

POSITIONING

magazine+www.positioningmag.com

Advertising Media Kit





Positioning Magazine

Positioning Magazine is a Thailand's leading business magazine, focus on innovation, technology, online media, current social topics, marketing and design. Written for, by and about the most young entrepreneur leaders, Positioning Magazine and positioningmag.com inspire readers and users to think beyond traditional boundaries, disruptive thinking, lead conversations and create the future of business.

ABOUT THE MAGAZINE:

Founded: June 2004

Size : Magazine [8.5 inch x 11.5 inch]

Total Page : 180

Cover / Inside : Art Card Paper 250 gram/105 gram

Printing System : Offset [175 lines]

Circulation : The 1st of every month

Editor: Pairoh Lertwiram

Publisher: Jittanart Limthongkul

ABOUT THE SITE:

Average Monthly Page Views: 300,340

Average Monthly Visitors: 216,518

Average Monthly Unique Visitors: 170,788

Average Time Spent Per Visit: 1 minutes 5 seconds

Average Page Browse Per Visit: 1.39

New vs. Returning : 69.21%/30.79%

Traffic Sources : google:65.14%/direct:11.03%/ referral: 18.25%

Associate Editor: Somkiat Boonsiri, Wongchai Rattanawichittavorn

Source: Google Analytics, 3-month rolling average (Mar '11 – May'11)

FOR MORE INFORMATION CONTACT YOUR POSITIONING MAGAZINE SALES REPRESENTATIVE.

Phone: +66 (0) 2632-6600 ext. 2401

Mobile: +66 (0) 8-1642-3245

E-mail: tu_mgr@hotmail.com



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Online Audience

URBANISTA, MAVENS AND EARLY ADOPTERS*

- Average Age: 25-30
- 50% Male/50% Female
- Average Monthly Household Income: 46.67% @THB15,000 - THB30,000
- 64.29% are college/university graduated
- 64.29% are living in capital city
- 22.58% are associate professional and technical
- 29.17% are in Consumer Products industry
- 51.72% accessing from their home
- 61.29% can access from their mobile devices
- Users spend an average of 1 minutes and 5 seconds on site per visits**
- 52% read magazine articles and 33% read PR News**

* Source: May 9 - June 8, 2011 Effective Measure

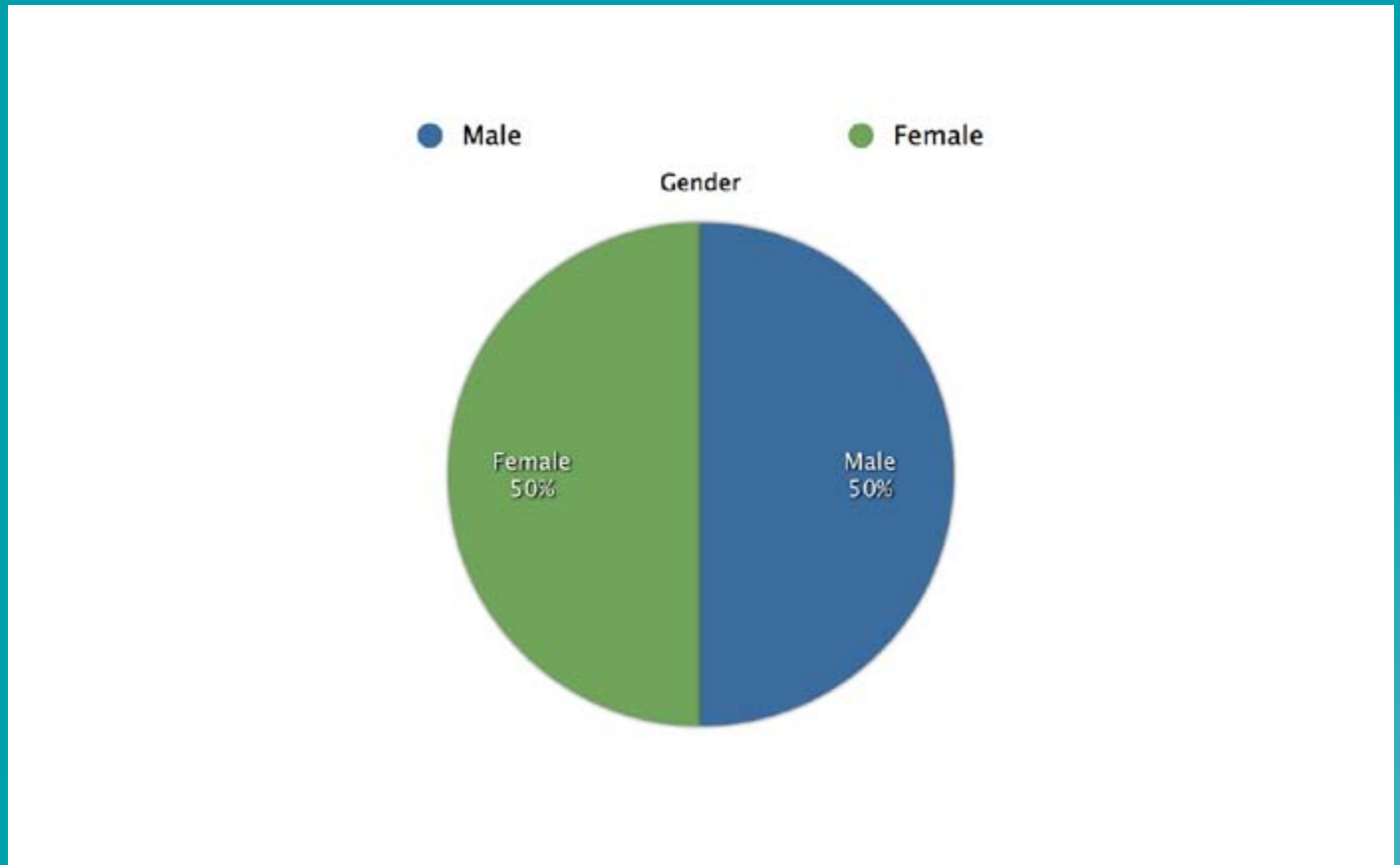
** Source : May 2011 Google Analytics



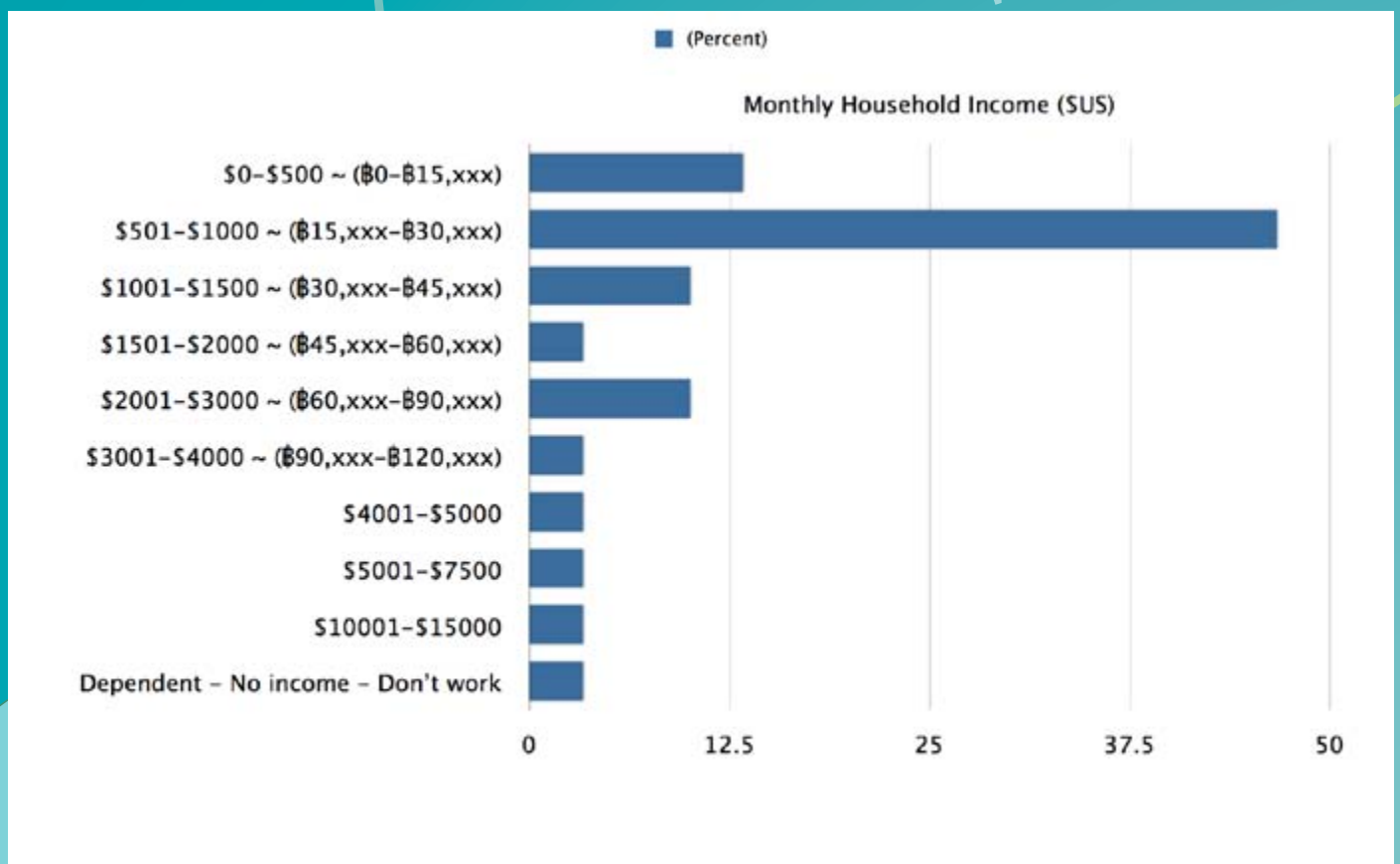
Online Reader Demography by Effective Measure (May 9 - June 8, 2011)

Advertising Media Kit

Gender



Monthly Household Income (US\$)

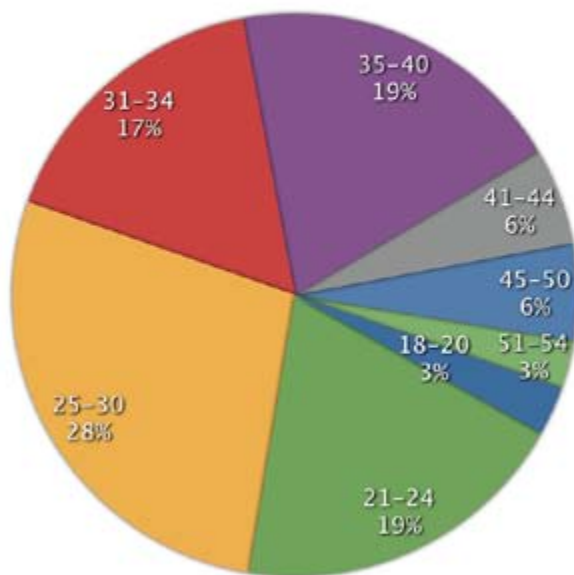


Online Reader Demography by Effective Measure (May 9 - June 8, 2011)

Age

● 18-20 ● 21-24 ● 25-30 ● 31-34 ● 35-40 ● 41-44 ● 45-50 ● 51-54

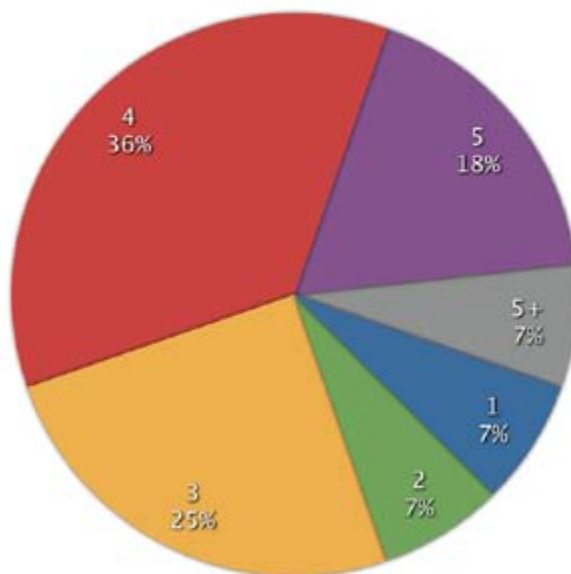
Age



People in Household

● 1 ● 2 ● 3 ● 4 ● 5 ● 5+

People in Household



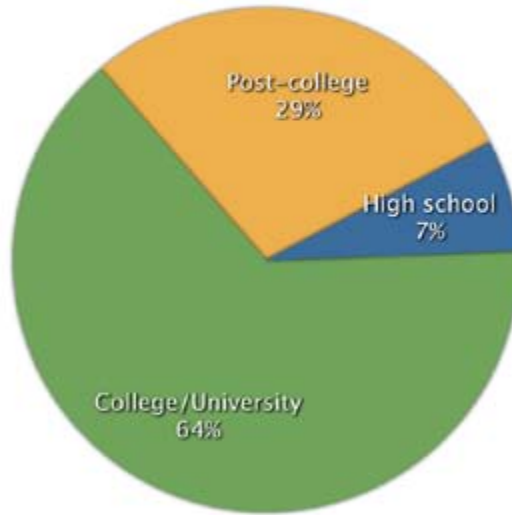
Online Reader Demography by Effective Measure (May 9 - June 8, 2011)

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Education Level

- High school
- College/University
- Post-college

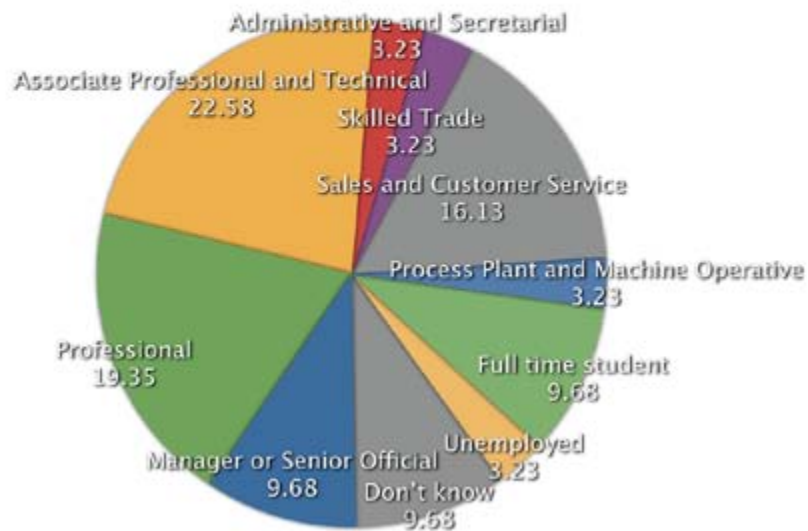
Education Level



Occupation

- Manager or Senior Official
- Associate Professional and Technical
- Skilled Trade
- Process Plant and Machine Operative
- Unemployed
- Professional
- Administrative and Secretarial
- Sales and Customer Service
- Full time student
- Don't know

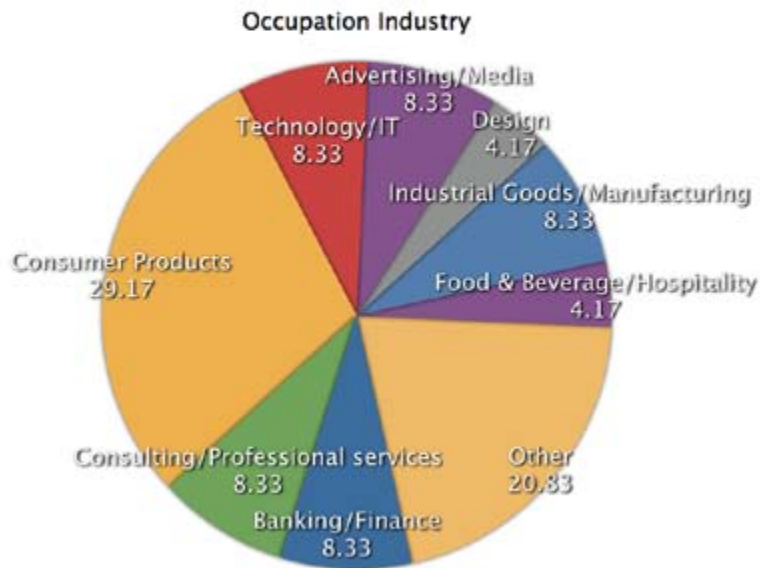
Occupation



Online Reader Demography by Effective Measure (May 9 - June 8, 2011)

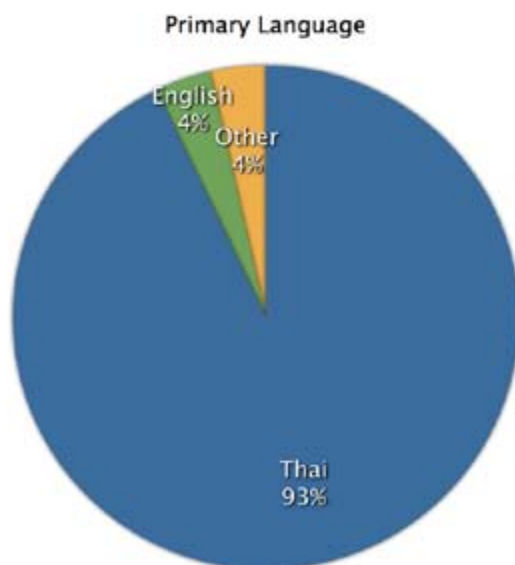
Occupation Industry

- Banking/Finance
- Consulting/Professional services
- Consumer Products
- Technology/IT
- Advertising/Media
- Design
- Industrial Goods/Manufacturing
- Food & Beverage/Hospitality
- Other



Primary Language

- Thai
- English
- Other



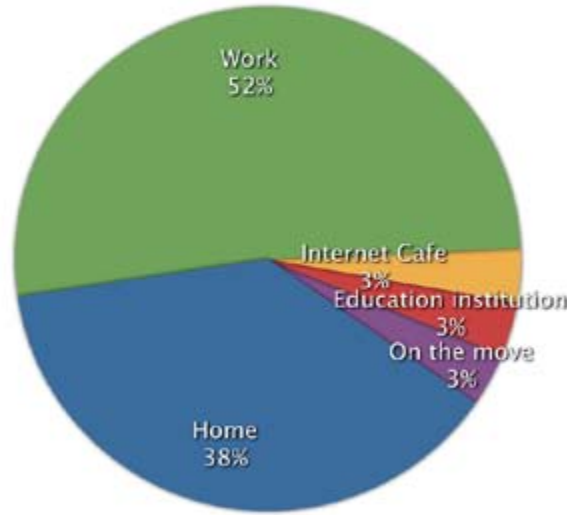
Online Reader Demography by Effective Measure (May 9 - June 8, 2011)

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Accessing From

- Home
- Work
- Internet Cafe
- Education institution
- On the move

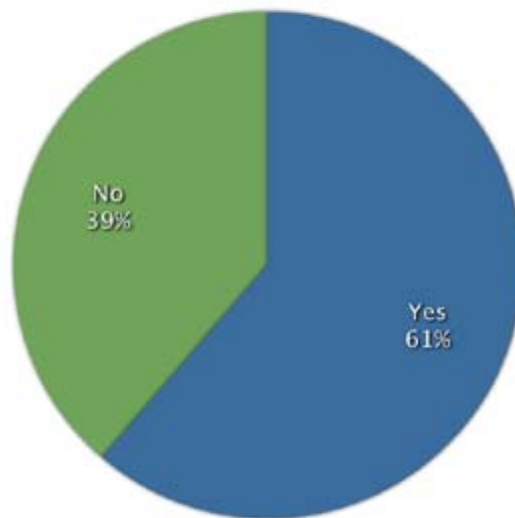
Accessing From



Access Internet from Mobile phone?

- Yes
- No

Access Internet from Mobile phone?



Print Rates

General Specification

- Booking ad before the date of 20th every month before printing.
- Artwork deadline before the date of 15th every month before printing.

Advertising Rate

Gate Fold [2 pages]	THB 350,000
Back Cover	THB 82,000
Page 3 / Opposite Editorial	THB 68,000
Inside Front Cover	THB 65,000
Inside Back Cover	THB 60,000
Opposite content 1,2,3,4,5	THB 60,000
Double Page	THB 115,000
Advertorial	THB 55,000
Inside 4 Colours	THB 50,000
Half Page	THB 30,000
Strip [2.5"x11"], [8.5"x2.5"]	THB 20,000

ใบแทรกลอย ใบละ 2.50 บาท, โสกาท ใบละ 3 บาท (ขั้นต่ำ 50,000 ใบ)

Cover Package

Window	THB 350,000
Belt	THB 250,000
Index Ads	THB 200,000
Wing	THB 200,000
Bookmark	THB 300,000
กล่อง	THB 450,000
กล่องมีปีก	THB 600,000

Ask for sample from our sales rep.

Special Advertising Package

Concept Package

- Concept magazine [ทำเล่ม] THB 1,000,000.- including:
- Cover Story and inside content 35-40 pages
 - ROP Ads. 2 FP/FC
 - Banner on website for 30 days as sponsorship.
 - PR News on website for 15 days as sponsorship.
 - PR News on magazine for 1 page.

Cover Package

- Cover package [ขึ้นปก] THB 700,000.- including:
- Cover Page
 - Advertorial [cover story] 2 pages
 - ROP Ads. 1 FP/FC
 - PR News on website for 15 days as sponsorship.
 - PR News on magazine for 1 page.



Online Rates

Placements	Unit	Specs	IMP ¹	Price (THB)
ROS	Leaderboard	728 x 90	Call Synergy-e	Call Synergy-e
	Medium Rectangle #1	300 x 250	451,801	THB 300 CPM
	Medium Rectangle #2	300 x 250	158,675	THB 250 CPM
	Print Page	468 x 60	N/A	THB 75/CPM
Welcome Ad ³ / Preload Ad/ Cover Page	Welcome Screen	640 x 480	N/A	THB 500 CPM
Sponsorship (Bundle with Magazine Ads.)	Medium Rectangle #1 & #2 (random)	300 x 250	N/A	THB 1,500 CPD
Homepage Take-over	Leaderboard + Medium Rectangle #1 + Medium Rectangle #2 + Wallpaper	728 x 90 + 300 x 250 + 1920 x 1080 (skip center content area for 970 pixel)	N/A	THB 1,500 CPD
Push Down ²	Leaderboard	Collapse : 970 x 66 Expand : 970 x 423	N/A	Call Synergy-e
Side-Kick ²	Medium Rectangle #1	Collapse : 300 x 250 Expand : 300 x 250 + 715 x 520	N/A	Call Synergy-e
Floating ads/ Overlay ads	Floating ads	550 x 480	N/A	Call Sales rep.
Pre-roll VDO ads	HD format	HD format	N/A	Call Sales rep.

Remark

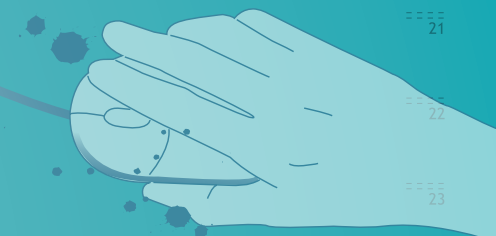
1. Monthly Impression (August 2011).
2. Sample : <http://m.pstmag.mobi/pushdownsidekick>.
3. Welcome Ad is ideal for your landing page or lead capture page of your campaign.

Online Specs

Unit	Pixel Size	Creative File Size (Innitial/Max)	Animation/Rich Media Animation	Expansion	Rich-Media Accepted	Rich-Media File Size (Innitial/Max)	3 RD Party Served ¹
Leaderboard	728 x 90	30k/50k	15 sec/ 30 sec	728 x 500	Y	40k/100k	Y
Medium Rectangle	300 x 250	30k/50k	15 sec/ 30 sec	550 x 250	Y	40k/100k	Y
Welcome Ad/ Preload Ad/ Cover Page	640 x 480	30k/50k	15 sec/ 30 sec	N	Y	40k/100k	N
Sponsorship (Bundle with Magazine Ads.)	300 x 250	30k/50k	15 sec/ 30 sec	Y	Y	40k/100k	N
Homepage Takeover	728 x 90 + 300 x 250 + 1920 x 1080 (skip center content area for 970 pixel)	30k/50k	15 sec/ 30 sec	N	Y	40k/100k	N
Push Down	Collapse : 970 x 66 Expand : 970 x 423	30k/50k	15 sec/ 30 sec	Y	Y	40k/100k	N ²
Side-Kick	Collapse : 300 x 250 Expand : 300 x 250 + 715 x 520	30k/50k	15 sec/ 30 sec	Y	Y	40k/100k	N ²
Floating ads	550 x 480	30k/50k	15 sec/ 30 sec	N	Y	40k/100k	N
Pre-roll VDO ads	HD format	N/A	15 sec/ 30 sec	N	N	N/A	N

Remark

1. 3rd-Parties may polite stream an additional media if targeted only to high-bandwidth users.
2. Served by synergy-e please call +66-2652-3014 ext. 116 for more information.



Online Specs (Cont.)

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Accepted Standard Creative Types

- Image (GIF/JPEG) (click-through URL required)
- Flash (up to 30 seconds, .swf extension, clickTAG, fallback image and click-through URL required)
- DoubleClick tag (redirect URL required)
- JavaScript TAG (macro required : CacheBuster, escaped click or click macro)

Flash AD Requirement

- Flash creatives must be delivered as .swf files Flash Player files.
- Flash creatives must set frames per second (FPS) to at least 18 fps - 30 fps max.
- All Flash ads must include a backup images (fallback image)
- Flash ads must include click Tag tracking that contains the following action scripts:

```
on (release) {  
    getURL(_level0.clickTag,"_blank");  
}
```

For further instructions, please go to: <http://www.adobe.com/resources/richmedia/tracking/>

VDO Requirement

Quicktime export with the following profile:

- Extension: .mov; Codec: h.264
- Bit-rate: 3000-5000kbits/sec (optimize for download)
- Key frame: every 30 frames (or the sequence framerate if 29.97 use 30)
- Frame reordering on size: 1280x720 (16:9) 1280 x 960(4:3)
- Sound: AAC at 256kbps or higher and a sample rate of 48khz
- NO LETTERBOXING

In-banner video/audio requirements

- All sound must be user initiated
- Video/Audio must have fill controls including pause and mute capabilities

Rich media ad requirements

- All rich media must be 3rd-party served (includes expanding and video ads)
- Lead Time: 3 business days prior to testing
- Sound: All sound must be user initiated
- Expansion: must be user initiated and close on mouse-off
- Language/Call-to-action on all ads (ex. roll over to learn more)

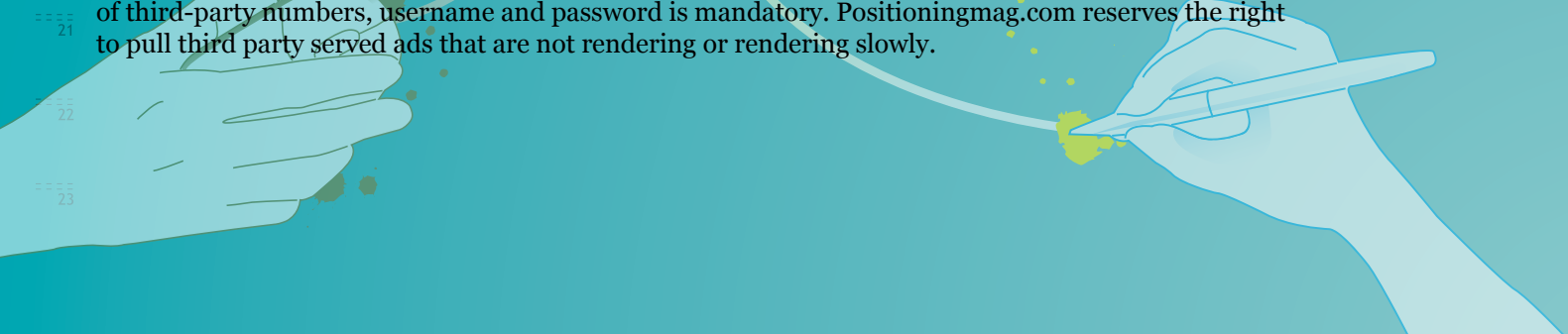
Accepted Ad Network

- Synergy-e via DoubleClick and unitus
- AdmaxNetwork
- Digithais: isobar
- Google Ad Planner

Third Party Served Ads

In instances where third party ads rotate multiple creative through one line of code, Positioningmag.com must approve each creative two (3) business days prior to implementation to ensure it conforms to site standards.

When receiving third party ads, we must have the username/password to view report on third party metrics (along with our own) to ensure we are within an acceptable discrepancy range. If IO states to bill of third-party numbers, username and password is mandatory. Positioningmag.com reserves the right to pull third party served ads that are not rendering or rendering slowly.



Online Specs (Cont.)

Ad Formats/Creative Types

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system in experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.
- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a gif
- Ads must not modify any elements of a user's browser or computer settings
- Ads must not resemble Positioningmag.com editorial content (exact or close replica). Ads must not include references to Positioningmag.com unless part of previously arranged co-promotions.

General Guidelines

- All ad units must launch a new browser window when clicked on
- Ads do not have a "looping" limit
- Ads are served via Javascript Ad calls, not iframes.
- Audio must be user initiated with a clearly recognizable on/off button
- All expanding ad units must be user initiated
- All floating ad units must have a clearly recognizable close button
- All sound must be initiated by a user click. Once clicked, sound may start. Advertisement must have an always present, clearly labeled on/off button.
- All rich media ads must have an alternate GIF versions of creative
- Positioningmag.com reserves the right to terminate a campaign at any indication that it is not being properly served.
- All ads are served via Java Script tags.

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Website Placement Homepage

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The screenshot shows the homepage of POSITIONING magazine. At the top, there is a navigation bar with 'MAGAZINE', 'PR NEWS', 'RESOURCES', and 'SPECIALS'. Below this is a search bar and a 'WELCOME TO POSITIONING MAGAZINE' message. The main content area is divided into several columns:

- TOP 5:** A list of five articles, including '5 อันดับ แบรนด์ Co-brand' and '5 อันดับ แบรนด์ Artificial Pattaya'.
- Angry Birds:** A featured article with a photo of two women and the headline 'Angry Birds คว้า 10 อันดับสินค้าใหม่ ที่มาพร้อมยอดขาย'.
- Admax supports Eco-Living:** A promotional banner for Admax with the text 'Click here for 10 easy things you can do today to go green!'.
- HOT UPDATES:** A section with two articles, including 'Starbucks ครีเอทีฟ โดเมนส์ คือพาร์ทเนอร์' and 'ชาเขียว สลัดกับคอก ฟรุ๊ตชา "ฟิน"'. Below this are two bullet points: 'กินจังก์ฟู้ดแล้ว No branding' and 'โมเดลการขยายธุรกิจร้าน Angry Birds'.
- CONSUMER INSIGHT:** An article titled 'ลูกชิว "ชิวชิว" ตอนใจหนักๆถึงจุดสายใจดี'.
- MARKETING PLAN:** An article titled 'The Buzz Movies'.
- NEW ARRIVAL:** An article titled '16 ปี 3 ดี โขงขิงกับคนทั่วไป'.
- CORPORATE:** An article titled 'โมเดลค้า กับ Traditional CSR'.
- GLOBAL TREND:** An article titled 'สเปกตรัม e-สเคป'.
- FROM AUSTRALIA:** An article titled 'Zara in Australia'.
- BRAND DIRECTORY:** A section featuring the Ray-Ban logo and the text 'พบกับ แอดคาลงคิก BRAND'.
- SOCIAL MEDIA CLUB:** A section with the headline 'ค้นหาพันธมิตรของแบรนด์ด้านเครื่องสำอาง Brand Monitoring สัญชาติไทย "OIVOC"'.

At the bottom of the page, there are social media icons for Facebook and Twitter, and a 'BRAND DIRECTORY' section with the Ray-Ban logo. The page is set against a dark background with a light blue and green abstract graphic at the bottom.



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Website Placement

Article List Page

The screenshot displays the website layout for Positioning magazine. At the top, the logo and navigation menu are visible. The main content area is titled '@Work' and lists several articles, each with a thumbnail image and a brief title. On the right side, there are promotional banners and advertisements, including one for 'Artificial Pattaya' and another for '10 Years'.

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Website Placement Detail Page

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The screenshot shows a website layout for 'POSITIONING' magazine. At the top, there's a navigation bar with 'MAGAZINE', 'PR NEWS', 'RESOURCES', and 'SPECIALS'. Below that is a search bar and a 'WELCOME TO POSITIONING MAGAZINE' message. The main content area features an 'Exclusive' article titled 'Angry Birds เปิดตัว เปิดตัวเปิดตัวใน ที่มีการตลาดของ' with a sub-headline 'เปิดตัวเปิดตัวเปิดตัว 10 มกราคม 2554'. The article includes a photo of a woman and a child, and text discussing the game's marketing strategy. To the right, there are several sidebar ads: 'Admax supports Eco-Living', 'PHOTOS' with a gallery of images, 'MORE ON POSITIONINGMAG.COM' with a list of related articles like 'Artificial Petting' and 'Vespa เปิดตัวใหม่', and two '99 บาท' promotional banners for 'KODONT.COM'. At the bottom, there are social media links for Facebook and Twitter, and a 'User's survey' button.



Website Placement

Welcome Ad

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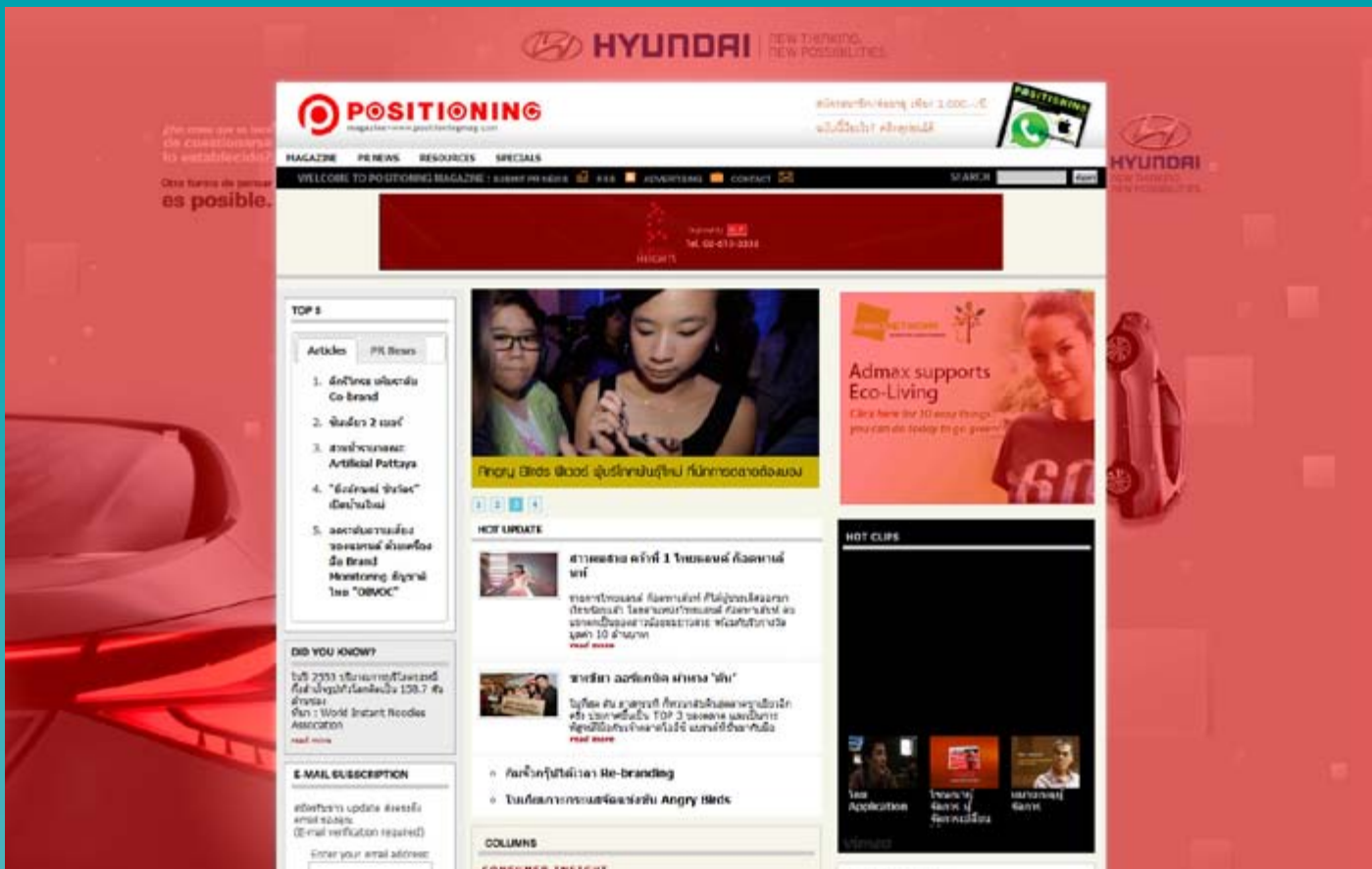
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Website Placement Homepage Takeover

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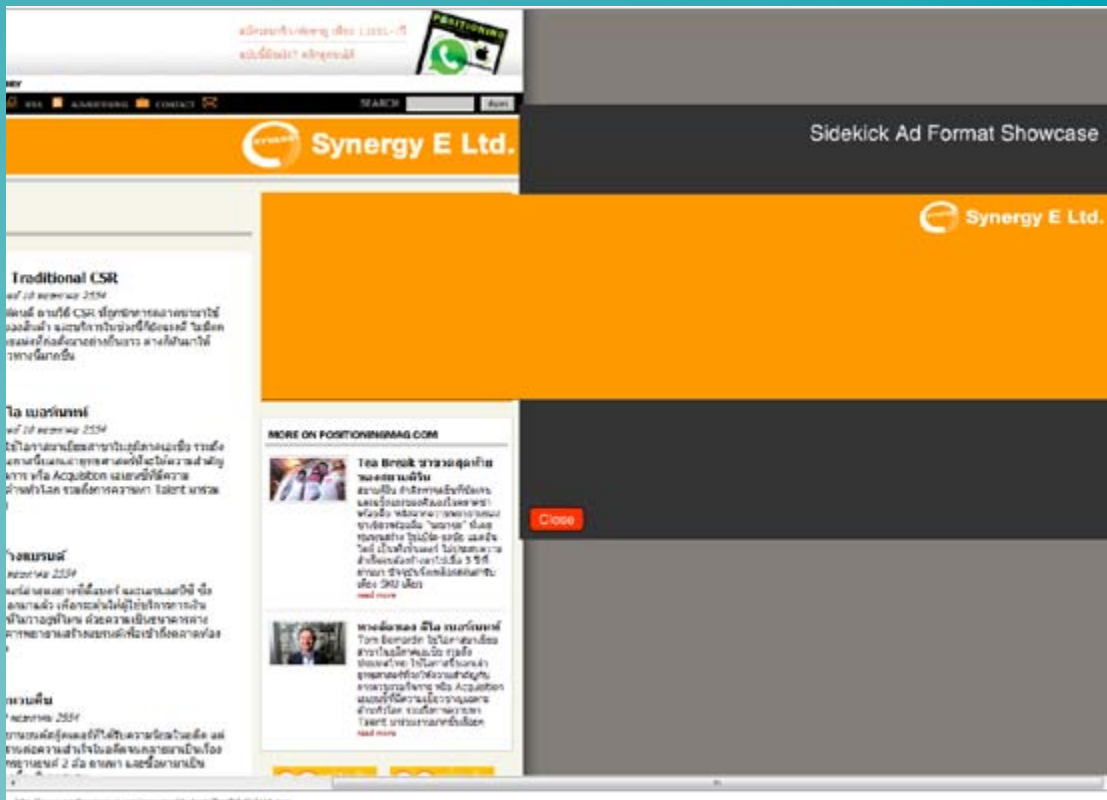
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Website Placement

Side Kick Banner

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