



Media Kit 2026

Delegation of
German Industry &
Commerce in
Vietnam -
AHK Vietnam

Reach the Right Audience, All Year Long

50,000+

Decision-makers in the German Chambers of Commerce network, including DIHK, IHKs, and AHKs.

Hybrid visibility

Print, digital, social media, and events in
Germany & Vietnam

Trusted by industry leaders

in Germany and Vietnam

Long-term exposure

across 12 months, not just one campaign

AHK Vietnam Brochure 2026

Annual release (July/August) - Flagship Guide for German Business

Distribution: Germany, Vietnam, ASEAN, global delegations

Languages: German & English

Topics: Economy, investment, German-Vietnamese relations

Format: A5 landscape, 148 x 210 mm



AHK Vietnam Brochure 2026



2025 Edition - [click to view](#)

20k+ social media followers

13k+ monthly website views

6k+ newsletter subscribers

presented to

100+ Events and Delegations in Germany, Vietnam, ASEAN, etc.

reaching

50k+ Decision-makers from German companies worldwide

The brochure covers a wide range of topics, including the **dynamic environment**, **economic development**, **investment climate**, and **German-Vietnamese business and investment relations**.

It aims to provide **valuable information** and strategic guidance to German businesses to make informed choices, establish fruitful partnerships, and unlock the full potential of their ventures in Vietnam.

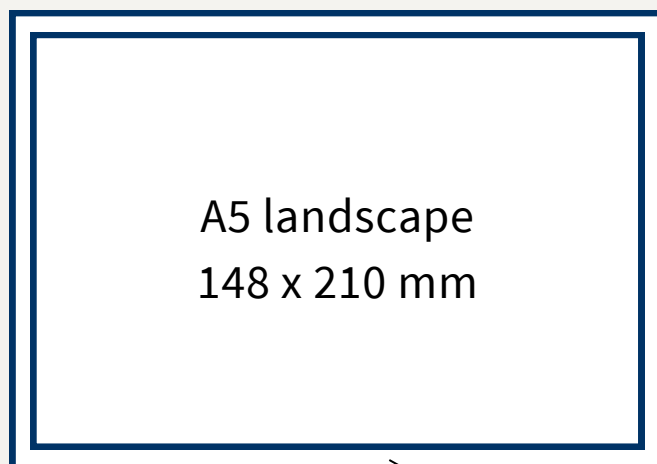
AHK Vietnam Brochure 2026

Price is in VND and before VAT.

Benefits	Elite 130,000,000	Gold 120,000,000	Silver 110,000,000
Ad Placement (First-come, first-serve)	Page 2 or 3 or the 2nd last page (premium position)	Page 4–7 (high visibility)	Content page (Section “Partner in Vietnam”)
Blog Mentions	1 spotlight article + 3 mentions	2 mentions	1 mention
Social Media Posts	2 promotional posts	2 promotional posts	1 promotional post
Website & Newsletter Logo Placement	✓	✓	✓
Event Visibility (AHK & partners, Vietnam & abroad)	Strong presence + logo on 3 event banners	Strong presence + logo on 2 event banners	Strong presence + logo on 1 event banner
Translation Support (GER/EN)	✓	✓	✓
Discount on any other service of AHK	8%	5%	–
Networking Exposure	Access to high-level delegations & industry leaders	Exposure at key business events	Exposure within selected activities

AHK Vietnam Brochure 2026

Ad Requirements



A5 landscape
148 x 210 mm

Space from the edge: 10mm

Format

- A) Illustrator format: .ai (recommended)
- B) PDF format: PDF/X-1a (recommended)

Fonts

Provide font file, or please make sure to check "Convert all text to Outlines".

Editorial Timeline

- **Early bird (discount 8%):** December 31, 2025
- **Registration deadline:** February 28, 2026
- **Ad banner submission deadline:** March 15, 2026
- **Launch of digital version:** July 15, 2026
- **Printed copy available:** August 20, 2026

Law & Taxes Vietnam Newsletter

Stay in Front of Your Audience Every Month



NEWSLETTER

Law & Taxes Vietnam

A monthly newsletter designed specifically for German companies operating in or exploring the Vietnamese market

By AHK Vietnam - Delegation of German Industry an...
10,147 followers

Published monthly
3,167 subscribers

Editions

Published on Sep 9, 2025



Law & Taxes Vietnam

September 2025



Photo: pixabay

Foreign Direct Investment Landscape, Visa and Work Permit Reforms, and Specia...
AHK Vietnam - Delegation of German Industry and Commerce in Vietnam on LinkedIn

Law & Taxes Vietnam Newsletter

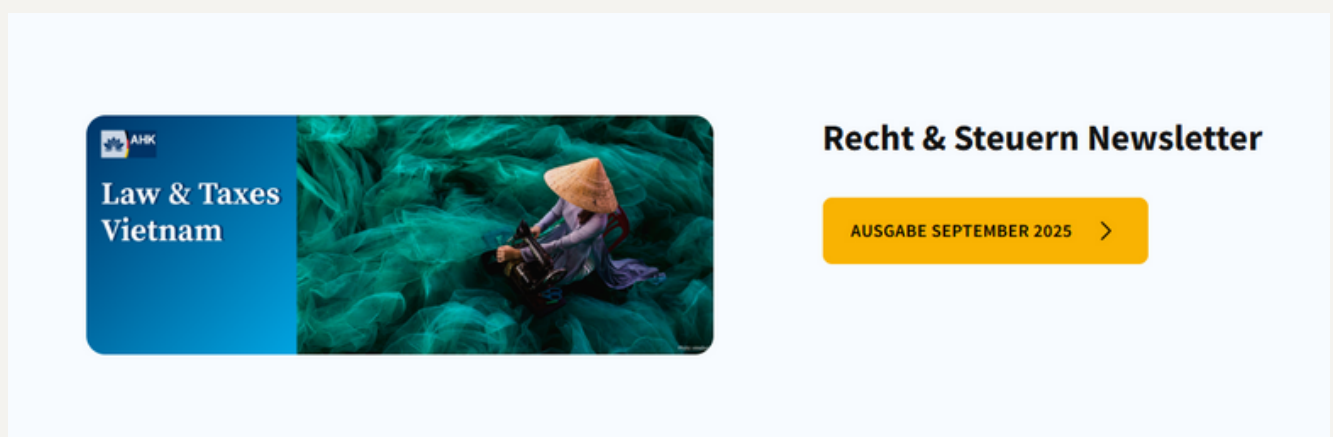
12 editions annually – consistent visibility. For 2026: Start from April



Channels: LinkedIn (~10k+ followers, ~3.2k subscribers of Law & Taxes Newsletter), Website (~17k views/year), Email (~5k contacts)

Audience: German companies in Vietnam + global stakeholders

Content: Law updates, case studies, expert insights



Law & Taxes Vietnam Newsletter

Price is in VND and before VAT.

Benefits	Patron 90,000,000	Partner 80,000,000	Writer 70,000,000
Article Contributions	2 per month	1 per month	1 per quarter (every 3 months)
Logo Placement in Newsletter	✓ (premium placement)	✓ (prominent)	✓ (standard)
Logo on <u>AHK newsletter</u> <u>supage</u>	✓	✓	✓
LinkedIn Promotion	Mention in AHK post + One dedicated post each month	Mention in AHK post	Mention in AHK post
Networking & Brand Exposure	Premium recognition as long-term industry voice	Position as trusted knowledge partner	Show expertise to German business community

ROIs

- **Consistent Brand Presence**
- **Targeted Audience Access:** Direct reach to German companies, decision-makers, law firms, and associations in Vietnam and beyond
- **Thought Leadership:** position as trusted experts in law & tax matters
- **Hybrid Reach**

Law & Taxes Vietnam Newsletter

Editorial Timeline (Cycle: April 2026 – March 2027)

- **Registration deadline:** February 28, 2026
- **Setup & Launch:** Feb - Mar 2026
- **Regular Monthly Cycle:** Apr 2026 - Mar 2027
- **Ongoing Growth & Optimization** (Quarterly)
- **Annual Wrap-Up:** Mar 2027

Let's get in touch



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