

# one2...FLY!

MỘT 2...BAY! ĐẶC SAN CỦA VIETJETAIR  
VIETJETAIR INFLIGHT MAGAZINE

## VISION BRAND



*One2Fly media publications is only available on the flights of Air Vietjet, gives readers useful information, reliable on tourism, entertainment, fashion, beauty, modern technology as well as other relevant information. Continuous innovation and improvement in both content and design style, One2Fly believed they deserved media advertising channels are leading you now trust and choice.*

*In this year, the airline Vietjet air, along with the increase in the coverage of publications (the number of flights and the number of customers increased sharply), will invest more into the development of content and images all forums position, focus information to One2Fly selection is really reliable source of information, is the first choice for every reader.*

**Bay là Thích ngay!**

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## MEDIA COVERAGE



*Every flight, every passenger*



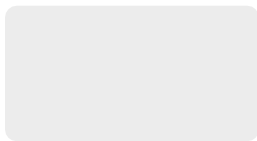
*Over 1,000 dealers, the domestic box office and foreign*



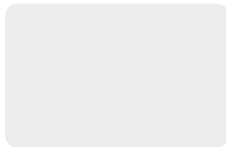
*Many large banks*



*All tour agents, hotel chains, tourist Saigon Restaurant*



*Chain of luxury resorts Furama Hotel, Parkroyal ...*



*Hue food restaurant chains, coffee cream Bud's ...*



*Ad units placed in the journal One2Fly*



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## READER

Those youthfulness,  
dynamic

**10%** One2Fly readers has  
under the age of 24

Modern People

**48%** One2Fly readers  
has the age from 25 to 40

Experienced People

**28%** One2Fly readers has the  
age above 45



People who are willing  
to pay high

**76%** One2Fly readers  
income good or higher and  
stable\*



Successful people

**75%** One2Fly readers are business  
people, office workers, middle  
management above

\* Among them

**38%** One2Fly readers earn less than 10,000,000 / month

**52%** One2Fly readers have income from 10,000,000 / month and under VND  
20,000,000 / month

**8%** One2Fly readers with incomes above 21.000.000d / month

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## CONTENT

25%

Cars - Technology



17%

Fashion - Health - Beauty

8%

Smart Consumer



50%

Tourism - Entertainment - Cuisine

**One2Fly panoramic tourism, entertainment, fashion, beauty, modern technology.** Complete editorial content and design by a team of professional journalists, youthfulness, creative.

### TOPICS REGULAR IN ONE2FLY ✈️

#### Tourism – Entertain - Cuisine

- ONE2 GO
- ONE2 ENJOY
- ONE2 FOOD&DRINK
- ONE2 SHOWBIZ
- ONE2 STAR
- ONE2 VIETJETAIR

#### Fashion – Health - Beauty

- FASHION
- HEALTH&BEAUTY

#### Cars - Technology

- ONE2 BY CAR
- ONE2 HI-TECH
- ONE2 SKY

#### Smart Cónumer

- ONE2 SMART CONSUMER

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## Bảng giá

## Bảng giá ấn phẩm ONE2FLY

### One2Fly rates 2023

Vị trí / Position	Đơn giá / Rate (VND/kỳ) <sup>VND/Insertion</sup>
<b>Trang bìa/ Cover page</b>	
Trang bìa 4/ Back cover	210,000,000
Trang bìa 2/ Inside front cover	150,000,000
Trang bìa 3/ Inside back cover	120,000,000
<b>Trang đặc biệt/ Special placement</b>	
Trang đối diện bìa 2/ Opposite of inside front cover	170,000,000
Trang đối diện thư tòa soạn/ Opposite of editorial's letter	142,000,000
Trang đối diện mục lục/ Opposite of index	132,000,000
Trang đôi thứ nhất sau thư tòa soạn/ First double page after editorial's letter	215,000,000
Trang đôi thứ hai sau thư tòa soạn/ Second double page after editorial's letter	205,000,000
Trang đôi sau mục lục/ Double page after index	185,000,000
<b>Trang thường quảng cáo/ Run of page</b>	
<i>Khu vực trước trang 45/ Area before page 45</i>	
Trang phải/ Full right page	99,000,000
Trang trái/ Full left page	95,000,000
Trang đôi/ Double page	185,000,000
<i>Khu vực từ trang 45 – 89/ Areas from pages 45 - 89</i>	
Trang phải/ Full right page	94,000,000
Trang trái/ Full left page	90,000,000
Trang đôi/ Double page	175,000,000
<i>Khu vực từ sau trang 89/ Area after page 89</i>	
Trang phải/ Full right page	89,000,000
Trang trái/ Full left page	85,000,000
Trang đôi/ Double page	170,000,000
<b>Quảng cáo bài viết / Article</b>	
Trang đôi trước T50/ Double page before T50	195,000,000
Trang đôi trước từ T50 - T90/ Previous double pages from T50 - T90	185,000,000
Trang đôi/ Double page	180,000,000
Nguyên trang phải trước T50/ The full page must be before T50	104,000,000
Nguyên trang phải từ T50 - T90/ The whole page must be from T50 - T90	99,000,000
Nguyên trang/ Full page	95,000,000
<b>Quảng cáo nhỏ/ Small size</b>	
1/2 trang phải/ A half of right page	55,000,000
1/2 trang trái/ A half of left page	50,000,000
1/4 trang/ ¼ page	35,000,000
1/5 trang/ 1/5 page	32,000,000
1/10 trang/ 1/10 page	19,000,000
<b>Bộ sưu tập/ Collection</b>	
Bộ sưu tập 6 trang/ Collection of 6 pages	240,000,000
Bộ sưu tập 4 trang/ Collection of 4 pages	200,000,000