



PRESS CLUB MAGAZINE

PUBLISHER

The Press Club, 59A Ly Thai To, Hanoi, Tel: +844 934 0888, Fax: +844 934 0899
Contact Mr Nguyen Hung Son – Assistant Sales & Marketing
Email: nhson@hanoi-pressclub.com

READER PROFILE IN HANOI

Distribution: 4,500; Readership: 20,000

There's no questioning the unique power of a hometown magazine like the Press Club Magazine that could reach people where they live and directly influence their purchasing decisions. The Press Club Magazine readers have higher-than-average income and are far more likely to have travelled widely and adopt an internationalised cross-cultural perspective.

As an advertiser, you can't afford to have your message get lost among all the channels and stations of broadcast media. There's too much fragmentation of the market place. Your advertising message becomes just one of literally hundreds each day that a listener or viewer is exposed to. Even if your ideal buyer were actively seeking your message they would have a tough time finding it.

While direct mail has the potential for targeted market coverage, over half of it gets thrown away. The Press Club Magazine is invited into the Readers' home. It is something people take time with which means your advertising message has a greater chance of being noticed. In short, the Press Club magazine is where smart advertisers find qualified buyers.

READER SEGMENTATION

Visitors 10% Expatriate 50% Locals 40%

INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary right or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

RETAIL ADVERTISING DEADLINES

Deadlines for complete layout and copy shall be in the offices of the Press Club as follows:

Winter (January-March), end November

Spring (April-June), end February

Summer (July-September), end May

Autumn (October-December), end August

SPECIAL SERVICES

The Press Club Magazine offers various advertising art services.

MECHANICAL MEASUREMENTS

FPFC: 210mm x 297mm

HPFC: 148mm x 210mm

QPFC: 95mm x 148mm; 210mm x 65mm

RATE

FPFC (Back Cover): US\$1,000

FPFC (inside cover): US\$850

FPFC: US\$700

HPFC: US\$500

QPFC: US\$350

$\frac{1}{8}$ FPFC: US\$250

Subject to 10% VAT

COPY REGULATIONS

Advertising simulating news must be slugged advertisement. Special position requests will be honoured to the best of our ability. **Specific position guarantees can be made for an additional charge of 20% of space cost.** All ads must conform to the Vietnamese Ministry of Culture & Information guidelines.

ELECTRONIC SUBMISSION SPECIFICATIONS

CD copy only

PRINTED INSERTS

Single A4 Sheet, max 200gm, US\$0.18 each, 1,500 copies & above

Single A4 Size, max 200gm, US\$0.22 each, 1,499 copies & below

TERMS OF PAYMENT

All advertising is cash or bank transfer with order. As a convenience to our customers, Master Card and Visa are accepted for payment.

GENERAL RATE POLICY

Space purchased through an agreement can be used only by the advertiser signing the agreement. It cannot be sold, given, transferred or assigned to any other person, firm or corporation. Acceptance of advertising by an employee of the Press Club is subject to approval and acceptance by management, which reserves the right to edit or reject any advertising which is submitted for publication. In the absence of an agreement, all advertising will be billed at the open rate.

PUBLISHER'S LIABILITY FOR ERROR

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.