

# DESTINATION THAILAND NEWS



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NEWS



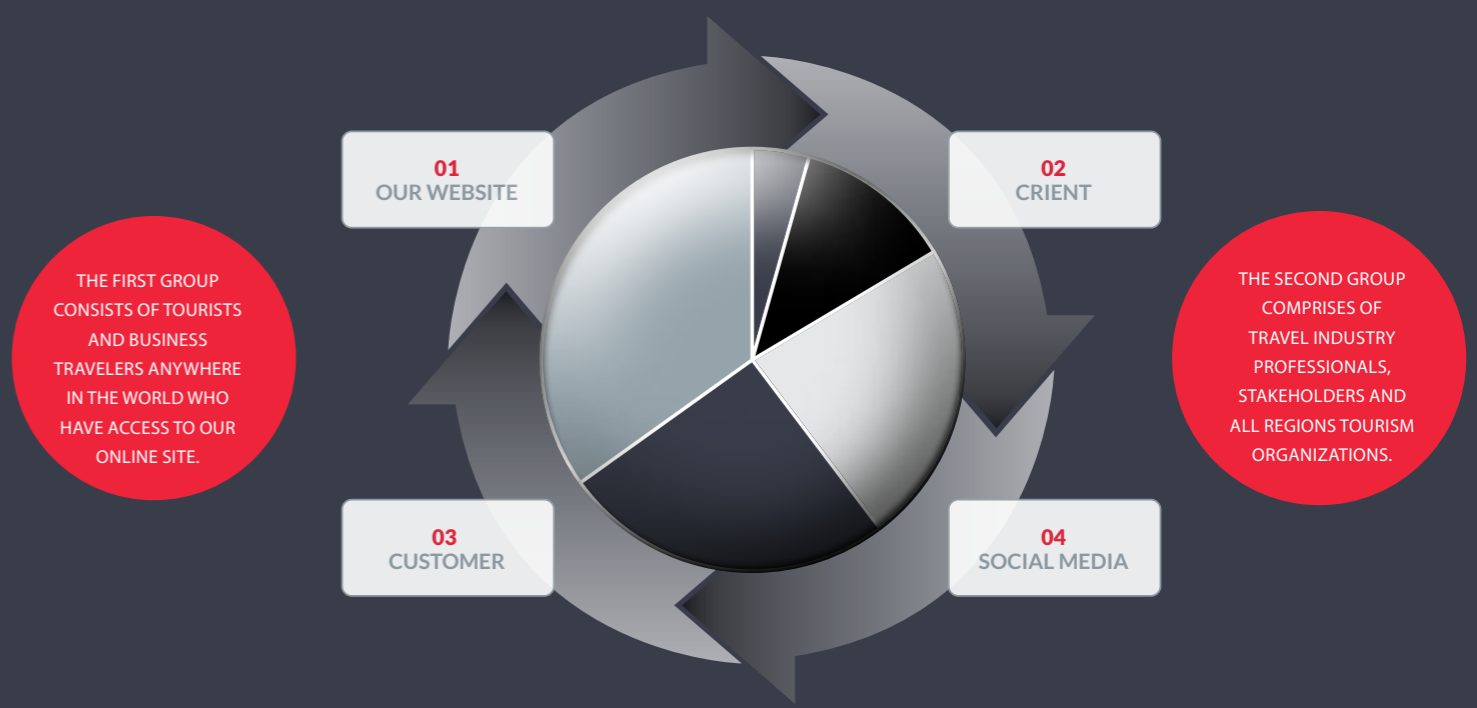


www.destinationthailandnews.com

## 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:



**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 twice weekly basis and currently our 68,000 subscribers.

# IT'S NOT HARD TO ADVERTISE WITH US



## RATE CARD

AD TYPE		RATE PER YEAR
<b>THAILAND'S RECOMMENDED HOTELS</b>		THB 95,000
AD TYPE	SIZE (PIXELS)	RATE PER MONTH
PLATINUM PARTNERSHIP TILE	300 x 60	THB 19,500
ELITE PARTNERSHIP LOGO TILE	300 x 30	THB 13,500
PREMIER PARTNERSHIP LOGO TILE	125 x 60	THB 9,500
AD TYPE HOME PAGE BANNERS	SIZE (PIXELS)	RATE PER WEEK
LEADER BANNER	728 x 90	THB 13,500
HOME PAGE BANNERS POS 1	468 x 220	THB 9,500
HOME PAGE BANNERS POS 2	468 x 220	THB 8,000
HOME PAGE BANNERS POS 3	468 x 220	THB 7,500
HOME PAGE BANNERS POS 4	468 x 220	THB 6,500
HOME PAGE BANNERS POS 5	468 x 220	THB 6,000
HOME PAGE BANNERS POS 6	468 x 220	THB 5,500
FOOTER LEADER BANNER	728 x 90	THB 11,000
SIDEBAR BANNERS TOWER BANNERS	SIZE (PIXELS)	RATE PER WEEK
LARGE VERTICAL TOWER (POS 1)	300 x 600	THB 15,000
LARGE VERTICAL TOWER (POS 2)	300 x 600	THB 12,000
WEEKLY RESTAURANT FEATURE	160 x 300	THB 8,000
WEEKLY HOTEL FEATURE	160 x 300	THB 8,000
SIDE BAR BANNERS 1	300 x 300	THB 6,500
SIDE BAR BANNERS 2	300 x 300	THB 5,000
CATEGORY BANNERS	SIZE (PIXELS)	RATE PER ARTICLE
CATEGORY PAGE BANNERS	468 x 220	THB 4,000
ARTICLE ADS	SIZE (PIXELS)	RATE PER ARTICLE
ARTICLE AS - TOP	468 x 60	THB 2,500
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
NEWS ALERT LEADER BANNER	300 x 60	THB 17,000
NEWS ALERT BANNER A	468 x 220	THB 15,000
NEWS ALERT BANNER B	468 x 220	THB 12,000
NEWS ALERT BANNER C	468 x 220	THB 11,000

Rates current as of January 2020 and are shown exclusive of GST and are subject to change.

## DESTINATION THAILAND NEWS STATS BY REGION

ASIA / CHINA	DEC-19	OCEANIA	DEC-19
Hong Kong	2,671	Australia	17,786
Cambodia	396	New Zealand	344
China	522	<b>Total</b>	<b>18,130</b>
Indonesia	1,031	AMERICAS	DEC-19
Japan	1,382	Argentina	31
Laos	199	Brazil	1,711
Malaysia	3,113	Canada	810
Myanmar	454	Columbia	29
Philippines	1,805	Mexico	124
Singapore	7,005	USA	20,569
South Korea	1,367	<b>Total</b>	<b>23,274</b>
Taiwan	802	AFRICA	DEC-19
Thailand	49,415	South Africa	281
Vietnam	1,463	Morocco	34
<b>Total</b>	<b>71,625</b>	<b>Total</b>	<b>315</b>
EUROPE	DEC-19	MIDDLE EAST	DEC-19
Austria	289	Qatar	114
Belgium	222	Oman	55
Bulgaria	118	Israel	195
Czech Republic	90	Saudia Arabia	292
Denmark	186	UAE	471
Finland	356	<b>Total</b>	<b>1,127</b>
France	823	SOUTH ASIA	DEC-19
Germany	1,469	Bangladesh	112
Greece	146	India	3,868
Hungary	63	Nepal	98
Ireland	161	Pakistan	381
Italy	474	Sri Lanka	117
Netherlands	886	<b>Total</b>	<b>4,576</b>
Norway	4,221	<b>Other Countries</b>	<b>1,010</b>
Poland	133		
Portugal	217		
Romania	236		
Russia	256		
Spain	289		
Sweden	334		
Switzerland	462		
Turkey	152		
Ukraine	233		
United Kingdom	2,546		
<b>Total</b>	<b>14,362</b>		

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