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RATECARD

AsiaLIFE HCMC is a monthly English-language publication providing engaging, in-depth feature articles about contemporary Vietnam, as well as information and entertainment for residents of Ho Chi Minh City. Whether you're looking to eat, drink, dance or shop, AsiaLIFE is your independent guide to the city.

Comprehensive reviews and listings of bars, cafes, music, leisure and shopping options back up our quality reportage that keeps readers abreast of trends and topics of interest in Ho Chi Minh City, Vietnam and Southeast Asia.

The combination of current advice and punchy articles has established AsiaLIFE HCMC as essential reading for residents and gives advertisers unparalleled access to existing and potential customers.

Readership

Our readership is made up of the expat and top A class Vietnamese community in Ho Chi Minh City. While we are not a tourist publication, the discerning traveller also seeks out this quality of information.

- 5,000 Americans, 5,000 French, 4,000 British, 4,000 Australians, 500 Germans, 10,000 others
- Monthly arrival of approximately 250 new expats
- Changing expat structure of HCMC in terms of wealth

* Estimates based on research through embassies and local press figures

Distribution

AsiaLIFE HCMC is distributed free of charge in cafes, restaurants, bars and hotels frequented by our target readership. Twenty key outlets across the city are continuously stocked to ensure availability throughout the month. In addition we distribute directly through our own paid subscription list and through international business groups, international schools, medical centres, relocation companies, foreign consulates and serviced apartments.

Through targeted distribution, AsiaLIFE HCMC is read by:

- Contracted expat professionals
- Wives of expat workers
- Top earning local hire foreigners
- Diplomatic and business community
- Top-A Vietnamese
- Repeat business travelers

Distributed free through the following key outlets: Au Parc, Vascos, Sheridan's, Pacharan, Mekong Merchant, Le Pub, ZanZBar ++

Other outlets include:

- Restaurants
- Cafes
- Bars
- Selected hotels - Business/ Executive floors
- Serviced apartments
- Consulates
- Business groups
- Healthcare, spa, beauty services
- Relocation companies (in welcome packs)
- Growing subscription list

Print Run

The print run of AsiaLIFE HCMC is 6,000 and it is published in the first week each month. It is estimated that the publication has a total readership of over 21,000.

Benefits

- Best advertising vehicle to reach Ho Chi Minh City's expat society through high readership and distribution.
- Targeted distribution gets your ad in the hands of your target customer
- High editorial quality
- International standard design
- Low cost per view (e.g. 7.5 cents with a full page advertisement)
- Possibility to grow with AsiaLIFE HCMC

Discounts

- Advance Booking for 3 issues - 10%
- Advance Booking for 6 issues - 15%
- Advance Booking for 12 issues - 20%

Artwork

All artwork needs to be provided on disc with a colour proof in any of the following formats:

- Adobe InDesign CS 3.0 and above
- Adobe Illustrator 7.0 and above
- Adobe Photoshop 5.0 and above
- High Resolution PDF file
- High Resolution TIFF or EPS file (300 dpi and above at 100%)

Please note that all artwork and images must be in CMYK colour. AsiaLIFE also offers full layout services. Please ask Sales and Marketing for rates. We do not accept Word documents, Corel Draw or Powerpoint files.

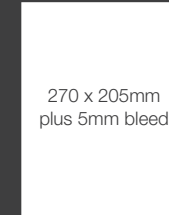
Payment

Payment is to be made within five days of the receipt of the newly printed publication. Payment can be accepted either in cash (Vietnamese dong or US dollars) or can be transferred directly to our bank account. Account details will be supplied upon request.

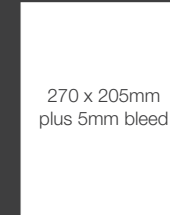
Double Page Spread



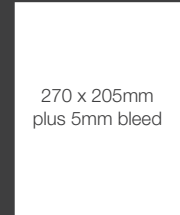
Outside Back Cover



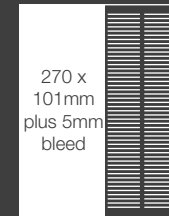
Inside Front/ Back Cover



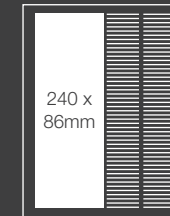
Full Page



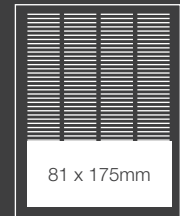
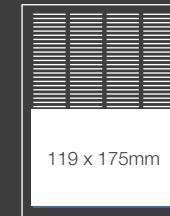
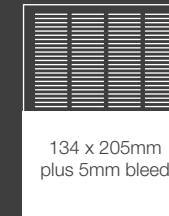
1/2 Page Vertical



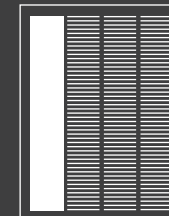
1/2 Page Horizontal



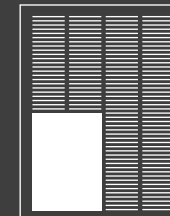
1/3 Page



1/4 Page Slim



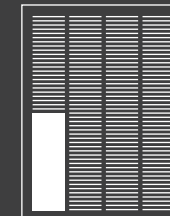
1/4 Page Vertical



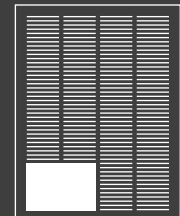
1/4 Page Horizontal



1/8 Page Vertical



1/8 Page Horizontal



Rates in VND x 1,000

Size	1x	3x	6x	12x
Double Page Spread	78,650	70,785	66,853	62,920
Outside Back Cover	52,030	46,827	44,226	41,624
Inside Front/Back Cover	44,770	40,293	38,055	35,816
Full Page	33,880	30,492	28,798	27,104
1/2 Page Vertical and Horizontal	19,118	17,207	16,251	15,295
1/3 Page	14,762	13,286	12,548	11,810
1/4 Page Vertical Slim	14,762	13,286	12,548	11,810
1/4 Page Vertical and Horizontal	10,043	9,039	8,538	8,035
1/8 Page Vertical and Horizontal	5,324	4,792	4,526	4,260