



SAWASDEE

WELCOME TO A WORLD OF DIVERSITY



MEDIA KIT
2 0 1 9

24.5
MILLION
PASSENGERS / YEAR

33
COUNTRIES

100
AIRCRAFT

124
DESTINATIONS
WORLDWIDE

63,032
INTERNATIONAL FLIGHTS / YEAR



THAI AIRWAYS

Thai Airways International Public Co.,Ltd. is a national enterprise subordinated to the Ministry of Transport. It is a public company registered in The Securities Exchange of Thailand since 1991 with the Ministry of Finance as a dominance shareholder at more than 50%

We operate the airlines business that transports passengers, goods, parcels and postal through air transportation via major Thai cities to primary cities around the world. From schedule flights to charter flights and through our alliances with Suvarnabhumi Airport as the main hub for all flight routes.

READER'S PROFILE



GENDER

53%
MALE



45%
FEMALE

AGE GROUP

25%
22-34 YEARS



20%
35-44 YEARS



17%
45-54 YEARS



11%
55-64 YEARS



Destination Features



Route Maps



Entertainment Guides

TRAVEL MEDIA INSIGHT

What passengers read in
inflight magazines

- ◆ **Destination features** consistently scored No. 1 in terms of editorial engagement with passengers across all airlines surveyed
- ◆ **The second-highest score** was for reading Route Maps which were revealed as a source of high interest amongst all airline respondents
- ◆ **Entertainment Guides** came in 3rd place and are seen as a key source of local information for passengers, showcasing tourist attractions, culture and music

TOP
8

Inflight Magazine
Editorial sections:
% Reading Score

95%
DESTINATION
FEATURES

75%
AIRLINE
NEWS

84%
ROUTE
MAPS

73%
HOTEL
REVIEWS

84%
ENTERTAINMENT
GUIDES

66%
PRODUCT
INFORMATION

78%
FOOD
REVIEWS

59%
BUSINESS
NEWS

CONTENT OVERVIEW

Sawasdee is a reflection of the world-class airline that is **THAI**—providing seamless service throughout your journey in an elegant environment that no other airline can replicate.

We always want to make sure you go away with good memories of Thailand and Thai Airways. Through our travel features to key destinations across the globe, we hope that Sawasdee feels more like a local friend telling you everything you need to know before disembarking from our aircraft. Features offer valuable travel tips from experts in the field. These tips can be applied to every passenger's itinerary no matter where they are.

Travel
Art & Culture
Lifestyle
THAI Sections



In the Frame



Thai Passage



Thai Tidbits



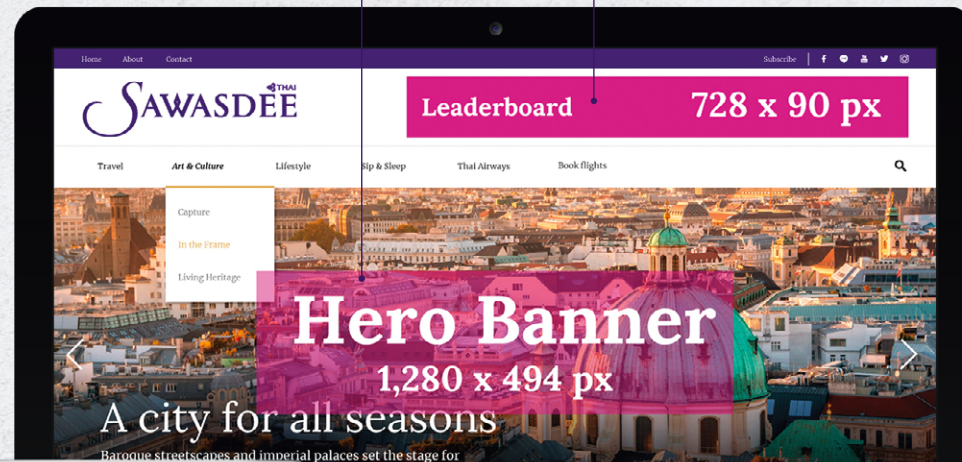
Moment in Time



World Flavours

Hero Banner

Leaderboard



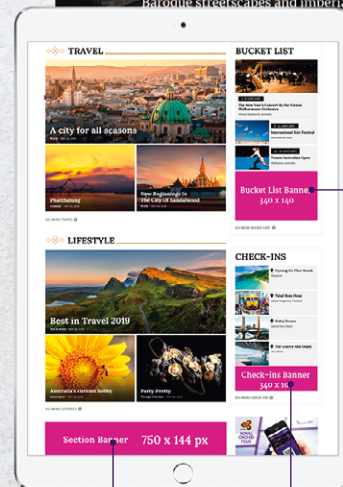
Section Banner

Square-side Banner



Advertorial

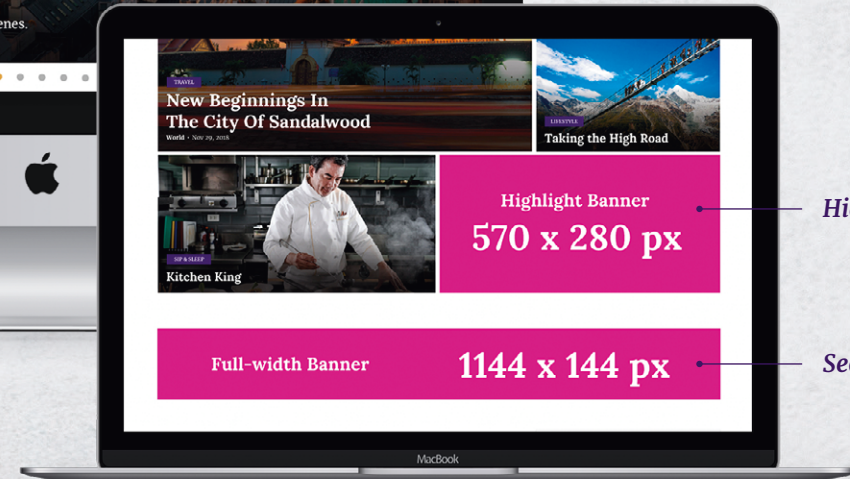
Vertical Side Banner



Section Banner

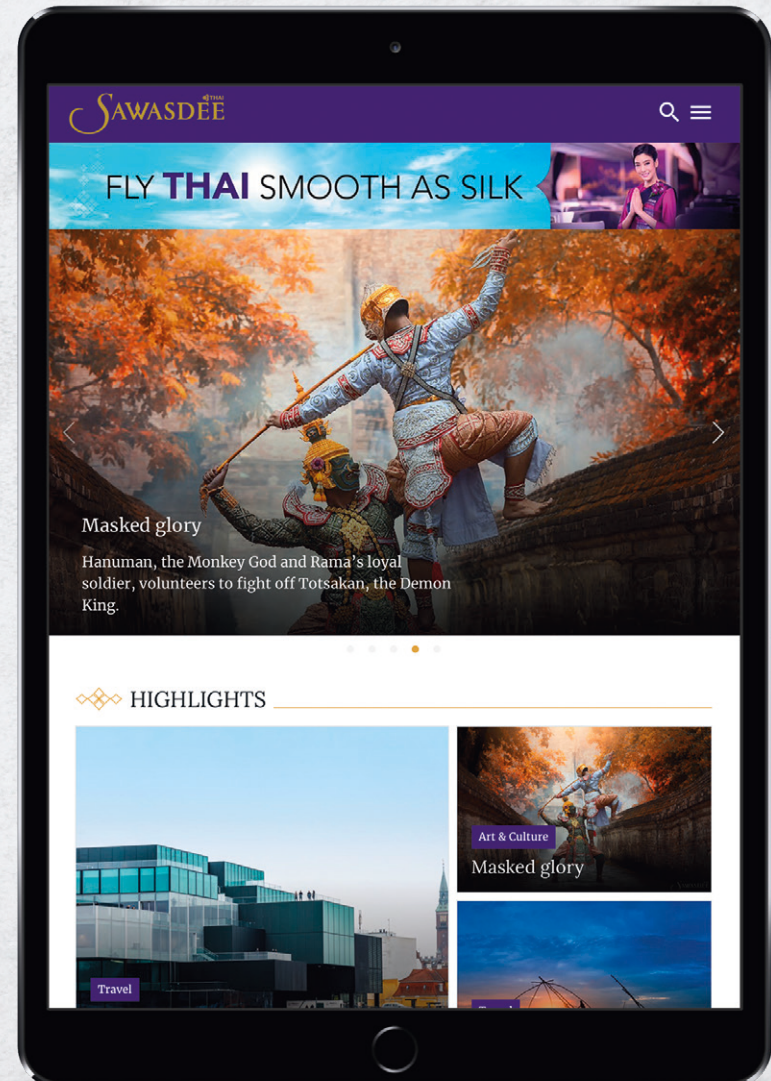
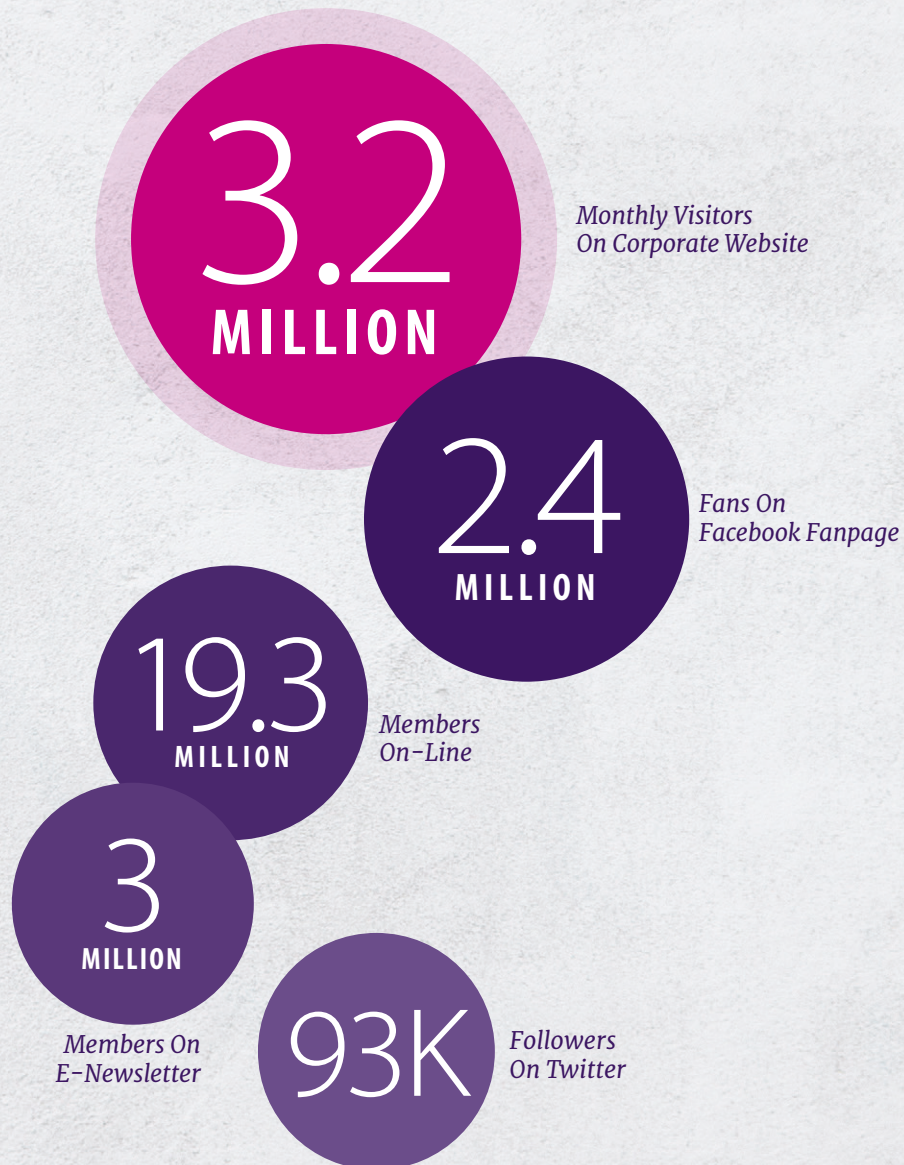
Bucket List Banner

Check-Ins Banner



Highlights Banner

Section Banner



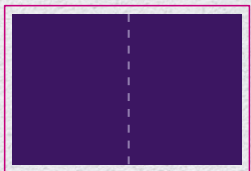
ADVERTISING RATES

SAWASDEE MAGAZINE

◆ ADVERTISING RATES	USD	◆ LOADING FEE	
REVERSE GATEFOLD	52,500	SPECIFICATION POSITION	20%
INSIDE FRONT COVER SPREAD	37,800	FRONT HALF	15%
OUTSIDE BACK COVER	21,850	◆ FREQUENCY DISCOUNT	
INSIDE BACK COVER	17,300	3 INSERTIONS	5%
◆ ROP		6 INSERTIONS	10%
DOUBLE PAGE SPREAD	22,700	12 INSERTIONS	15%
FULL PAGE	13,550		
HALF PAGE	8,300		

NOTE: ALL PRICES DO NOT INCLUDE 7% VAT

TECHNICAL SPECIFICATIONS



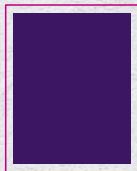
DOUBLE PAGE

TRIMMED SIZE

426(W) X 279(H) mm.

BLEED SIZE

432(W) X 285(H) mm.



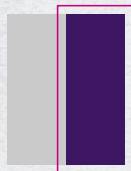
FULL PAGE

TRIMMED SIZE

213(W) X 279(H) mm.

BLEED SIZE

219(W) X 285(H) mm.



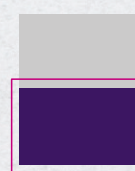
HALF PAGE (VERTICAL)

TRIMMED SIZE

100(W) X 279(H) mm.

BLEED SIZE

106(W) X 285(H) mm.



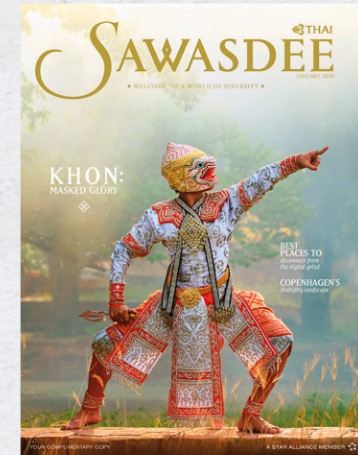
HALF PAGE (HORIZON)

TRIMMED SIZE

213(W) X 140(H) mm.

BLEED SIZE

213(W) X 146(H) mm.



MATERIAL REQUIREMENTS

Preferred File: PDF created using the PDF/x-1a:2001 standard setting. Other File Types Accepted: InDesign, QuarkXpress, Photoshop, and Illustrator. Please supply all links and fonts used in the document.

For both PDF and native files, please follow these rules:

- Crop marks must be outside from Trimmed Size : 3 mm.
- Convert all spot colors and pantone to 4 color process (CMYK)
- Make sure that all images are high resolution (300 dpi) and color in CMYK mode.

Proofs: Digital color proofs should be sent for reference

Note: All advertisement copies must be approved by the publisher

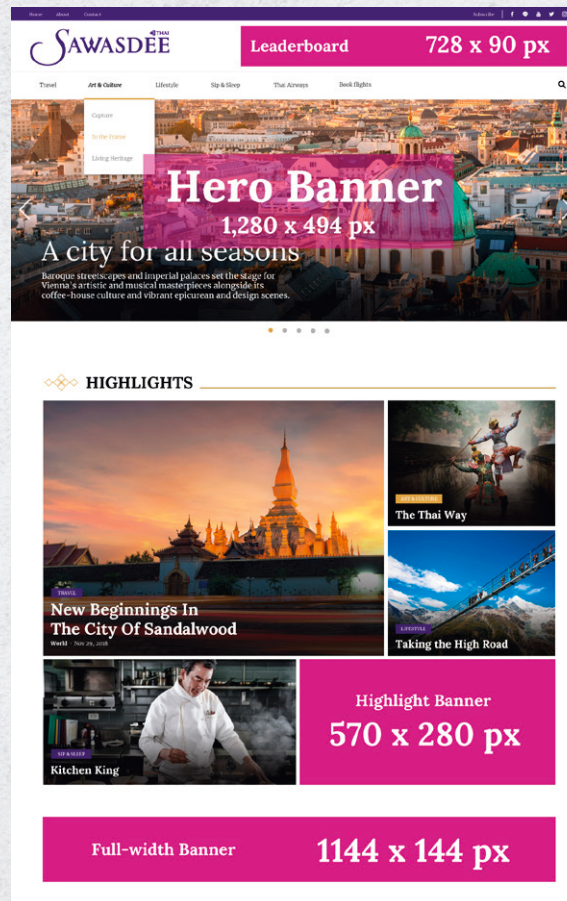
ADVERTISING RATES

SAWASDEE MAGAZINE.COM

◆ ADVERTISING RATES

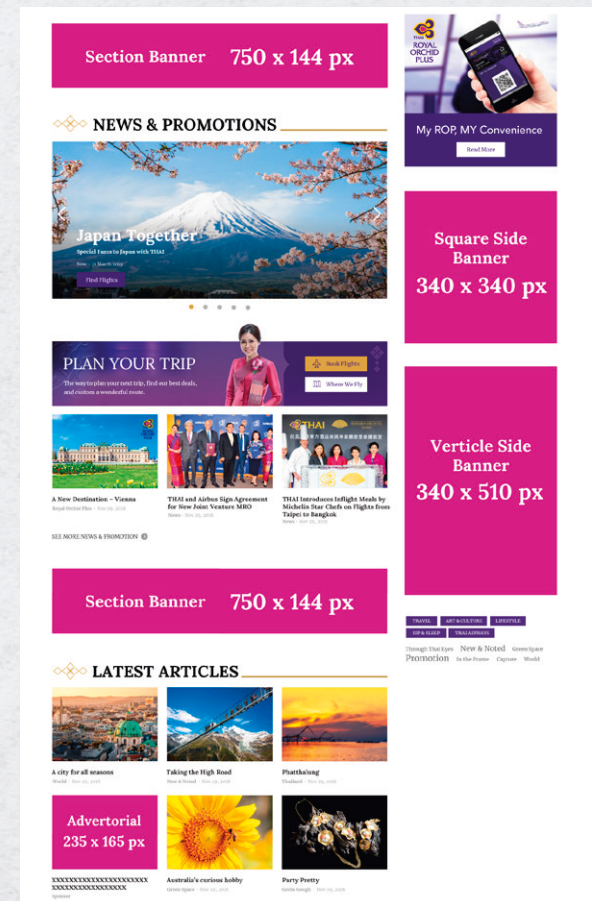
	USD
ENTER-SITE POP UP	10,000 / MONTH
LEADERBOARD BANNER (RUN ALL SITE)	5,000 / MONTH
HERO BANNER	5,000 / MONTH
HIGHLIGHT BANNER	3,400 / MONTH
FULL-WIDTH BANNER	3,400 / MONTH
SECTION BANNER (RUN ALL SITE)	3,400 / MONTH
SQUARE SIDE BANNER (RUN ALL SITE)	3,400 / MONTH
VERTICAL SIDE BANNER	2,900 / MONTH

NOTE: ALL PRICES DO NOT INCLUDE 7% VAT



The screenshot shows the Sawasdee Magazine website layout with the following ad placements:

- Leaderboard**: 728 x 90 px (top right)
- Hero Banner**: 1,280 x 494 px (large central image with text "A city for all seasons")
- Highlights**: A section with multiple small images and text, including "New Beginnings In The City Of Sandalwood" and "Taking the High Road".
- Highlight Banner**: 570 x 280 px (bottom right of the highlights section)
- Full-width Banner**: 1144 x 144 px (bottom of the page)



The screenshot shows the Sawasdee Magazine website layout with the following ad placements:

- Section Banner**: 750 x 144 px (top left)
- NEWS & PROMOTIONS**: A section with multiple small images and text, including "Japan Together" and "PLAN YOUR TRIP".
- Square Side Banner**: 340 x 340 px (right side)
- Verticle Side Banner**: 340 x 510 px (right side)
- Section Banner**: 750 x 144 px (bottom left)
- LATEST ARTICLES**: A section with multiple small images and text, including "A city for all seasons", "Taking the High Road", and "Plattkrating".
- Advertorial**: 235 x 165 px (bottom left)
- Advertorial**: 235 x 165 px (bottom right)



INFLIGHT ENTERTAINMENT GUIDE

VISION GUIDE MAGAZINE

Vision magazine will be your guide throughout your Royal Orchid Service experience on board THAI. A world of entertainment is right at your fingertips, with a cornucopia of entertainment menus thoughtfully planned out for maximum pleasure. Choose from movies, documentaries or music and you'll never want your journey with THAI to end.

Each month, we feature an interview with a prominent figure in the entertainment world. Movie buffs will also get to enjoy "Scene on Screen" space dedicated to popular destinations from around the globe that have been part of a movie set.

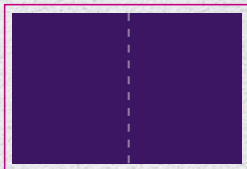
ADVERTISING RATES

VISION GUIDE MAGAZINE

◆ ADVERTISING RATES	USD	◆ LOADING FEE	
OUTSIDE BACK COVER	14,550	SPECIFICATION POSITION	20%
INSIDE FRONT COVER	11,500	FRONT HALF	15%
		◆ FREQUENCY DISCOUNT	
		3 INSERTIONS	5%
		6 INSERTIONS	10%
		12 INSERTIONS	15%

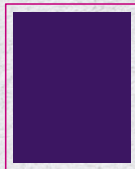
NOTE: ALL PRICES DO NOT INCLUDE 7% VAT

TECHNICAL SPECIFICATION



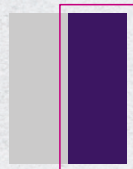
DOUBLE PAGE

TRIMMED SIZE
380(W) X 260(H) mm.
BLEED SIZE
386(W) X 266(H) mm.



FULL PAGE

TRIMMED SIZE
190(W) X 260(H) mm.
BLEED SIZE
196(W) X 266(H) mm.



HALF PAGE (VERTICAL)

TRIMMED SIZE
90(W) X 260(H) mm.
BLEED SIZE
96(W) X 285(H) mm.



HALF PAGE (HORIZON)

TRIMMED SIZE
190(W) X 113(H) mm.
BLEED SIZE
196(W) X 116(H) mm.



MATERIAL REQUIREMENTS

Preferred File: PDF created using the PDF/x-1a:2001 standard setting. Other File Types Accepted: InDesign, QuarkXpress, Photoshop, and Illustrator. Please supply all links and fonts used in the document.

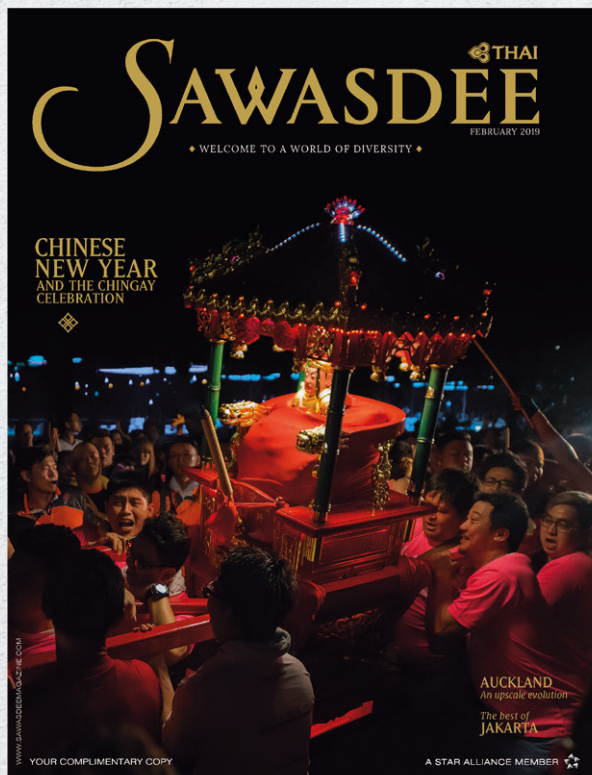
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MEDIA INFORMATION



FREQUENCY
ประเภทนิตยสาร
MONTHLY รายเดือน

LANGUAGE
ภาษา
ENGLISH / THAI
อังกฤษ / ไทย

DISTRIBUTION
การวางแผง
INSIDE EVERY SEAT POCKET OF EVERY
THAI AIRWAYS FLIGHT
บรรจุในทุกที่นั่งบนสายการบิน
ในทุกเส้นทางการบิน

PUBLICATION DATE
วันที่วางแผง
1st OF EVERY MONTH
ทุกวันที่ 1 ของเดือน

BOOKING DEADLINE
วันจองโฆษณา
8 WEEKS PRIOR TO PUBLICATION DATE
8 สัปดาห์ก่อนการวางแผง

CENSORSHIP DEADLINE
วันยกเลิกการจองโฆษณา
7 WEEKS PRIOR TO PUBLICATION DATE
7 สัปดาห์ก่อนการวางแผง

MATERIAL DEADLINE
วันส่งชิ้นงานโฆษณา
6 WEEKS PRIOR TO PUBLICATION DATE
6 สัปดาห์ก่อนการวางแผง



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DUBAI

SINGAPORE

MALAYSIA

COLOMBO

INDIA