



# Thaizeit

THE PREMIER TRAVEL AND LIFESTYLE MAGAZINE IN GERMAN LANGUAGE

# GERMAN SPEAKERS COMING!

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## THE CONCEPT: OUTSTANDING QUALITY

**THAIZEIT** – the quintessential premier travel and lifestyle magazine in German language. Distributed in Europe and Thailand.

### WHO FOR?

**THAIZEIT** is made for travelers and expatriates from German speaking countries who come (or plan to come) for holiday or business to Thailand.

### WHAT ABOUT?

**THAIZEIT** is packed with the newest trends in lifestyle, entertainment and travel and inspiring informations about Thailand and the region. As a leisure guide, **THAIZEIT** covers music, the arts, travel, restaurants, and cultural events with insightful recommendations.

### WHICH QUALITY?

**THAIZEIT** is committed to the highest standards of quality reporting and superior production and design: Published monthly in full color, with an outstanding design and great photographs. The reports are exclusively written and researched by **THAIZEIT** reporters for the **THAIZEIT** magazine.

### WHO FROM?

**THAIZEIT** is made by a team of highly experienced and award-winning journalists, writers, designers and photographers. Together they share one passion: Thailand. You can see it, you can feel it.

### ABOUT GERMAN LANGUAGE

- Worldwide more than 200 million people speak German (BEREA, USA).
- 30 % of the Europeans speak German.
- German is the most spoken mother tongue in Europe.
- German is the third most popular foreign language taught worldwide.

Native speakers come from Germany, Austria, Switzerland, Luxembourg, Liechtenstein, northern Italy, eastern France and parts of Belgium. Those who speak German as a foreign language come from Russia, Eastern Europe, France and Scandinavia, USA, Russia, Israel, South America and South Africa. In the US alone, there are six million people who speak German and 25 % of all Americans have German forefathers.

### REACHING THE TARGET

- In book stores for travel magazines in Germany, Austria and Switzerland
- In Airlines connected to Thailand, e.g. LTH Airways and Bangkok Airways
- In Airport lounges of Bangkok Airways
- In leading hotels, resorts and Serviced Apartments in Thailand, e.g. Banyantree Bangkok, Marriott Group, Central Group, Starwood Group
- In prestigious Restaurants and Cafés
- In book shops in Thailand, e.g. Asia Books, Bookazine and Kinokuniya and many local book stores (countryside)
- In the embassies and the Goethe Institute
- With our international subscribing service
- With our free monthly mailings to the German speaking managers in Thailand and the Asian Business Club, Munich

### THE TARGET GROUP

Our target group are German speaking holiday-makers businessmen, representatives, expats, retirees and residents who come (or plan to come) legal and with good intentions to Thailand. In 2006, more than 734,000 holiday-makers from German speaking countries came to Thailand and spent more than 35 billion Baht (TAT, 2007).

Also a large number of residents from German speaking countries live legally in Thailand and spend big parts of their income here. Altogether, every year more than 1.5 million foreigners who can speak German come to Thailand.

“**THAIZEIT**” IS YOUR BEST VEHICLE TO REACH THIS POWERFUL AUDIENCE!

# SPECIFICATIONS

## TRAVEL THEMES

(FRESH VARIOUS TOPICS IN EVERY ISSUE)

### Exsamples

Maldives • Khao Lak • The Moken, a trip to Surin islands • Hanoi, Vietnam • Luxury hotels and resorts • Kanchanaburi • Naga Fireball • Koh Samet • Rent-a-car • Ayutthaya

## DISTRIBUTION

Every issue of THAIZEIT will be distributed in Thailand, Germany, Austria and Switzerland: Sold for 100 Baht or 4 Euro in book stores and distributed as complimentary copies in airlines (e.g. LTU, Bangkok Airways), luxury hotels (e.g. Banyantree, Marriott, Sheraton, Meridien), the embassies and institutions (TAT offices, Goethe Institut, German Thai Chamber of Commerce, Universities). We also offer a subscription service for Thailand and all over the world.

Print run..... 38,000 copies

### Distribution Thailand

Sell..... 3,500 copies  
Complimentary Hotels..... 4,500 copies  
Complimentary Institutions..... 2,500 copies  
Complimentary Managers..... 1,750 copies  
TAT Offices..... 500 copies  
Subscription..... 1,250 copies  
**14,000 copies**

### Distribution Airlines

LTU, Bangkok Airways..... 10,000 copies  
At Airports..... 10,000 copies  
**20,000 copies**

### Distribution Europe

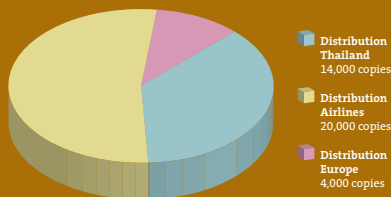
Germany..... 2,000 copies  
Switzerland..... 1,000 copies  
Austria..... 1,000 copies  
**4,000 copies**

## ONLINE EDITION

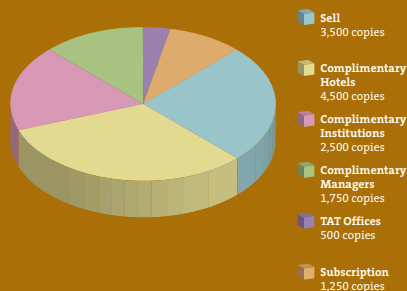
### Downloads

www.magazin.in.th.....3,000 per month

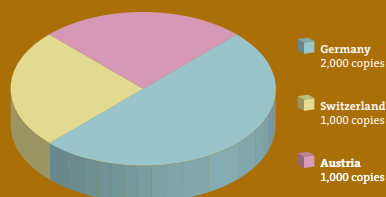
## DISTRIBUTION



## DISTRIBUTION THAILAND



## DISTRIBUTION EUROPE



## ADVERTISING RATES

(Prices in Thai Baht per issue)

Full page (Ad or Editorial)..... 52,000  
Half page..... 32,000  
1/3 page..... 24,000  
Quarter page..... 20,000  
Double page (Ad or Editorial)..... 90,000  
Half page next to impress..... 40,000  
Inside front..... 75,000  
Page 3 or 5..... 64,000  
Inside back..... 75,000  
Back cover.....100,000

## ADVERTISING SIZES

„CLEO“ format, sizes in mm

Full page trim size..... 217.0 x 280.0  
Full page live area..... 184.6 x 239.5  
Half page horizontal..... 184.6 x 117.8  
Half page vertical..... 90.3 x 239.5  
1/3 page vertical..... 58.7 x 239.5  
1/3 page horizontal..... 184.6 x 77.0  
Quarter page..... 90.3 x 117.8  
Double pages trim size..... 434.0 x 280.0

## SPECIFICATIONS

For digital based advertising, we require one digital proof generated from the digital file.

Printing method: .....4-color CMYK Euroscale

Screen: .....150-line

Paper: ..... coated offset paper

Computers in use: .....Macintosh OS 10.4.6

Binding method: .....Perfect bound

Inserts:.....requirements on request

Preferred Material: .....PDF 6, TIFF, EPS or JPEG

Fonts: .....embedded

Graphics: .....CMYK, 300 dpi

Bleed area: .....3 mm

Data carrier: .....CD-ROM or DVD-ROM

## PUBLISHING DATES

Always on the 1<sup>st</sup> of every month.

## ADVERTISING DEADLINES

Always on the 15<sup>th</sup> of every month.

## ADVERTISING SALES : THAILAND

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# HOW WE REACH OUR READERS

**THAIZEIT IS SOLD BY:**  
**ASIABOOKS**



- Suvarnabhumi Airport (all 5 Branches)
- Time Square, Bangkok
- Siam Discovery Center, Bangkok
- Season Square, Bangkok
- Siam Paragon, Bangkok
- Peninsula, Bangkok
- Emporium, Bangkok
- Branch Hua Hin
- All Seasons Place, Bangkok
- Branch Chiang Mai
- Thaniya Plaza, Bangkok
- Branch Koh Samui
- Sukhumvit-Filiale, Bangkok
- Airport Branch Koh Samui
- Central World, Bangkok
- Airport Branch Phuket
- Central Bangna, Bangna
- Walking Street, Pattaya
- Central Pinklao, Bangkok
- Landmark Hotel, Bangkok

**BOOKCORNER**  
• all Branches

**BOOKAZINE**  
• all Branches

**Bookazine**.....

**KINOKUNIYA**  
• all Branches

**Kinokuniya**

**VILLA MARKET**  
• all Branches

**VILLA MARKET**

**BEST SUPERMARKET**  
• Pattaya

... and at a large number of unaffiliated bookstores

• Thaizeit is distributed by the LTU International Airlines to their passengers on ALL flights to and from Bangkok



• THAIZEIT is delivered for free to the more than 400 CEOs and MDS of the members of the German-Thai Chamber of Commerce (GTCC).



• THAIZEIT is delivered for free to the SwissThai Chamber of Commerce



• THAIZEIT is delivered to all TAT Offices



• THAIZEIT is delivered to the German Embassy in Bangkok and to the Thai-Embassy in Berlin. Furthermore to all Thai-Consulates in Germany.



• THAIZEIT is available at Bangkok Airways Lounges



**Furthermore THAIZEIT is distributed to a vast number of Hotels, Serviced Apartments and Restaurants all over Thailand. Please find an extract of the places below:**

**Hotels Bangkok (Extract):**

- Airport Hotel / Novotel
- Amari Watergate
- Arun Residence
- Atlanta, The
- Aurum The River Place
- Bangkok Boutique Hotel
- Banyan Tree Bangkok
- Buddy Lodge Hotel
- Buritara
- Central Group (Hotel)
- Chakrabongse Villas
- Chateau de Bangkok
- Conrad Hotel
- Davis, The
- Deevana Patong Resort & Spa
- Dome at State Tower, The
- Dream Hotel
- Eugenia, The
- Four Seasons Bangkok
- Grand Hyatt Erawan
- Hyatt Regency
- Ibri Resort in the city
- Imperial Queen's Park Hotel
- JW Marriott Group (Bangkok)
- Landmark Bangkok, The
- Lima Coco
- Lomprayah
- Love
- LUXX Hotel
- Majestic Grande
- Marriott Resort & Spa
- Metropolitan
- Millennium Hilton Hotel
- Nai Lert Park Bangkok
- Nora Beach Resort
- Oriental, The
- Pavilion Samui Boutique Resort
- Peninsula Bangkok
- Prathumwan Princes
- Rembrandt Hotel
- River City Complex
- Royal Cliff Beach Resort
- Royal Suite Residence
- Shangri-La
- Siri Satorn
- Sofitel Silom Bangkok
- Sukhothai Bangkok, The
- Taste, The
- Town Lodge
- Trocadero Time

**Hotels Hua Hin / Cha Am (Extract):**

- Aleanta Resort
- Thai-Bamboo Guesthouse Co., Ltd.
- Veranda Resort
- Chivasom
- Aardvark Health Villa
- Araya Residence
- Baan Panali
- Charm Churee Villa
- Phueng Guest House
- Seasky
- Sofitel Hua Hin
- Spa Resort, The
- Thaipurai City Hotel
- AKA Resort
- Anantara Hua-Hin Resort
- Anchana Resort

- Baan Talay Dao
- Casa del Mare
- Casuarina Resort
- Chomview Hotel
- Fresh Inn Hotel
- Hilton Hua-Hin Resort
- Let's Sea Hua Hin Al Fresco Resort
- Novotel (Hua-Hin)
- Panorama Pool Villa
- Pheung Guest House
- Puktien Cabana
- Purimuntra Resort
- Rock Resort
- Seahorse-Resort
- Sofitel Central Hua-Hin Resort
- Supatra Resort
- Baan Talay Dao
- Royal Cliff Beach Resort
- Jomtien Palm Beach Hotel
- Hilton Hua Hin Resort & Spa

**Hotels Pattaya (Extract):**

- Aisawan Pattaya
- Aiyara Palace
- Amari Orchid Resort & Tower
- Bella Villa Metro
- Best Beach Villa
- Botany Resort
- Cabbages & Condoms
- Dusit Resort Pattaya (The Bay)
- Evarana the Hideaway
- Garden Cliff Resort
- Hard Rock Hotel Pattaya
- Honey Lodge Hotel
- Jomtien Garden Hotel and Resort
- Jomtien Thani Hotel
- Mercurie Pattaya Hotel
- New Nikom Court
- Pinnacle Jomtien Resort & Spa
- Plumeria Serviced Apartment
- Samed Club
- Sea Sand Sun Resort
- Sheraton Pattaya Resort
- Sheraton Pattaya Resort
- Siam Royal View
- Sunset Village Resort
- Tim Boutique Hotel
- Long Beach Garden Hotel
- Montra Pura Resort & Spa

**Hotels Phuket (Extract):**

- Arahmas Phuket
- Aleanta Resort
- Allamanda Laguna
- Alpina Phuket Nalina Resort & Spa
- Andaman White Beach Resort Phuket
- Andara
- At Panta Phuket
- Boutique Hotel
- Baan Yindee
- Bang Tao Beach Chalet
- Best Western Phuket Ocean Resort
- Cape Panwa Phuket
- Conrad Phuket
- Phuket Golden Buddha Beach Resort
- Hilton Phuket
- Horizon Beach Resort
- Impiana Phuket
- JW Marriott Phuket Resort & Spa
- JW Marriott Phuket Resort & Spa
- Kamala Bay Garden Resort
- Kanchanalai
- Kata Group Resort
- Katathani
- Laguna Beach Resort

- Laguna Phuket
- Layan Gardens
- Malisa Villa Suites
- Baan Krating Phuket Resort
- Sheraton Grande Laguna
- Phuket Nalina Resort
- Le Meridien Phuket Beach
- Hilton Phuket and Hua Hin Avantika
- Manathai
- Mangosteen Resort
- Metropole Phuket, The
- Mom Tri's Villa Royale
- Momtri's Boathouse Phuket
- Novotel Beach Resort Panwa
- Novotel Phuket Resort
- Puravarna Resort
- Royal Phuket Marina
- Silk Restaurant & Bar
- Sita Garden
- Sugar Palm Resort
- Trisara Resort
- Tropical Garden Resort
- Villa Santi
- Nora Beach Resort

**Restaurants (Extract):**

- Baan Bayan.....Bangkok
- Bei Otto.....Bangkok
- Birkenstock Restaurant.....Bangkok
- Blue Elephant Restaurant.....Bangkok
- Chesa Swiss Cuisine.....Bangkok
- Fogo Vivo Restaurant.....Bangkok
- Green Garden Resturant.....Bangkok
- Home Kitchen.....Bangkok
- Hu'u.....Bangkok
- Koi Restaurant.....Bangkok
- L'Opera.....Bangkok
- Le Bouchon.....Bangkok
- Old German Beerhouse.....Bangkok
- Mantra Restaurant & Bar.....Bangkok
- Tilac Restaurant.....Bangkok
- To Die For Restaurant.....Bangkok
- Chao Lay Seafood Restaurant.....Hua-Hin
- Mamma Mia.....Hua-Hin
- Rua Rimtarn Restaurant.....Hua-Hin
- Supatra by the Sea Restaurant.....Hua-Hin
- Alt Heidelberg.....Pattaya
- Ald Dusseldorf.....Pattaya
- Art Café Restaurant.....Pattaya
- Bei Gerhart.....Pattaya
- Café Berlin.....Pattaya
- Casa Pascal Restaurant.....Pattaya
- Das Berliner Bistro.....Pattaya
- Deisches Hars.....Pattaya
- Domcil.....Pattaya
- Hirsch Garten.....Pattaya
- Kabuto Yakiniku Restaurant.....Pattaya
- Manhattans Steakhouse.....Pattaya
- Mata Hari.....Pattaya
- Zum Simple.....Pattaya
- Swiss Food & Boulevard Café Bistro.....Pattaya
- Baan Klung Jinda.....Phuket
- Baan Rim Pa Group.....Phuket
- Ka Jok See.....Phuket
- Pan Yaah Thai.....Phuket
- Siam Indig.....Phuket
- Watermark Bar & Restaurant.....Phuket
- Big John Beach Resort & Seafood Restaurant.....Samui
- Five Islands Restaurant, The.....Samui
- Jing Restaurant.....Samui
- Mangrove Restaurant, The.....Samui
- Prego (Amari Palm Reef Resort).....Samui
- Rocky's Restaurant Samui.....Samui
- Will Wait Restaurant.....Samui