

SK

週刊

Free Japanese weekly print media focused on business information to improve your understanding of Vietnam



- Weekly paper** Published weekly to provide timely information.
- Irresistible business information** Insightful local business information on local news, real estate, HR, regional topics, etc.
- Irresistible advertising rate** Special offer for a long-term contract. Various advertising sizes with affordable price.
- Marketing strategy support** Appropriate advertising strategy to improve your brand marketing based on your business goal.

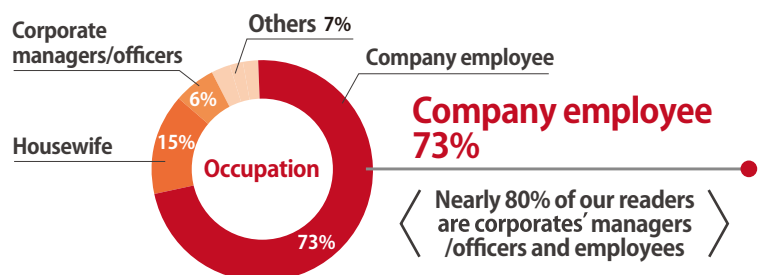
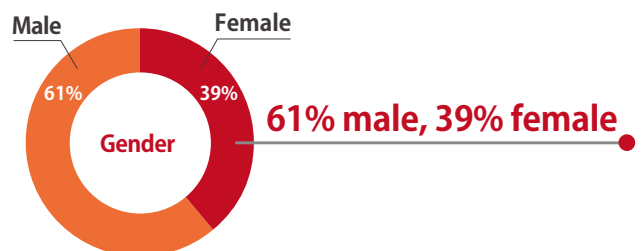
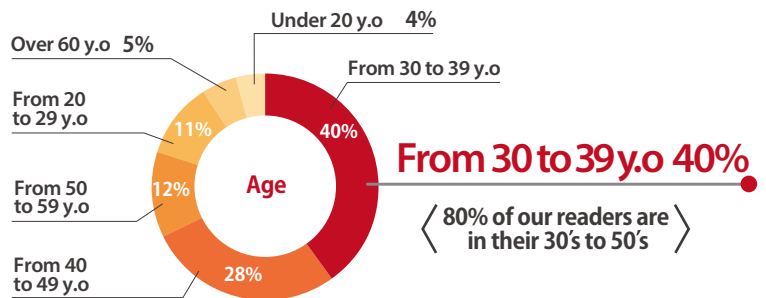
● General Information

Name of Media	Weekly SK
First Issued	July 2017
Date of Publication	HCMC: every Monday Hanoi: every Tuesday
Circulation	10,000 copies/week
Size	38.2 cm x 27.3 cm, full color
Facebook	@weeklySK
Distribution Area	Free distribution to convenience stores, service apartments, restaurants, hospitals... Direct delivery to Japanese corporations in the city and industrial zones

● Editorial Content

- Top News
- Local News
- Vietnam/Japan-related News
- Columns on real estate & human resources
- Corporate activities and events
- Information by Regions:
Hanoi & HCMC hot topics and classifieds

● Readership Profile



Based on Sketch Pro's survey in 2016

Weekly SK Media Guide <Advertising Rate>

Weekly SK offers a discount policy for a long-term advertising contract, as a better advertising feedback can be expected with a long-term strategy.

Inside pages Advertising

Size	Basic price	13 times	26 times	51 times
		10%OFF	20%OFF	30%OFF
S	630,000	567,000	504,000	441,000
M1	1,260,000	1,134,000	1,008,000	882,000
M2	2,520,000	2,268,000	2,016,000	1,764,000
M3	3,080,000	2,772,000	2,464,000	2,156,000
L1	4,060,000	3,654,000	3,248,000	2,842,000
L2	5,600,000	5,040,000	4,480,000	3,920,000
L3	6,650,000	5,985,000	5,320,000	4,655,000
Half	7,700,000	6,930,000	6,160,000	5,390,000
Full	15,400,000	13,860,000	12,320,000	10,780,000

Special Position Advertising

Size	Basic price	13times	26 times	51times
		10%OFF	20%OFF	30%OFF
Inside Front Cover	30,800,000	27,720,000	24,640,000	21,560,000
Back Cover	46,200,000	41,580,000	36,960,000	32,340,000

*The above price is per issue and in Vietnamese Dong.

*The above price is subject to 10% VAT.

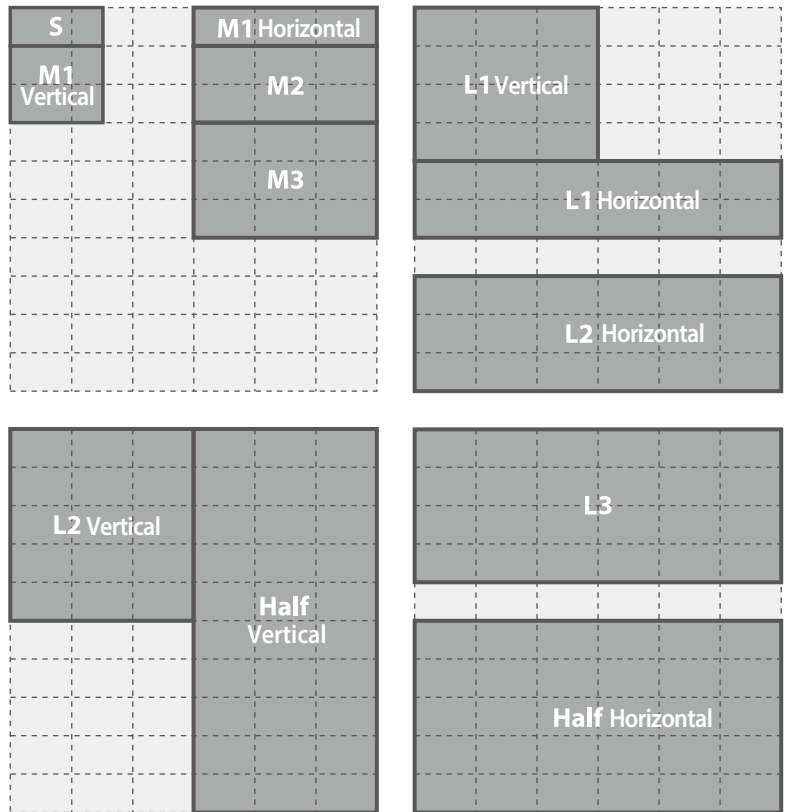
*The above price is inclusive of graphic design, art photography, and translation works.

*Contract cannot be terminated before the end period.

*Advertising size cannot be reduced during the contract period.

*Free upgrade to a better position depending on availability.

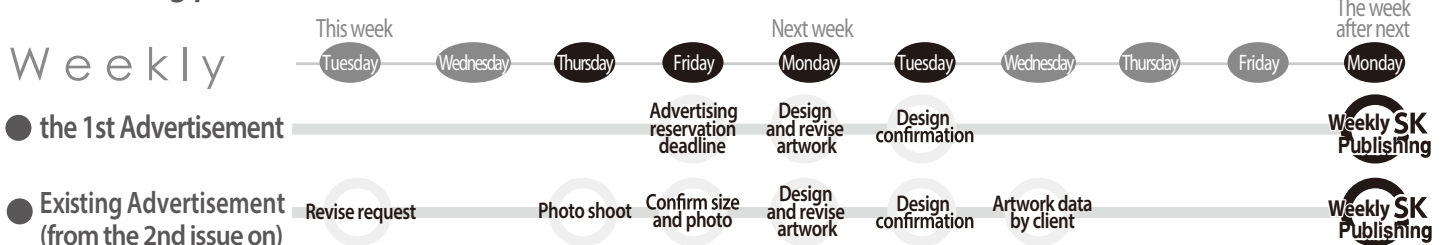
Advertisement size



size	dimension(mm)
S (1/40)	60×32
M1 Vertical (1/20)	60×68
M1 Horizontal (1/20)	124×32
M2 (1/10)	124×68
M3 (1/8)	124×104
L1 Vertical (1/5)	124×140
L1 Horizontal (1/5)	252×68

size	dimension(mm)
L2 Vertical (1/4)	124×176
L2 Horizontal (1/4)	252×104
L3 (1/3)	252×140
Half Vertical (1/2)	124×356
Half Horizontal (1/2)	252×176
Full (non-bleed)	252×356

Advertising process and schedule



Design Confirmation (the 1st issue)

- Advertisement reservation before Friday 2 weeks prior to publication
- Design confirmation before Tuesday 1 week prior to publication

Design Confirmation (from the 2nd issue on)

- Revise request: 13 days before publication (Tuesday or Wednesday)
- Photo shoot: Thursday or Friday
- Deadline for revise request: Friday 2 weeks prior to publication
- Design confirmation: Tuesday 1 week before publication (Please send us the final artwork data by previous Wednesday before publication)

Notes on Advertising design and changes

- When a great deal of change is requested near the confirmation deadline, we may request to post the advertisement in the following issue in order to maintain the weekly circulation.
- Our design confirmation deadline may be delayed due to an unexpected circumstances.

For more information, please feel free to contact us!

SKETCH co.Ltd

E-MAIL : sk.weekly@vietnam-sketch.com

HCMC HEAD OFFICE | 9th Floor, Capital Place, 6 Thai Van Lung St., Dist.1, HCMC, Vietnam
TEL: +84 (028) 3910 3450 FAX: +84 (028) 3910 3452

HANOI OFFICE | 3rd Floor, Lancaster Hanoi, 20 Nui Truc St., Ba Dinh Dist., Hanoi, Vietnam
TEL: +84 (024) 3944 6547 FAX: +84 (024) 3944 8406