

SOCIAL MEDIA



Applied since 05/2023

Benefits of Social Network Communication



- **Large coverage:** Access to many people, unlimited in time and space.
- **Easily to evaluate performance:** Easy to evaluate performance based on reach, engagement.
- **Affordable budget:** Affordable budget and still access to many people through social media.
- **Connect brands with customers:** Brands can interact directly with social media users through social networks, shortening the distance with the target audiences.



76,95 million people

Using Social Media,
78,1% of total Vietnam
population



2 hour 28 minutes

Time that Vietnamese
spend using social media
each day

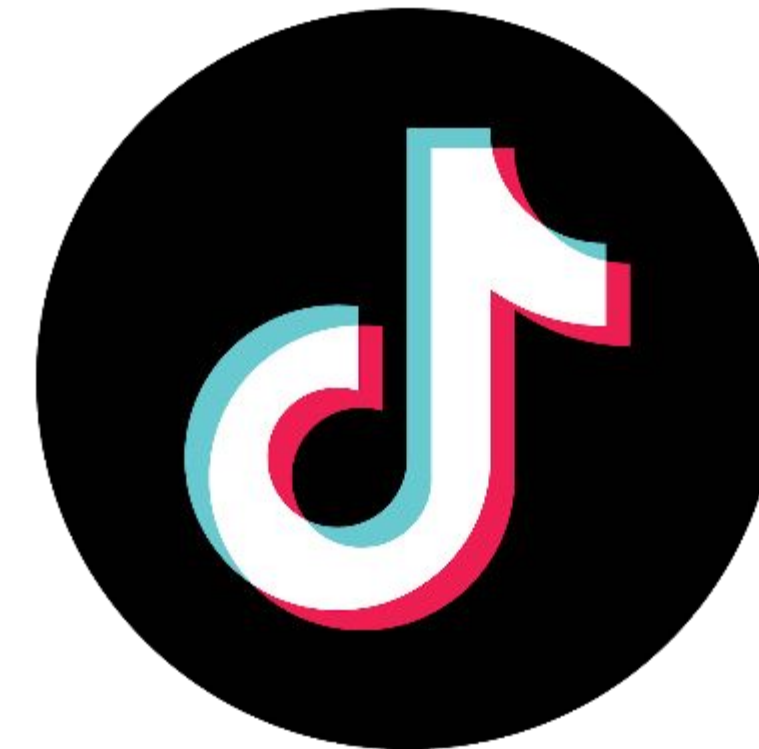
VIETNAMNET'S SOCIAL MEDIA CHANNELS



Facebook Fanpage



Youtube Channel

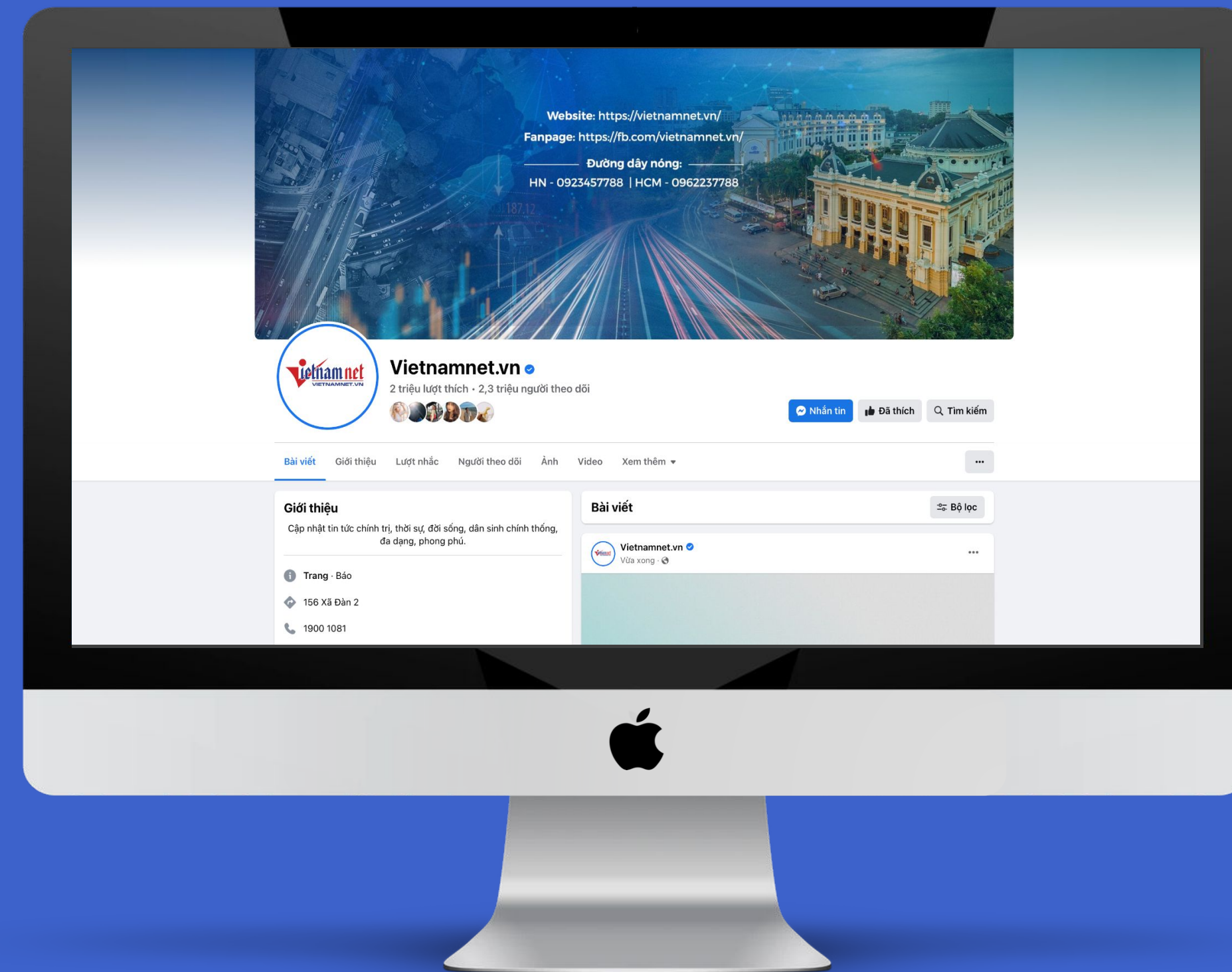


Tiktok

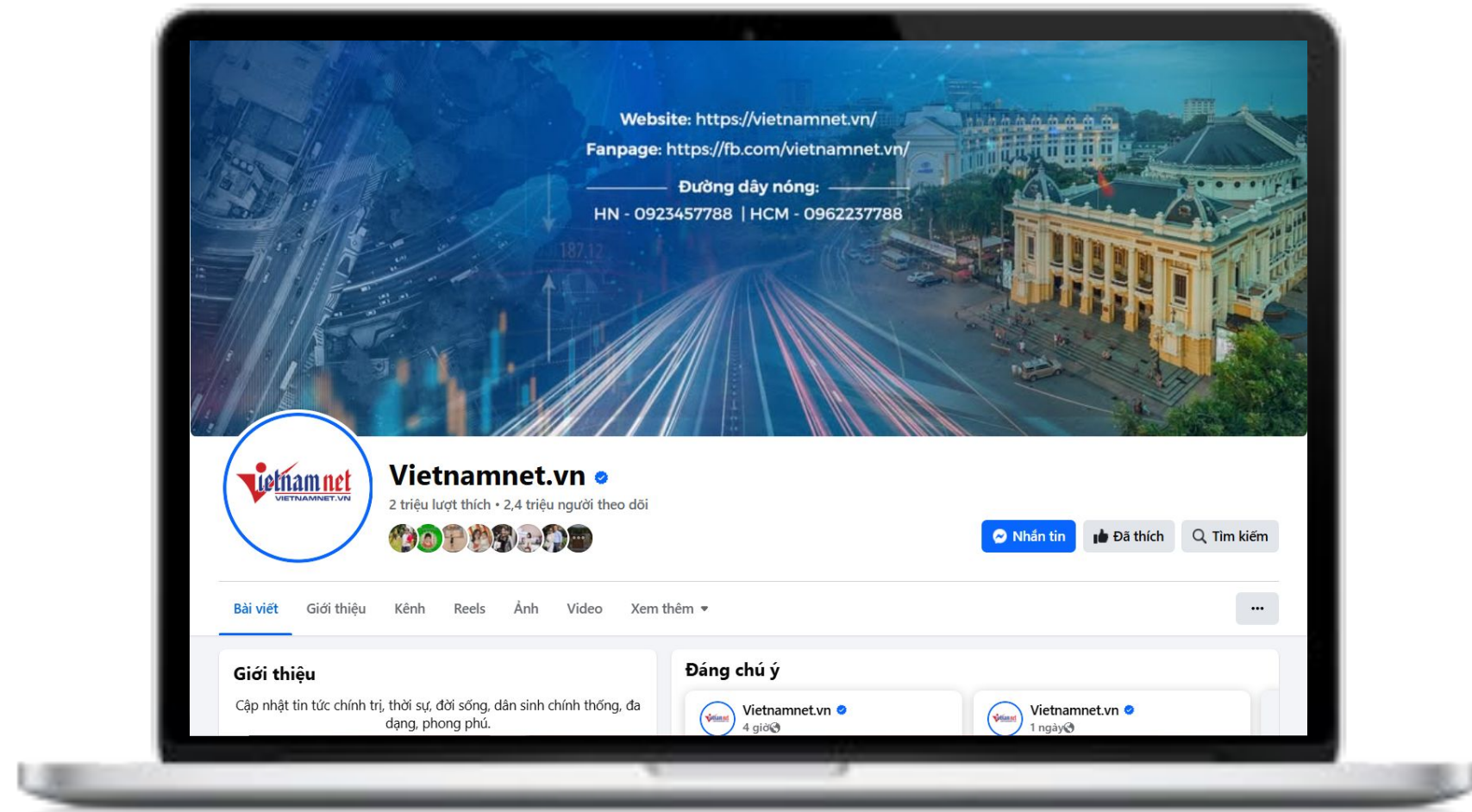
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1.VIETNAMNET FANPAGE



1. VIETNAMNET FANPAGE



Fanpage VietNamNet The **Official Fanpage of VietNamNet e-newspaper** which update the latest news in Vietnam and around the world. The fanpage is trusted and followed by a large number of readers.

➔ **~ 2.500.000** followers



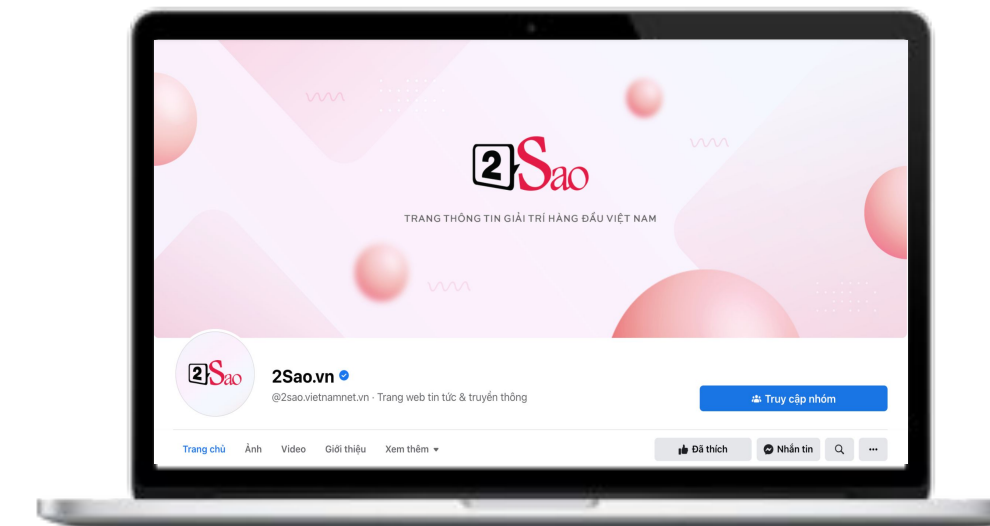
Fanpage Tin Tức Việt Nam

~1.300.000 followers



Fanpage Đời sống

~2.600.000 followers



Fanpage 2SAO.vn

~1.700.000 followers



Fanpage Tin Tức Online

~1.000.000 followers

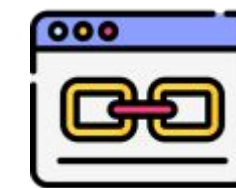
And other fan pages as required for each product or service to be promoted.

1. VIETNAMNET FANPAGE



Vietnamnet.vn	https://www.facebook.com/vietnamnet.vn
Tin Tức Việt Nam	https://www.facebook.com/tintucvietnammoionong/
Đời Sống	https://www.facebook.com/doisongvnn/
2Sao.vn	https://www.facebook.com/2sao.vietnamnet.vn/
Tin Tức Online	https://www.facebook.com/tintuonlinevnn/

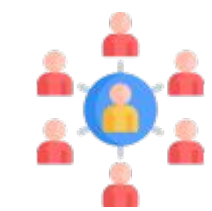
Advertising categories



POST LINK



POST PHOTO/
ALBUM



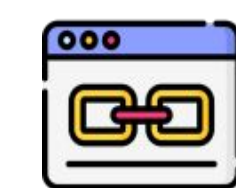
POST STORY



POST VIDEO



LIVESTREAM



COVER/AVATAR

RATE CARD | FANPAGE ADS

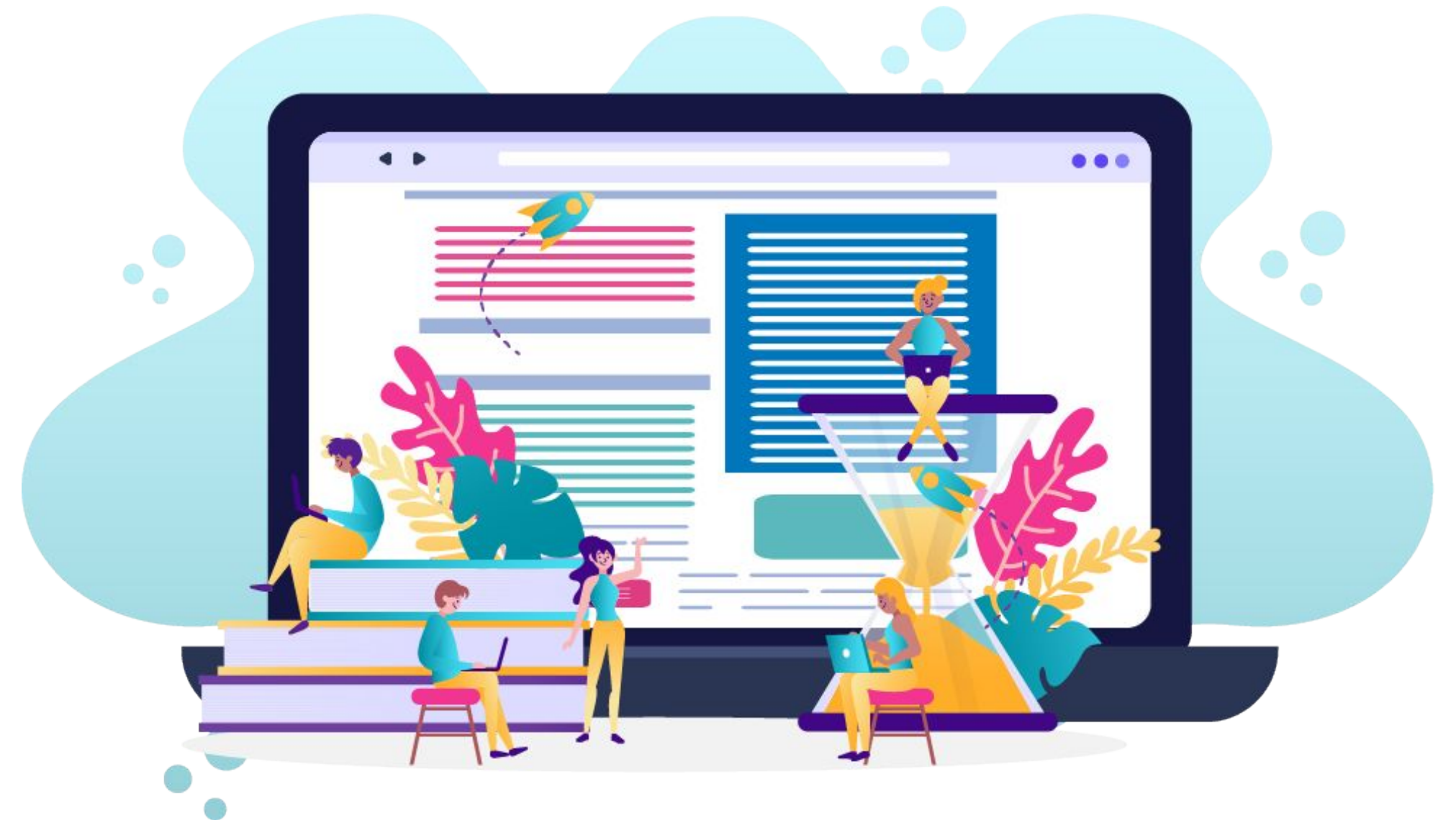


No	Categories	Description	Price (VND)	Unit	Demo
1	Link	Post links to articles already published on VietNamNet's websites	5.000.000	1 Post	Demo
2	Photo/Album	Maximum 20 photos	6.000.000	1 Post	Demo
3	Video/Reels	1 video with maximum of 10 minutes	6.000.000	1 Post	Demo
4	Shared Post	Reshare customer posts	5.000.000	1 Post	Demo
5	Livestream	Livestream up to 2 hours, customers do Livestream, VietNamNet only broadcasts on Fanpage	20.000.000	1 Post	Demo
6	Post story	Post photos on fanpage story	3.000.000	1 Post	Demo
7	Pin post	Pin 1 post of the brand posted on VietNamNet fanpage	3.000.000	1 Day	Demo
8	Combo cover + frame avatar	<ul style="list-style-type: none"> - Replace cover and avatar frame of VietNamNet fanpage - Price is calculated by day. Time to replace cover + avatar frame is no more than 7 days - Encourage customers to buy this combo with livestream for better communication effect 	5.000.000	1 Day	Demo

RATE CARD | FANPAGE ADS

Note:

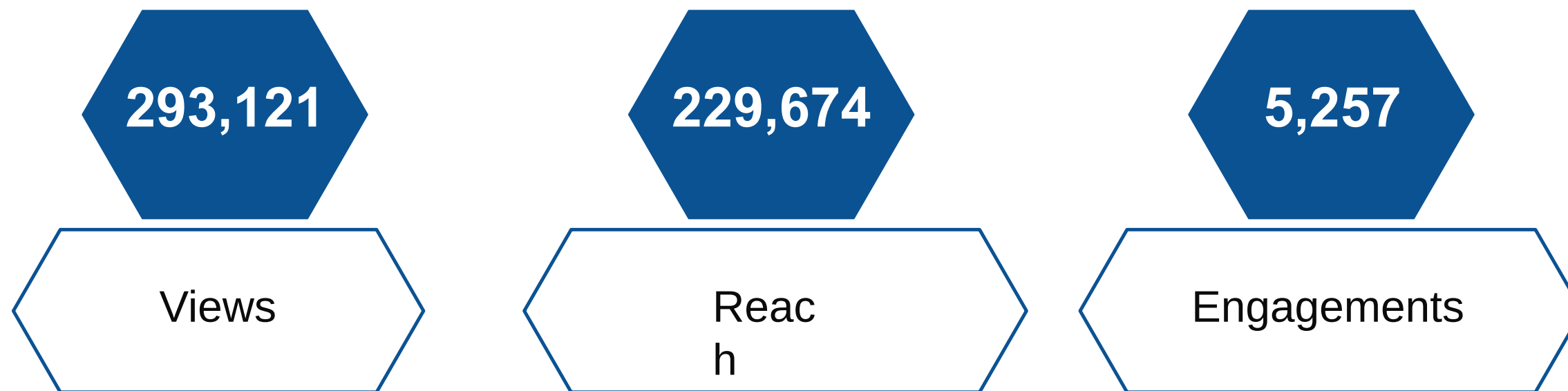
- The caption must not exceed 100 characters with hashtags on demand.
- Livestream production costs will be calculated separately, based on the timings for implementation.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Price does not include VAT tax.



CASE STUDY | SHARED POST



PJICO FEST



Vietnamnet.vn
10 Tháng 1 · 🌐

Kỷ niệm hành trình 30 năm phát triển, Bảo hiểm PJICO sẽ tổ chức Đại nhạc hội hoành tráng mang tên PJICO Fest vào ngày 12/1/2025 tại trung tâm Quảng trường Cách mạng tháng 8, Hà Nội với sự góp mặt của dàn sao Việt hàng đầu showbiz như: Rapper Đen, Nguyễn Trần Trung Quân, Bích Phương, Văn Mai Hương...

Chuẩn bị 1 tâm hồn đẹp để đi "quẩy" thôi nào!

19:30
12.01.2025
QUẢNG TRƯỜNG
CÁCH MẠNG THÁNG 8,
HÀ NỘI

ĐEN - BÍCH PHƯƠNG
NGUYỄN TRẦN TRUNG QUÂN - VĂN MAI HƯƠNG
TÁNG DUY TÂN - HỒNG - LÊM BẢO NGỌC
MC VÂN PING - DJ K5

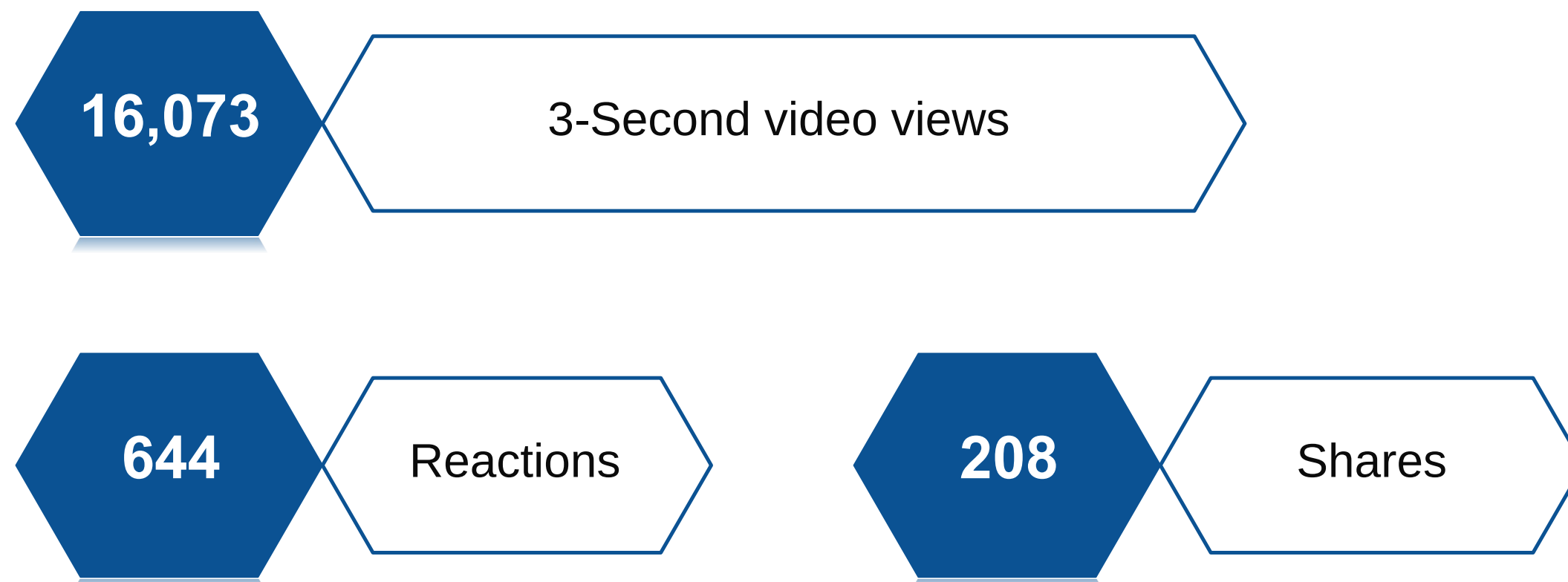
VIETNAMNET.VN

Đại nhạc hội tri ân khách hàng PJICO
Kỷ niệm hành trình 30 năm phát triển, Bảo hiểm PJICO sẽ tổ chức Đại nhạc hội hoành tráng mang...

CASE STUDY | LIVESTREAM ON FACEBOOK FANPAGE



Webinar: "Shared responsibility for ensuring electricity supply during the peak dry season of 2024"



Tọa đàm trực tuyến 'Chia sẻ trách nhiệm cung ứng điện cao điểm mùa khô 2...' 585 · 59 bình luận · 86K lượt phát

2. VIETNAMNET YOUTUBE CHANNEL

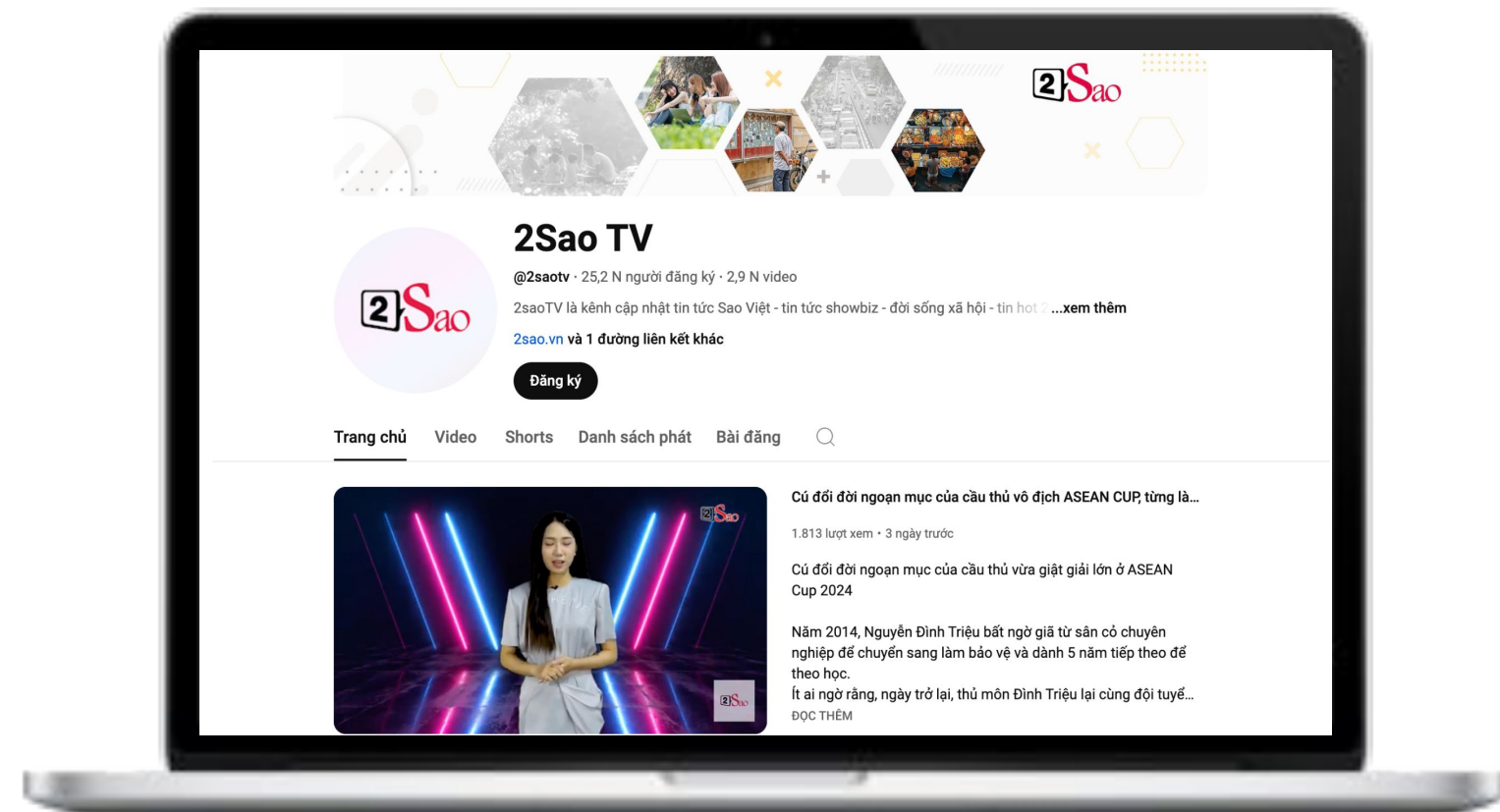


2. VIETNAMNET YOUTUBE CHANNEL



VietNamNet Newspaper is the **official channel** of VietNamNet, providing the latest content about: hot news, vibrant world, daily life, interesting community...

~ **1.800.000** subscribers



Youtube 2Sao TV is a channel that updates Vietnamese celebrity news - showbiz news - social life - latest 24-hour hot news every day.

~ **74.600** subscribers

2. YOUTUBE CHANNEL



Báo VietNamNet <https://www.youtube.com/c/BáoVietNamNetTV>

2Sao TV <https://www.youtube.com/@2saotv>

Advertising categories



POST VIDEO



LIVESTREAM

RATE CARD | YOUTUBE ADS

No	Post Types	Description	Price (VND)	Unit	Demo
1	Post Video	<ul style="list-style-type: none"> Client's video is uploaded on "Báo VietNamNet" Channel Video file format: Mp4 Maximum file size: 1Gb 	10.000.000	1 Video	Link
2	Livestream	<ul style="list-style-type: none"> Post Livestream up to 2 hours. Customers do livestream, VietNamNet only broadcasts on Youtube 	20.000.000	1 Link Livestream	Link

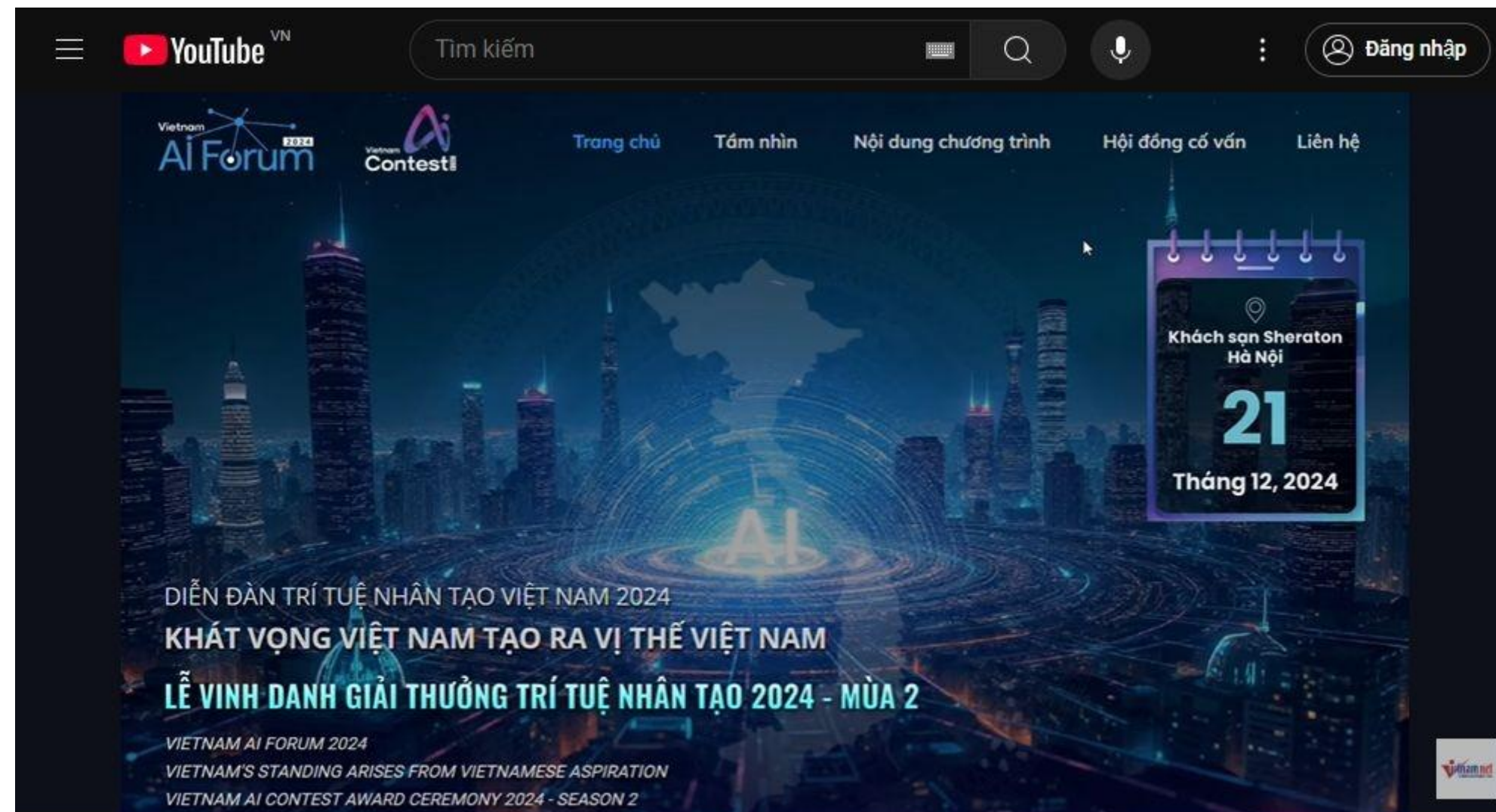
Notes:

- Vietnamnet reserves the right to edit the content and images to match the editorial criteria.
- Advertising content must comply with the Advertising Law, the state's regulations, and Vietnamese traditions. It is not contrary to the VietNamNet's opinion and is approved by Vietnamnet.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Prices does not include VAT tax.

RATE CARD | VIDEO POST



AI CONTEST 2024



Dấu ấn sáng tạo mang tính đột phá của Cuộc thi Trí tuệ nhân tạo Việt Nam 2024 | Báo VietNamNet

Báo VietNamNet 1,59 Tr người đăng ký [Đăng ký](#) 1 Chia sẻ Tải xuống

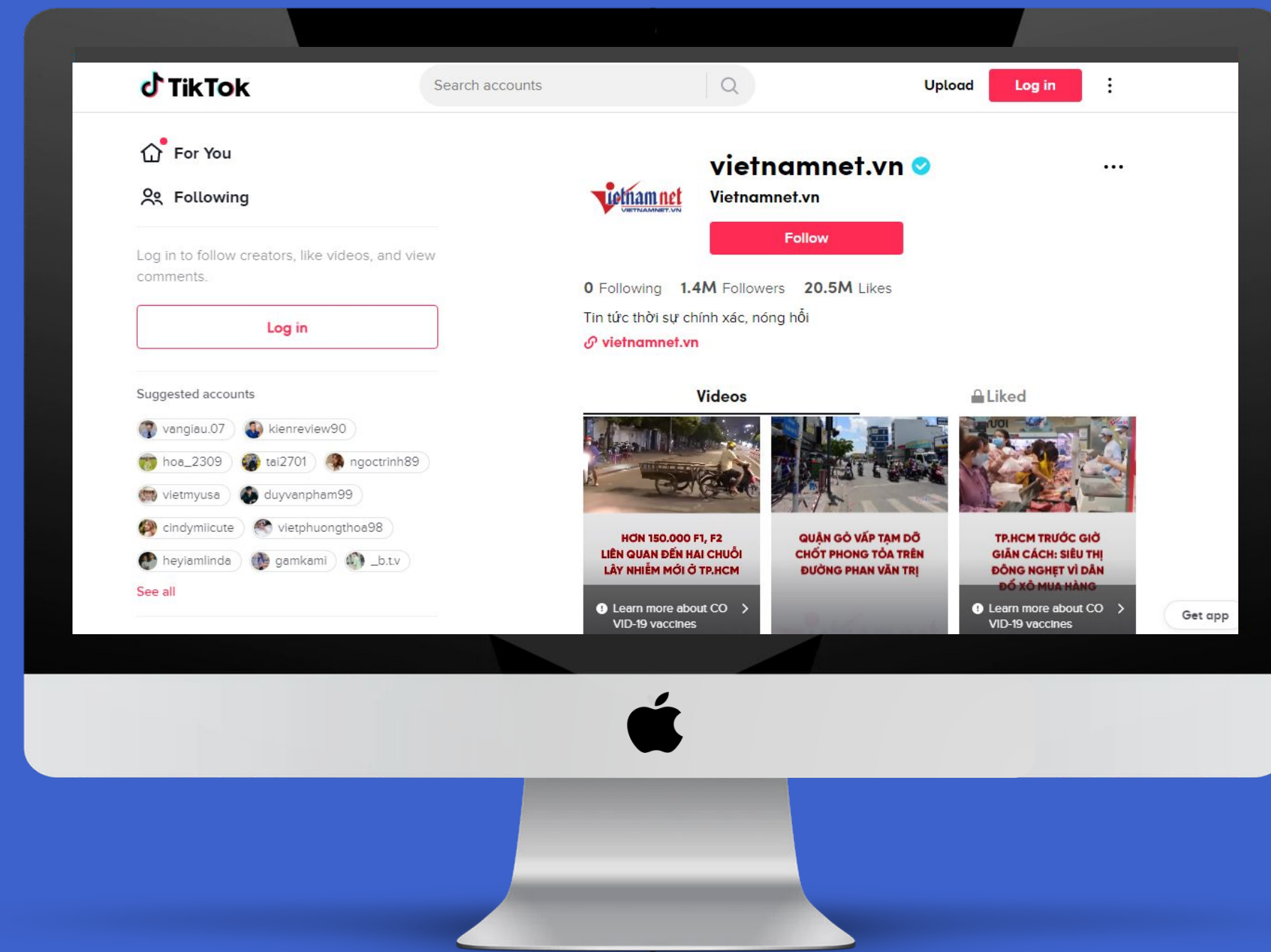
1.6N

Views

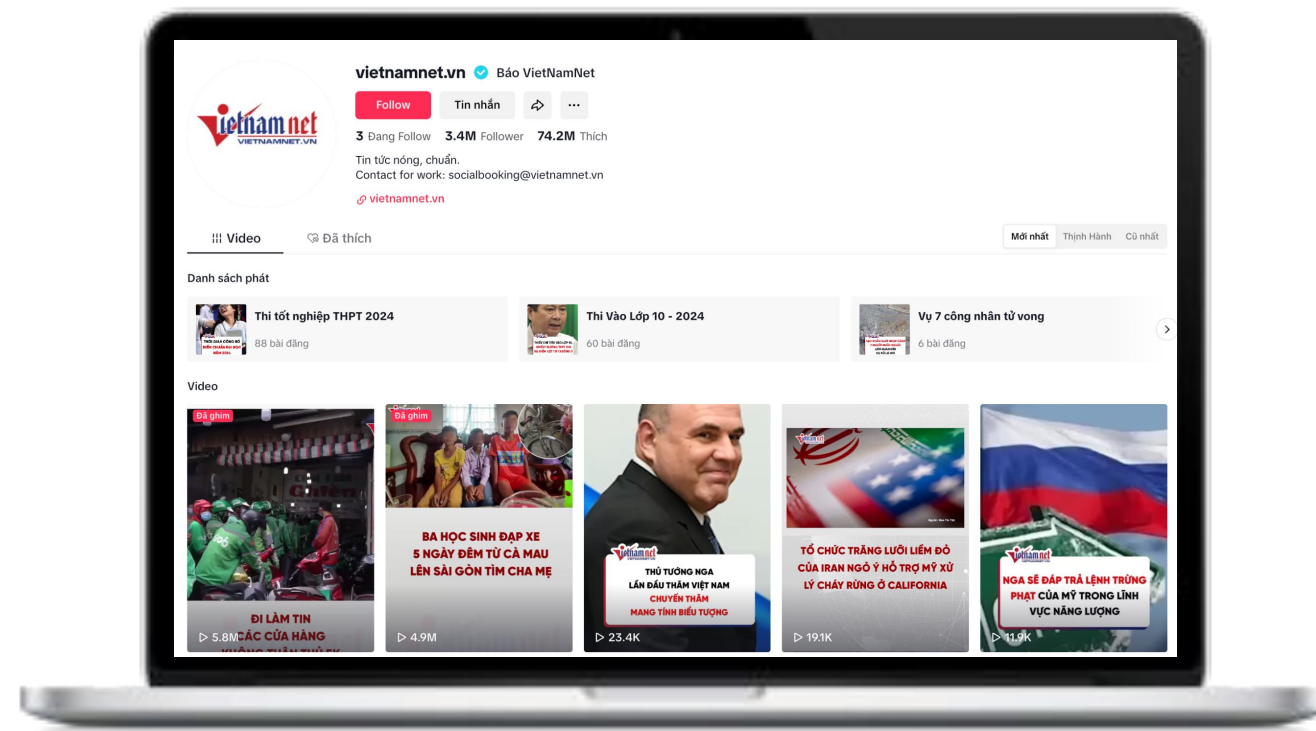
19.2N

Impressions

3. VIETNAMNET TIKTOK CHANNEL

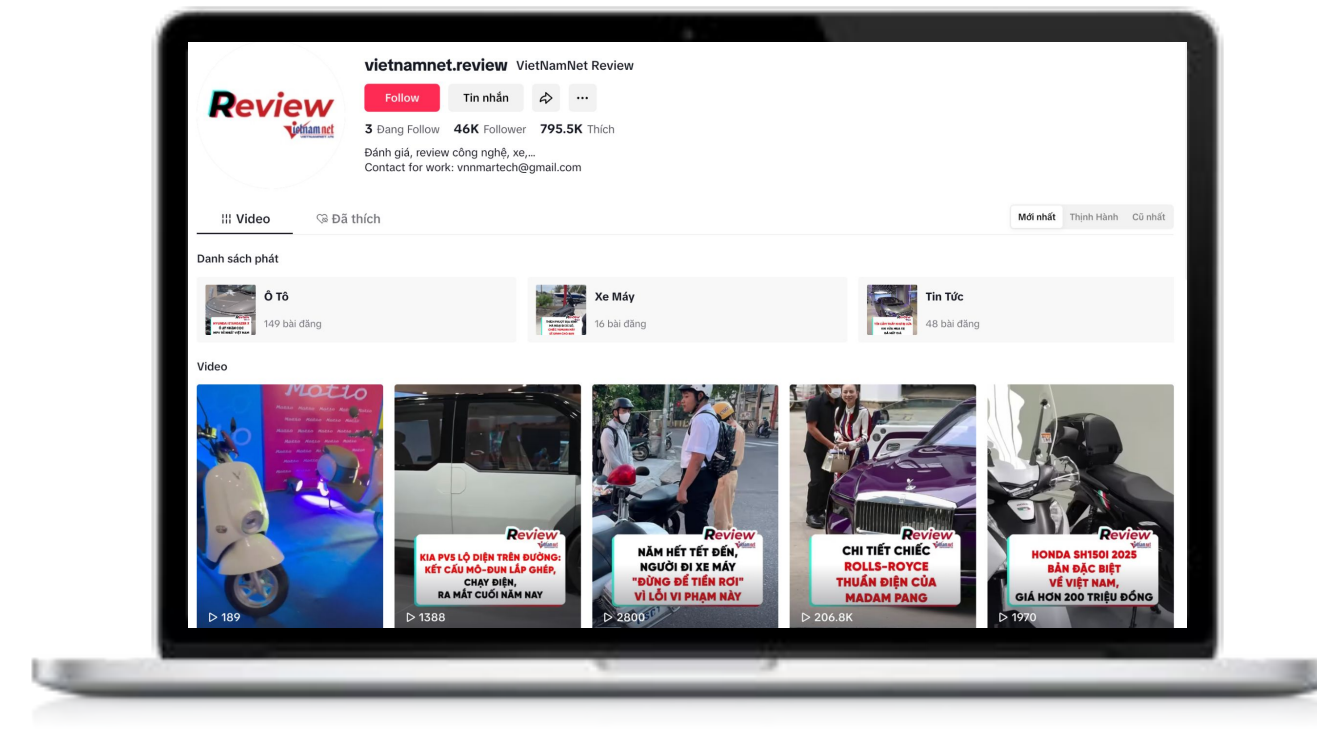


3. VIETNAMNET TIKTOK CHANNEL



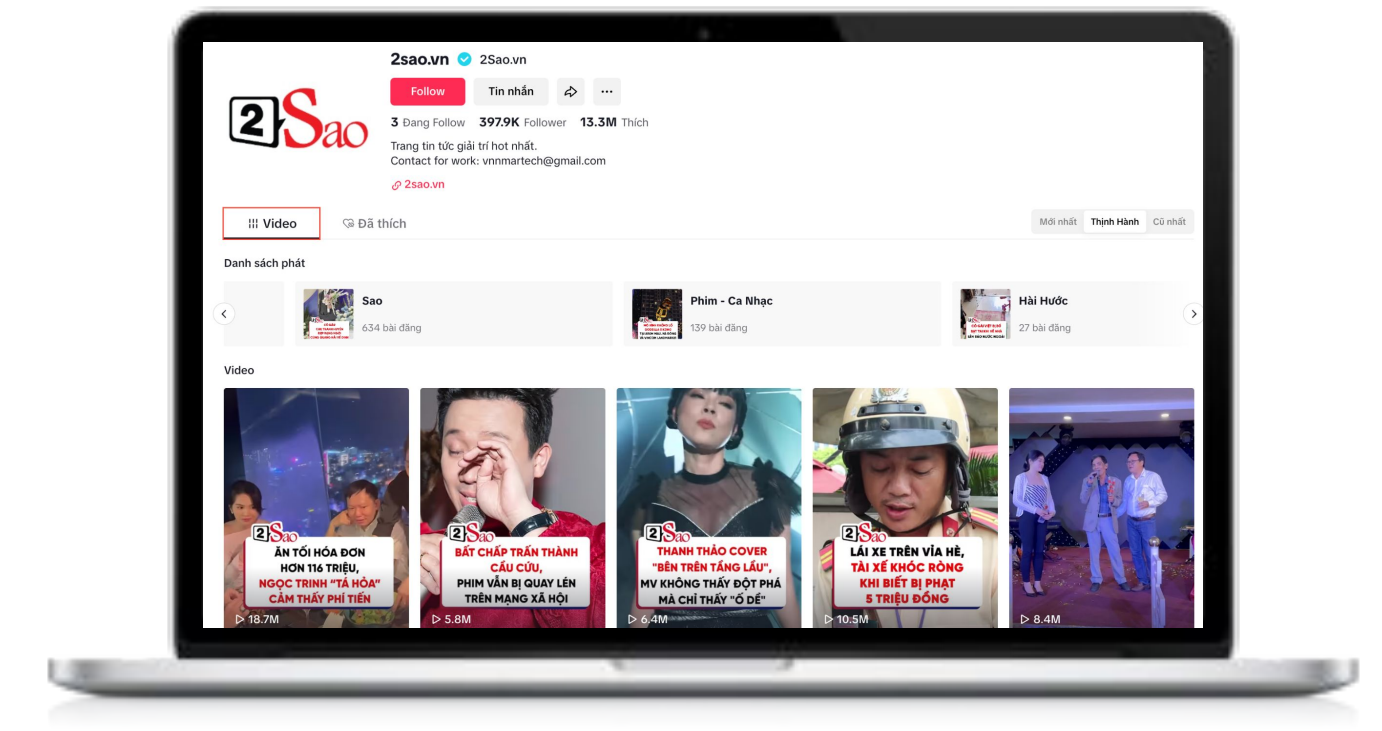
Vietnamnet.vn

~ **3.700.000** followers



Vietnamnet Review

~ **66.700** followers



2Sao.vn

~ **999.100** followers

2. TIKTOK CHANNEL



Báo VietNamNet

<https://www.tiktok.com/@vietnamnet.vn>

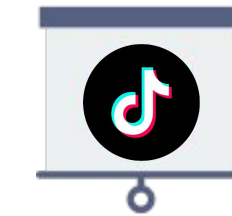
VietNamNet Review

<https://www.tiktok.com/@vietnamnet.review>

2Sao.vn

<https://www.tiktok.com/@2sao.vn>

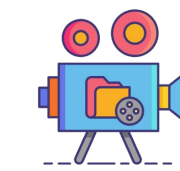
Advertising categories



POST VIDEO



LIVESTREAM



VIDEO EDITING

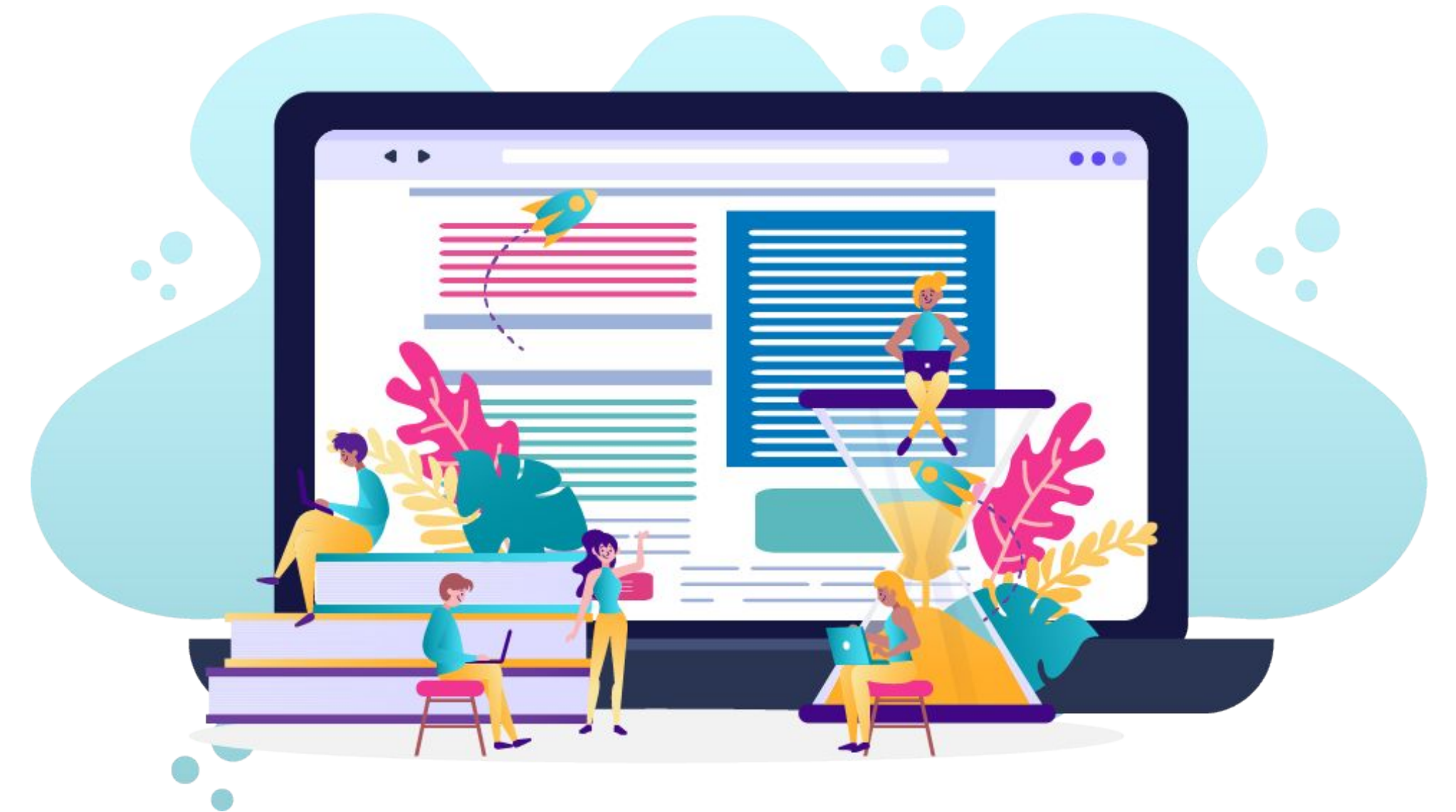
RATE CARD | TIKTOK ADS

No	Categories	Description	Price (VND)	Unit	Demo
1	Video Upload	<ul style="list-style-type: none"> Upload copyrighted videos of the brand to the Tiktok VietNamNet.vn channel, videos pre-approved by VietNamNet. 	5.000.000	1 post	Link
2	Livestream	<ul style="list-style-type: none"> Broadcast livestream on the tiktok channel for ~3 hours. Note: filming costs and livestream techniques will be calculated separately based on reality. 	20.000.000	1 pack	Link
3	Pinned video	<ul style="list-style-type: none"> Pin the brand's booking clip at the top of the Tiktok VietNamNet feed The price is calculated based on the day the video is pinned. 	3.000.000	1 day	Link
4	Video editing	<ul style="list-style-type: none"> VietNamNet edits the video based on the content, photos and materials provided by the customer. Video production time: from 02 days from the date of the complete script (excluding Saturdays, Sundays and holidays), the actual time depends on the video script. 	From 5.000.000	1 video	-

RATE CARD | TIKTOK ADS

Notes:

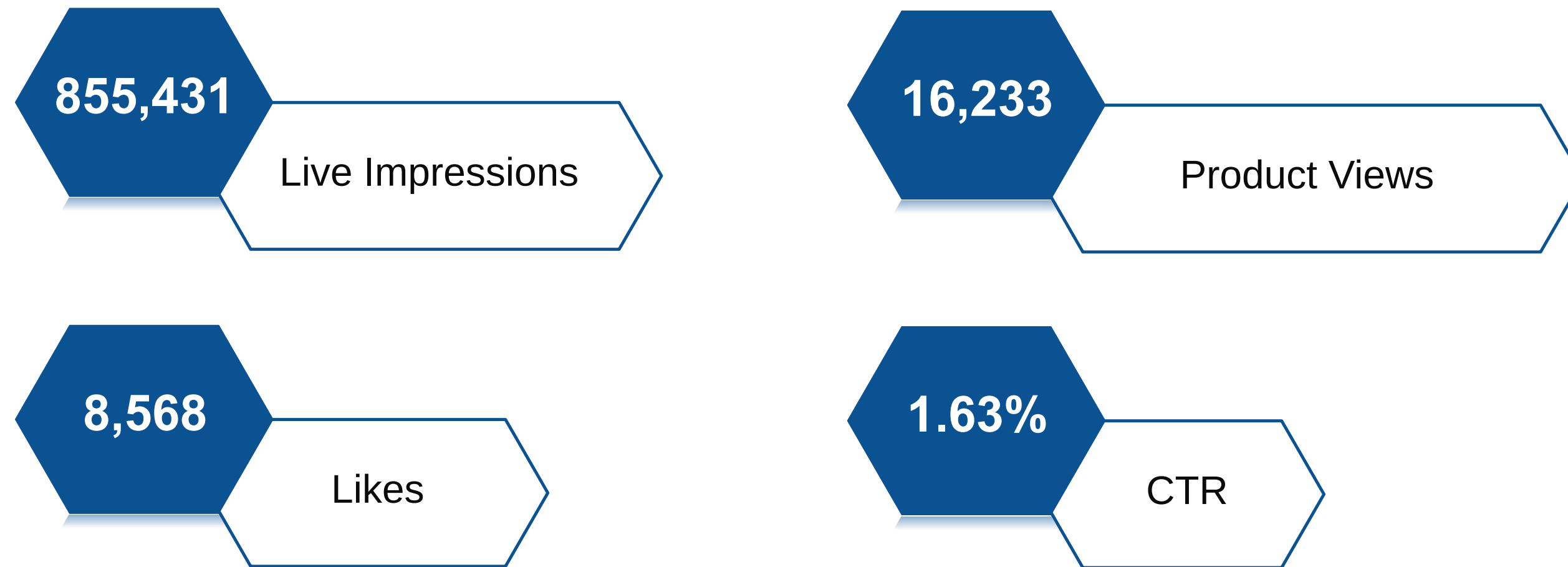
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- Price does not include VAT tax.



CASE STUDY | LIVESTREAM ON TIKTOK CHANNEL



Optimal Iron Supplementation During Pregnancy: Expert Guidance



Contact Information

VietNamNet Media Joint Stock Company



Hanoi

C'Land Building, 156 Xa Dan 2 St.,
Dong Da Ward

Phone: 0919 405 885



Ho Chi Minh City

27 Nguyen Binh Khiem St.
Saigon Ward

Phone: 0919 435 885