

GOLF

& CUỘC SỐNG ★ ★ ★ ★ ★
GOLF & LIFE MAGAZINE

www.golfandlife.com.vn



MEDIA KIT 2024

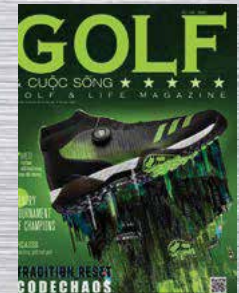


GOLF & LIFE / OVERVIEW

Golf and Life Magazine started publication in July 2005 and now covers all the country becoming a close companion for discerning people who love Golf both home

Golf and Life Magazine has the message of "Connecting and Sharing the Passion" which not only gives home and abroad golf news to our readers but we also attempt to enlarge golf development with rich articles, practical golf exercises with entertaining information, all the high-quality benefits for life of the golfer and entrepreneurs... Further, we make all efforts for connecting golfers with events - such as with our Golf Tournaments and our annual CEO Night - to create a rendezvous for people with the same passion.

Attractive rich content, presenting fashionable and eye-catching, Golf & Life Magazine to readers in both Vietnamese and English.



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GOLF & LIFE / OVERVIEW

To meet the demand for speedy information for all our readers Golf and Life Magazine has launched our own website - www.golfandlife.com.vn. This is one of the few specialized websites to accommodate the large traffic golf in Vietnam.

The reader of Golf and Life Magazine can now easily "log" into the world of the noble sport of golf & luxurious lifestyle anytime, anywhere via smartphone or ipad...

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The screenshot shows the homepage of the Golf & Life website. At the top, there is a navigation menu with links for HOME, NEWS, GOLF, LIFE STYLE, AUTO, HITECH, NIGHTLIFE, TRAVEL, SHOPPING, INTERVIEW, and CITY GUIDE. A search bar is located in the top right corner. The main content area features a large banner for the Lexus ES 250 sedan with the text "SEDAN HẠNG SANG LEXUS ES 250 MỚI CHÍNH THỨC ĐƯỢC GIỚI THIỆU TẠI VIỆT NAM". Below this, there are several article thumbnails with titles such as "SÂN KHỎA GOLF LINK - CAM RANH", "GIẢI GOLF LEXUS CUP 2018 MỘT HÀNH TRÌNH TRẢI NGHIỆM ĐÁNG CẤP MỚI", "NHỮNG ĐIỂM THAY ĐỔI ĐÁNG CHÚ Ý TRONG LUẬT GOLF 2019", and "BÍ QUYẾT SẴNG CỦA XANDER SCHAUFFELE". There are also advertisements for ECCO Golf shoes, Dell XPS 13 laptops, and Ghibli cars. The website is designed with a clean, modern layout and a color scheme dominated by yellow and white.



GOLF & LIFE / OVERVIEW

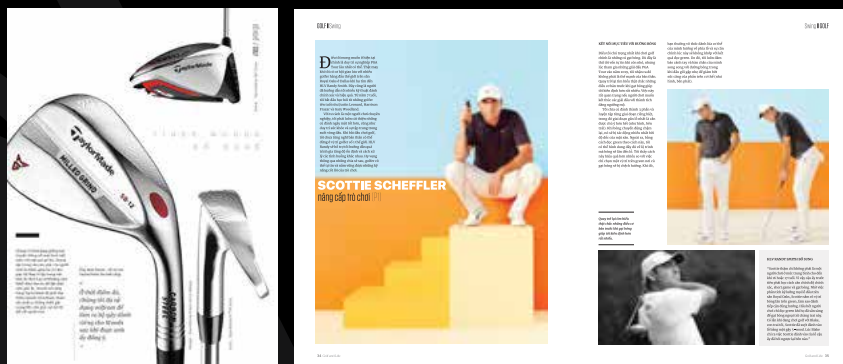
With support from the professional golf teachers, Golf and Life is a handbook for the beginner and longtime golfer with technical guidance understanding the rules of golf, golf course etiquette and the life lessons that golf brings.

Outside of the world of golf, Golf & Life Magazine gives up to date information on subjects that will be useful for the readers, such as: the latest car models, luxury resorts, potential real estate projects, ideal

travel places, the latest technology items, and common health issues...

Golf and Life Magazine provides the connection with an introduction to the premium brands of real estate, luxury cars, watches, technology, and high-end resorts... to CEOs - entrepreneurs, golfer...

Golf and Life Magazine carries interviews with prominent and successful CEOs and successful entrepreneurs.



LAUNCH DATE
7/2005

FREQUENCY
25th, monthly

CIRCULATION
25.000

LANGUAGE
Vietnamese - English

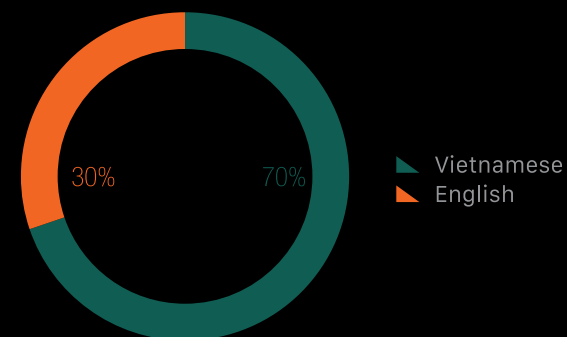
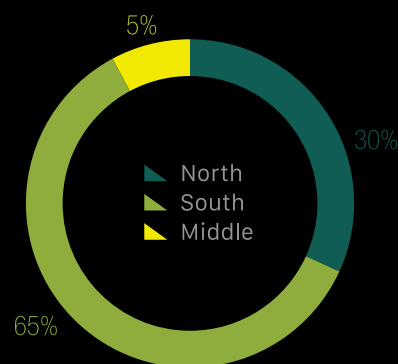
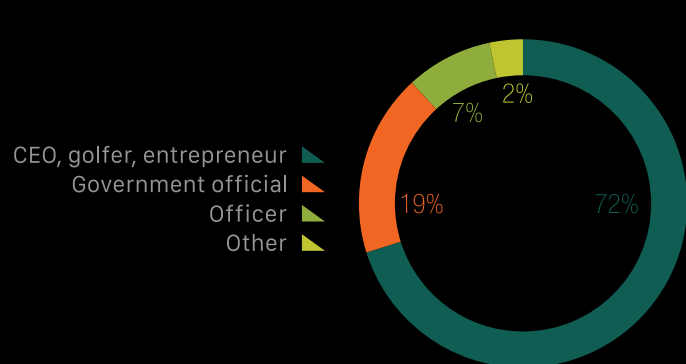
GOLF
& CUỘC SỐNG
GOLF & LIFE MAGAZINE



GOLF & LIFE / OVERVIEW

AUDIENCE AND SCOPE OF RELEASE

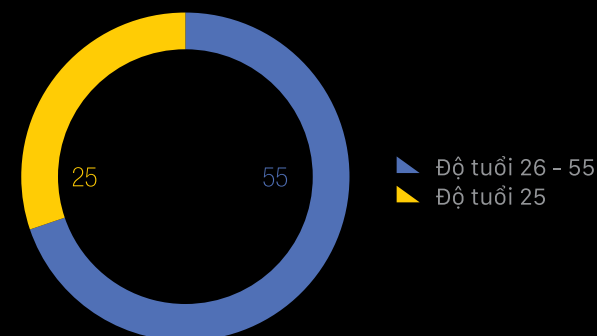
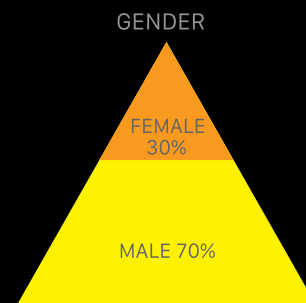
- Reaches 30.000 golfers at 60 golf clubs nationwide.
- Present in the business class lounges of Vietnam Airlines, home and abroad.
- As one of the few magazines that 5 star hotels and high end resorts in Vietnam choose for their guests to read whilst staying...
- The media and entertainment articles are popular in restaurant, coffe shops, luxury lounges ...



Pageviews • 23,721,593

Visits • 6,028,325

Visitors • 3,946,741



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GOLF & LIFE MAGAZINE

NOW AVAILABLE AT



PARK HYATT SAIGON™



NEW WORLD
HOTELS

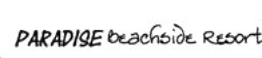


INTERCONTINENTAL
ASIANA SAIGON



Le MERIDIEN
SAIGON

LOTTE
LEGEND HOTEL SAIGON





GOLF & LIFE EVENT

GOLF TOURNAMENTS

North, Central, South

- Golf tournaments of Golf & Life magazine are organized around three regions North - Central - South annually attracted over 500 golfers who are made up of CEOs and successful entrepreneurs. These days give the golfers a great day of tournament play with valuable prizes to be won and an ability to meet with likeminded golfers.

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GOLF & LIFE EVENT

CEO NIGHT

Hanoi, Ho Chi Minh

- Since first taking place in May 2011 in HCMC, the CEO Night Gala by Golf & Life Magazine has become the place to meet, exchange and share ideas of CEOs and successful entrepreneurs, both locally and from overseas, with many famous faces from the art and entertainment world.

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QUOTATION

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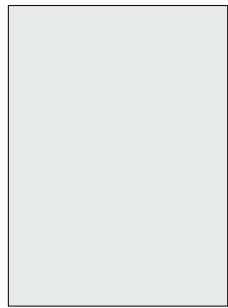
(028) 3930 9617

Golf & Life Magazine/Ad & K Co.,Ltd

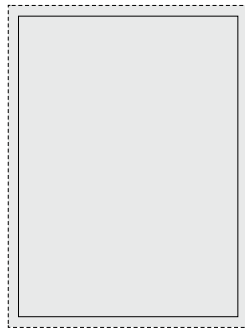
FREQUENCY	1x	3x	6x	12x
DISCOUNT (VND)		5%	10%	20%
Cover 1	210,000,000			
Full page - Standard	79,800,000	75,810,000	71,820,000	63,840,000
Double page - Standard	136,500,000	129,675,000	122,850,000	109,200,000
Double page before Cover page 1	168,000,000	159,600,000	151,200,000	134,400,000
First double page	175,000,000			
Double page from second to seven	145,000,000			
First right - hand page	109,200,000			
Right hand from 2 to 7	90,300,000	85,785,000	81,270,000	72,240,000
"Table of content" opposite page	107,000,000			
"Editorial letter" opposite page	105,000,000			
Opposite cover 3	90,300,000	85,785,000	81,270,000	72,240,000
Cover 2	109,200,000			
Cover 3	109,200,000			
Cover 4	140,700,000			
Hard page between Vietnamese and English section, righthand page	109,200,000	103,740,000	98,280,000	87,360,000
2/3 page	58,800,000	55,860,000	52,920,000	47,040,000
1/2 page	44,100,000	41,895,000	39,690,000	35,280,000
1/3 page	31,500,000	29,925,000	28,350,000	25,200,000
1/4 page (at the bottom)	23,100,000	21,945,000	20,790,000	18,480,000
1/8 trang (7cm x 10cm)	13,650,000	12,978,000	12,285,000	10,920,000
Advertisement (4cm x 7cm)	5,250,000	4,998,000	4,725,000	4,200,000
Advertorial (PR) (1 page: 22cm x 28.5cm)	52,500,000	49,875,000	47,250,000	42,000,000
Fashion Collection (8 page: 22cm x 28.5cm)	210,000,000	199,500,000	189,000,000	168,000,000



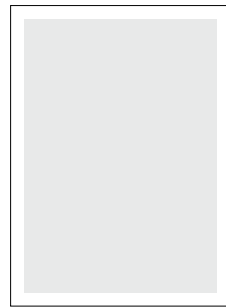
GOLF & LIFE / AD SPECIFICATION SPECIFICATION AND ADVERTISE SIZE PAGE



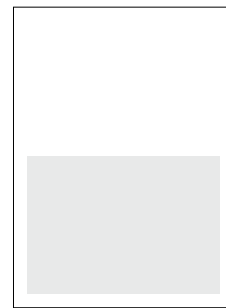
FULL PAGE
22cm x 28.5cm



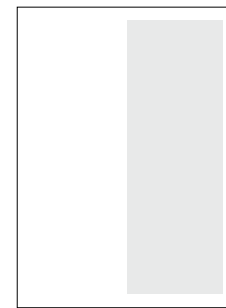
BLEED SIZE
22.6cm x 29.1cm



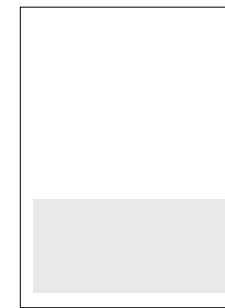
TRIM SIZE
21cm x 27.5cm



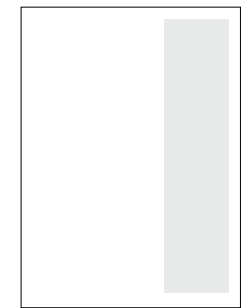
1/2 PAGE HORIZONTAL
22cm x 14cm



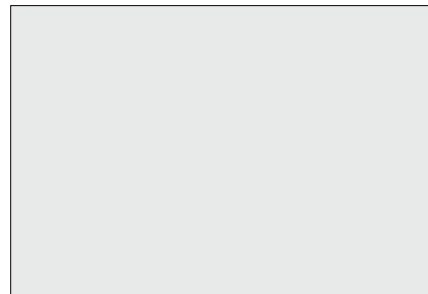
1/2 PAGE VERTICAL
11cm x 28.5cm



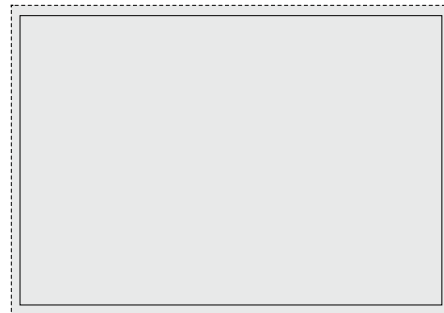
1/3 PAGE HORIZONTAL
22cm x 9.3cm



1/3 PAGE VERTICAL
7.3cm x 28.5cm



DOUBLE PAGE HORIZONTAL
43.5cm x 28.5cm



DOUBLE PAGE HORIZONTAL WITH BLEED
44.1cm x 29.1cm



DOUBLE PAGE HORIZONTAL WITH TRIM
42.5cm x 27.5cm

PRINT AD REQUIREMENT:

Print offset 4C
115 couche papers, cover C250

PRODUCT DIMENSION:

22cm x 28.5cm

SIZE OF LAYOUT:

Trim size : 21 x 27.5 cm
Bleed size : 22.6 x 29.1 cm

DIGITAL AD REQUIREMENT:

300 dpi (CMYK)
File *.AI, *.PDF, *.EPS

A D V E R T I S I N G O N L I N E

www.golfandlife.com.vn

AD BANNER			PLACEMENT PRICE (VNĐ/week)		
ITEMS	SIZE (pixels)	FORMALITY	HOME	CATEGORY PAGE	FULLPAGE
Masthead	1170 x 200	3 (share)	18,000,000	14,000,000	36,000,000
Float	160 x 600	3 (share)	16,000,000	12,000,000	32,000,000
Top	830 x 105	3 (share)	14,000,000	10,000,000	28,000,000
Top	780 x 90	3 (share)	12,000,000	8,000,000	24,000,000
Right 1	300 x 500	3 (share)	10,000,000	6,000,000	20,000,000
Right 2	300 x 250	3 (share)	9,000,000	5,000,000	18,000,000
Right 3	300 x 250	3 (share)	8,000,000	4,000,000	16,000,000
Pop up	300 x 250	3 (share)	6,000,000	4,000,000	12,000,000
Video Ads PC/Mobile Preroll	TVC display before video clip max 30s (Skip Ad button)				6,000,000
	TVC display after video clip max 30s (Skip Ad button)				6,000,000

PR ARTICLES	FORMAT	UNIT	PRICE (VNĐ)
Feature products, services, events, promotions - Display title + Photo at box What's Now at Homepage - Branding information as Editor's rules	300 words + 3 photos	Article	10,000,000
GOLF & LIFE FANPAGE	FORMAT	UNIT	PRICE (VNĐ)
Post Status	100 words + picture	Post	6,000,000
Video Clip/Album	Maximum 20 pictures	Video/album	6,000,000

For special advertising formats, please contact our Sales Department.
The above quote is subject to change without prior notice, please contact our Sales Department to get the latest one.

This rate applied from 1/1/2024, excl. VAT. Price unit: VND

Masthead
1170 x 200 px



830 x 105 px

Menu

Float
160 x 600 px

Slide

Float
160 x 600 px

780 x 90 px

Content

300 x 500 px

300 x 250 px

780 x 90 px

Content

300 x 250 px

300 x 250 px

780 x 90 px



GOLF & LIFE/ ADVERTORIAL/PR

INTERVIEW WITH CEO

TOYOTA COROLLA ALTIS 2022
SỰ TRỞ LẠI CỦA VỊ THÂN TÌNH YÊU HY LẠP

Sự trở lại của vị thân tình yêu hy lập... (Interview text continues with details about the car's features and the CEO's vision for the brand in Vietnam.)

HAH NGUYEN, CEO TOYOTA VIỆT NAM
Tôi rất vui mừng được chia sẻ với quý khách về những thay đổi mới nhất của Toyota Việt Nam. Chúng tôi đang hướng đến việc mang lại những trải nghiệm tốt nhất cho khách hàng của chúng tôi.

TRADEMARK PR

VERSACE EROS EDP
SỰ TRỞ LẠI CỦA VỊ THÂN TÌNH YÊU HY LẠP

HAH NGUYEN, CEO
Tôi rất vui mừng được chia sẻ với quý khách về những thay đổi mới nhất của Versace Việt Nam.

PHẦN CHỨC TRƯC OLIVER
Tôi rất vui mừng được chia sẻ với quý khách về những thay đổi mới nhất của Oliver Việt Nam.

EVENT

GIẢI ĐẤU
GOLF & LIFE - TRANSVIEW GOLF TOURNAMENT 2018
THÀNH CÔNG NGOÀI MONG ĐỢI

GIẢI GOLF MỞ RỘNG "GOLF & LIFE - TRANSVIEW GOLF TOURNAMENT 2018" KHỞI ĐẦU VÒNG ĐẤU MÙA XUÂN DANH CHỢ ĐỘC GIÁ VÀ NGƯỜI YÊU GOLF KHU VỰC PHÍA NAM ĐÃ ĐIỂN RA NGÀY 30/03/2018 QUẠT TÀI SẢN GOLF TÀI SƠN NHẤT, TP.HCM.

Ghiệp hội Golf & Life Việt Nam đã tổ chức giải đấu Golf & Life - Transview Golf Tournament 2018 vào ngày 30/03/2018 tại sân Golf Tài Sơn Nhất, TP.HCM. Giải đấu đã thu hút sự tham gia của hàng trăm golfer và người yêu Golf từ các tỉnh thành lân cận.

DIỂM ĐẾN QUỐC TẾ SỐI ĐỘNG
TRUNG TÂM HỒ CỦA TP HCM

THE GLOBAL CITY

TOYOTA COROLLA ALTIS 2022

CEO "xông đất" đầu xuân

Ông Trần Văn Mười
Ông Nguyễn Cao Trí
Ông Randy Dobson
Ông Ben Styles
Klein Trần và Hồ Thuần Trí

VIỆC CHỌN Gậy
khiến golf là niềm đam mê



GOLF & LIFE / CREATIVE AD

- GOLF AND LIFE MAGAZINE provides the cover gatefold, cover wrap, sticker, ... WITH SOME FAMOUS BRANDS: Mercedes Benz, Mitsubishi, Samsung, Sapporo...



- Cover gatefold advertising forms brings an impressive and highly effective in promoting brand, product images.
- Cover gatefold advertising with special preferential regime than normal:

COVER 1 ADVERTISING PACKAG
+ WITH FREE 4 PAGES PR
210,000,000 VNĐ

STICKER ADVERTISING PACKAGE
(4CM) STICK AT THE LAYOUT
22,000,000 VNĐ

COVER WRAP ADVERTISING
PACKAGE (HEIGHT 10CM)
40,000,000 VNĐ

UV ADVERTISING PACKAGE
TO LOCATE THE PRODUCT LAYOUT
22,000,000 VNĐ

COVER ADVERTISING



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GOLF & LIFE MAGAZINE

GOLF & LIFE MAGAZINE/ AD&K CO.,LTD

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