

Media Kit 2026

HERITAGE
IN-FLIGHT MAGAZINES

ENGAGING
24 Million
PREMIUM PASSENGERS





Discounts

Number of issues	Discount Rate	Contract duration eligible for discount
01 issues	0%	
02 issues	5%	4 months
03 issues	5%	5 months
04 issues	10%	6 months
05 issues	10%	7 months
06 issues	10%	9 months
07 issues	15%	10 months
08 issues	15%	11 months
09 issues	15%	12 months
10 issues	20%	13 months
11 issues	20%	15 months
12 issues	20%	16 months
Above 12 issues	20%	Each additional issue above 12 is entitled to 01 additional month.

Note: In case of advertising on both Heritage and Heritage Fashion publications, the discount rate and the term applied to the advertising contract are the discount rate and the duration applied to the the total number of publications on both publications.

TERMS & CONDITIONS

- 1. The advertising rates do not include VAT.
- 2. The above-mentioned rates are only applicable for ads booked between January 2026 to December 2026.
- 3. The rates do not include the expenses for graphic design, photo editing and retouching, print-proofs, or any other production expenses.
- 4. Advertising contracts of under 06 issues include Peak season surcharge of an additional 10% announced rates for ads running in January, February and December.'
- 5. Advertisers with special location requirements will have to pay an additional placement fee for each request, which is 10% of the ad purchase area price before page 50 or 5% after page 50. However, the Journal only accepts this particular request for each specific case.
- 6. For advertising inserts, the rates do not include expenses for print-proofs.
- 7. Advertorials will be marked with the word "Advertorial" on the header or footer of the page to distinguish from articles.
- 8. Heritage reserves the right to edit and approve advertising contents and images in accordance with the laws of Vietnam, applicable regulations and policies of Heritage and Heritage Fashion.
- 9. Ads for beauty clinics and supplements must be at least 1/2 spread.

- 10. Limit the sale of advertising on Heritage publications in the following areas:
Fashion, Cosmetics, Functional Foods, Beauty Salons and Restaurants.
- 11. Do not sell 1/4 page advertising in Heritage publications. Advertisements on 1/5 page and 1/10 page on Heritage are placed in the News section.
- 12. Do not sell 1/5 horizontal page advertising on Heritage Fashion. 1/4 page advertisement, 1/5 page, and 1/10 page on Heritage Fashion are placed at the end of the publication.
- 13. Do not apply advertising in the form of torn publications.
- 14. Customers who post multiple advertisements in the same publication period will have each advertisement counted as equivalent to 1 posting period. The total number of ads the customer posts in the contract calculates the number of ad posting periods to apply the discount.
- 15. Article advertisements by category have the note "Info." above or below the advertising page to distinguish it from articles and booking no more than two articles per category/issue.
- 16. Ads based on the topic of the publication's content only apply to article ads with content and images consistent with the 2024 publication's thematic content.





Specifications

AD BOOKING & SUBMISSION DEADLINES

Ad Type	Booking deadline	Cancellation deadline	Editorial deadline	Approval deadline
Visual ads	25 days prior to publication date	25 days prior to publication date	25 days prior to publication date	20 days prior to publication date
Advertorials	30 days prior to publication date	30 days prior to publication date	30 days prior to publication date	20 days prior to publication date
Collections	40 days prior to publication date	40 days prior to publication date	40 days prior to publication date	20 days prior to publication date
Column advertorials	50 days prior to publication date	50 days prior to publication date	50 days prior to publication date	30 days prior to publication date

Specifications

AD SIZE REGULATIONS

Positions	Specifications	Size (mm)
Extended double cover	Bleed	622 x 289
	Framed	602 x 265
Double spread	Bleed	414 x 289
	Framed	390 x 265
Full page	Bleed	214 x 289
	Framed	190 x 265
1/3-folded extended full spread	Bleed	426 x 289
Extended double spread	Bleed	614 x 289
Half spread (1/2)	Vertical	92 x 265
	Horizontal	190 x 125
1/4 spread	Vertical	92 x 125
1/5 spread	Vertical	86 x 103
	Horizontal	176 x 50
1/10 spread	Horizontal	86 x 50

ADVERTORIALS

- **Content:** no more than 400 words
- **Visual:** 1-3 Images/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

COLUMN ADVERTORIALS

- **Content:** no more than 600 words/2 pages
- **Visual:** 5-7 Images/double spread, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

ADVERTORIALS IN NEWS

- **Content:** no more than 100 words (+/-10% of the length)
- **Visual:** 1 image/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

INFO PIECES

- **Content:** no more than 300 words
- **Visual:** 2-5 Images/page, file size at least 1Mb/image, minimum resolution is 300dpi
- Content & visuals are provided by the client. Final editing and ad layout design are provided by Heritage.

VISUAL ADS

- **Visual:** clear imagery; avoid mock-up images if possible.
- **Content:** no more 200 words/page; avoid excessive amount of text on images.
- Marquette file format: PDF (press quality), or JPG with at least 300 dpi. CMYK.

COLLECTIONS

- Visual content can only be posted on Heritage Fashion, with at least 300 dpi.
- The editors provide creative direction advice for the collection according to align with Heritage Fashion's content style.
- The client produces the collection.
- Heritage edits and designs collection layout.