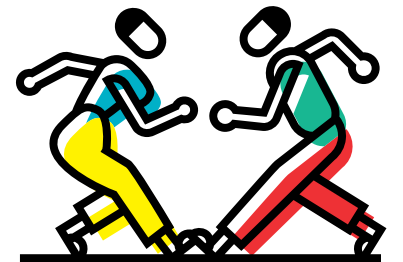
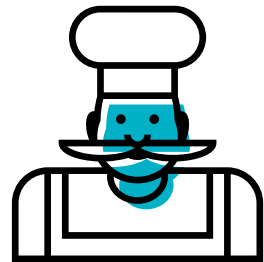
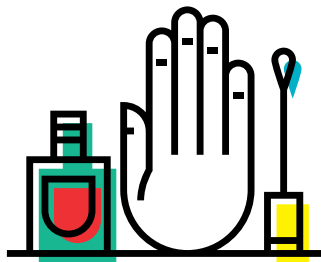
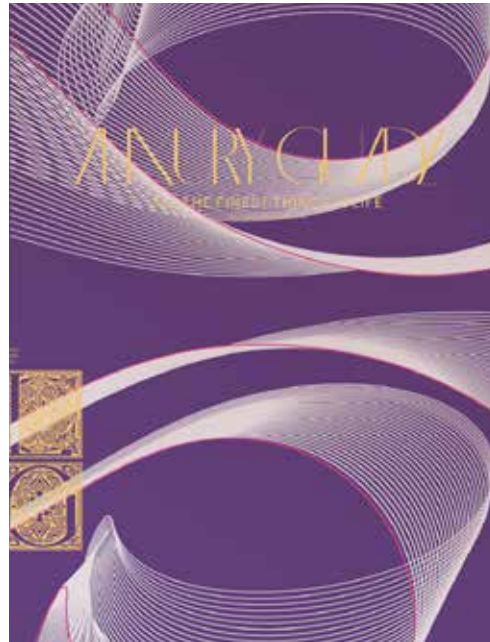
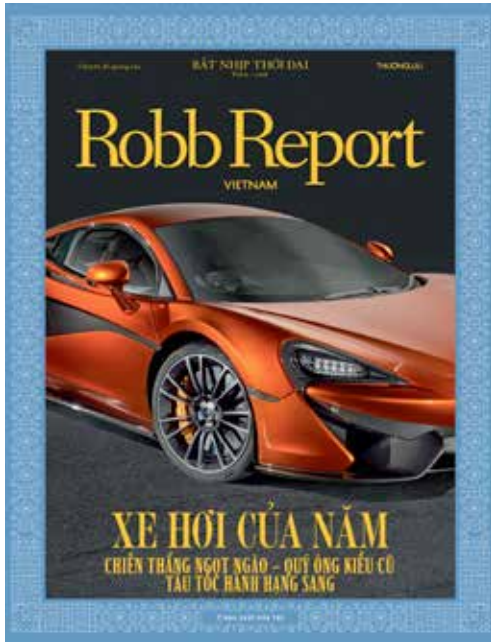


bcircode

MAGAZINE





BARCODE AS PART OF IMV



Barcode Vietnam is an original title that belongs to IMV's growing portfolio of magazines and digital platforms across the South East Asia market, which include: Robb Report (Singapore, Vietnam, Thailand and Malaysia), Luxury Guide, Buro247.sg and Buro247.my.

4 years since it first appeared in Vietnam in 2012, Barcode has established its position as the trendsetter, most forward-thinking magazine for its delivery of lifestyle content and design concept.

WHAT BARCODE IS MADE OF



SHOPPING



FASHION



BEAUTY & HEALTH



ENTERTAINMENT



ART & DESIGN



ADVICE

Personal style, people and traveling have grown to comprise magazine's core content. In addition we always pay close attention to other topics such as:

- Design, art & photography
- Music & cinema
- Home & craft
- Food & entertainment
- Beauty & Health
- Shopping

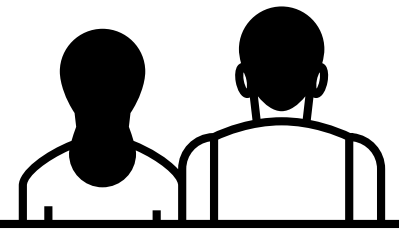


TARGET AUDIENCE

Similar to Barcode magazine's existing and loyal readership of young, socially-conscious and hip Vietnamese audience, the barcodemagazine.vn website will cater to a wide range of readers who are active online users and are constantly seeking for the most informed, relevant and trendiest news content.

Our readers' interests lie in experimenting with the latest fashion and beauty trends and being culturally aware of what's going on in the world of art, music and travel. They are not afraid to discover themselves and are eager to learn about things that would enrich their life choices. This is why they turn to barcodemagazine.vn for our quality, stylish editorial and guide.

AGE **20-35**



50% 50%



CIRCULATION

Price 29,800 VND

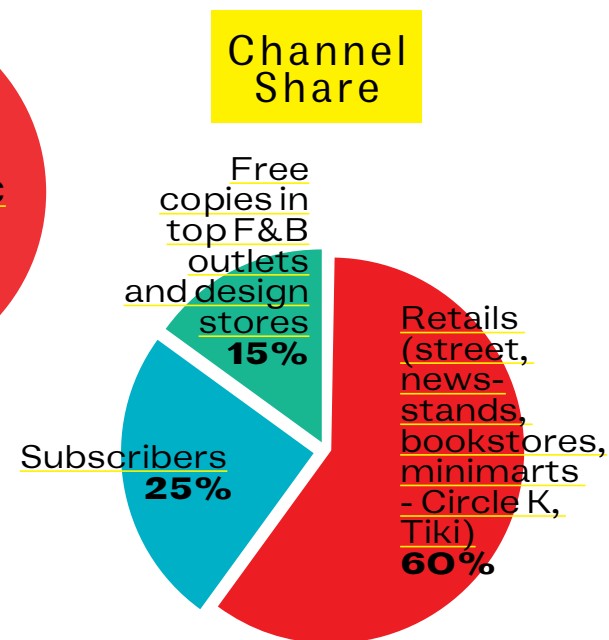
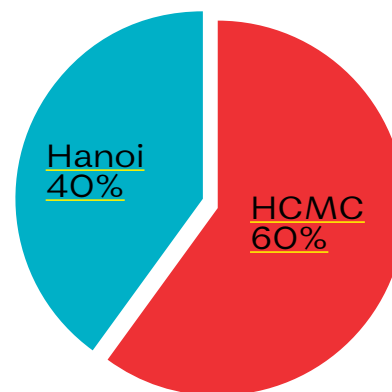
Print Run 20,000 COPIES

Frequency MONTHLY

Readers per copy 5 PEOPLE

Readership 100,000 PEOPLE

Geography





ADVERTISING RATES 2017

SPECIAL POSITION

1st spread	92.400.000 VND
2nd spread	88.550.000 VND
3rd spread	79.300.000 VND
Cover 3	84.700.000 VND
Cover 4	99.000.000 VND

SPECIAL PAGES POSITION

Opposing: Contents Page / Editors' Letter / Masthead	53.900.000 VND
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ADVERTISING RATES 2017

STANDARD POSITION

Standard Page 46.200.000 VND

Standard Spread 77.000.000 VND

MINI ADVERT

1/3 page 32.340.000 VND

1/4 page 27.720.000 VND

* Should you have any special requirements of advertising pages, please contact Barcode directly.

* The price does not include VAT.

SOCIAL MEDIA

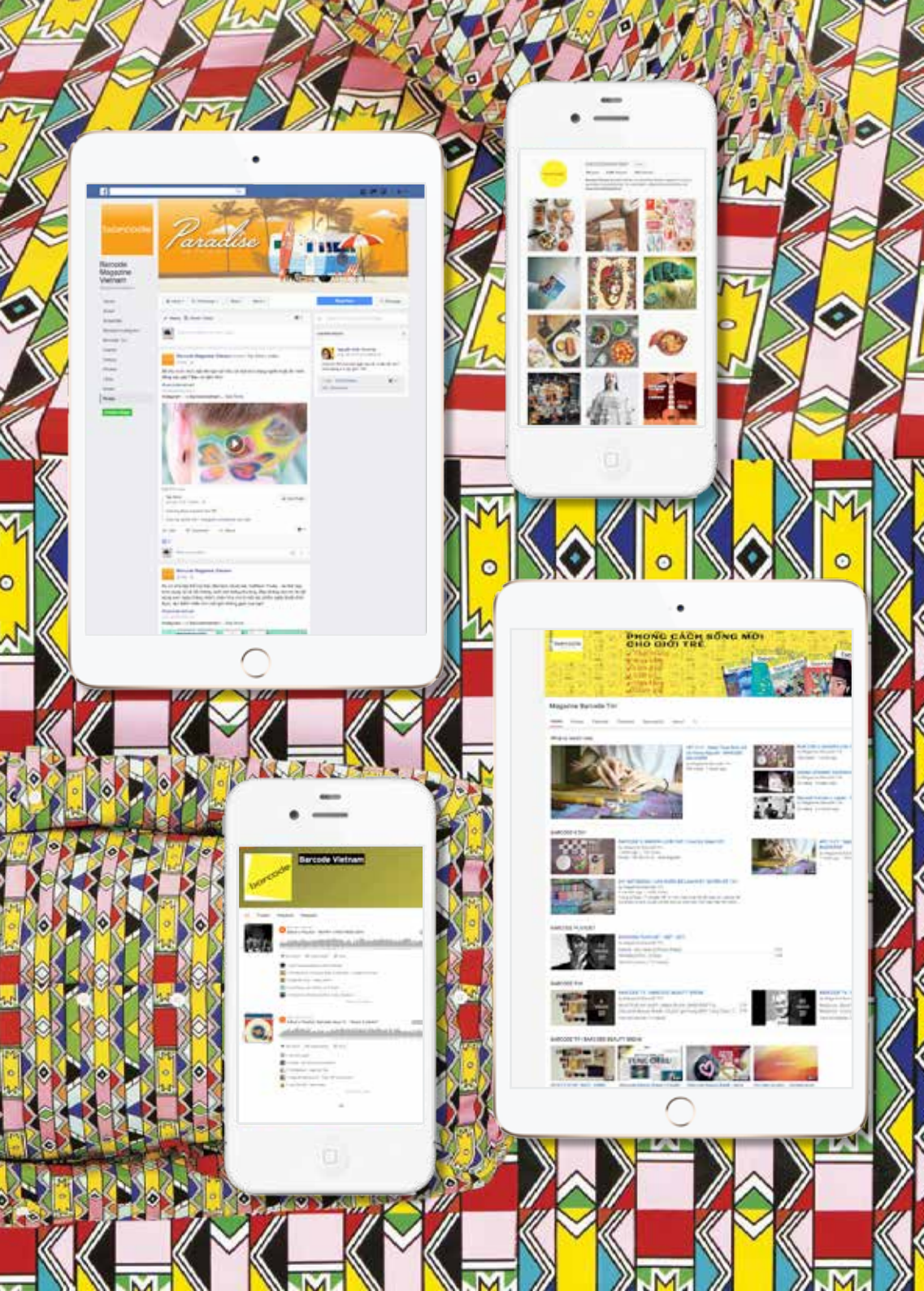
These social media platforms work as extensive channels of knowledge and share content, which is crucial in the world where news is updated by-the-minute. These platforms (Facebook, Instagram, YouTube and SoundCloud) are curated to reach our targeted readers where they are most active.

 BARCODE MAGAZINE VIETNAM

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2017 EDITORIAL CALENDAR



Jan-Feb Dance



Mar Global Citizen



Apr The Body



May Artisanal



Jun The Art of Lifestyle



Jul For the Other Half



Aug CMYK



Sep Barcode In Style



Oct On the Move



Nov Cuisine



Dec Festive Season



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