

Visitor Profile

Scandinavian Residents in South East Asia and China

Every day we serve over 900 visitors on www.scandasia.com. Together they read 10.400 pages - or in average 11,5 pages per visitor.

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 know to be open minded and experimental consumers who are keen on being pioneer users of new products and services.

Beacuse we focus on serving these visitors, the website is also frequently visited by Asian people and others interested in the Scandinavian Lifestyle in this region or by people in Asia doing business with Scandinavians.

Finally, quite a number of visitors live back home in Scandinavia but are connected to the countries in South East Asia - and would like to keep updated on what's going on. They are also frequent travellers to countries in the region.

Visitors on www.ScandAsia.com return often on a daily basis because the website is 100 pct. focused on serving their needs as Danes, Finns, Norwegians and Swedes living in Southeast Asia and China.



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 (2009)

Asia	11,475
¹⁾ South-East Asia	9,608
²⁾ East Asia	827
³⁾ South Asia	592
Other Asia	437

¹⁾ <u>South East Asia</u>	<i>Visits</i>
Thailand	4,001
Singapore	2,003
Malaysia	1,214
Philippines	1,054
Vietnam	631
Indonesia	353
Cambodia	237
Laos	63
Myanmar	26
Brunei	22

²⁾ <u>East Asia</u>	<i>Visits</i>
China	253
Hong Kong	249
Japan	169
South Korea	73
Taiwan	73
Other East Asia	9

³⁾ <u>South Asia</u>	<i>Visits</i>
India	397
Pakistan	66
Iran	47
Sri Lanka	34
Bangladesh	29
Nepal	9
Maldives	5
Other South Asia	3

Europe	9,660
^{a)} <u>Northern Europe</u>	7,366
Rest of Europe	2,294

^{a)} <u>Northern Europe</u>	<i>Visits</i>
Denmark	2,421
Sweden	1,984
United Kingdom	1,122
Norway	949
Finland	666
Other	207

Rest of the world	5,496
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Total **26,632**

Scandinavian Publishing Co., Ltd.

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Full Top Banner - 960 pixels x 80 pixels

Big Top Banner - 500 pixels x 80 pixels

Top Banner - 150 pixels x 40 pixels

Price List for banners

On ALL Pages	3 months Per month:	6 months Per month:	12 months 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

On ONE Page	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

Block Banner
250 pixels x 100 pixels

Double Side Banner
120 pixels x 73 pixels

Single Side Banner
120 pixels x 34 pixels

Banner Ads

The proven marketing tool

Banner ads remain the preferred web marketing tool world wide. They can be flash or gif and are inexpensive and fast to produce.

Banners are there immediately as the visitor lands on the page. No need to click anywhere to go to another page.

We have set our own standard isizes and named them for easy reference. The shown examples are reduced in size aprox. 50 pct.

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Your own page

Plenty of space to explain it all!

Your Full Page presentation on www.scandasia.com is likely to be the most important part of the promotional package, we offer.

You can elaborate virtually unlimited about your services, using all creative elements and techniques known from websites, like flash, animated images, sign up links etc.

You can create a visual identity from the web presentation to your regular website with plenty of deep links moving the visitor from ScandAsia deeply into the most relevant pages on your website for Scandinavians living in Thailand.

We create this page for you as part of the package, but if you like you are free to have your own creative people work on the codes and provide us with the result. There are few restrictions as to what is possible.

Below your presentation, the ScandAsia visitors can add their own recommendations of your services. Of course unwanted comments can be deleted.

This unique feature is an extremely strong marketing tool!

The screenshot displays the ScandAsia.com website interface. At the top, there's a navigation menu with categories like Business, Health, Education, and more. Below the menu, there are logos for Sydbank, LURPAK, and Private Bank. The main content area is titled "Restaurants guide for Thailand" and features a "Welcome to Thaipaz" section. This section includes a description of the restaurant, its menu, and service hours. A map of Rama 4 Road is shown, with "thaipaz" highlighted in a red box. The sidebar on the left contains a "RECOMMENDED" section with links to various services like Weekend Bboxes, Restaurants, Hotels, and more. There's also a "CONTACT" section with links for advertising rates, subscription, and contact us. The bottom of the page has a "NEWS ARCHIVE" section with a search bar and a "Find" button.

Reasonable prices

We have decided to make marketing on ScandAsia very reasonable.

In return we only want to be able to select who we want to accept on the website as we will invariably be seen as vouching for the quality of our clients services.

Three months package = 7.800 Thai Baht

Including:

- first time design
- one change per months if needed

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