



Bangkok Post

Bangkok Post is Thailand's largest English daily. It has a total circulation of 110,000 copies, with 80% distributed in Bangkok and 20% nationwide. The newspaper reaches all Bangkok leading business. **Bangkok Post** was the first newspaper in Thailand to achieve a circulation audit to ABC international standards in 1988. **Bangkok Post** is guaranteed to reach Thailand's wealthiest and most discerning consumers and leading business owners.

COUNTRY	Thailand
LANGUAGE	English
CATEGORY	General Interest
PUBLISHER	Bangkok Post
ESTABLISHED	1946
FREQUENCY	Daily
CIRCULATION	70,000
AD CLOSE	10-Day

READERSHIP

GENDER	
Male	62.0%
Female	38.0%
AGE	
20-30	16.0%
31-40	18.0%
41-50	36.0%
51+	30.0%
SOCIOECONOMIC CLASS	
Lower Diploma	10.0%
Bachelor Degree	40.0%
Master Degree	35.0%
Doctorate Degree	8.0%
Other	7.0%
SOCIOECONOMIC CLASS	
Upper	42.0%
Upper Middle	20.0%
Middle	22.0%
Middle Lower	16.0%

2013 ROP RATE CARD – PRICES IN USD			
	BROADSHEET – AD SIZES (WIDTH x DEPTH)	B&W	FULL COLOR
Full Page	33.6 cm x 50.8 cm (12-13/16" x 20")	\$10,150.00	\$12,225.00
Junior Page	22.3 cm x 38.1 cm (8-3/4" x 15")	\$5,100.00	\$7,200.00
Junior Page	22.3 cm x 33 cm (8-3/4" x 13")	\$4,400.00	\$6,500.00
Half Page H	33.6 cm x 25.4 cm (12-13/16" x 10")	\$5,100.00	\$7,200.00
Half Page V	16.6 cm x 50.8 cm (6-9/16" x 20")	\$5,100.00	\$7,200.00
1/4 Page H	16.6 cm x 25.4 cm (6-9/16" x 10")	\$2,550.00	\$4,600.00
Premium Positions Available at Additional Charge – Minimum Size 1/4 Page Art Production Available Minimum Size for Color Ads is 1/4 Page VOLUME & FREQUENCY DISCOUNTS AVAILABLE			

7% VAT INCLUDED

DIGITAL PRODUCTION REQUIREMENTS
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control. Complete Digital File Instructions Available for Production

ASK ABOUT TOTAL MARKET PACKAGE



Post Today
Mass Market
Thai Language
150,000 Copies

Weekly Segment Sections

Monday – Asia Focus, Motoring
2nd and 4th Thursday – The Magazine
Friday - Guru
Sunday – Brunch Magazine, Sports, Spectrum



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