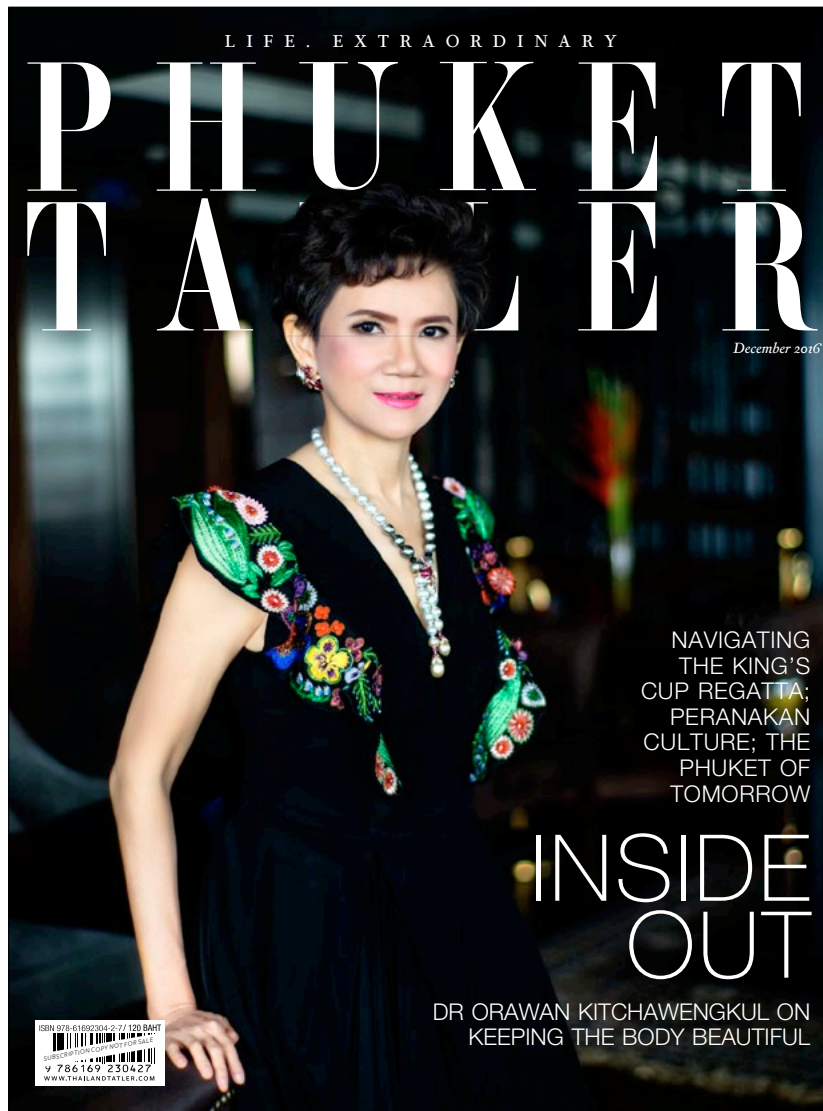


**P H U K E T
T A T L E R**

LIFE. EXTRAORDINARY



ABOUT US

Phuket Tatler is a special publication of Thailand Tatler magazine which is essential reading for those who are interested in Phuket. Our editorial pages are a vibrant mix of Phuket inside commentary, culinary delights and entertaining diversions. Every feature lifts the veil on the lives of Phuket's most glamorous people, places and engaging things – all presented with cheeky wit, style and flare. It is the publication for inside information on Phuket and the lifestyles of the locals on the island.

• **PRINT** • **DIGITAL** • **EVENTS**

Key facts:

Distribution: Packed with Thailand Tatler magazine

Size: 12 x 9 inches

Total pages: Approximately 60-80 pages

Cover: Art matt 210 GMS

Inside pages: Art matt 105 GMS

Print run: 64,150 copies

Booking deadline: 21 September 2017

Art work deadline: 28 September 2017

Available: November 2017

Circulation / Distribution

64,150 copies

1. Packed with Thailand Tatler	55,900	copies
Subscribers	14,330	copies
VIP Members Thai	4,950	copies
VIP Members Expat	2,770	copies
Bookstores / Newsstands / Supermarkets	7,800	copies
Five-star Hotels / Resorts	10,400	copies
Luxury Condos & Serviced Apartments	2,750	copies
Airlines: In-flights / Airport – Lounges	5,250	copies
Private Jets / Yachts / Limousines / Car showrooms	1,050	copies
Embassy / Consulates / Chamber of Commerce	1,000	copies
Clubs / Spas / Beauty Salons/ Associates	1,350	copies
Hospital / Health clubs / Jewelry and watch stores	1,250	copies
Advertisers / Agencies	1,000	copies
Promotion / PR / Events	2,000	copies
2. New selected targeted distribution in Phuket	6,250	copies
4 to 6-star hotels in Phuket and nearby areas	3,100	copies
Bookstores	1,200	copies
Apartments (Yearly & luxury stay)	500	copies
Leading property offices	100	copies
Finest restaurants and coffee shops	100	copies
Finest spas	150	copies
Golf courses	80	copies
International hospitals	70	copies
International schools	150	copies
Boating services and marina outlets	100	copies
Car rental outlets and airport limousines	100	copies
Advertisers and ads agencies who advertise in Phuket Tatler	300	copies
Event/ Party / Media	300	copies
3. Oversea distribution	2,000	copies
Singapore	1,000	copies
Hong Kong	1,000	copies

ADVERTISING RATE

Position	Normal Rate/insertion (THB)
Inside Front spread	180,000
Facing Content	95,000
Facing Masthead	95,000
Inside Back Cover	92,000
Back Cover	135,000
Full page (ROP)	85,000

- * - Fixed position is subject to 10% surcharge
- All rates are subject to 7% of VAT.
- For advertising details, please contact us at 02 237 9800

MAGAZINE SIZE MEASUREMENT IN MM (W X H)

Size	Trim	Bleed**	Type Area
Full page	228 x 305	234 x 311	208 x 285
Double page spread	456 x 305	462 x 311	208 x 285 each page

*226(L)+224(R)

**BLEED SIZE: ADDITIONAL 3MM FROM EACH SIDE

For further enquiries regarding the submission of materials, please contact your advertising representative.

PRINT RATES

& MATERIAL SPECIFICATIONS

Materials requirements

Art work; original artwork (color transparencies or color separated positives with progressive proofs and mechanicals). Submission can be in any of the followings;

- a. Film should be in 175 lpi, positive image, right reading emulsion side down
- b. Print photos should be in the size of 5 x 7 inches (minimum size)
- c. Digital File should be in 300 dpi and in the size of 10 x 12 inches
- d. Slides should be in the size of 135mm or 120mm

Options for two pages

- 1) 2 pages advertorial : 700-800 words with 3 photos,
- 2) 1 page advertorial + 1 page ads.
: 350 words with 2 photos for one page advertorial
: 1 full page ads. (Completed artwork)



For Thailand advertising enquiries, please contact:

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