





ELLE
www.elle.vn

Marry baby

Marry

Bép gia đình

EVENTS

- ELLE Fashion Show
- ELLE Beauty Awards
- ELLE Women in Music
- ELLE Shopping Fun
- ELLE Style Awards
- Marry Wedding Day
- Marry Baby Day
- MuaBanNhaDat Event

WEBSITES

- Over 7,200,000 visitors/month
- Over 22,000,000 page-views/month

FACEBOOK

- Over 1,200,000 fans
- Total reach 45,000,000/month

YOUTUBE CHANNELS



GLOSSY MAGAZINES

- Over 140,000 copies/month
- 66% HCMC; 34% HN and other cities

>57,600,000

Total reach of all Ringier Vietnam media channels each month

www.ringier.vn

WEEKLY E-NEWSLETTERS

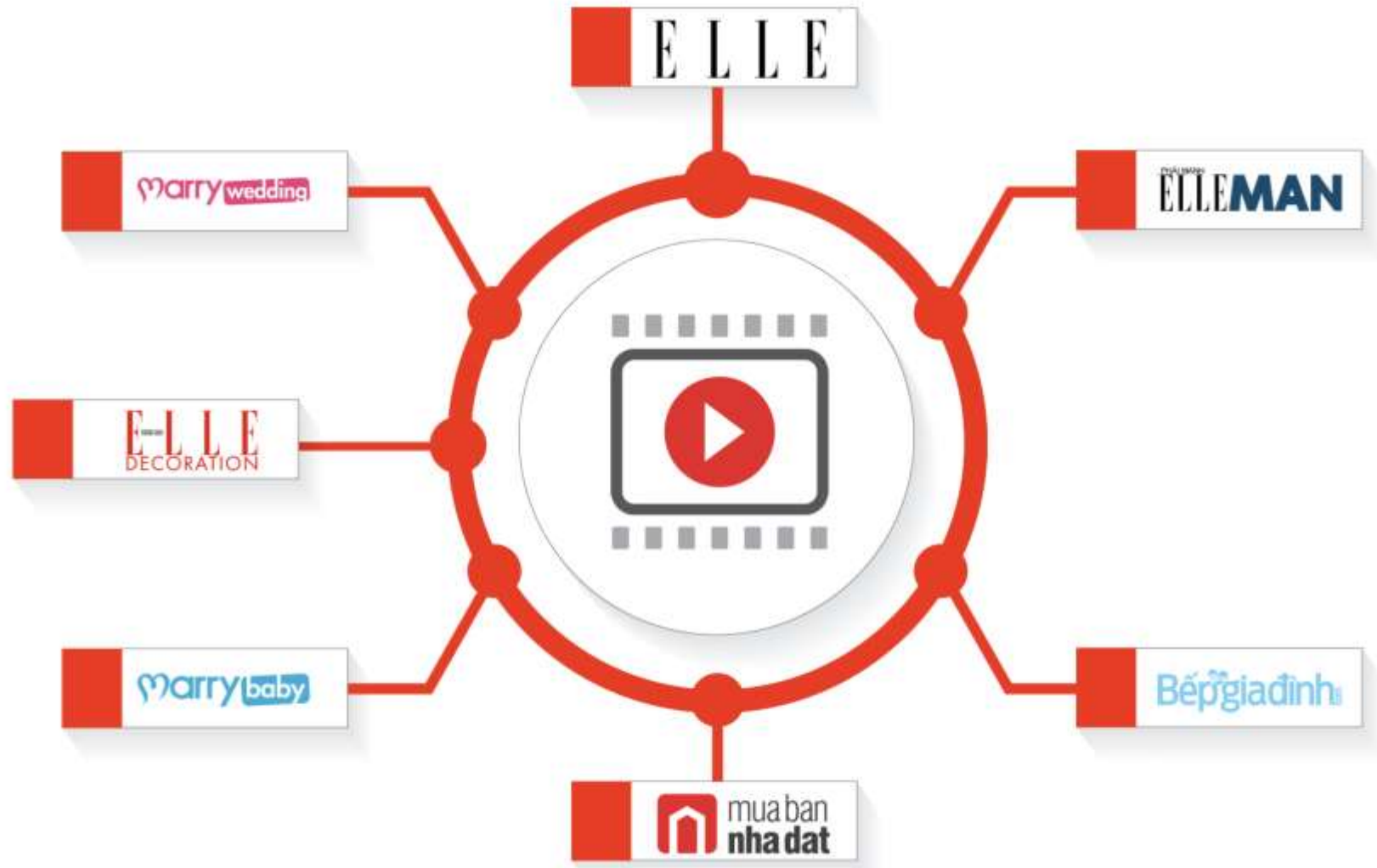
- Over 397,000 subscribers

SPECIAL EDITIONS

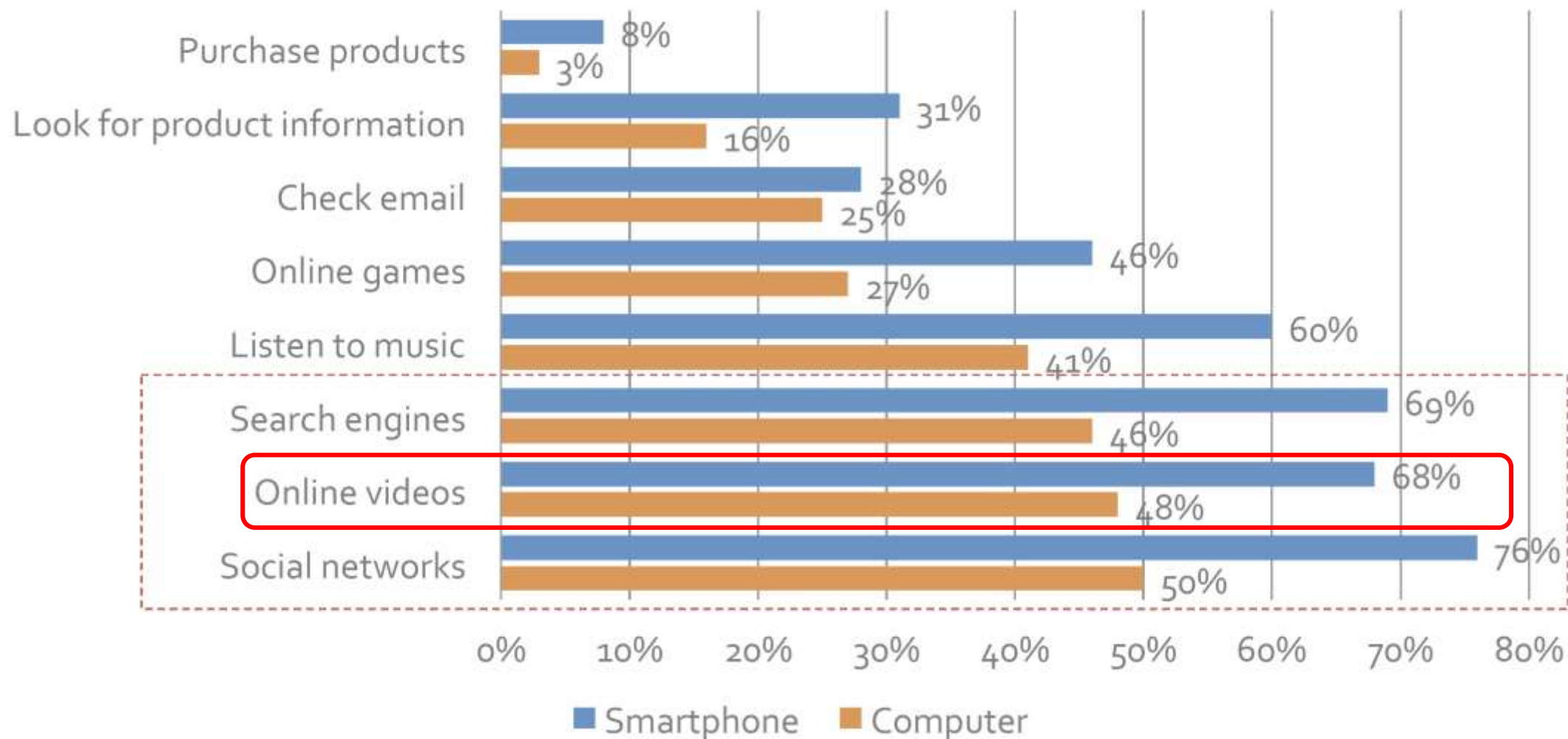
- ELLE MAN
- ELLE Decoration
- ELLE Beauty
- ELLE Accessories
- Marry Wedding Handbook

APP ON MOBILE & TABLET

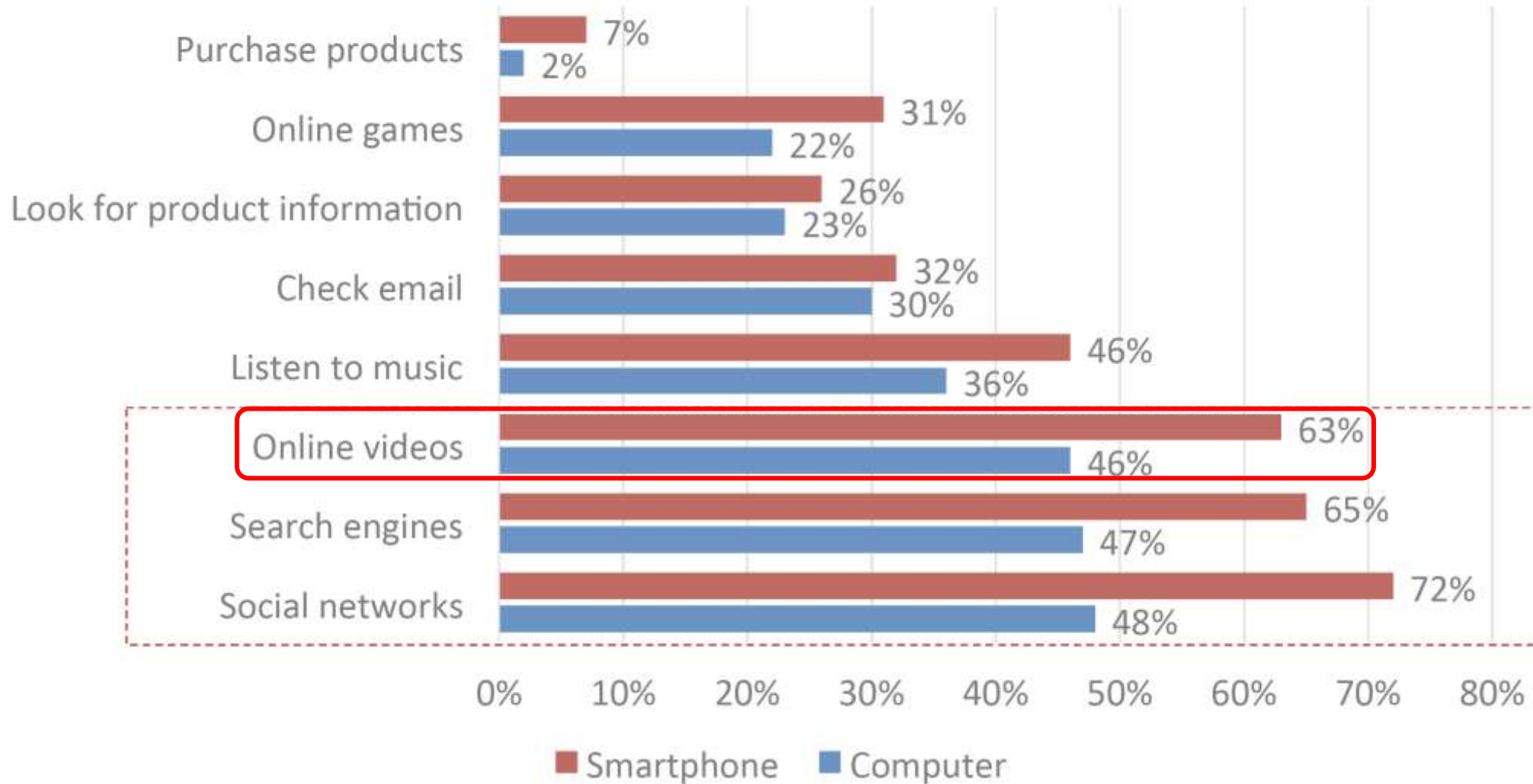




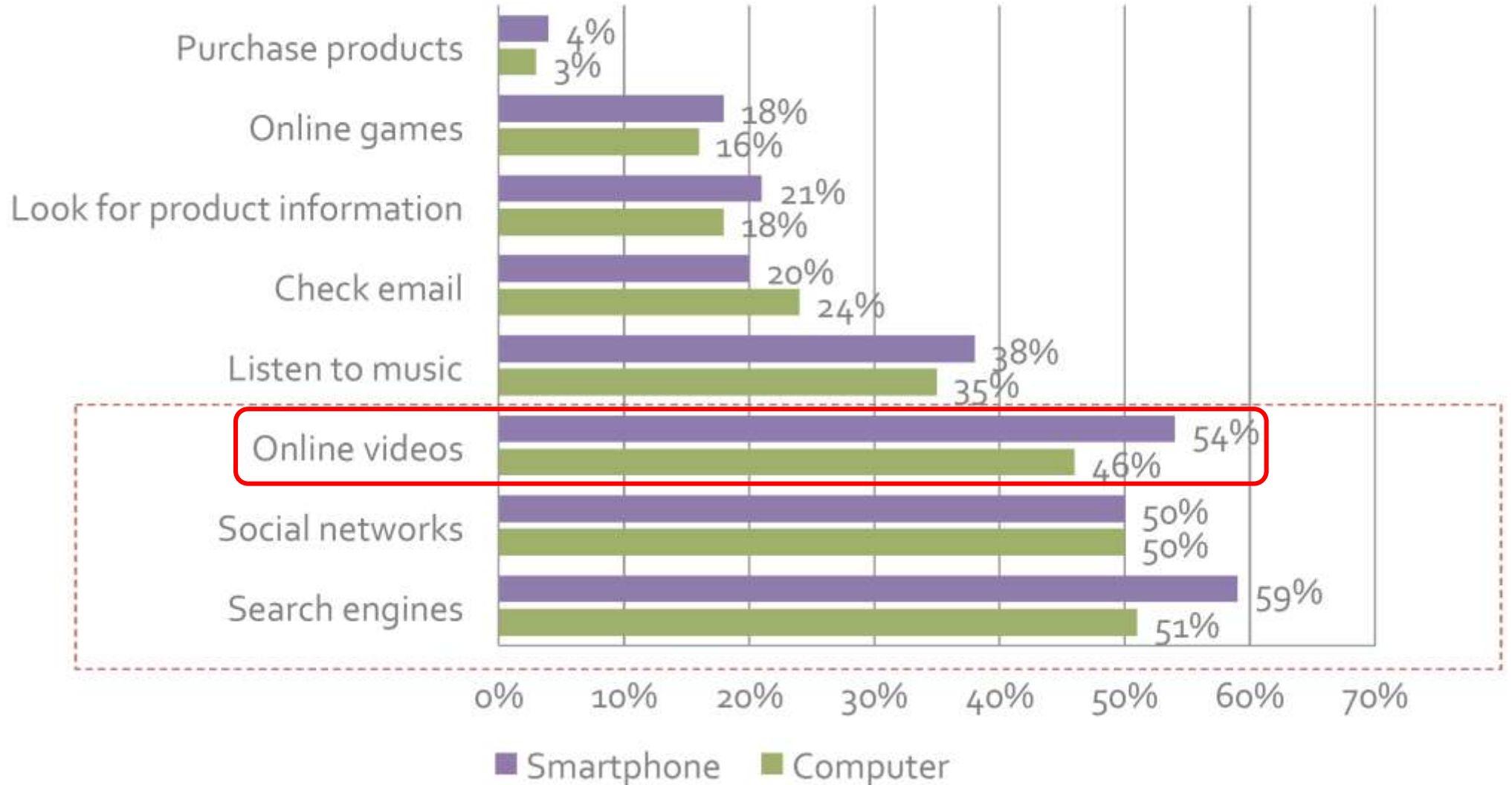
ONLINE ACTIVITIES OF 18-24 YEAR OLD USERS



ONLINE ACTIVITIES OF 25-34 YEAR OLD USERS

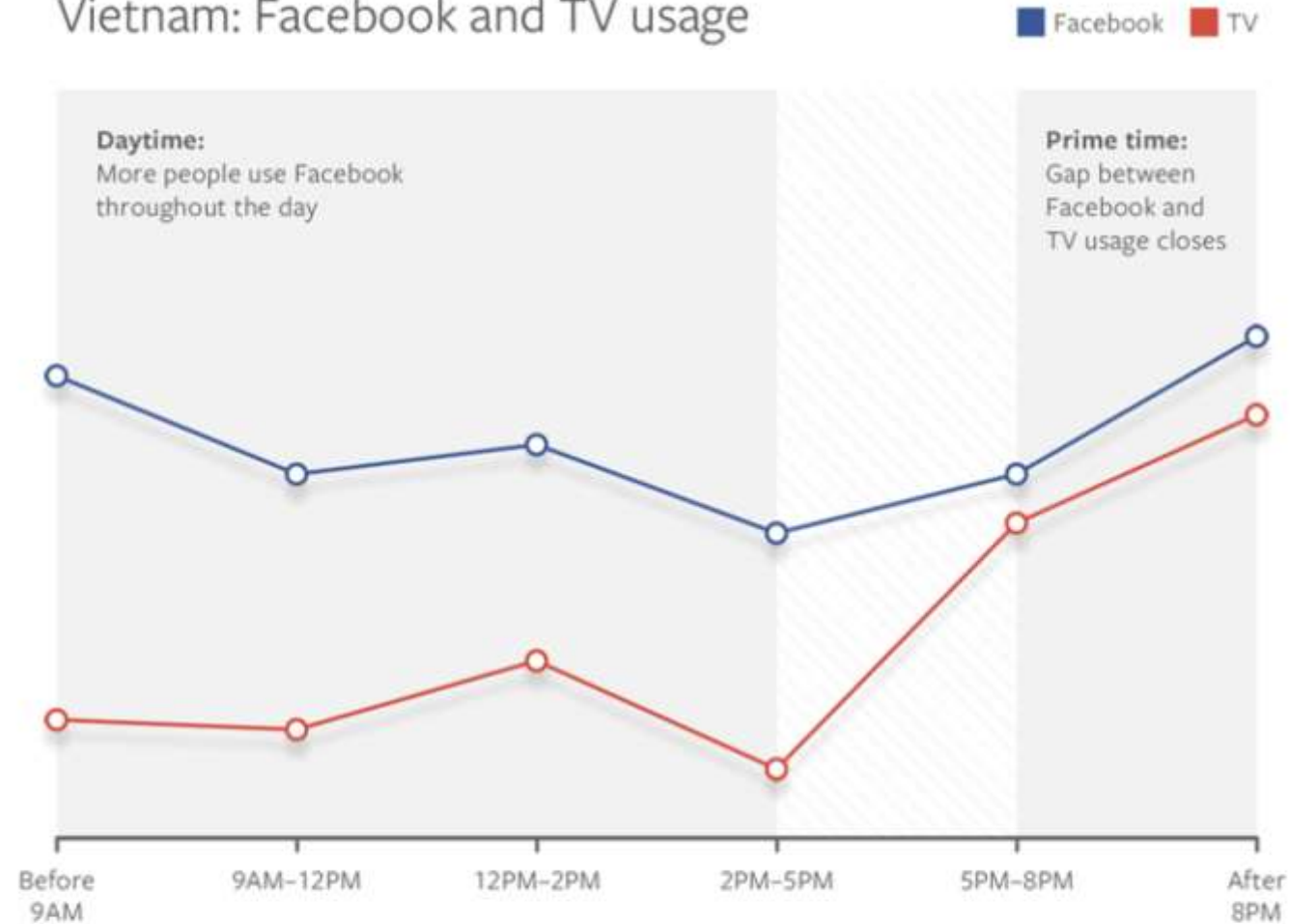


ONLINE ACTIVITIES OF 35-44 YEAR OLD USERS



Facebook is
the new TV!

Vietnam: Facebook and TV usage



Source: Facebook-commissioned TNS study of people ages 16+ in Vietnam, Jun 2014.

One video, many uses



Want to know more?

Let's talk...

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