



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**