



In Essence

The magazine to be simultaneously with Centara Hotels Group

In Essence magazine is produced in cooperation with the Centara Hotels & Resorts for their 14 Hotels & Resorts throughout Thailand.

In Essence will have a guaranteed circulation of 25,000 copies and the majority will be given to the Centara Hotels & Resorts for distribution by putting inside the guest's room and business area.

Centara Hotels & Resorts is a leading hotel group in Thailand and are located in Bangkok, Hua Hin, Krabi, Koh Samui, Phuket, Hat Yai, Chiang Mai, Pataya and Mae Sot.

- Centara Grand A Bangkok Convention Center at Central World.
- Centara Grand Beach Resort & Villas Krabi
- Centara Grand Beach Resort Samui
- Centara Grand Villas Samui
- Centara Grand Mirage Beach Resort Pataya
- Centara Grand Villas Phuket
- Centara Grand Karon Resort Phuket
- Centara Grand Kata Resort Phuket
- Centara Grand Duangtawan Hotel Chiang Mai
- Centara Mae Sot Hill Resort
- Sofitel Centara Grand Bangkok
- Sofitel Centara Grand Resort & Villas Hua Hin
- Sofitel Centara Silom
- Novotel Centara Hat Yai

Among the highlights of '*In Essence*' magazine are includes essential information about what to do, where to go, shopping, dining, nightlife and activities to make your holiday in Thailand.

The region memorable! Main features will focus on the leisure and travel market, tropical islands of Samui and articles on unseen paradise place in Thailand. A special section on Culture & festivals as well as regular insightful features on *Cenvarree Spas and Spa News Program* will provide valuable information and advice. The last part of each of magazine will include useful details of 7 Destinations in Thailand.

CONTENTS: "Second Edition" issue October 2007 - January 2008

*Category in the issue:

- Introductions
- Central News & Package
- Interview Central Management
- Visiting Hotels & Resorts
- Golf Package central Group Deal

*Category in focus:

- Top Shop shopping for fun
- Food Preview
- Books!
- Useful details for 7 destinations



*Category in essence:

- Spas News Programs & Health
- Spa Sensations
- Medical Services

*Category in Adventure:

- Adventure Diving
- Explore throughout Thailand

Advertising Rates 2007

Circulation: 25,000 Copies Frequency: September – December 2007

Position	Size	Casual (baht)
Back Cover	23cm x 30cm	55,000
Inside Front	23cm x 30cm	45,000
Inside Back Cover	23cm x 30cm	45,000
Page 3	23cm x 30cm	50,000
Double Page	23cm x 30cm	60,000
Full Page	23cm x 30cm	35,000
Half Page (Vertical)	11.5cmx30cm	25,000
Half Page (Horizontal)	23cm x 15cm	25,000
Quarter Page (Vertical)	6cm x 15cm	15,000

Remark

- All rates are subject to Government .VAT
- Color separation included.
- Artwork and design will be change for depending on work required.

For more information, please feel free to contact us at below address or our sales representative in Phuket – Lifestyle Solutions Co., Ltd., **Ms. Rose 081 5395373**