

The Concept

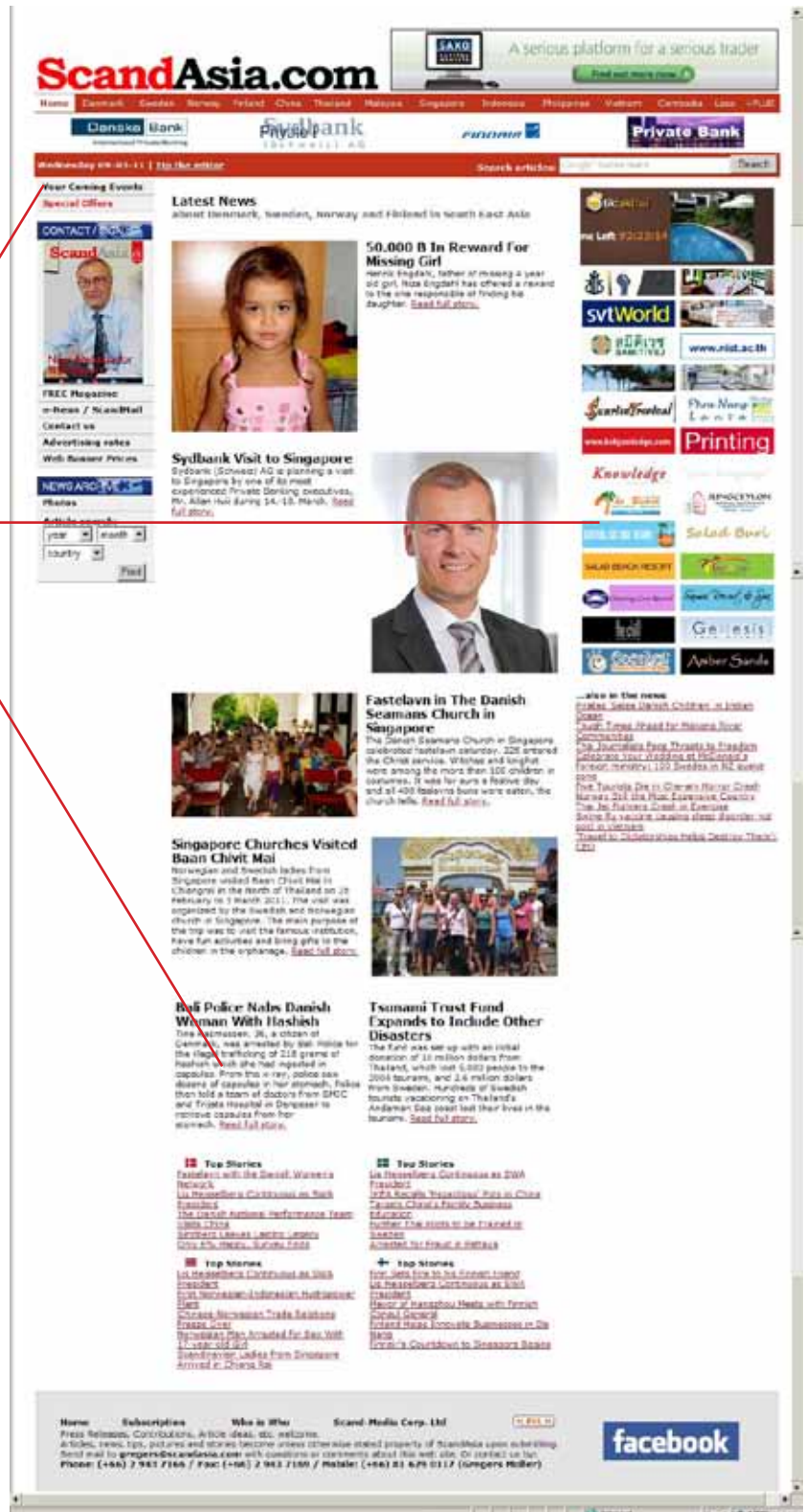
News Portal for Scandinavians in Southeast Asia and China

LEFT: Visitors find coming events in their own community and find names and addresses of local importance.

Special Offers is a lively area where people in the community sell and buy stuff.

RIGHT: Here local banners are displayed in various sizes with links to the client's websites.

CENTER: The active daily news feed creates most of the stream of visitors.



Scandinavian Publishing Co., Ltd.

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

Tel: +(66) (0)2943-7166 - Fax: +(66) (0)2943-7169

Full Top Banner - 960 pixels x 80 pixels

Big Top Banner - 500 pixels x 80 pixels

Top Banner - 150 pixels x 40 pixels

Banner Ads

	3 months	6 months	12 months	
Thailand pages	Per month:	Per month:	Per month:	Size in pixels
Block Banner	10.000	9.500	9.000	250px x 100px
Double Side Banner	7.000	6.650	6.300	120px x 73px
Single Side Banner	3.700	3.500	3.300	120px x 34px
Other countries	Per month:	Per month:	Per month:	Size in pixels
Full Top Banner	49.000	46.500	44.000	960px x 80px
Big Top Banner	40.000	36.500	32.500	500px x 80px
Top Banner	21.000	19.900	18.900	150px x 40px
Square Block Banner	28.000	25.200	22.400	250px x 200px
Block Banner	16.000	15.200	14.400	250px x 100px
Double Side Banner	11.500	10.900	10.300	120px x 73px
Single Side Banner	7.000	6.500	6.300	120px x 34px

Square Block Banner
250 pixels x 200 pixels

Block Banner
250 pixels x 100 pixels

Double Side Banner
120 pixels x 73 pixels

Single Side Banner
120 pixels x 34 pixels

Please note!

The shown examples are aprox. 50 pct. of actual size.

We accept gif or flash banners.

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Special Offer

Special Offers are things that readers want to sell to other readers - or special commercial offers from companies who want ScandAsia readers to get a good deal.

- A Special Offers is
- 1) a listing of the essential offer and
 - 2) a longer description on a full page where the offer is detailed in text and photos.

We help you create this page for you as part of the package

Special Offers are displayed maximum one month.

1 month costs 4000 THB
2 weeks costs 2000 THB



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Visitor Profile

1) Scandinavians living in South East Asia and China.

The **Scandinavian residents** are the core visitors. They have a higher than average income and are typically heavy users of all services for expatriates in their new home country like restaurants, spas, shopping, weekend trips, etc.

The Scandinavians are also known to be open minded and experimental consumers who are keen on being pioneer users of new products and services.

2) Scandinavians in Scandinavia with an interest in South East Asia and China.

Scandinavians in Scandinavia connected to the countries in South East Asia are also among our core visitors. They visit scandasia.com to keep updated on what's going on. They are also frequent travellers to countries in the region.

3) Asians interested in Scandinavia for business or life style.

The website is also frequently visited by Asian people interested in the Scandinavian Lifestyle in this region or by people in Asia doing business with Scandinavians.



In South East Asia most visitors are in Thailand and Singapore.



In East Asia most visitors are in Greater China and Japan.



In Europe most visitors are in Denmark and Sweden.

Visitors Statistics

Monthly visits (2010)

Asia	15,397
¹⁾ South-East Asia	12,489
²⁾ East Asia	1,615
³⁾ South Asia	819
Other Asia	474

¹⁾ <u>South East Asia</u>	<u>Visits</u>
Thailand	6,975
Singapore	1,706
Malaysia	1,288
Philippines	765
Vietnam	716
Indonesia	471
Cambodia	397
Laos	96
Myanmar	57
Brunei	18

²⁾ <u>East Asia</u>	<u>Visits</u>
China	528
Hong Kong	404
Japan	429
South Korea	118
Taiwan	129
Other East Asia	7

³⁾ <u>South Asia</u>	<u>Visits</u>
India	611
Pakistan	79
Iran	37
Sri Lanka	35
Bangladesh	33
Nepal	11
Maldives	7
Other South Asia	6

Europe	13,273
^{a)} Northern Europe	10,491
Rest of Europe	2,782

^{a)} <u>Northern Europe</u>	<u>Visits</u>
Sweden	3,982
Denmark	2,212
United Kingdom	2,023
Norway	1,231
Finland	785
Other	207

Rest of the world	8,427
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Total	37,097
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