

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!



Scandinavian Publishing Co., Ltd.

4/41-42 Moo 3, Thanyakarn, Soi Ramintra14 (Km. 4), Bangkok 10230, Thailand

Tel: +(66) (0)2943-7166 ext. 151 - Mobile +(66) (0)81 866 2577 - Fax: +(66) (0)2943-7169

Att.: Marketing Director Finn Balslev

email: finn@scandmedia.com

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 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	75.000 THB	71.800 THB	68.050 THB
Front cover inside	67.300 THB	63.950 THB	60.620 THB
Back cover inside	67.300 THB	63.950 THB	60.620 THB
Inside Pages			
1/1 page	57.750 THB	54.850 THB	51.950 THB
1/2 page	31.570 THB	30.000 THB	28.450 THB
1/4 page	18.700 THB	17.750 THB	16.800 THB

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

Add on: **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 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: These prices are valid also for the **ScandAsia China** edition and the **ScandAsia SEA** edition covering Malaysia, Indonesia, Philippines, Vietnam, Cambodia and Laos (but not Singapore and Thailand).*

	1 time	3 times (-5%)	6 times (-10%)
Special Positions	Per issue:	Per issue:	Per issue:
Back cover outside	65.840 THB	62.700 THB	59.350 THB
Front cover inside	58.780 THB	55.780 THB	52.850 THB
Back cover inside	58.780 THB	55.780 THB	52.850 THB
Inside Pages			
1/1 page	50.400 THB	47.920 THB	45.350 THB
1/2 page	27.540 THB	26.200 THB	24.860 THB
1/4 page	16.800 THB	15.890 THB	15.120 THB

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

Add on: **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 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	263.800 THB	250.800 THB	237.600 THB
Front cover inside	235.150 THB	223.400 THB	211.630 THB
Back cover inside	235.150 THB	223.400 THB	211.630 THB
Inside Pages			
1/1 page	201.000 THB	191.470 THB	181.400 THB
1/2 page	110.400 THB	104.780 THB	176.200 THB
1/4 page	67.200 THB	63.840 THB	59.800 THB

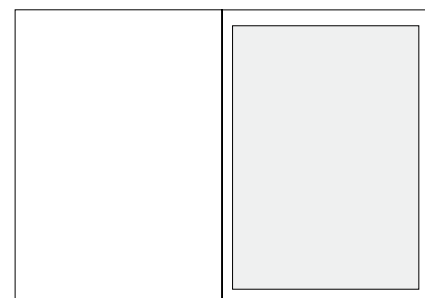
Circulation: Total **24,259** copies

Add on: **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

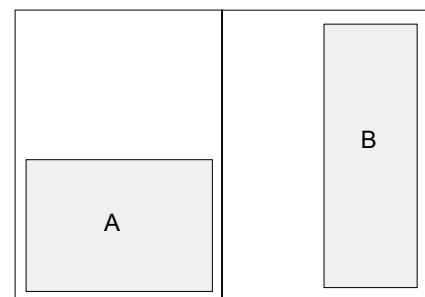
Formats and Sizes:



Double Page W x H: 420 mm x 297 mm

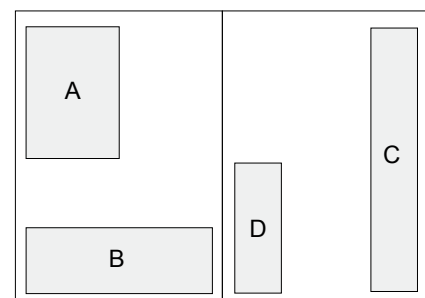


1/1 Page W x H: 192 mm x 275 mm



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

