



INTRODUCTION TO PHUKET TATLER

Phuket Tatler is a special supplement of *Thailand Tatler* magazine which is an essential reading for those who appreciate the best in life, especially in Phuket. Our editorial pages are a vibrant mix of Phuket inside commentary, culinary delights, and entertaining diversions. Every feature lifts the veil on the lives of the Phuket's most glamorous people, exotic places and engaging things – all presented with cheeky wit, style and flare. So get into the pages of **Phuket Tatler** today and make sure your products or services are seen by the right people. It's your key to unlocking the wallets of the wealthy.

CONTENTS IN PHUKET TATLER

- **Tittle Tattle & Calendar**
- **FACES**
 - Profiles
 - Onlooker
- **LIFE**
 - Concierge
 - Restaurants Roundup
 - Homes
 - Yacht Review
- **FEATURES**
 - Retirement in Phuket
 - Property
 - Nearby Destinations: In Country
 - etc.

KEY FACTS

Type:	special supplement of Thailand Tatler
Size:	12 x 9 inches
Paper quality:	210 Gram Cover 100 Gram Content
Total pages:	80 pages 50 Editorial pages 30 Advertorial pages
Booking Date	15 August 2008
Art Work Date	29 August 2008
Coming up issue	1 November 2008
Next issue	May 2009 and November 2009
Website:	http://www.thailandtatler.com/phuket

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BELING TATLER HONG KONG TATLER INDONESIA TATLER KOREA TATLER MACAU TATLER MALAYSIA TATLER PHILIPPINE TATLER PHUKET TATLER SHANGHAI TATLER SINGAPORE TATLER

DISTRIBUTION PROFILE

TOTAL 62,850 COPIES

Packed with Thailand Tatler		54,850	copies
•	Subscribers	14,050	copies
•	Thai VIP members	4,900	copies
•	Expat VIP members	2,750	copies
•	Bookstores / Newsstands	7,800	copies
•	Five-star Hotels / resorts	10,350	copies
•	Luxury Condos & serviced apartments	3,750	copies
•	Airlines - In-flights / Airport – Lounges	4,950	copies
•	Private Jet/Yachts/Limousines/ Car Showrooms	1,050	copies
•	Clubs / Spas / International schools/ Relocation companies	1,000	copies
•	Hospital / Fitness / Beauty Salons/Jewellery Stores	1,250	copies
•	Advertisers / Agencies	1,000	copies
•	Promotion / PR / Events	2,000	copies

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DISTRIBUTION PROFILE

For new selected targeted distribution focus in Phuket **6,000** copies

• 4 to 6-star hotels in Phuket and nearby areas	3,000	copies
• Sell in leading bookstores, book kiosks in the airports and mass market in Phuket and through the network of Sengho plus impact display in all Asia Books, bookkazine, B2S branches in Phuket and some key branches in Bangkok	1,200	copies
• Apartments (Yearly & luxury stay)	500	copies
• Leading property offices	100	copies
• Finest restaurants and coffee shops	100	copies
• Finest Spas	150	copies
• Golf clubs	50	copies
• International Hospitals	80	copies
• International schools	20	copies
• Boating services and marina outlets	100	copies
• Car rental outlets and airport limousines	100	copies
• Advertisers and ads agencies who advertise in Phuket Tatler	300	copies
• Event/ Party / Media	300	copies

Overseas distribution: **2,000** copies

• Singapore	1,000	copies
• Hong Kong	1,000	copies



PHUKET TATLER ADVERTISING RATE

Position	Rate/insertion (EURO)
Full page	1,820
Double page spread	3,640

* Fixed position is subject to 10% surcharge

All rates are subject to 7% of VAT.

For advertising details, please contact us at **(66) 2237-9800**

Materials requirements

Art work; original artwork (color transparencies or color separated positives with progressive proofs and mechanicals). Submission can be in any of the followings;

- a. Film should be up 175 lpi, positive image, right reading emulsion side down
- b. Print photos should be in the size of 5 x 7 inches(minimum size)
- c. Digital File should be in 300 dpi and in the size of 8 x 10 inches
- d. Slides should be in the size of 135mm or 120mm

Options for two pages

- 1) 2 pages advertorial
: 700-800 words with 3 photos,
- 2) 1 page advertorial + 1 page ads.
: 350 words with 2 photos for one page advertorial
: 1 full page ads. (Completed artwork)

