

# DESTINATION THAILAND NEWS



DESTINATION THAILAND  
NEWS





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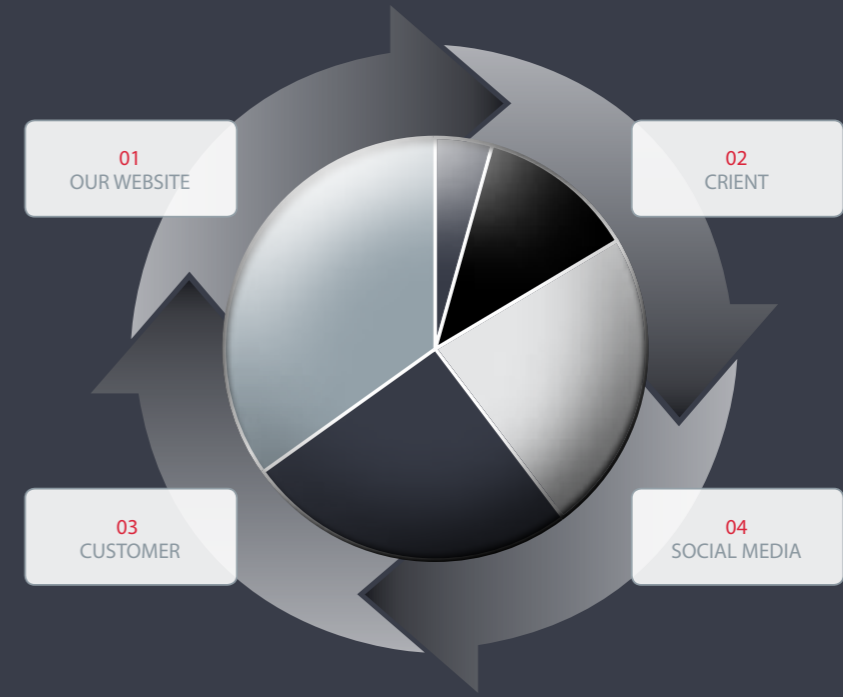
## REACHING THE EXPECTATIONS

- > To promote tourism, arts, culture and lifestyle helping to improve the economy in all regions of Thailand.
- > To create better awareness and advocacy for the preservation of the unique arts, lifestyle cultures and environment of the region.
- > To offer a new showcase for our partners, advertisers, including financial institutions, airlines, hotels, restaurants, spas, golf courses, tour operators, shopping centers and others to present and promote their products and services.

## THE TARGET AUDIENCE OF DESTINATION THAILAND NEWS IS SPLIT INTO TWO GROUPS:

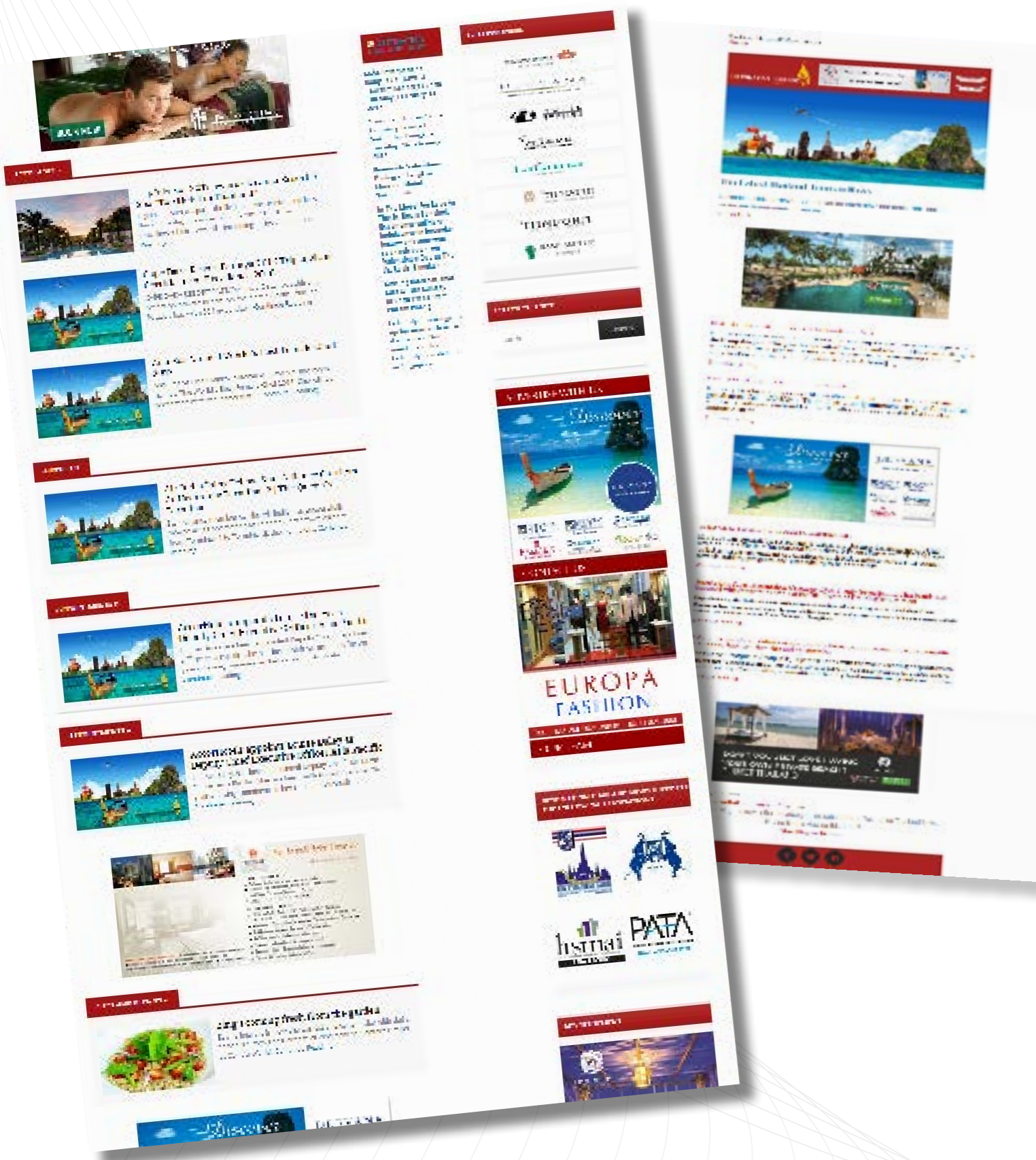
THE FIRST GROUP CONSISTS OF TOURISTS AND BUSINESS TRAVELERS ANYWHERE IN THE WORLD WHO HAVE ACCESS TO OUR ONLINE SITE.

THE SECOND GROUP COMPRISES OF TRAVEL INDUSTRY PROFESSIONALS, STAKEHOLDERS AND ALL REGIONS TOURISM ORGANIZATIONS.



**DISTRIBUTION:**  
 Destination Thailand News commands a very wide audience, it is distributed globally on a subscription basis. We will email to our database of subscribers on a weekly basis and currently our 68,000 subscribers.

# IT'S NOT HARD TO ADVERTISE WITH US



## RATE CARD

### AD TYPE RATE PER YEAR

THAILAND'S TOP HOTELS THB 75,000

### AD TYPE SIZE (PIXELS) RATE PER MONTH

PLATINUM PARTNERSHIP TILE 300 x 60 THB 16,500  
 ELITE PARTNERSHIP LOGO TILE 125 x 125 THB 10,500  
 ELITE PARTNERSHIP LOGO TILE 125 x 125 THB 7,500

### AD TYPE HOME PAGE BANNERS SIZE (PIXELS) RATE PER WEEK

LEADER BANNER 728 x 90 THB 10,500  
 HOME PAGE BANNERS POS 1 468 x 220 THB 8,000  
 HOME PAGE BANNERS POS 2 468 x 220 THB 7,000  
 HOME PAGE BANNERS POS 3 468 x 220 THB 6,500  
 HOME PAGE BANNERS POS 4 468 x 220 THB 6,000  
 HOME PAGE BANNERS POS 5 468 x 220 THB 5,500  
 FOOTER LEADER BANNER 728 x 90 THB 9,000

### SIDEBAR BANNERS TOWER BANNERS SIZE (PIXELS) RATE PER WEEK

LARGE VERTICAL TOWER (POS 1) 300 x 600 THB 11,000  
 LARGE VERTICAL TOWER (POS 2) 300 x 600 THB 9,000  
 SMALL VERTICAL TOWER 160 x 600 THB 8,000  
 SIDE BAR BANNER POS 1 300 x 300 THB 4,500  
 SIDE BAR BANNER POS 2 300 x 300 THB 4,000  
 CATEGORY PAGE BANNERS 468 x 220 THB 4,000

### ARTICLE ADS SIZE (PIXELS) RATE PER ARTICLE

ARTICLE AS - TOP 468 x 60 THB 1,500  
 ARTICLE AD - RIGHT 250 x 250 THB 750  
 ARTICLE AD - LEFT 250 x 250 THB 750  
 ARTICLE AD - CENTRE 250 x 250 THB 750  
 ARTICLE AD - BOTTOM 468 x 60 THB 1,500

### AD TYPE NEWS ALERT BANNERS SIZE (PIXELS) RATE PER WEEK

NNEWS ALERT LEADER BANNER 300 x 60 (Max File size – 15KB) THB 15,000  
 NEWS ALERT BANNER A 468 x 220 THB 12,000  
 NEWS ALERT BANNER B 468 x 220 THB 9,000  
 NEWS ALERT BANNER C 468 x 220 THB 8,000

Rates current as of January 2017 and are shown exclusive of GST and are subject to change.

## DESTINATION THAILAND NEWS STATS BY REGION

ASIA / CHINA	DEC-15	DEC-16
Bhutan	93	2
Cambodia	952	2,119
China	4,887	11,866
Indonesia	2,532	16,396
Japan	1,760	9,061
Laos	41	723
Malaysia	3,599	18,896
Myanmar	207	2,632
Philippines	1,489	6,267
Singapore	2,877	5,876
South Korea	839	4,830
Taiwan	1,692	3,163
Thailand	95,785	280,577
Vietnam	1,594	6,731
<b>Total</b>	<b>118,347</b>	<b>369,139</b>

EUROPE	DEC-15	DEC-16
Austria	530	1,373
Belgium	222	1,538
Bulgaria	207	2,153
Czech Republic	810	2,423
Denmark	1,168	1,494
Finland	536	1,176
France	28,734	110,835
Germany	17,566	69,995
Greece	102	839
Hungary	195	940
Ireland	16,010	28,812
Italy	1,386	4,386
Netherlands	2,770	7,085
Norway	4,033	439,107
Poland	600	2,657
Portugal	5,339	10,476
Romania	275	1,153
Russia	2,923	7,632
Spain	2,085	4,141
Sweden	1,132	5,657
Switzerland	1,561	5,906
Turkey	472	1,354
Ukraine	4,280	22,399
United Kingdom	9,037	19,575
<b>Total</b>	<b>101,973</b>	<b>753,106</b>

OCEANIA	DEC-15	DEC-16
Australia	16,701	53,892
New Zealand	797	3,528
<b>Total</b>	<b>17,498</b>	<b>57,420</b>

AMERICAS	DEC-15	DEC-16
Argentina	207	773
Brazil	1,711	1,785
Canada	2,025	9,287
Columbia	101	246
Mexico	298	849
USA	117,880	459,747
<b>Total</b>	<b>122,222</b>	<b>472,687</b>

AFRICA	DEC-15	DEC-16
South Africa	543	2,573
Morocco	192	99
<b>Total</b>	<b>735</b>	<b>2,672</b>

MIDDLE EAST	DEC-15	DEC-16
Qatar	0	443
Oman	263	400
Israel	627	898
Saudia Arabia	292	795
UAE	887	2,688
Iran	91	399
<b>Total</b>	<b>2160</b>	<b>5,623</b>

SOUTH ASIA	DEC-15	DEC-16
Bangladesh	112	484
India	3,785	13,975
Nepal	184	271
Pakistan	209	788
Sri Lanka	21	737
<b>Total</b>	<b>2160</b>	<b>16,255</b>
<b>Other Countries</b>	<b>1,101,827</b>	<b>60,700</b>

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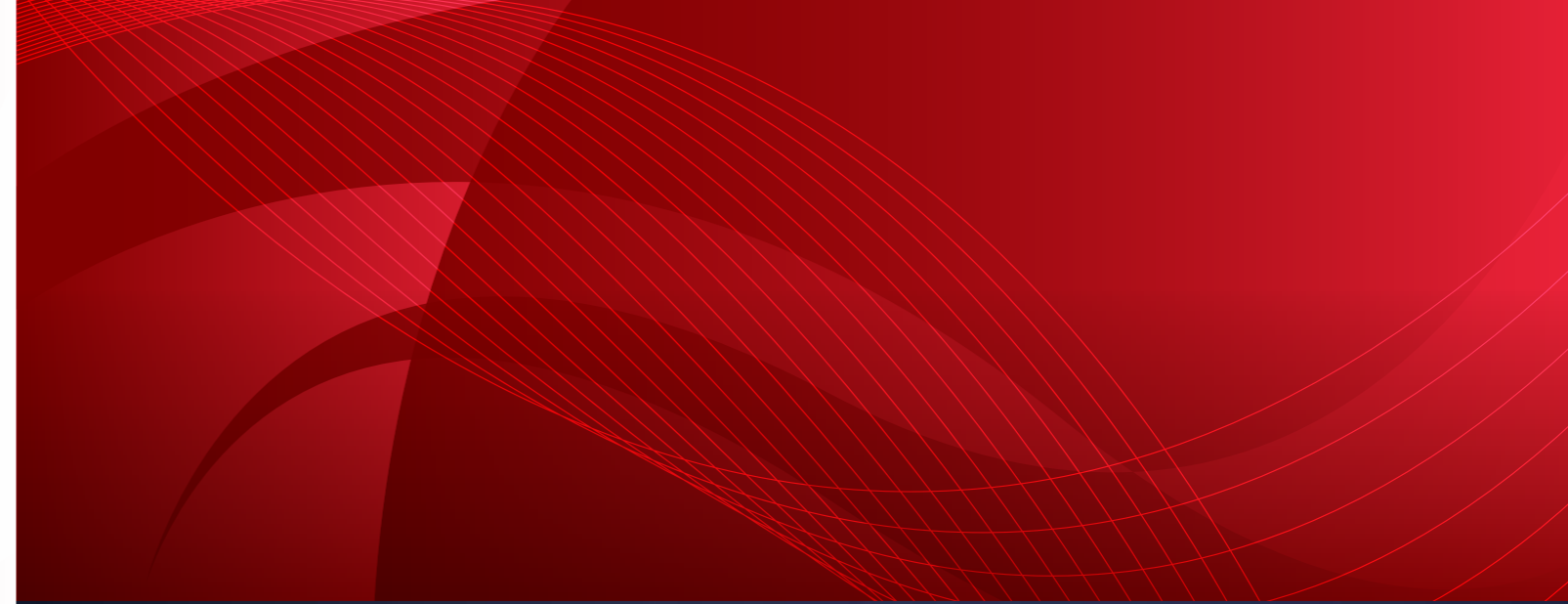
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