

WOW WEEKEND

MEDIA KIT 2025

WWW.WOWWEEKEND.VN

(1)

MISSION

(5)

DISTRIBUTION & SUBSCRIPTION

Bookstore Chains, Airport Lounges,
Hotel & Resort Lounges, Boutique Stores

(2)

ECOSYSTEM

(6)

WEBSITE

Ads & PR Online Quotation

(3)

TARGET AUDIENCE

(7)

LONGFORM & WWK SERIES

Longform,
The Luxe Journal, WWK’s Choice

(4)

MAGAZINE

(8)

OUR PARTNERSHIPS

Ads & PR Article Magazine Quotation

Our Vision

We promise our readers an awe-inspiring journey at the tip of the finger.
Our commitment is to bring the readers only the ultimate pleasures the world offers.
From top-notch hospitality features to exotic off-the-beaten-path lodges.

A wide spectrum of wonders is brought to you from multiple contributors,
along with a wild imagination taken from there real-life experiences inspiring life
nothing short of living. It is to our readers' to explore and to enjoy.

WWK team

WOWWEEKEND ORIGINAL



WOWWEEKEND CUISINE



WOWWEEKEND PROPERTY



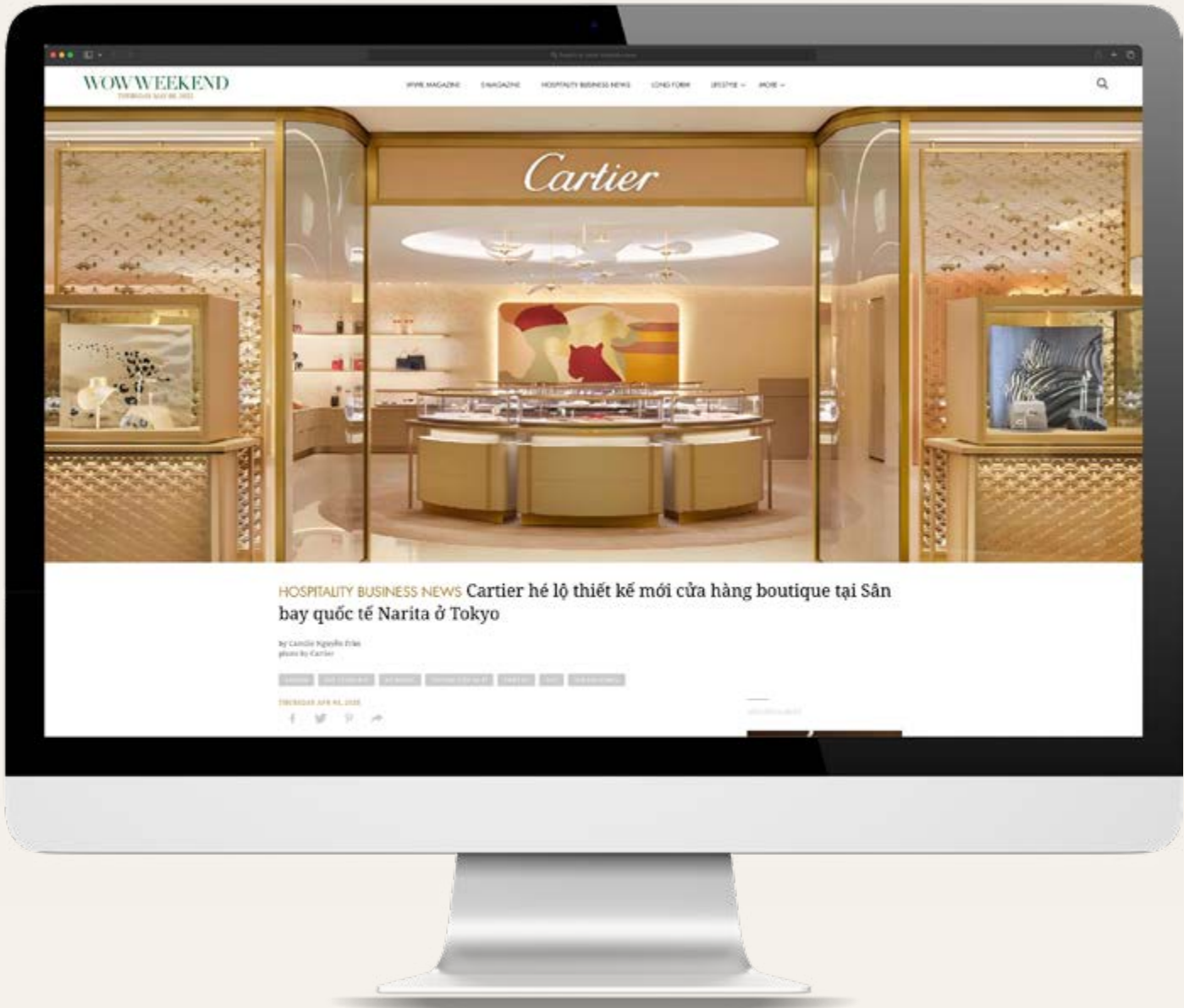
MAGAZINE

8 issues/year
20.000 copies



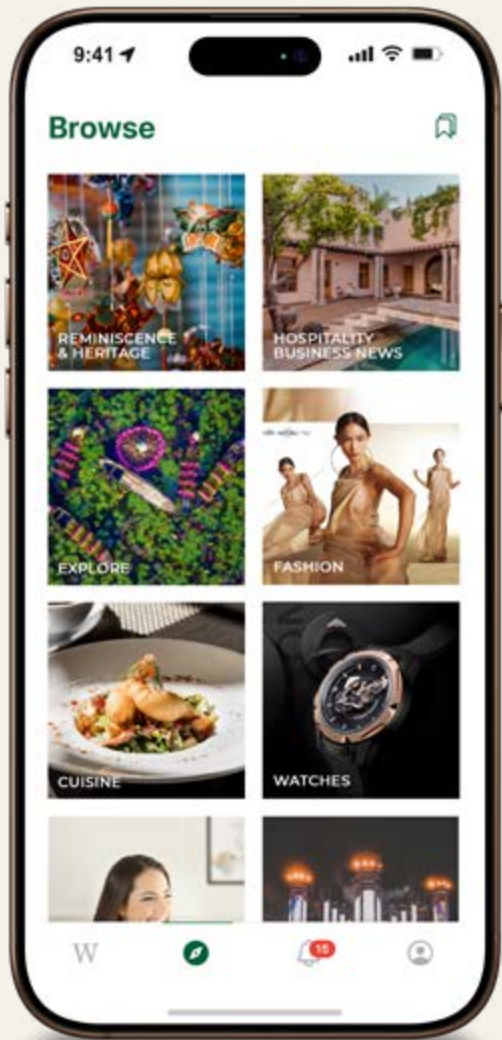
E-MAGAZINE

Pageviews 5.000/month



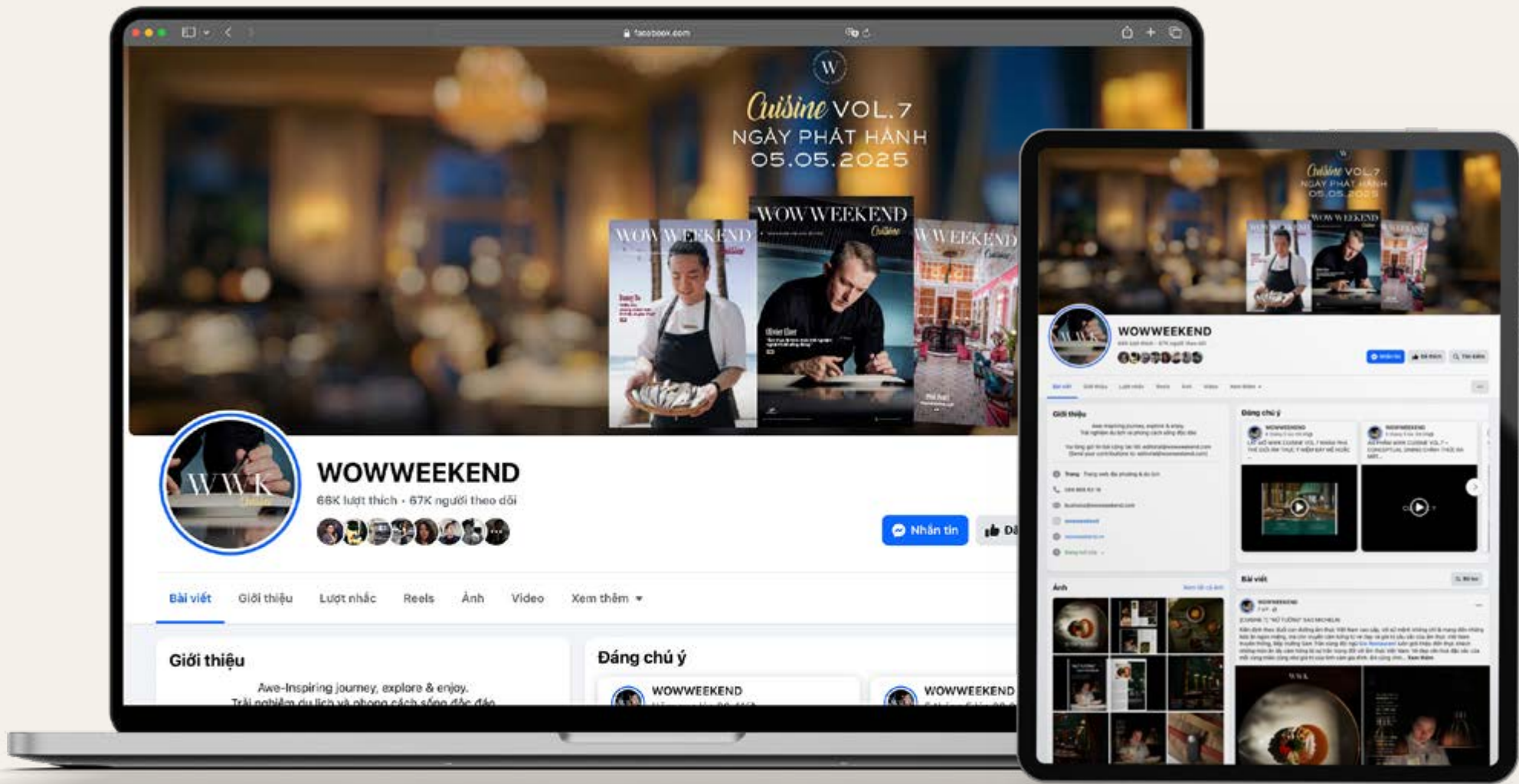
WEBSITE

Pageviews 150.000/month
Users 75.000/month



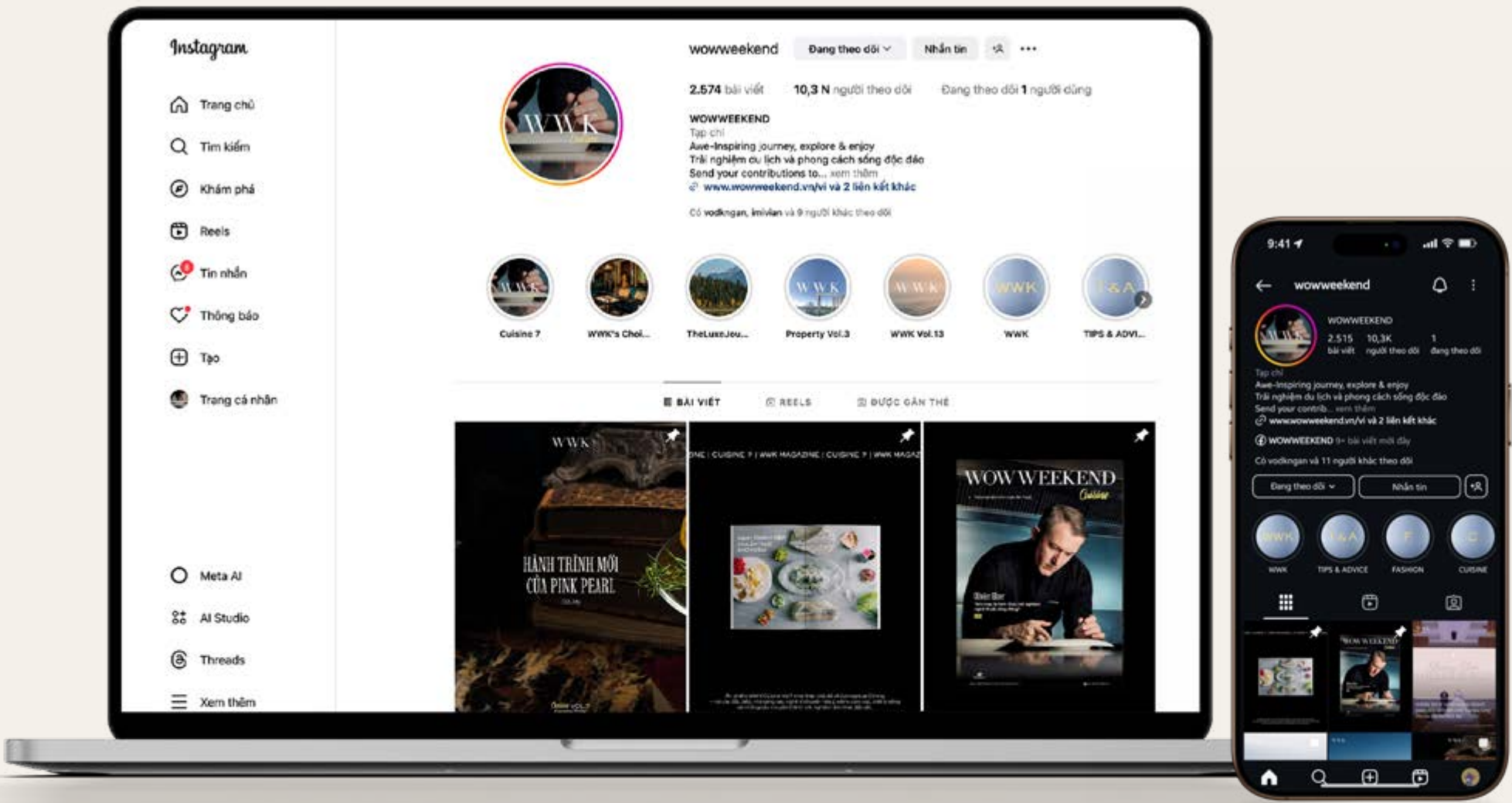
WWK APP

Impressions 26.000/month



FACEBOOK

Followers 68.000
Reach 500.000/month
View 1.000.000/month



INSTAGRAM

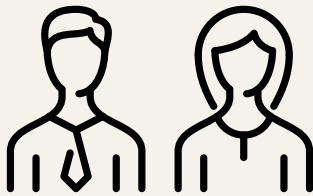
Followers 11.000
Reach 65.000/month
View 151.000/month

YEAR OF AGE



24 - 45

GENDER



Male (45%) & Female (55%)

LOCATION



Vietnam (60%)
Asia (15%), Europe (20%)
North America (5%)

WHO THEY ARE



Urban Citizens, Investors,
Business Owners, Luxury Lifestyle Enthusiasts,
Travellers, Arts & Designs Enthusiasts,...

THEIR INTERESTS



Travel, Exploration,
Technologies, Trends, Leisures,
Lifestyle, High Cultures,...

DISPLAY



Airport Business Lounges,
5-star Hotels, Luxury Resorts
and High-end Restaurants



VOLUME 13



VOLUME 12



VOLUME 11



VOLUME 10



VOLUME 09

WOWWEEKEND ORIGINAL

TRẢI NGHIỆM DU LỊCH
VÀ PHONG CÁCH SỐNG ĐỘC ĐÁO

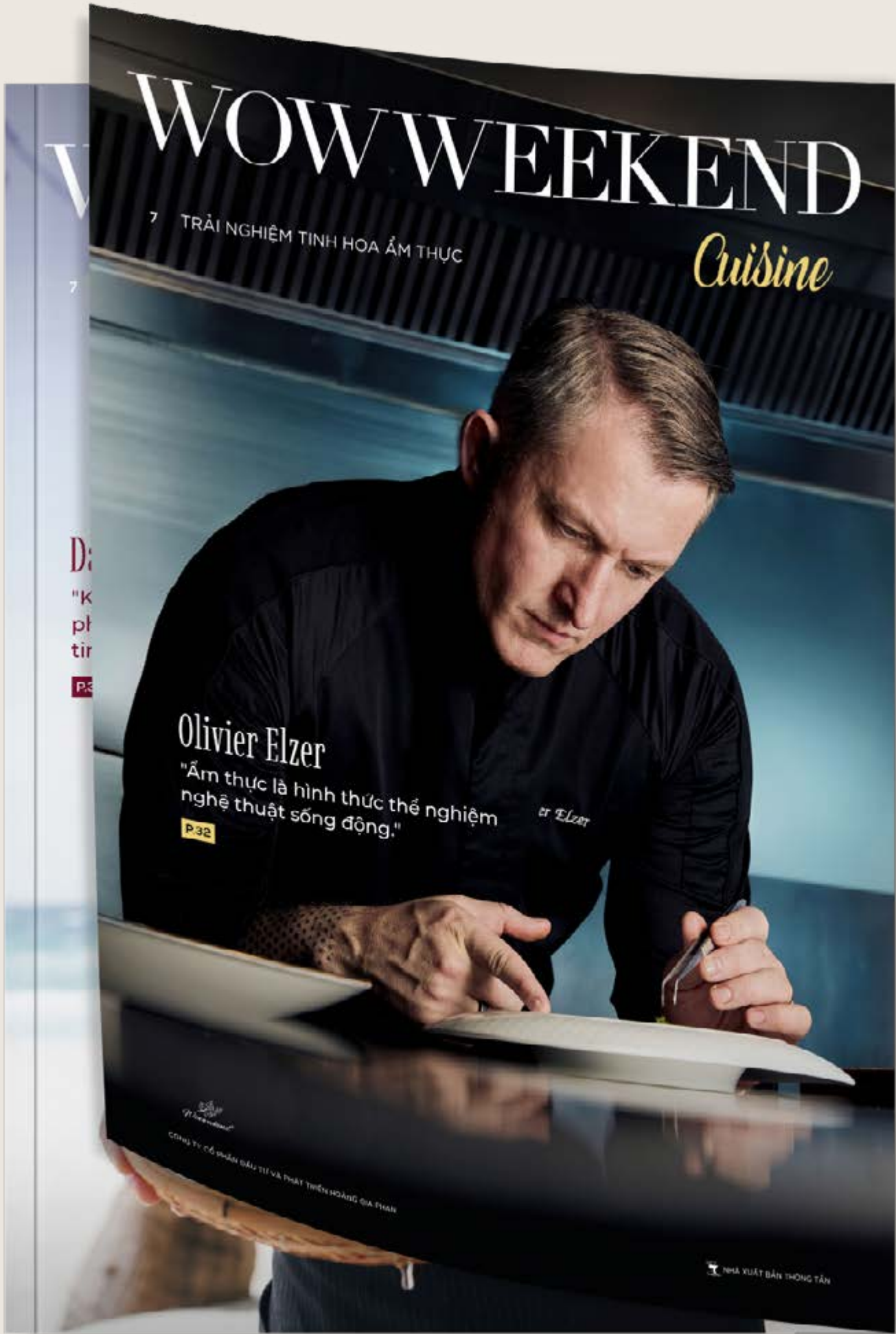
WOWWEEKEND ORIGINAL is a curated
journal of inspiring journeys, refined
hospitality, and the elegance of luxury living.



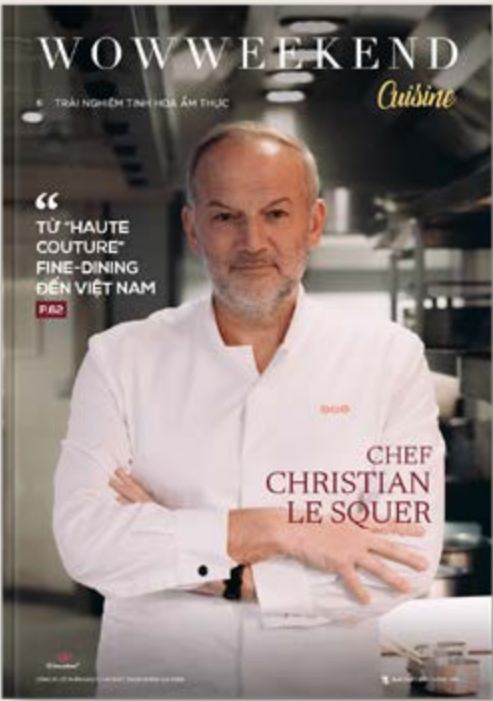
WOWWEEKEND
CUISINE

TRẢI NGHIỆM
TINH HOA ẨM THỰC

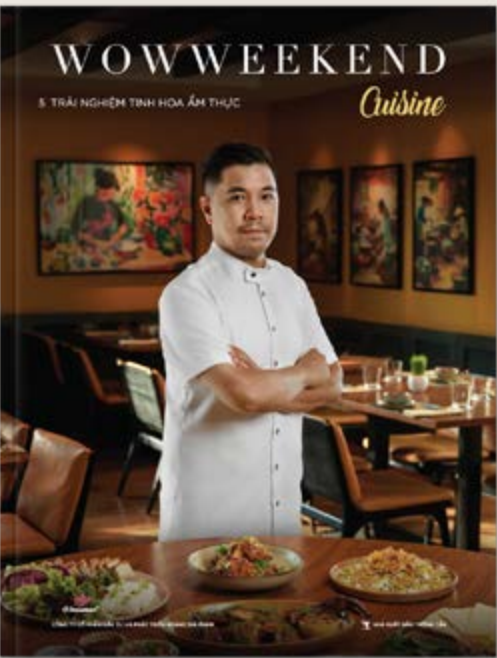
WOWWEEKEND CUISINE celebrates
the art of dining and the world of F&B,
from haute cuisine to culinary craftsmanship.



VOLUME 07



VOLUME 06



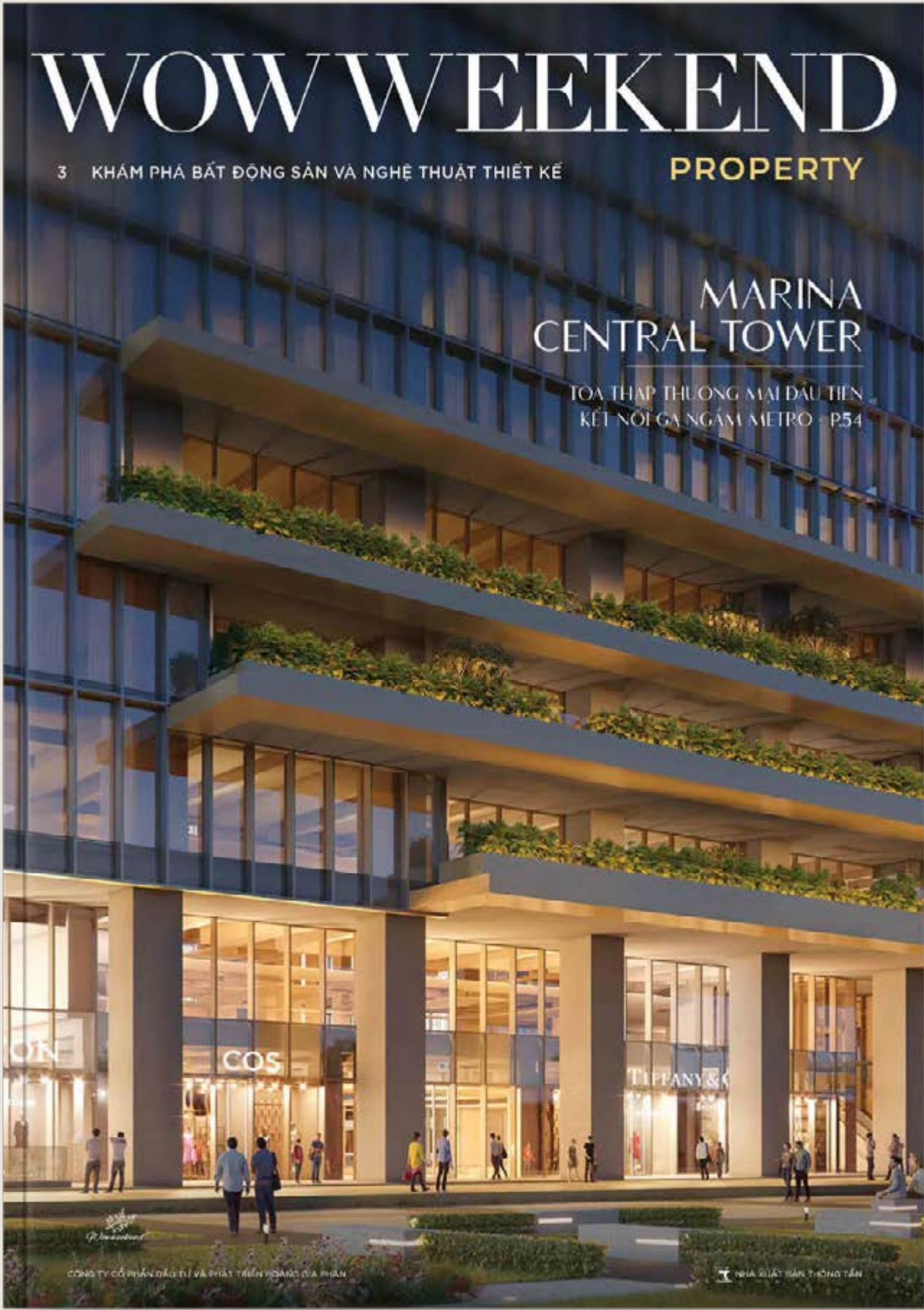
VOLUME 05



VOLUME 04



VOLUME 03



VOLUME 03



VOLUME 02



VOLUME 01

WOWWEEKEND PROPERTY

ẤN PHẨM KHÁM PHÁ
BẤT ĐỘNG SẢN VÀ NGHỆ THUẬT THIẾT KẾ

WOWWEEKEND PROPERTY uncovers
exceptional real estates and explores
the artistry of architecture and designs.



STANDARD PLACEMENT

TYPE	SIZE (CM)	RATES (VNĐ)
Full Page Left Hand	21,0x29,7	44.500.000
Full Page Right Hand	21,0x29,7	50.000.000
Double Page Spread	42,0x29,7	68.000.000



SPECIAL PLACEMENT

TYPE	SIZE (CM)	RATES (VNĐ)
Front Cover	21,0x29,7	150.000.000
IFC ⁽¹⁾ Double Page Spread	42,0x29,7	120.000.000
First Double Page Spread	42,0x29,7	100.000.000
First Left Hand (page 4)	21,0x29,7	75.000.000
Second Left Hand (page 6)	21,0x29,7	68.000.000
Inside Back Cover	21,0x29,7	68.000.000
Outside Back Cover	21,0x29,7	120.000.000



(1): Inside Front Cover

VAT is not included

PR ARTICLE MAGAZINE			
TYPE	MAXIMUM WORDS	PICTURES	RATES (VNĐ)
PR Article - 2 pages	400 - 500	3 - 7	45.000.000
PR Article - 4 pages	800 - 1000	3 - 8	55.000.000
PR Article - 6 pages	1000 - 1200	4 - 9	65.000.000
PR Article - 8 pages	~ 1400	5 - 10	70.000.000
PR Article - 10 pages	~ 1500	5 - 10	75.000.000

Article editing cost (VNĐ): 7.000.000
VAT is not included

BOOKSTORE CHAINS



PHUONG NAM
BOOKSTORE



CACHEP
BOOKSTORE



FAHASA
BOOKSTORE



VANLANG
BOOKSTORE

ONLINE



TIKI



TIKTOK SHOP





HOTEL & RESORT LOUNGES

Regent Phu Quoc, Lotte Saigon Hotel, Novotel Premium, Pullman Phu Quoc Beach Resort, Wyndham Danang Golden Bay, New World Resort, Fusion Resort, Sedona Suites, Bay Capital, Sherwood Suites, Ana Mandara Villas Dalat Resort & Spa,...



CARAVELLE SAIGON



WYNDHAM DANANG



RENAISSANCE RIVERSIDE



LOTTE HOTEL



PULLMAN PHU QUOC



PULLMAN PHU QUOC



MARRIOTT NHA TRANG



LE MERIDIEN



SHERATON GRAND DANANG



FUSION CAM RANH



SHERATON CAN THO



CHAIRMAINT SUITES CAN THO



PREMIER PHU QUOC

BOUTIQUE STORES

DAFC, Cartier, Goldmark Oakham, Tam Son, The Hour Glass, S&S Group, Tam Son, The Hour Glass, Eurasia Concept,...



GOLDMARK OAKHAM



GOLDMARK OAKHAM



SAINT LAURENT



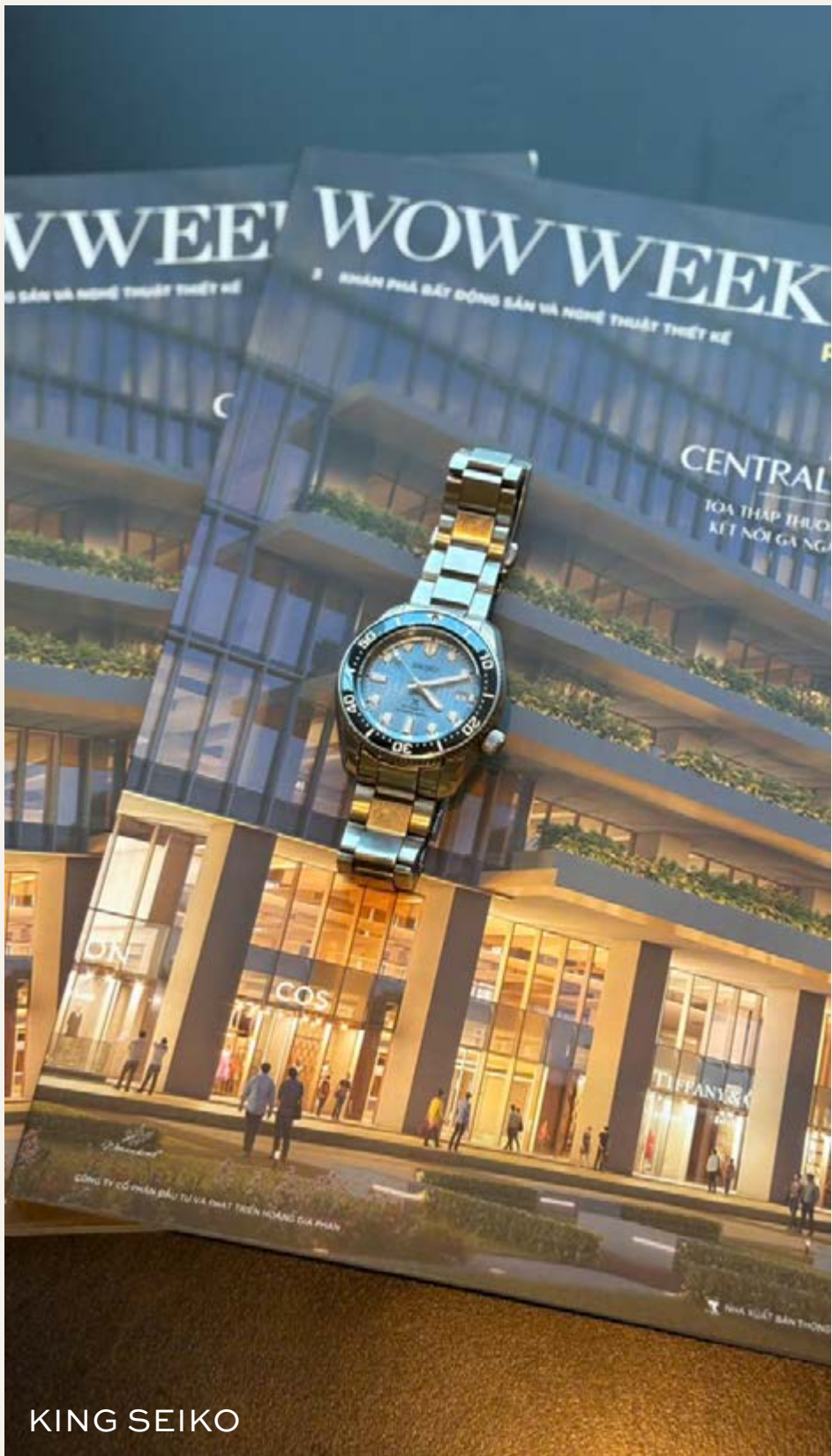
EURASIA CONCEPT



THE HOUR GLASS



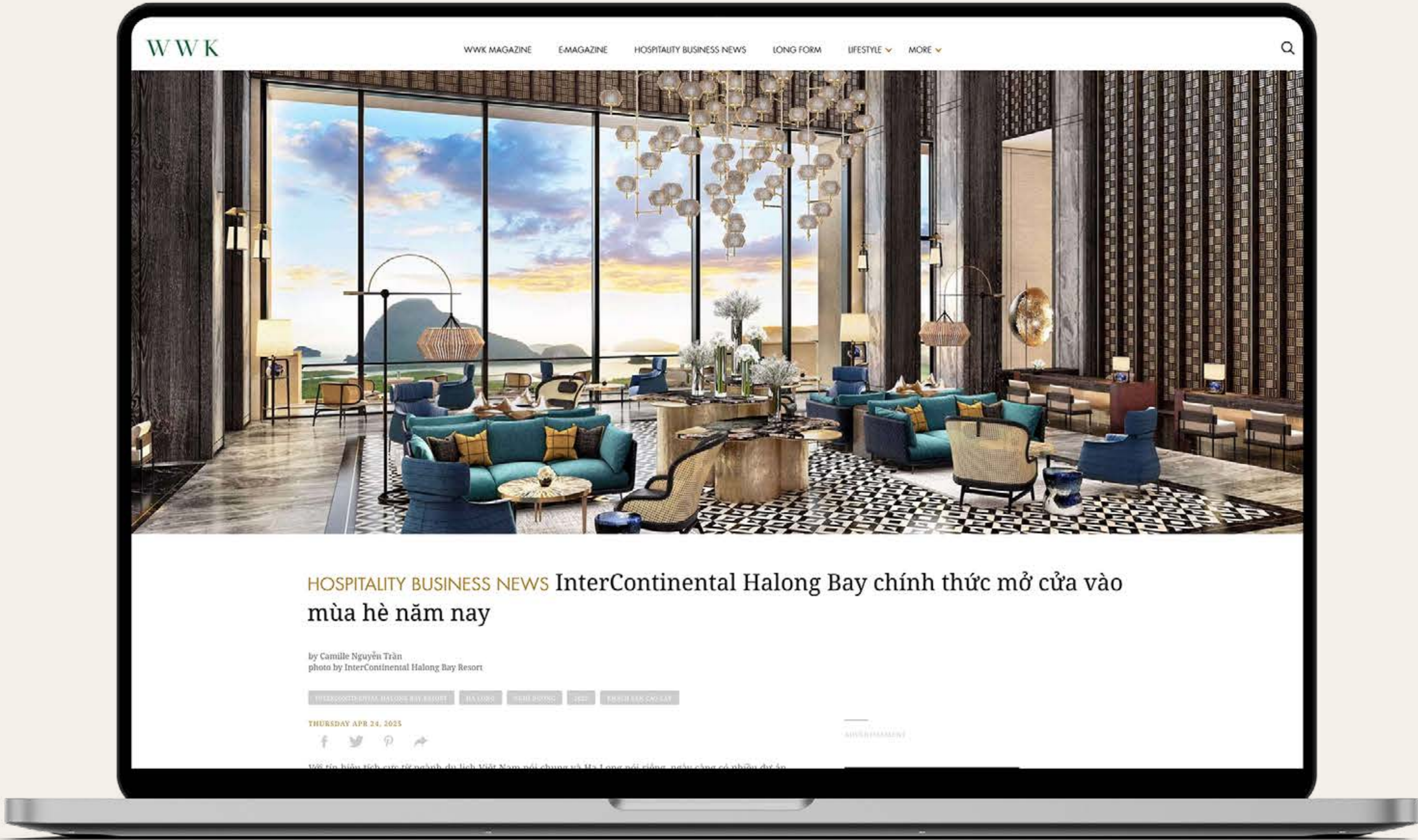
EURO STYLE



KING SEIKO



TAMSON



Q wowweekend.vn

HOMEPAGE

TYPE	SIZE (PX)	RATES (VNĐ)
Homepage Top Ad	2400x500	35.000.000
Homepage First Right Ad	600x1200	30.000.000
Homepage Right Ad	600x1000	27.000.000
Homepage Center Ad	1920x500	27.000.000
Pinned Article (24h)		10.000.000
Pinned Article (48h)		25.000.000

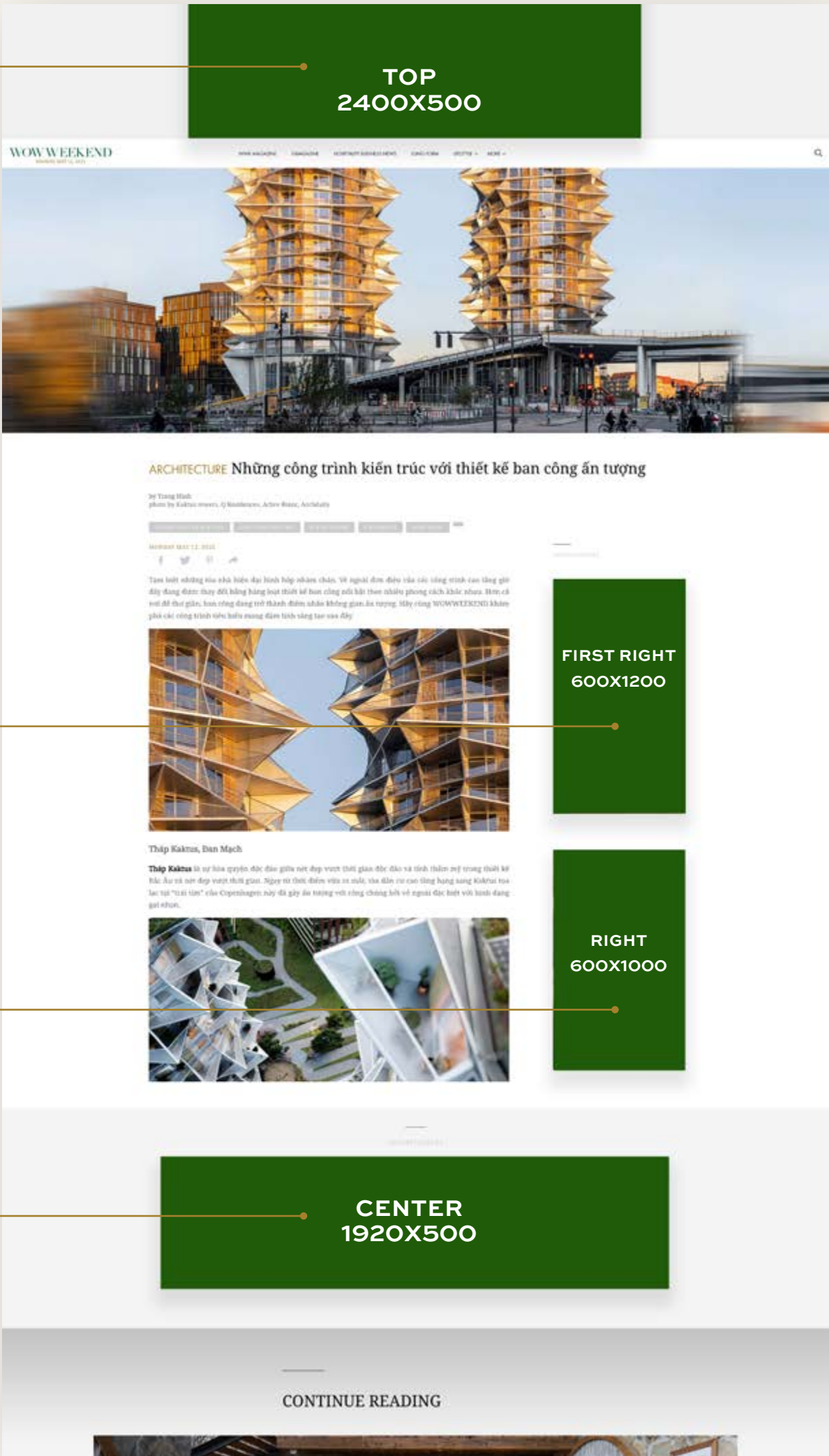


SOV duration: 2 weeks

VAT is not included

IN-CONTENT

TYPE	SIZE (PX)	RATES (VNĐ)
In-Content Top Ad	2400x500	31.000.000
In-Content First Right Ad	600x1200	27.000.000
In-Content Right Ad	600x1000	24.000.000
In-Content Center Ad	1920x500	24.000.000
Pinned Article (24h)		10.000.000
Pinned Article (48h)		25.000.000



SOV duration: 2 weeks

VAT is not included

PR ONLINE			
TYPE	MAXIMUM WORDS	PICTURES	RATES (VNĐ)
Press Release	~ 700	7 - 12	20.000.000
In-depth PR Article	1200 - 1500	10 - 12	40.000.000
Longform	~1500	10 -12	55.000.000
Facebook Post - Single	200	1 - 3	7.000.000
Facebook Post - Album	200	3 - 4	10.000.000
Instargram Post - Single	200	1 - 3	7.000.000
Instargram Post - Album	200	3 - 4	10.000.000
VAT is not included			

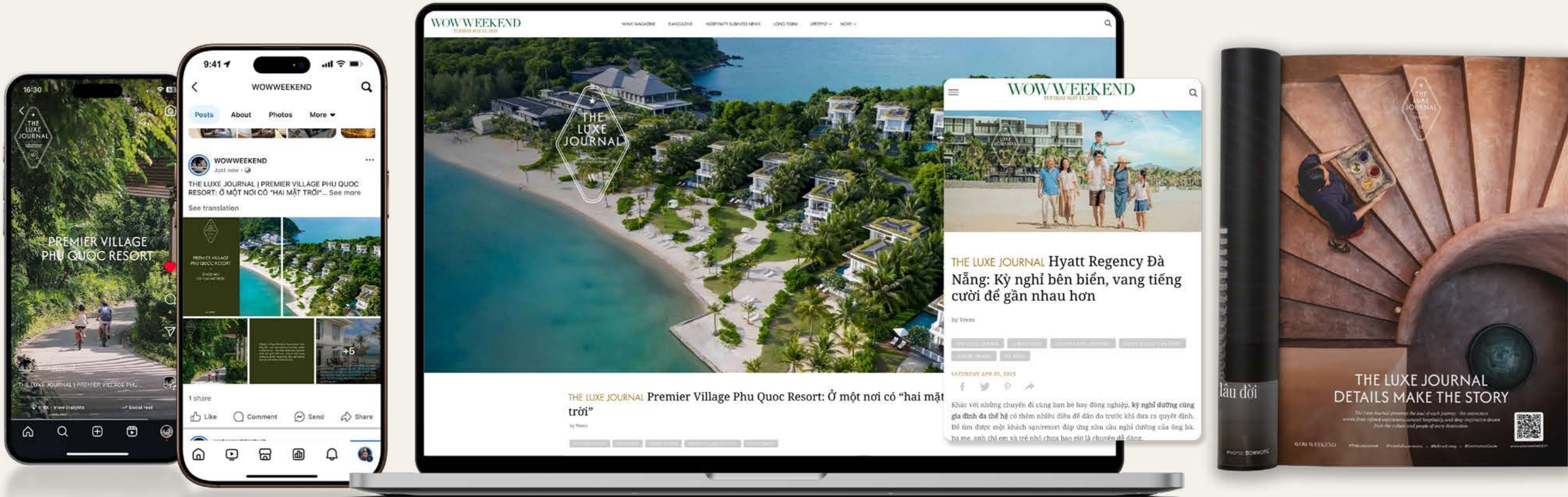
LONGFORM

WOWWEEKEND offers Editorial Sponsorship options for both Print and Online.
Built around campaigns, branded content is customized to best suit an individual client’s needs
and timeframes.



THE LUXE JOURNAL

The Luxe Journal preserves the soul of each journey - the connection woven from refined experiences, curated hospitality, and deep inspiration drawn from the culture and people of every destinations.



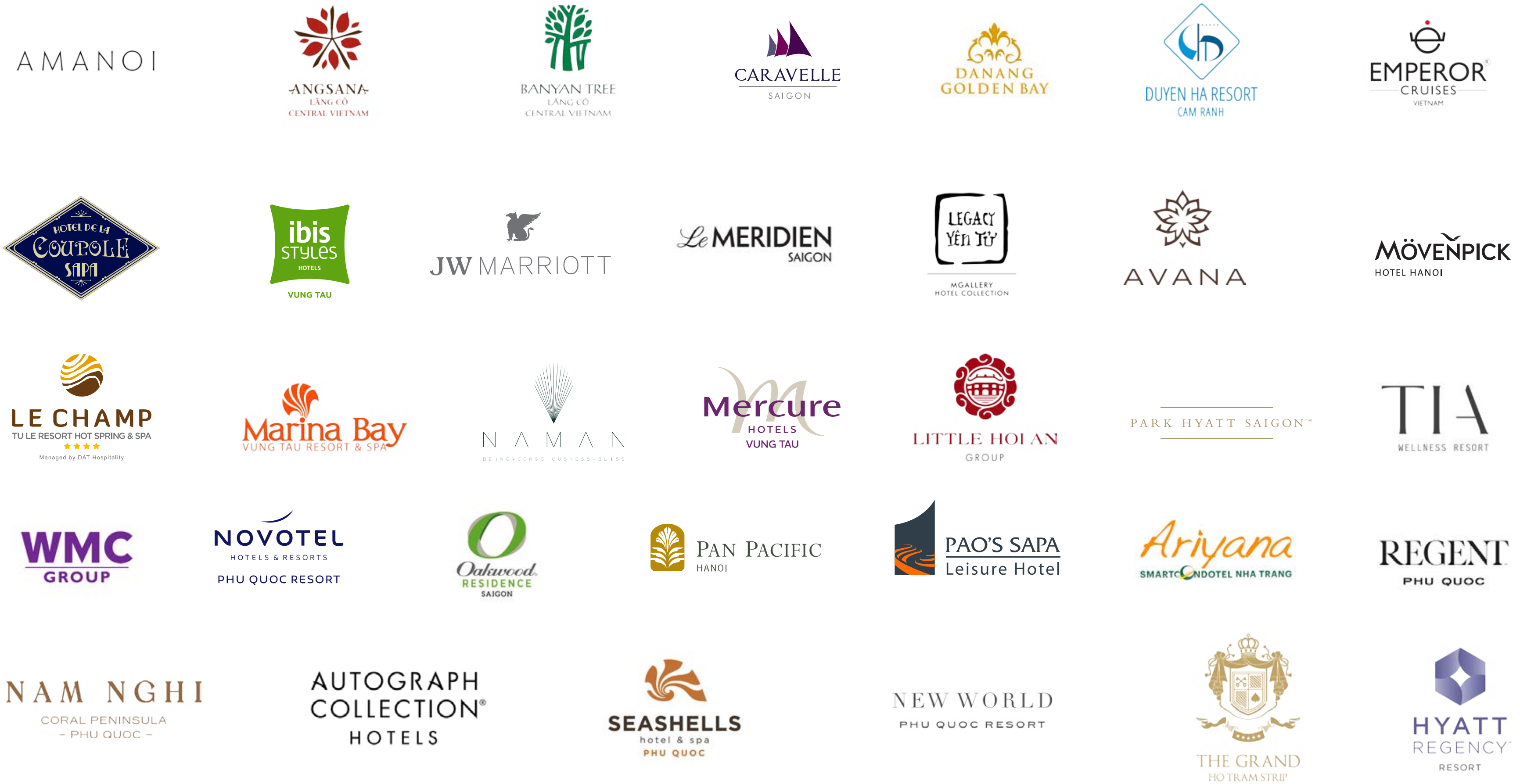
WWK’S CHOICE

An Editorially Listing Series, curated by WOWWEEKEND’s Editorial Board to introduce the most promising travel and cultural experiences.

















WOWWEEKEND

MEDIA KIT 2025

THANK YOU

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