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Your essential guide to the very best in life, **THAILAND** Tatler runs the gamut of high-end living, from smart parties to fine dining, from international fashion to luxury travel. Distinguished by wit and savoir faire, Asia **TATLER** has been the indispensable title for the region's sophisticates for over 30 years. We show you the world's most glamorous people, exotic places and desirable objects via exclusive features that are insightful, entertaining and presented with style. **RATE CARD FOR 2009** Our well-heeled readership shape opinions and trends across Asia.



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EDIPRESSE ASIA GROUP

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2009

THAILAND
TATLER

Frequency: Published monthly.

Distribution: *Thailand Tatler* is available by subscription and is sold at Thailand's best bookstores, at specially selected newsstands and supermarkets, leading hotels and airport stores. In addition, copies are placed in hotel rooms, luxury condos and serviced apartments, public areas of these selected places, first/business class lounges of most airlines in Thailand and also in-flight on leading airlines flying from Thailand. For bulk orders please call the Circulation Manager at (66) 0-2237-9800 or circulation@thailandtatler.com, or visit our website at www.thailandtatler.com.

MONTHLY CIRCULATION/DISTRIBUTION 54,850 COPIES

- Subscribers 14,050 copies
- VIP members, Thai 4,900 copies
- VIP members, expats 2,750 copies
- Bookstores/ newsstands/ supermarkets 7,800 copies
- Five-star hotels/ resorts 10,350 copies
- Luxury condos and serviced apartments 3,750 copies
- Airlines: in-flight/ airport lounges 4,950 copies
- Privates jets/ yachts/ limousines/ car showrooms 1,050 copies
- Clubs/ spas/ international schools/ relocation companies 1,000 copies
- Hospitals/ fitness clubs/ beauty salons/ jewellery stores 1,250 copies
- Advertisers/ agencies 1,000 copies
- Promotions/ PR/ events 2,000 copies

DISCOUNTS

Accredited advertising agency commission: 15% of gross

Guaranteed positions: Depending upon availability of space and subject to the following surcharges:

- Fixed position: 20% loading
- Bleed pages: 5% loading

Non-standard advertising: Rates quoted are for basic process colours (cyan, magenta, yellow and black). Rates for inserts, special colours, metallic inks, gatefolds and other non-standard advertising are available from the Group Advertising Director at (66) 0-2237-9800, fax (66) 0-2237-9810-1

Booking date: 6 weeks preceding the month of publication.

Readers' Demographics

- 37% of our readers are under 34, while 30% are 35-45 and 33% are 45 years old up
- 51% of our readers are male while 49% are female
- 68% of our readers are Thais
- 78% of our readers are business owners, CEO, VP, GM, MD etc.
- More than half of the readers have a Master's degree or Ph.D
- More than 50% have an annual personal income of at least 2,088,000 baht

Readers' Behavior

- The main reasons for reading Thailand Tatler are: "To learn more about the lifestyles and interests of high society people in

Thailand" (40%); "It's a good, informative magazine" (40%)

- 99% of the readers share the copy with family members/ friends, business colleagues and keep it for further reference.
- 91% look for items to buy through advertisements in Thailand Tatler
- 53% spend at least 110,943 baht per month using credit cards

Advertising Rates (in THB) for 2009

(All rates indicated are monthly or per insertion)

	1 TIME	6 TIMES	12 TIMES
Full Colour			
FULL PAGE R.O.P	89,000	79,000	75,000
SPREAD	178,000	158,000	150,000
1/2 PAGE	58,000	55,000	53,000
FULL PAGE FIXED POSITION	120,000	110,000	90,000
PRIME POSITIONS			
OUTSIDE BACK COVER	140,000	128,000	122,000
INSIDE FRONT SPREAD	195,000	180,000	162,000
INSIDE BACK COVER	95,000	90,000	88,000
FACING TABLE OF CONTENTS	98,000	92,000	89,000
FACING MASTHEAD	95,000	90,000	88,000
FACING EDITOR'S NOTE	95,000	90,000	88,000
FACING CONTRIBUTORS	95,000	90,000	88,000
FACING TITTLE TATTLE/CALENDAR	95,000	90,000	88,000
FACING SOIREE	95,000	90,000	88,000
ALL RATES ARE SUBJECT TO 7% VAT			

Printing: By offset. Perfect bound. All four colour advertisements printed on 100 gsm art matt paper.

MATERIAL NEEDED FOR REPRODUCTION

Black & white: Original artwork, reproduction proofs, photoprint or film positives with proofs and mechanicals.

4&2 colour: Original artwork (colour transparencies or colour separated positives with progressive proofs and mechanicals).

Note: Colour separation charges are 2,500 baht per page up to a maximum of four transparencies per page.

Bleed size (12 1/4 x 9 1/4); Trimmed size (12 x 9): The publisher reserves the right to trim 1/4" (6mm) off each edge of each trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance.

Payment: Due within 10 days from date of invoice which will be rendered in Thai baht and payments are to be made in this currency. 7% VAT will be added to the net rate.

Overdue bills: A delinquency charge of 2% per month will be made on any invoice outstanding for more than 45 days from the date of invoice.

GENERAL CONDITIONS AND TERMS OF ACCEPTANCE

01. Requests for advertising space must be accompanied by a signed insertion order made out to Blue Mango Publishing Company Limited 14th Floor Unit A, Bubbhajt Building, 20 North Sathorn Road, Silom, Bangrak, Bangkok 10500, Thailand.

02. The Publisher reserves the right to edit, revise, reject or cancel any advertisement at any time.

03. The Publisher will not be liable for any errors or omissions resulting in consequential or other loss or damage of any kind whatsoever (whether anticipated or not) whether occasioned by (i) failure of any advertisement to appear on the specified date (or at all); (ii) errors in any advertisement published; (iii) errors in key numbers; (iv) changes made after closing date; (v) colour quality or errors appearing in advertisement which are placed after our published deadlines or due to late delivery of digital film from the advertiser or his designate; (vi) or for any other reason whatsoever.

04. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorised and is able to grant rights to publish the entire contents and subject matter thereof and that such publication will not violate any law or regulation or infringe upon any right including without limitation right of privacy, decency and intellectual property. If the agency is making an advertising related request on behalf of the advertiser, the agency confirms that it is authorized to bind the advertiser to any resulting commitment. In consideration of the Publisher's acceptance of advertisements for publication, the agency and/or advertiser will jointly and severally indemnify, defend and save the Publisher harmless against any and all loss or expense resulting from claims or suits or loss or damage based upon the contents or subject matter of such advertisements including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement.

05. Advertisements must be inserted within one year from date of first insertion to earn frequency discounts.

06. In the event of material insertion instructions not being received by the published deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable

for full payment.

07. Cancellation of an advertisement order will be accepted only if it is received by the Publisher, in writing, not later than close of business six weeks prior to the first day of publication. Any cancellation made after this deadline will render the advertiser and/or agency liable to pay the contracted rate in full for the cancelled advertisement whether or not it is published.

08. If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/ or position protection originally agreed shall cease to apply and the normal rates as set out herein shall apply instead. Likewise, on cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, any preferential rates and/ or position protection shall cease and the normal rates as set out herein shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.

09. The Publisher reserves the right to destroy all digital files, transparencies, photographs or other material after a period of six months. Such material will not be returned to an agency or advertiser unless requested in writing.

10. While every reasonable care is taken, neither the Publisher nor its agent is responsible nor liable for any loss or damage to digital files, transparencies, photographs and other material submitted to the Publisher. The agency and/or advertiser understands that materials submitted solely at its own risk.

11. Advertising schedules composed of mixed space units are entitled to normal discounts except that smaller units cannot be added to larger units to gain the larger space frequency discount.

12. Digital files supplied by the advertiser or agency must be to the correct specifications. The Publisher will not give any rebate or compensation for advertisements for which incorrect digital material has been supplied.

13. All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement", "advertorial" or "marketing feature".

14. The Publisher does not guarantee any given level of circulation or readership for an advertisement or insert.

15. Stipulations on advertising orders which differ from the above rates or conditions are not considered binding unless expressly acknowledged in writing by the Publisher.

16. It is understood that the advertiser and agency are jointly and severally liable for payment of invoices for advertising published hereunder.

17. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *Thailand Tatler* in any way except with the prior permission of the Publisher in each instance.

18. All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the Publisher. Complaints or claims received after this deadline will not be entertained.

19. Oral commitments on special positions, make good advertisements, compensation or any other matter will not be binding unless expressly acknowledged in writing by the Publisher.

20. The placing of an order for insertion of an advertisement shall amount to an acceptance of these terms and conditions and any terms inconsistent with these (including oral commitments, rates and rules) shall be void unless varied in writing and signed by the Publisher.

21. Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at time of publication.

22. No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given in writing.

23. This agreement shall be construed under and be governed by the law of the kingdom of Thailand and the parties submit to the jurisdiction of the Thailand courts.

24. If a provision in these terms is determined to be void and unenforceable, in whole or in part, it shall be severable from and not be deemed to affect or impair the validity of any other provision.

