

ScandAsia

The Concept

The Scandinavian Magazine in Southeast Asia & China

ScandAsia is the only magazine that serves all the Scandinavian expats from Denmark, Sweden, Norway and Finland who live in Southeast Asia and China.

ScandAsia is produced in four versions. They target readers in China, Thailand, Singapore and the rest of South East Asia. The content is news and features of interest to each their particular target group.

A Travel & Life Style section is part of all four magazines. This section targets also the many thousands of tourist visitors to that country. Travel & Life Style advertorials make these pages ideal when offering products or services towards Scandinavian expats and tourists.

ScandAsia offers an excellent chance for businesses to reach out and make themselves known to this large and attractive target group: Housing and apartments, fashion & brand names, or lifestyle activities such as golfing, boating, dining and spa; health care; sports; and travel. The list is almost endless just as the Scandinavian community and visitors numbers are growing!



For further information please contact: Mr. Joakim Persson - joakimpersson@professorthailand.com

Net Professor (Thailand) Co. Ltd., 19/23 Soi Sukhumvit 19, Klongtoey-Nua, Wattana, Bangkok 10110, Thailand
Ph. +66 (0)8 9761 6701, fax +66 (0)2 2560102 - is authorized representative for all the ScandAsia magazines and the web portal www.scandasia.com published by Scandinavian Publishing Ltd., Thailand.

The Distribution

ScandAsia is sent FREE to all Danes, Swedes, Finns, and Norwegians living in Asia. It is the only magazine mailed directly to their homes or offices in China, Thailand, Singapore and elsewhere in South East Asia. This makes ScandAsia a unique and proven marketing tool.

ScandAsia covers also Scandinavian tourists, especially in Thailand and Singapore. They find the magazine in hotels, restaurants, cafés, residential projects, golf courses, etc. known to have many Nordic visitors.

Some readers are neither residents nor tourists. They receive ScandAsia in one of the four Nordic countries because they have family links or business links to Asia and are frequent visitors to Asia.

Finally, a growing number of readers are local Asians who work with Nordic expats, or who are doing business with Scandinavian companies or simply Asian people who like the Scandinavian Lifestyle.

ScandAsia welcomes advertisers who want to target our unique readership.

Coming from:

Denmark	Sweden	Norway	Finland	
8,033	7,822	6,900	5,885	
				China 4,448
				Thailand 11,190
				Singapore 5,357
				Other SEA 3,264
				Nordic 4,381

Living in:

The Specifications

Advertising Materials Accepted

Ads should be submitted in PDF format, with all fonts embedded, and any halftone artwork at a resolution sufficient to print out using a 150 line halftone screen (typically at least 300 dpi). An accurate printed color proof is required. Scandinavian Publishing Co., Ltd will not be held responsible for the content and/or output of customer supplied media if an accurate proof is not supplied. Scandinavian Publishing Co., Ltd. will not be held responsible for quality of reproduction when specifications are not adhered to.

Line Screen

Four color screen recommended is 150.

Halftones

The halftone screen is 133 line screen, 90% shadow, 5% high-lighting, 140% maximum density

Changes

Scandinavian Publishing Co., Ltd. may request modifications to material received that differs from the technical requirements. If so, the client will be consulted prior to any changes being carried out. Alterations will be billed at cost to advertiser and/or agency. A minimum surcharge of 500 Baht will be levied for any changes or preparation needed to ready an advertisement for publication. Difficult make-up and layout will be charged according to individual agreement. Changes requested after the deadline are on an "if possible" basis only, and Scandinavian Publishing Co., Ltd. will not be responsible for corrections made by the printer.

Production of art work

Scandinavian Publishing Co., Ltd. offers advertisers to make up an ad from supplied rough copy and glossy photograph or revise an existing ad. "Rough copy" is due at material closing deadline. If copy and photos and a raw sketch is submitted, the cost will be 2500 baht. If other work is needed e.g. copy writing, editing, or photography, this will be billed to the advertiser separately.

Shipping Instructions

Your advertising materials represent a substantial investment for you and are the fabric of our magazine. We recommend the care and safety of a private overnight courier service. All materials sent (by any method) should be addressed as follows:

Scandinavian Publishing Co., Ltd.
Att: ScandAsia
4/41-42 Moo 2, Thanyakarn,
Ramintra Soi 14 (Soi Maiyalap)
10230 Bangkok
Thailand

A printout should accompany all electronic ads.

Billings

New accounts, with no previous credit, will be expected to make payment by materials closing deadline. Overdue accounts (past thirty days) will be subject to a 1-1/2 percent per month (18% per year) late charge.

The Prices and Formats

Option 1: All the Scandinavians across the region:

This option is for advertisers who want to cover China, Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Cambodia and Laos and reach all the Scandinavians living here.

	1 time	3 times (-5%)	6 times (-10%)
Special Positions	Per issue:	Per issue:	Per issue:
Back cover outside	11.310 SGD	10.750 SGD	10.180 SGD
Front cover inside	10.080 SGD	9.580 SGD	9.070 SGD
Back cover inside	10.080 SGD	9.580 SGD	9.070 SGD
Inside Pages			
1/1 page	8.640 SGD	8.210 SGD	7.780 SGD
1/2 page	4.730 SGD	4.490 SGD	4.260 SGD
1/4 page	2.880 SGD	2.740 SGD	2.590 SGD

Circulation: Total **24,259** copies

+ **FREE** side banners for the duration of the campaign on the website www.scandasia.com: 1/1 page = free banner on 13 pages / 1/2 page = free banner on 9 pages / 1/4 page = free banner on 6 pages

Option 2: All the Scandinavians in Singapore:

ScandAsia Singapore is for advertisers who want to reach all Swedes, Danes, Norwegians and Finns - but only in Singapore.

*Note: Prices valid also for **ScandAsia China** and **ScandAsia SEA** (excl. Singapore and Thailand) covering Malaysia, Indonesia, Philippines, Vietnam, Cambodia and Laos.*

	1 time	3 times (-5%)	6 times (-10%)
Special Positions	Per issue:	Per issue:	Per issue:
Back cover outside	2.820 SGD	2.690 SGD	2.540 SGD
Front cover inside	2.520 SGD	2.390 SGD	2.270 SGD
Back cover inside	2.520 SGD	2.390 SGD	2.270 SGD
Inside Pages			
1/1 page	2.160 SGD	2.050 SGD	1.940 SGD
1/2 page	1.180 SGD	1.120 SGD	1.070 SGD
1/4 page	720 SGD	680 SGD	650 SGD

Circulation: Total **5,357** copies. (China: 4,448 / SEA: 3,264 copies)

+ **FREE** side banners for the duration of the campaign on www.scandasia.com: 1/1 page = free banner on 7 pages / 1/2 page = free banner on 3 pages / 1/4 page = free banner on 1 pages

Option 3: All the Scandinavians in Thailand:

ScandAsia Thailand is for advertisers who want to reach all Swedes, Danes, Norwegians and Finns - but only in Thailand. Prices reflect that the circulation is more than double the copies in Singapore.

	1 time	3 times (-5%)	6 times (-10%)
Special Positions	Per issue:	Per issue:	Per issue:
Back cover outside	3.240 SGD	3.080 SGD	2.910 SGD
Front cover inside	2.880 SGD	2.740 SGD	2.600 SGD
Back cover inside	2.880 SGD	2.740 SGD	2.600 SGD
Inside Pages			
1/1 page	2.480 SGD	2.350 SGD	2.230 SGD
1/2 page	1.350 SGD	1.290 SGD	1.220 SGD
1/4 page	800 SGD	750 SGD	720 SGD

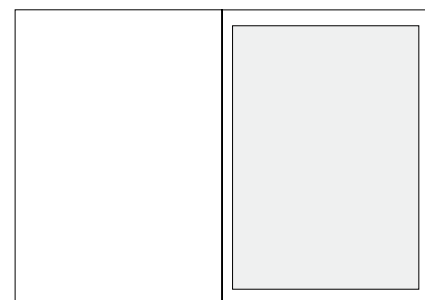
Circulation: Thailand: **11,190** copies

+ **FREE** side banners for the duration of the campaign on www.scandasia.com: 1/1 page = free banner on 7 pages / 1/2 page = free banner on 3 pages / 1/4 page = free banner on 1 pages

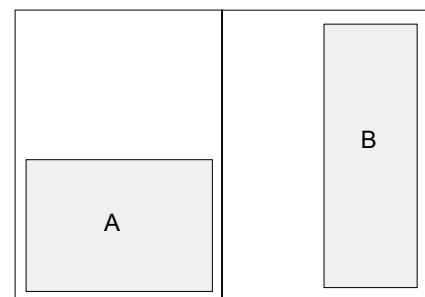
Formats and Sizes:



Double Page W x H: 420 mm x 297 mm

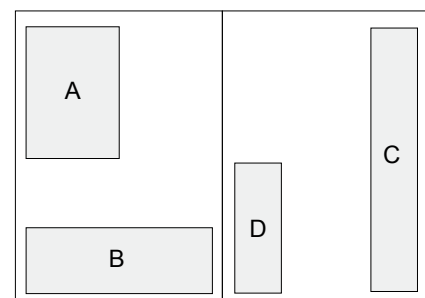


1/1 Page W x H: 192 mm x 275 mm



A: 1/2 Page (Horizontal) W x H: 192 mm x 135 mm

B: 1/2 Page (Vertical) W x H: 94 mm x 275 mm



A: 1/4 Page (Vertical) W x H: 94 mm x 135 mm

B: 1/4 Page (Horizontal) W x H: 192 mm x 65 mm

C: 1/4 Page (Vertical) W x H: 45 mm x 275 mm

D: 1/8 Page (Vertical) W x H: 45 mm x 135 mm

