

หนังสือพิมพ์คุณภาพ  
เพื่อคุณภาพของประเทศ



**Matichon Daily** is the N°1 Political Newspaper in Thailand. It has received high recognition from readers of all social sectors throughout Thailand including top executives, policy-makers, and decision-makers. **Matichon Daily** covers a wide range of news reporting and analyses on socio-economics and cultural issues at both national and local levels. **Matichon Daily** is also a reference source quoted by the main foreign news agencies.

<b>COUNTRY</b>	Thailand
<b>LANGUAGE</b>	Thai
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Matichon Public Co., Ltd.
<b>ESTABLISHED</b>	1977
<b>FREQUENCY</b>	Daily
<b>CIRCULATION</b>	900,000 Nationwide
<b>AD CLOSE</b>	10-Day

### READERSHIP

#### GENDER

Male	55.0%
Female	45.0%

#### AGE

12-19	9.0%
20-29	9.0%
30-39	25.0%
40-49	27.0%
50+	30.0%

#### EDUCATION

Grade School	5.0%
Middle School	6.0%
High School	35.0%
College	54.0%

#### SOCIOECONOMIC

##### CLASS

Upper	50.0%
Upper Middle	38.0%
Middle Lower	12.0%

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ธุรกิจ

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