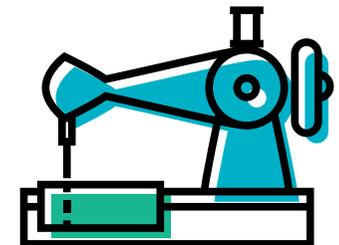
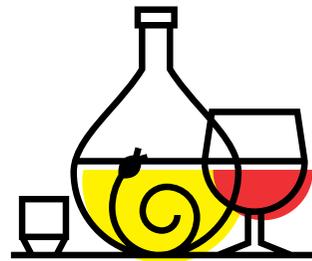
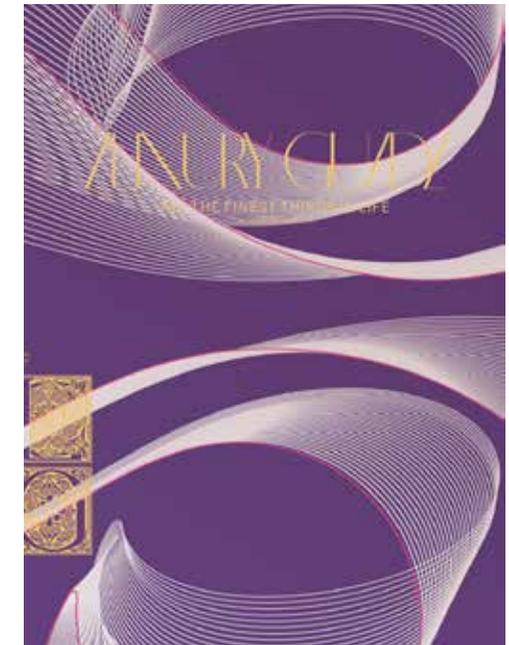
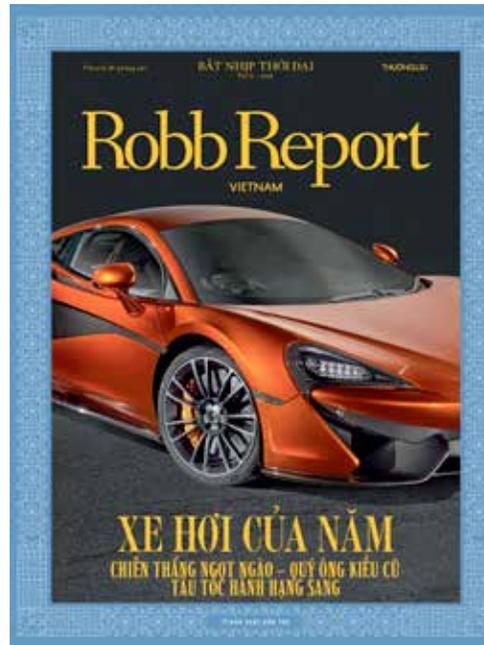


barcode

barcodemagazine.vn



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.

The launch of the new platform – barcodemagazine.vn – will not only be Barcode's momental step towards its digital expansion, it will also set the standard for the landscape of Vietnam's online magazines. The website will cover topics on culture, lifestyle, fashion, beauty, travel, wellness and art for the Vietnamese audience.

What Barcodemagazine.vn Is Made Of



Lifestyle

Food
Travel
Tech
Vehicle
Home
Health
Events



Fashion & Beauty

News
Trend
Interview
How to



Culture

Art & Design
Music
Movie
Book



Advice

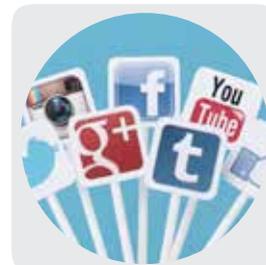
Career
Relationship
How-to



Cities

Saigon
Hanoi
Others

+



Social Media

Facebook, Instagram
Youtube, Soundcloud

What Barcodemagazine.vn Is Made Of



Our Lifestyle section is not to be taken lightly, as it is our guide to restaurants, places to travel, new gadgets, the best vehicles and all the must-know advice on lifestyle and career. Be ready to get inspired and improve your life.



This section offers full access to fashion and beauty news, both locally and internationally. Fashion & beauty lovers will be exposed to exclusive photoshoots, interviews, and tips; directly from our network of industry insiders, fashionistas and bloggers.

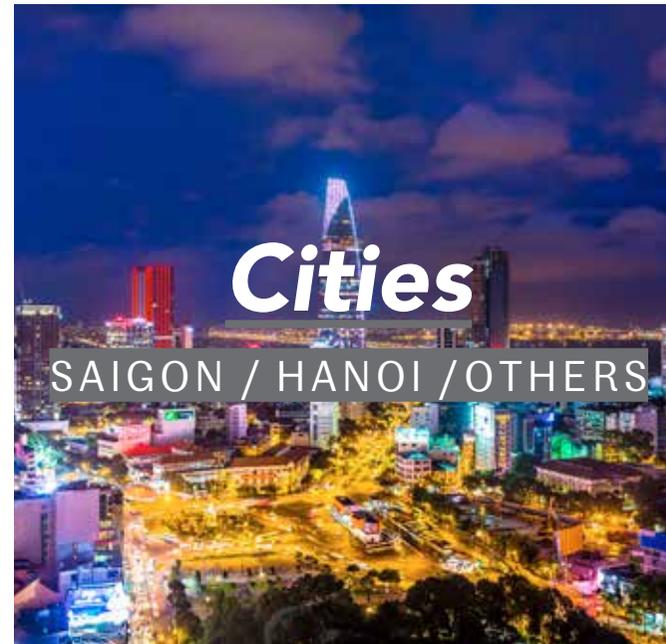


For those who are looking to “escape” to the cultural world, we have it covered right here. From the latest news on the art scene, movies, music and literature, this section also includes exclusive interviews, reviews and features.

What Barcodemagazine.vn Is Made Of



In the world of Barcode, we think self-study and self – improvement are essential. Therefore, we deliver a platform where young professionals are able to learn or exchange tips and “hacks” with our experts so as to improve their soft skills.



The community of Barcode is globally connected. This sections categorize all articles on the website by regions for them to be virtual travel guides.

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



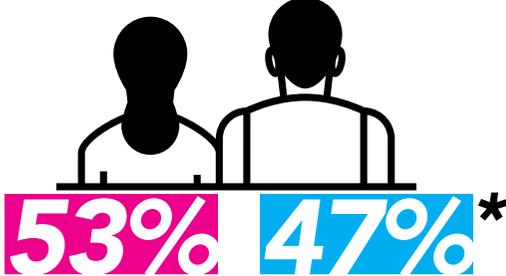
Nov Cuisine



Dec Festive Season

Target Audience

AGE **20-35**



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.

*Source: Google Analytics

Multiplatform Support

 BARCODE MAGAZINE VIETNAM

 BARCODEVIETNAM

 BARCODETIVI

 BARCODEVIETNAM

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.

Advertising Solutions 2017

✓ TRUSTWORTHY SOURCE

✓ EXCLUSIVE PLACEMENT

✓ 360 ADVERTISING SUPPORT

✓ WORKS BEST BOTH BRAND AWARENESS AND RESULT

Homepage Sponsorship

CONCEPT

Static 100%SOV placement helps to achieve maximum interaction with user. Works best to increase brand awareness.

INCLUSIONS

1. Top banner
2. Side banner
3. Background

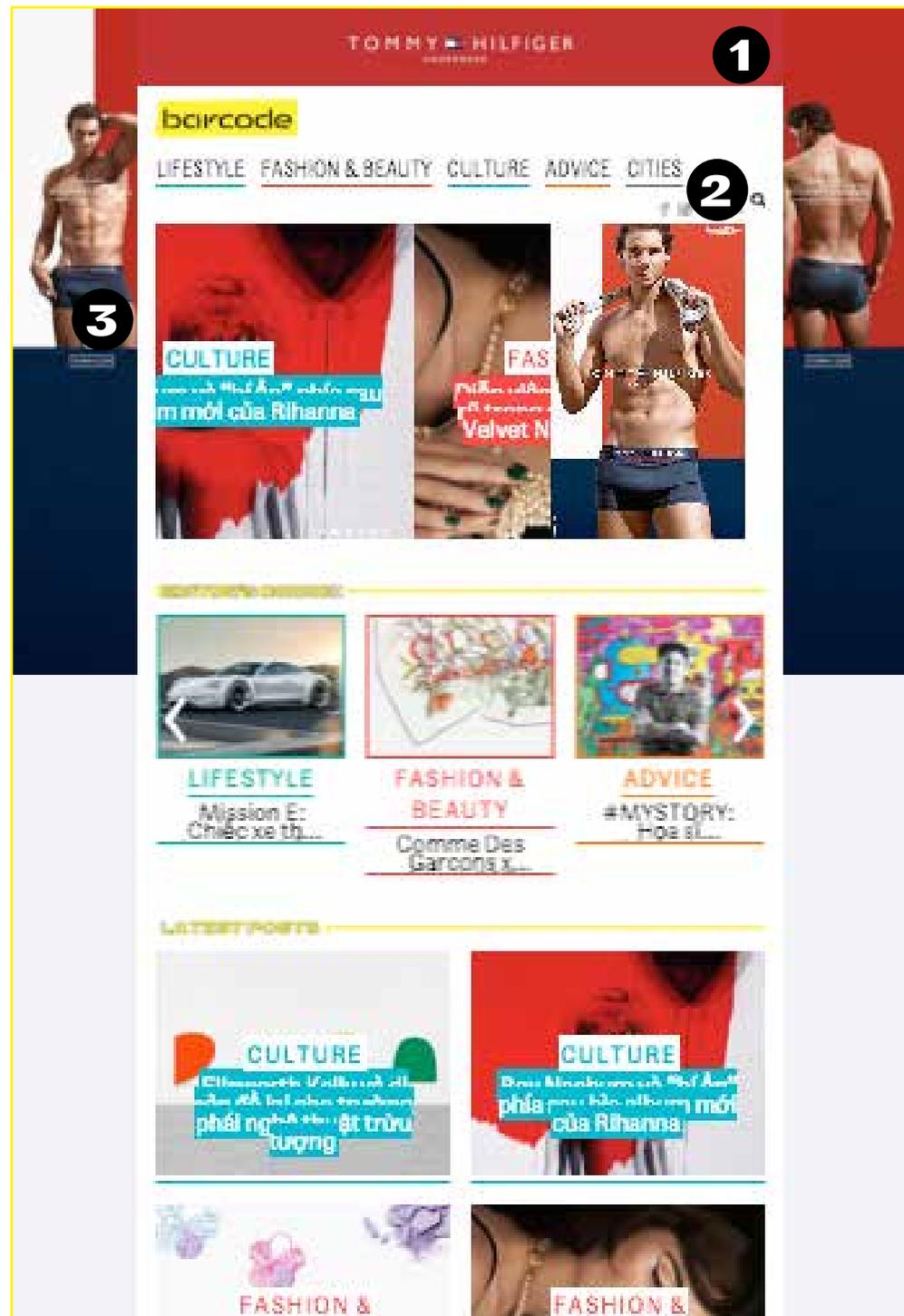
INVESTMENTS

Product	2-Week Rate	Monthly Rate
Homepage	\$600.00	\$1100.00

Can be implemented with screen-glide expandable* or video**

*Screen-glide expandable up to 10%

**Video up to 20%



Section Takeover

CONCEPT

Static 100%SOV placement helps to achieve maximum interaction with user. Works best to increase brand awareness.

INCLUSIONS

1. Top banner
2. Side banner
3. Background

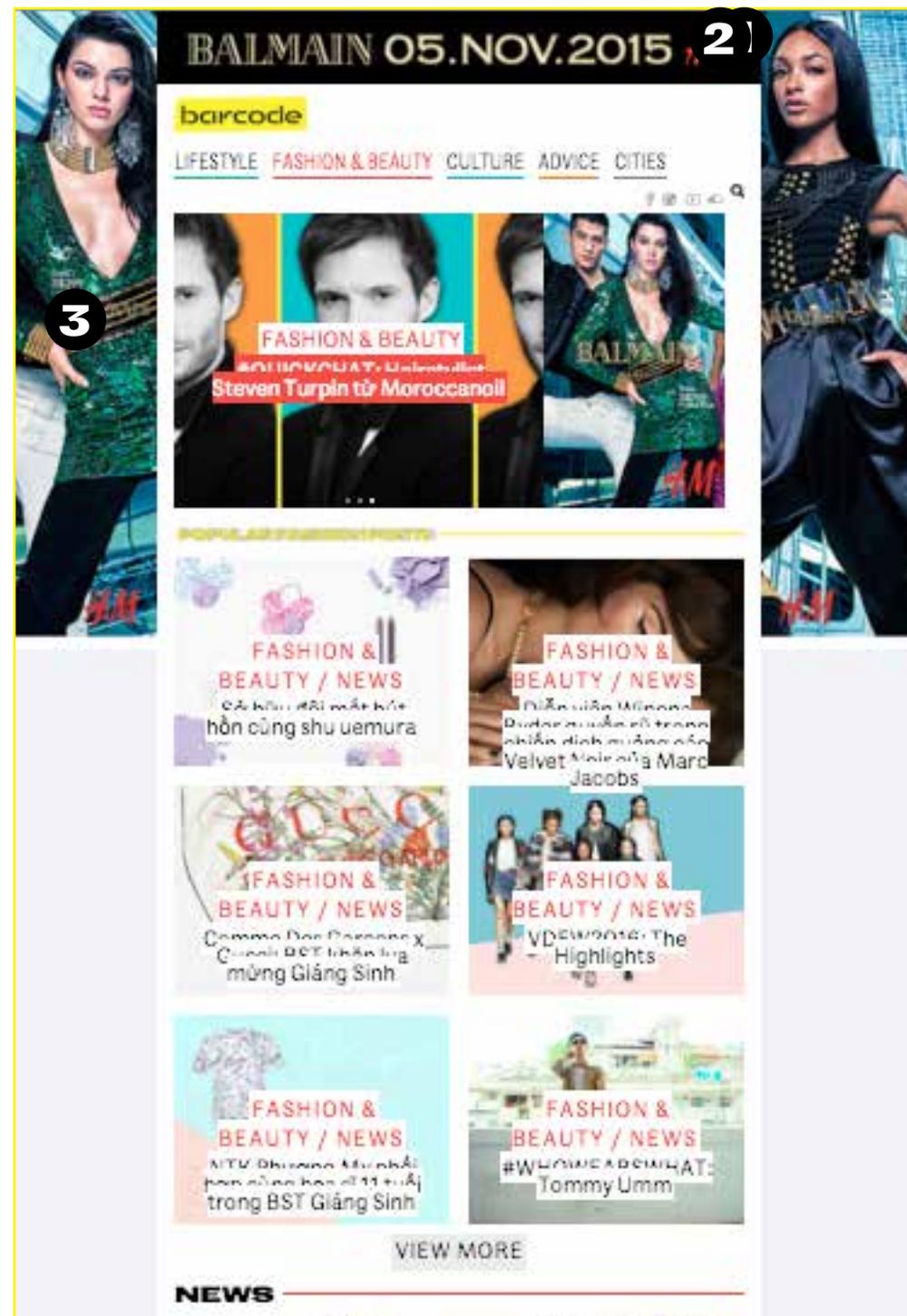
INVESTMENTS

Product	2-Week Rate	Monthly Rate
Lifestyle	\$600.00	\$1100.00
Advice		
Fashion & Beauty	\$500.00	\$950.00
Culture		

Can be implemented with screen-glide expandable* or video**

*Screen-glide expandable up to 10%

**Video up to 20%



Standard Advertorial

CONCEPT

A product- focused advertorial written by Barcode that appears organically in the site's content feed. This will be labelled as a promotion.

BENEFITS

- 1 x hero image, up to 400 words of text with hyperlinks
- Article reaching 2,800 view/ month

DRIVERS TO INTEGRATION

- 1 x social mention across a relevant social media platform
- Inclusion in Barcode's Editor's Choice module

INVESTMENTS

- \$800.00

PRODUCTION DEADLINE

- 2 weeks

The screenshot shows a website layout for TOMMY HILFINGER UNDERWEAR. The main content area features an article titled "Mission E: Chiếc xe thể thao chạy bằng điện 100% đầu tiên của Porsche". The article includes a hero image of the white Porsche Mission E concept car, a sub-header "LIFESTYLE / TECH", and a "POSTED ON" date of 09 Dec 2015 03:12. The text discusses the car's performance and its role in the "Phát triển bền vững" (Sustainable Development) strategy. Below the main text is a "POPULAR POSTS" sidebar with categories like NEWS, FOOD, TRAVEL, TECH, VEHICLE, and HOME. At the bottom, there are social sharing buttons for Facebook, Twitter, Google+, Tumblr, Pinterest, and Email, along with a "RELATED ARTICLES" section featuring three more articles with thumbnail images.

Bespoke Advertorial

CONCEPT

Opportunity to devise a bespoke advertising solution to cater for specific client objectives. Advertisers have the opportunity to integrate their own content and leverage the existing audience on barcodemagazine.vn

Final layout, copy and page design subject to editorial approval.

This will not be labeled as promotion.

INCLUSIONS

- Determined based on requirements; can include video, galleries and commissioned copy
- Article reaching at least 4,000 views/ month

INVESTMENTS

- \$1200.00

PRODUCTION DEADLINE

- 2 weeks

The image shows a digital magazine page for 'barcode' magazine, dated 05. NOV. 2015. The page features a main article about Adidas Originals NMD sneakers. The article includes a 'Click Here' button, a 'FASHION & BEAUTY/TRENDS' category tag, the title 'Adidas Originals NMD: Bước đến tương lai', and a video player with the caption 'Adidas Originals | NMD | The Past Empowers the Future'. Below the video is a paragraph of text in Vietnamese describing the shoe's design and inspiration. The page also has a sidebar with 'POPULAR POSTS' including sections for NEWS, TRENDS, INTERVIEW, and HOW TO. The background of the page features a woman in a green sequined dress and another woman in a black dress, both wearing the advertised sneakers.

Bespoke Sub-section

CONCEPT

A customized content destination with contextually relevant content tailored to a specific theme. It includes:

- 100% SOV of all media
- Leaderboard banner, half page banner, and super side skins.
- Client BTYB logo (optional)
- 8 x commissioned featured articles to support the client theme.
- 1 x bespoke advertorial with client product inclusions.

EDITORIAL ADDED VALUE

- Editorial driver: inclusion in BC's editor's choice module
- Featured sub-section: inclusion of sponsored destination within secondary navigation drop down
- Homepage inclusion: content to appear dynamically in homepage feed as it is published

SOCIAL ADDED VALUE

- Commissioned content: 4 x social drivers
- Advertorial: 1 x social drivers

OPTIONAL INCLUSIONS

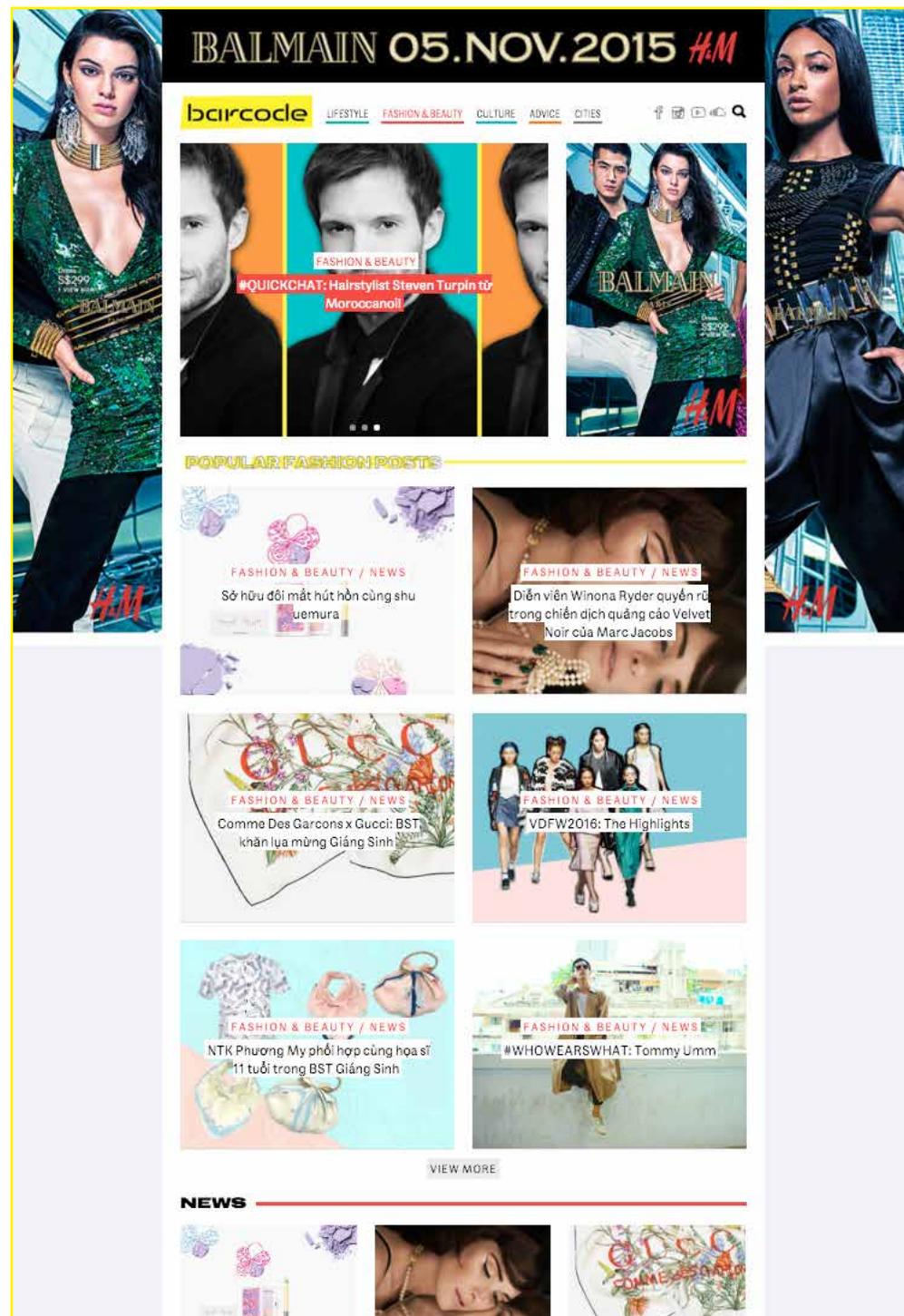
- Commissioned product galleries
- Videos

INVESTMENTS

- Prices to be confirmed individually

ASSETS AND DEADLINES

- Assets to be received four weeks prior to live date. Go-live date cannot be guaranteed if creative and assets are late.



Contact



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