

LIFESTYLE & MARINE

ens*ign*

2008 media kit

PHUKET MARINE GUIDE



Phuket Marine Guide is a tool for yacht owners arriving in Phuket and those resident here. Phuket Marine Guide contains comprehensive details on Phuket's marine industry and pertinent information, including a directory of businesses with contacts.

Phuket Marine Guide is published annually by Ensign Media.

Phuket Marine Guide is now in its 6th edition

DISTRIBUTION

20,000 copies per issue - complimentary distribution.

PHUKET

- Yacht Haven Marina – all outlets and offices.
- Royal Phuket Marina – all outlets and offices.
- Boat Lagoon Marina – all outlets and offices.
- Ao Chalong – marine and leisure outlets.
- Other marine businesses around the island.
- Real Estate Agents and selection developers.
- Select 4* and 5* hotels.
- Select high-end restaurants.
- Immigration, Customs, Harbour Department.
(Phuket Town and Ao Chalong)
- TAT office and media outlets.

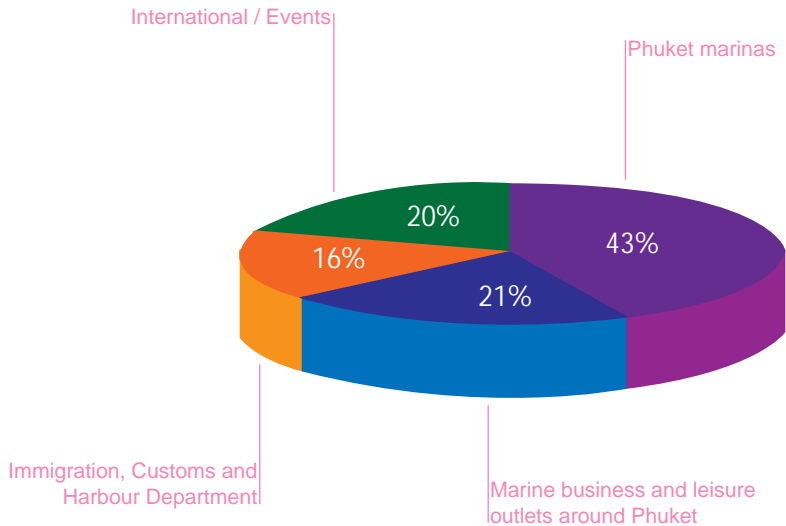
INTERNATIONAL

- Regional Yacht Clubs.
(Malaysia, Singapore and Hong Kong)
- Regional Marinas.
(Malaysia, Singapore and Hong Kong)

Events:

Ensign Media has an active regional events programme, attending marine and real estate/lifestyle shows throughout the year. At each event Ensign Media will promote its full range of publications. Our exhibition and show calendar for 2008 includes SMART Property Expos in Singapore, Hong Kong and Kuala Lumpur, PIMEX, Boat Asia, a number of regattas in Thailand, and more events are currently being confirmed.

Note: The full content of Phuket Marine Guide will be available on www.thailandmarineguide.com (to be launched Q2 2008).



ADVERTISING

RATES (THB net/issue)

SIZE	PRICE	DIMENSIONS	
		w x h	
Full Page	31,000	148mm x 210mm (trim)	154mm x 216mm (bleed)
Half Page Horizontal	21,000	148mm x 96mm	
Display Listing	10,000	62mm x 70mm	
Back Page	43,000	148mm x 210mm (trim)	154mm x 216mm (bleed)
Inside Front/Back Page	40,000	148mm x 210mm (trim)	154mm x 216mm (bleed)
Opposite Contents	40,000	148mm x 210mm (trim)	154mm x 216mm (bleed)
Double Page	52,000	296mm x 210mm (trim)	302mm x 216mm (bleed)
Bold Listing	3,800	Text only	
Regular Listing	3,200	Text only	

Notes:

As the Phuket Marine Guide is ring-bound, all full and half page advertisements should ensure a 20mm space from both left and right sides is kept free of any important ad content.

For Double Page advertisements, note the gutter of the page will have a ring binder running through this so information loss may appear.

■ ■ ■ MATERIAL SPECIFICATIONS ■ ■ ■

Please follow the material specifications carefully. Ensign Media are not responsible for inaccurate or incomplete advertising artwork.

File Types

We accept finished artwork in the following file formats:

- Adobe Illustrator CS or higher.
- High resolution PDF.
- Adobe Photoshop CS or higher.
- High resolution EPS files.
- High resolution TIFF or JPEG.

All artwork should have images embedded and font outlines created.

All files should be saved in PC format and saved in CMYK colour scheme, not RGB, CMS or alternatives. We do not accept any MAC-based formats.

Images & Graphics

All images supplied electronically should be supplied at high resolution (300 dpi) and at 100% of the final size to be printed.

All electronic images, graphics and design work should be provided in CMYK colour format.

Artwork Submission

Artwork should be submitted either on CD or DVD to Ensign Media's Bangkok Office address, attention Design Department. Or if 10MB or less, sent by email to the relevant Ensign Media salesperson.

For web artwork, please follow the specifications outlined on the relevant media kit page, and submit by email.

Once finished artwork has been supplied, it cannot be changed.

EXHIBITION PROGRAMME

Ensign Media will be supporting the following events in 2008:

SMART Investment & International Property Expo™

mipimasia
The world's property market in Asia Pacific

INTERNATIONAL
HOME BUYER
PROPERTY INVESTOR
2008
International Homebuyer & Property Investor 08

PineX®
Phuket International Marine Expo



CONTRACT PUBLISHING

Ensign Media offers a complete publishing service for clients. From concept to execution, and all the steps in between Ensign Media can produce a tailor-made publication to suit the needs of any client.

Our client portfolio includes leading organisations in the real estate and hospitality fields in Thailand.

Ensign Media also offer specialised editions of its in-house stable of publication.

A selection of clients and publications can be seen below – contact us for more details.



Contract Publishing
=
Targetted Marketing
=
Customer Loyalty



ABOUT ENSIGN MEDIA

Ensign Media was formed in 2001 in Thailand. The company has offices in Bangkok, Phuket and Singapore, and is a leading English language publisher in Thailand.

Ensign's core publications include the monthly news magazines Property Report Thailand and Property Report Singapore-Malaysia-Indonesia, the annual Real Estate Power 100 and the annual Phuket Marine Guide.

Other publications previously published by Ensign Media include the Culture & Cuisine series of coffee table books, and Phuket For Kids.

Ensign also innovates in the field of electronic and web-based media and has created the property-report.com web portal - an essential one-stop-shop for real estate information and listings in Asia - and thailandmarineguide.com - a dynamic information service for the Thailand's marine industry.

Ensign Media also operates in the field of Contract Publishing, making tailor-made publications for clients. Our portfolio of clients includes Raimon Land PLC (Bangkok), event organiser Delice Thai (Phuket), Yacht Help (Fiji) and Yacht Solutions (Phuket).

www.ensign-media.com





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