

GOLF

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

www.golfandlife.com.vn



MEDIA KIT 2025



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.



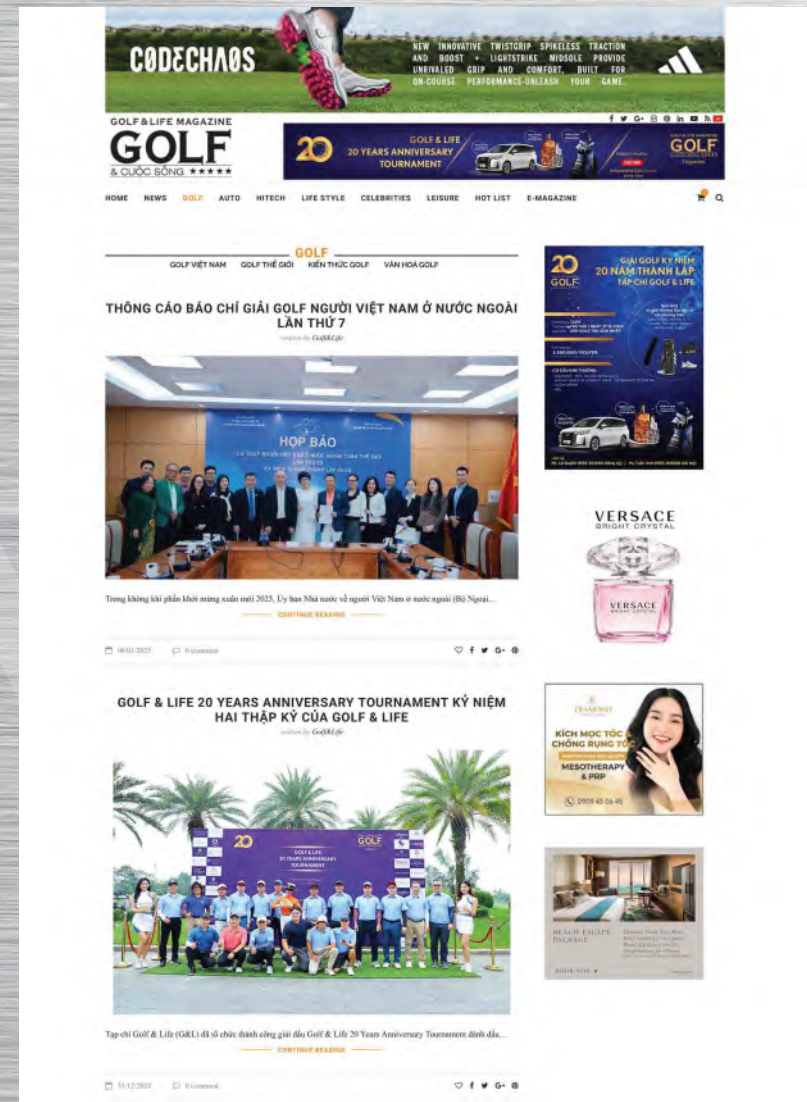
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To meet the demand for speedy information for all our readers Golf and Life Magazine has launched our own website - www.golfandlife.com.vn. This is one of the few specialized websites to accommodate the large traffic golf in Vietnam.

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...





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 25 th , monthly
CIRCULATION 25.000	LANGUAGE Vietnamese - English

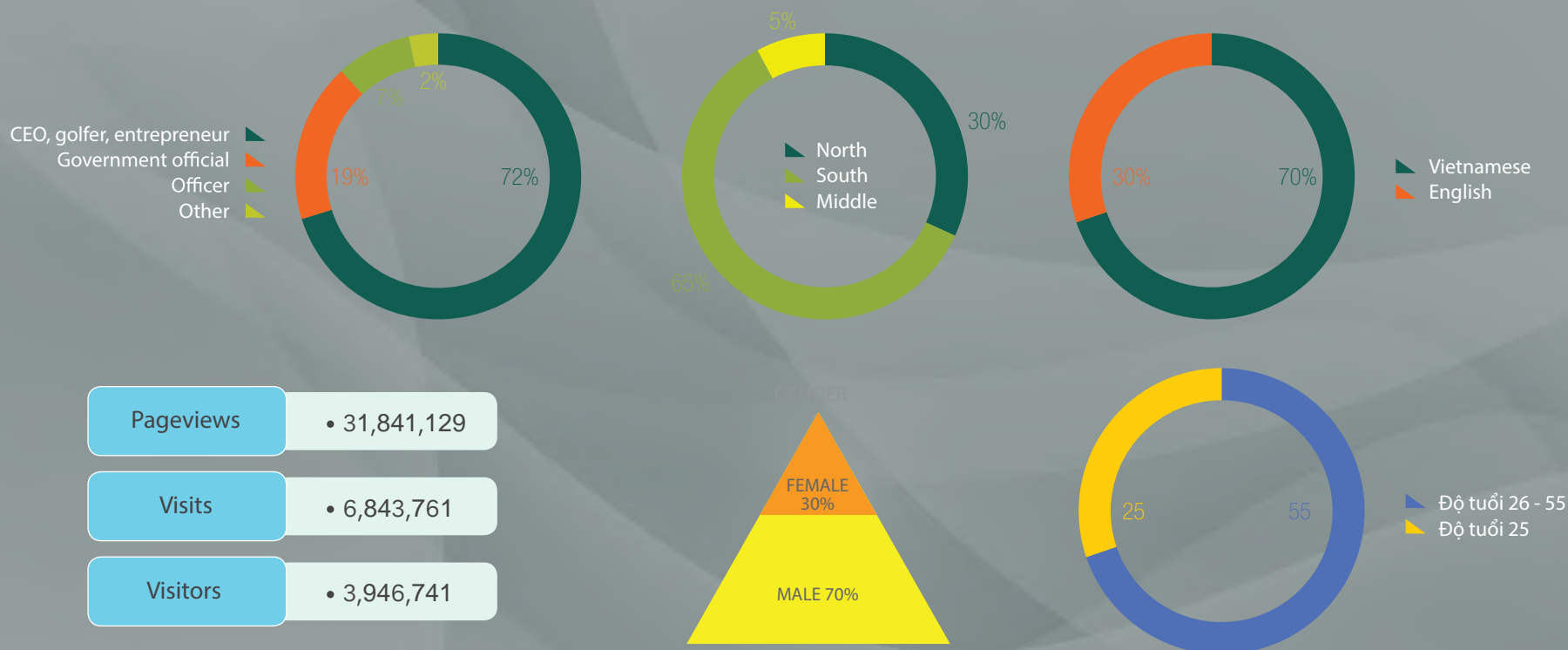




GOLF & LIFE / OVERVIEW

AUDIENCE AND SCOPE OF RELEASE

- Reaches 60.000 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 ...



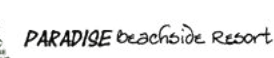
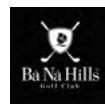
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GOLF & LIFE MAGAZINE

NOW AVAILABLE AT



PARK HYATT 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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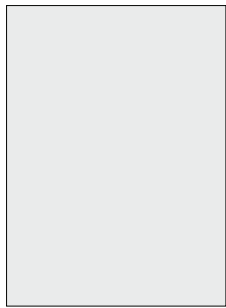
(028) 3930 9617

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

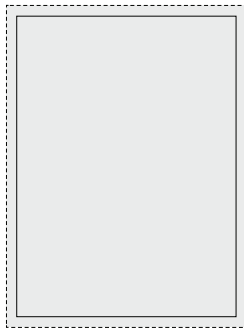
FREQUENCY	1x	3x	6x	12x
DISCOUNT (VND)		5%	10%	20%
Cover 1	210,000,000			
Full page - Standard	79,800,000	75,810,000	71,820,000	63,840,000
Double page - Standard	136,500,000	129,675,000	122,850,000	109,200,000
Double page before Cover page 1	168,000,000	159,600,000	151,200,000	134,400,000
First double 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



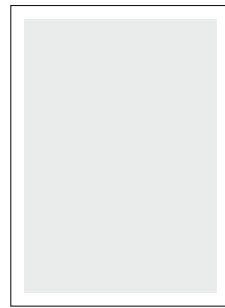
GOLF & LIFE / AD SPECIFICATION SPECIFICATION AND ADVERTISE SIZE PAGE



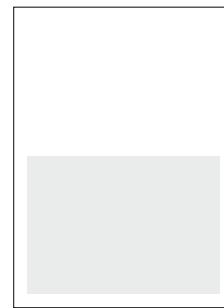
FULL PAGE
22cm x 28.5cm



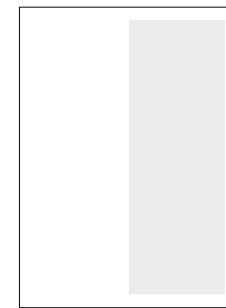
BLEED SIZE
22.6cm x 29.1cm



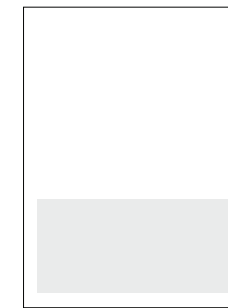
TRIM SIZE
21cm x 27.5cm



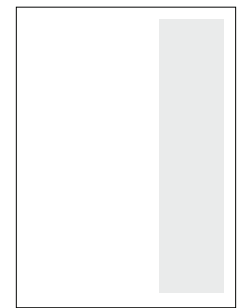
1/2 PAGE HORIZONTAL
22cm x 14cm



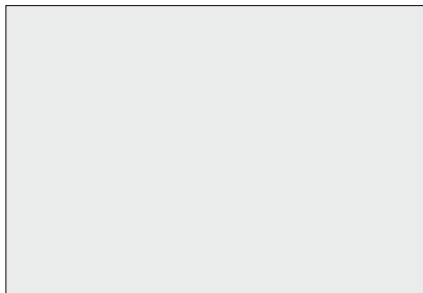
1/2 PAGE VERTICAL
11cm x 28.5cm



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

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	15,000,000
GOLF & LIFE FANPAGE	FORMAT	UNIT	PRICE (VNĐ)
Post Status	100 words + picture	Post	8,000,000
Video Clip/Album	Maximum 20 pictures	Video/album	8,000,000

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 1/1/2025, excl. VAT. Price unit: VND

Masthead
1170 x 200 px



830 x 105 px

Menu

Slide

Float
160 x 600 px

Float
160 x 600 px

780 x 90 px

Content

300 x 500 px

780 x 90 px

300 x 250 px

Content

300 x 250 px

780 x 90 px

300 x 250 px



GOLF & LIFE/ ADVERTORIAL/PR

INTERVIEW WITH CEO

Turkish Airlines
DẪN ĐẦU VỀ MANG LƯỚI BAY VÀ TRẢI NGHIỆM CAO CẤP CHỦ TRỌNG VÀO HÀNH KHÁCH

Là hãng hàng không quốc gia của đất nước Thổ Nhĩ Kỳ, Turkish Airlines tự hào mang đến cho khách hàng trải nghiệm bay đẳng cấp và dịch vụ chăm sóc khách hàng tận tâm. Với đội ngũ phi công giàu kinh nghiệm, đội ngũ nhân viên phục vụ tận tâm và đội ngũ kỹ thuật viên chuyên nghiệp, Turkish Airlines tự hào là hãng hàng không hàng đầu của Thổ Nhĩ Kỳ và là một trong những hãng hàng không hàng đầu của thế giới. Với sự đầu tư mạnh mẽ vào công nghệ và dịch vụ khách hàng, Turkish Airlines tự hào là hãng hàng không hàng đầu của Thổ Nhĩ Kỳ và là một trong những hãng hàng không hàng đầu của thế giới.

TRADEMARK PR

VERSACE EROS

EROS, HƯƠNG NƯỚC HOA
Eros của Versace là bản thân của sự táo bạo và quyến rũ. Hương thơm với các nốt hương ngọt ngào, ấm áp, quyến rũ và đầy mê mẩn. Một hương thơm dành cho những chàng trai trẻ, cá tính và đầy đam mê.

EROS, THIẾT KẾ ĐẸP
Eros của Versace là bản thân của sự táo bạo và quyến rũ. Thiết kế đẹp mắt và sang trọng, Eros của Versace là một tác phẩm nghệ thuật.

EROS, CHIẾN DỊCH QUẢNG CÁO
Chiến dịch quảng cáo của Eros của Versace là một tác phẩm nghệ thuật. Với sự kết hợp giữa hình ảnh và âm thanh, chiến dịch quảng cáo của Eros của Versace đã tạo ra một cơn sốt.

EVENT

The Bluffs Grand Ho Tram
MỘT THẬP KỶ CỦA SỰ XUẤT SẮC

NGÀY 19 THÁNG 10 VÀO QUẢ THE BLUFFS GRAND HO TRAM ĐÃ TỔ CHỨC MỘT SỰ KIỆN VỒ CUNG Y NGHĨA - GIẢI GOLF KỶ NIỆM MƯỜI NĂM HOẠT ĐỘNG.

TURKISH AIRLINES WORLD GOLF CUP HO CHI MINH CITY 2024

Chiến dịch quảng cáo cho giải đấu golf, bao gồm hình ảnh các vận động viên và thông tin về giải đấu.

HUAWEI

Chiến dịch quảng cáo cho sản phẩm Huawei, bao gồm hình ảnh sản phẩm và thông tin về tính năng.

PREMIER RESIDENCES PHU QUOC

Chiến dịch quảng cáo cho dự án bất động sản, bao gồm hình ảnh dự án và thông tin về tiện ích.

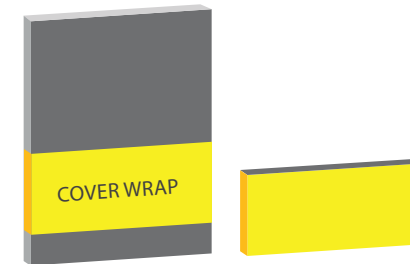
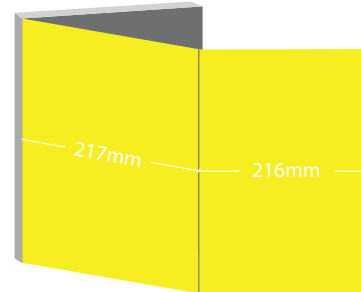
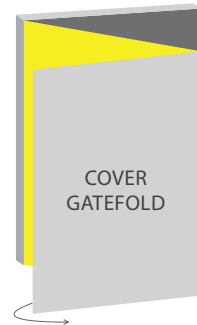
CODECHAOS 25

Chiến dịch quảng cáo cho giày golf, bao gồm hình ảnh giày và thông tin về tính năng.



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

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

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

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

COVER ADVERTISING



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

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WEBSITE

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