

# ผู้จัดสรร



## Advertising Media Kit

## **Manager 360° Magazine**

Manager 360° Magazine is a monthly premier magazine provides comprehensive coverage of business news from a local, regional and national perspective. With a high value of professional editorial team, we brilliantly present the unique views with trending approach and always seeks to the best sources of information. Our impressive audience positions gotomanager.com as a top-tier destination for retrieving Thailand business related information since 1983 -- the year we established. Powered by the Manager Business Database, we create the model that integrated between magazine and gotomanager.com website to keep visitors informed.

### **ABOUT THE MAGAZINE:**

Founded: August 1983

Size : Magazine [8.5 inch x 11 inch]

Total Page : 200

Cover / Inside : Art Card Paper 210 gram/105 gram

Printing System : Offset [175 lines]

Distribution : 160,000/month

Circulation : The 1st of every month

Editor: Pundop Tungsrivong

Publisher: Tul Sirikulpipat

### **ABOUT THE SITE:**

Average Monthly Page Views: 311,693

Average Monthly Visitors: 220,221

Average Monthly Unique Visitors: 176,111

Average Time Spent Per Visit: 1 minutes 4 seconds

Average Page Browse Per Visit: 1.42

New vs. Returning : 67.93%/32.07%

Traffic Sources : google:70.17%/direct:7.07%/ referral: 18.78%

Associate Editor: Pairoh Lertwiram, Wongchai Rattana-wichit-tavorn

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

### **FOR MORE INFORMATION CONTACT YOUR MANAGER 360° MAGAZINE SALES REPRESENTATIVE.**

Phone: +66 (0) 2632-6600 ext. 2501

Mobile: +66 (0) 8-1285-5142

E-mail: [traffic@astvmanager.com](mailto:traffic@astvmanager.com), [j\\_apiramanon@yahoo.com](mailto:j_apiramanon@yahoo.com) (Jiraporn Apiramanon)

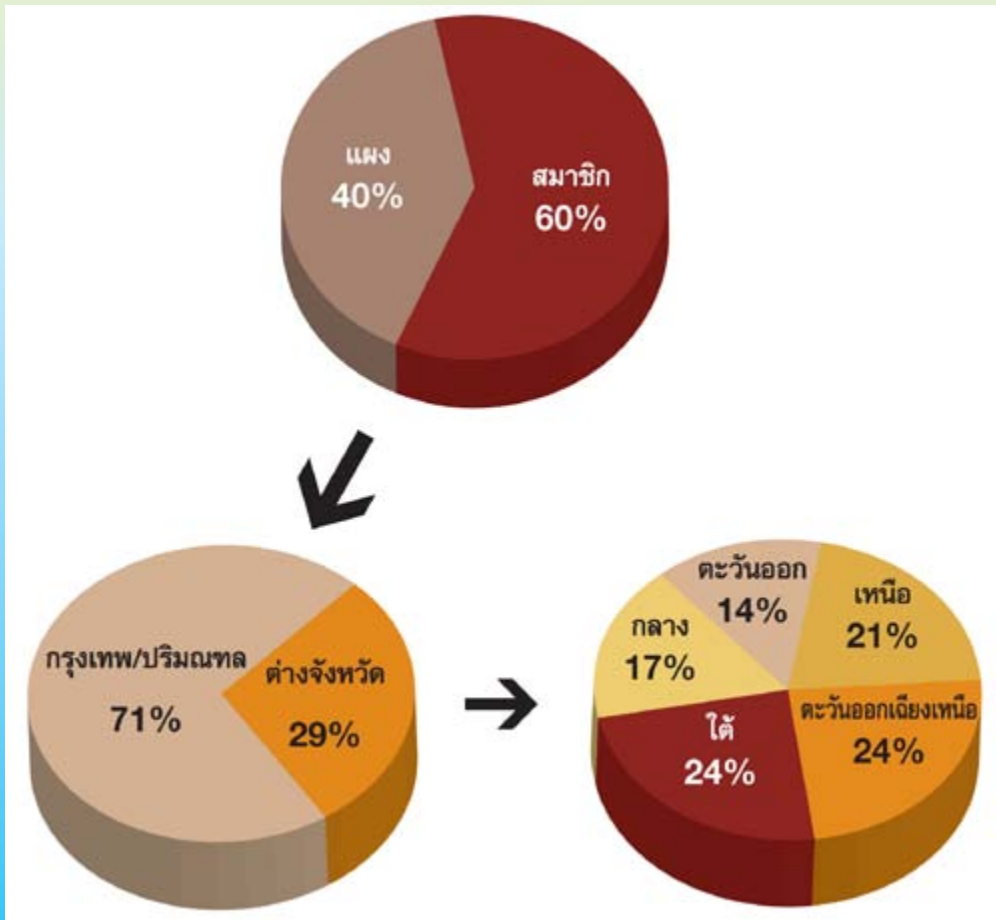
# Print Audience

- 58% subscription member / 42% non-subscription members
- Age: 34% 40-49y / 28% 20-29y
- 70% Male/30% Female
- Monthly Household Income: 24% @THB30,001 - THB50,000 / 22% @ THB10,001 - THB30,000 / 13% @THB50,001 - THB70,000
- 48% are bachelor degree graduated / 41% are master degree graduated
- 39% are company employee / 30% are entrepreneur / 20% are officers
- 77% are every-month reading frequency

\* Nov - Dec 2010 1,936 in-house survey respondents.



# Print Distribution



ภาคกลาง		ภาคตะวันออก		ภาคเหนือ		ภาคตะวันออกเฉียงเหนือ		ภาคใต้	
สระบุรี	17%	ชลบุรี	48%	เชียงใหม่	40%	นครราชสีมา	19%	สงขลา	39%
นครสวรรค์	12%	ระยอง	23%	พิษณุโลก	13%	อุดรธานี	18%	ภูเก็ต	10%
ราชบุรี	12%	จันทบุรี	8%	ลำปาง	10%	ขอนแก่น	14%	นครศรีธรรมราช	10%
นครปฐม	10%	ปราจีนบุรี	5%	เชียงราย	9%	อุบลราชธานี	13%	สุราษฎร์ธานี	9%
ลพบุรี	9%	นครนายก	5%	ตาก	4%	ร้อยเอ็ด	6%	ประจวบคีรีขันธ์	6%
อยุธยา	9%	สระแก้ว	5%	อุตรดิตถ์	4%	สุรินทร์	4%	กระบี่	4%
กาญจนบุรี	8%	ฉะเชิงเทรา	4%	ลำพูน	4%	บุรีรัมย์	4%	ชุมพร	4%
สมุทรสาคร	7%	ตราด	2%	เพชรบูรณ์	3%	ศรีสะเกษ	4%	เพชรบุรี	3%
สุพรรณบุรี	7%			กำแพงเพชร	3%	กาฬสินธุ์	3%	ปัตตานี	3%
อ่างทอง	2%			สุโขทัย	2%	เลย	3%	พังงา	3%
อุทัยธานี	2%			แพร่	2%	ชัยภูมิ	3%	นราธิวาส	3%
ชัยนาท	2%			พิจิตร	2%	มุกดาหาร	2%	ตรัง	2%
สมุทรสงคราม	2%			น่าน	2%	นครพนม	2%	ยะลา	2%
สิงห์บุรี	1%			พะเยา	1%	มหาสารคาม	2%	ระนอง	1%
				แม่ฮ่องสอน	1%	หนองคาย	1%	พัทลุง	1%
						หนองบัวลำภู	1%		
						ยโสธร	1%		

# Online Audience

## URBANISTA, EARLY ADOPTERS AND MAVENS\*

- Average Age: 25-30
- 60% Male/40% Female
- Average Monthly Household Income: 26.32% @THB30,000 - THB45,000
- 43.75% are post-college graduated
- 73.33% are living in capital city
- 26.32% are associate professional and technical
- 21.05% are manager or senior official
- 21.43% are in Consulting/Professional Services industry
- 21.43% are in Consumer Products
- Users spend an average of 1 minutes and 5 seconds on site per visits\*\*
- 52% read magazine articles and 33% read PR News\*\*
- 51.72% accessing from their home\*
- 61.29% can access from their mobile devices\*

\* Source: May 22 - June 21, 2011 Effective Measure

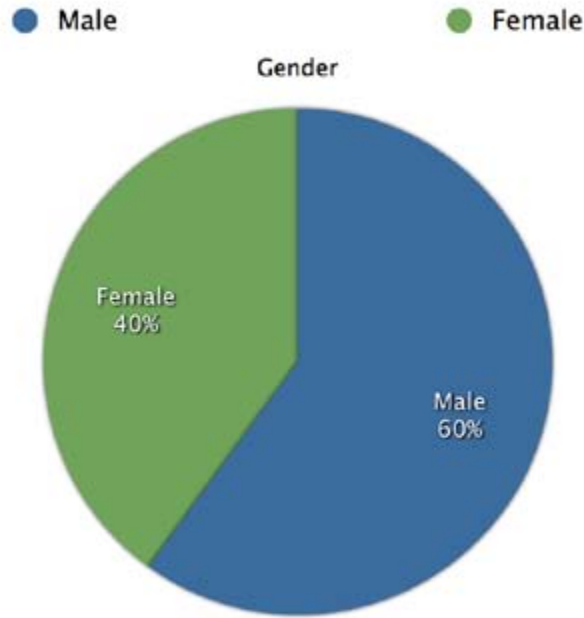
\*\* Source : May 2011 Google Analytics



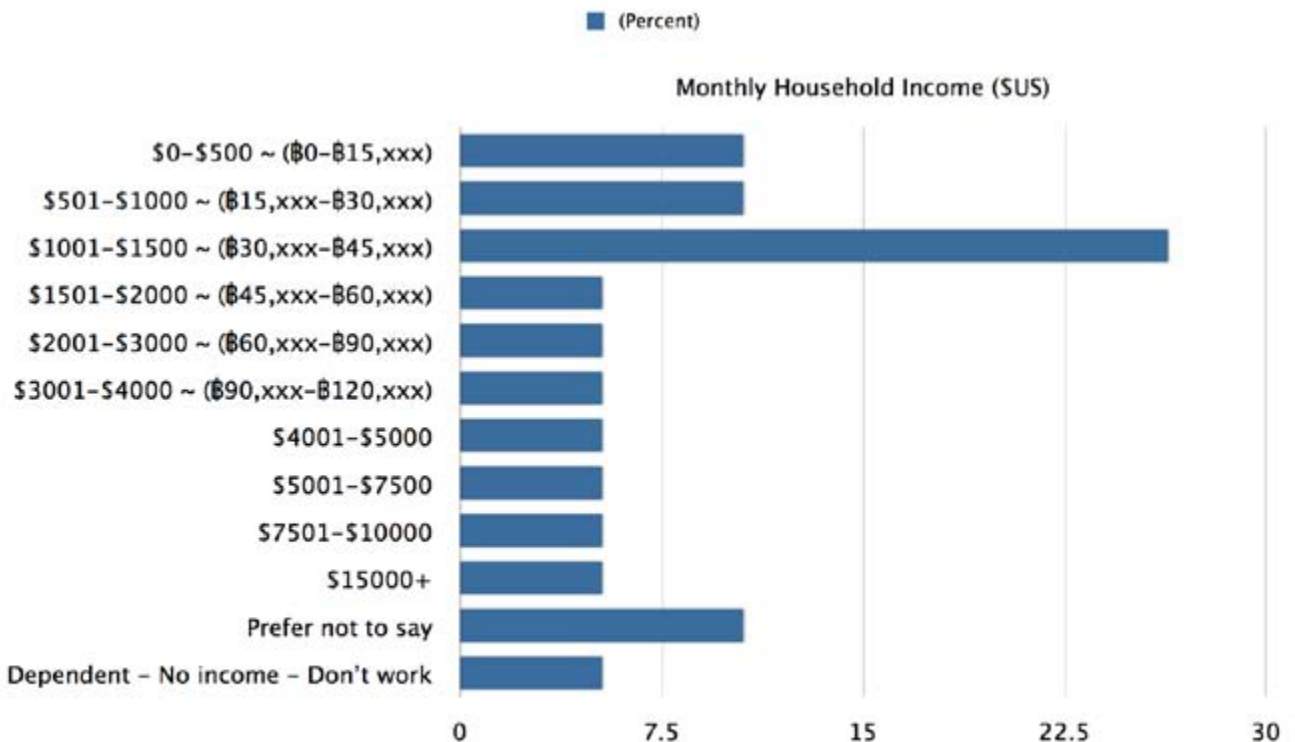
# Online Reader Demography

by Effective Measure (May 22 - June 21, 2011)

## Gender



## Monthly Household Income (US\$)

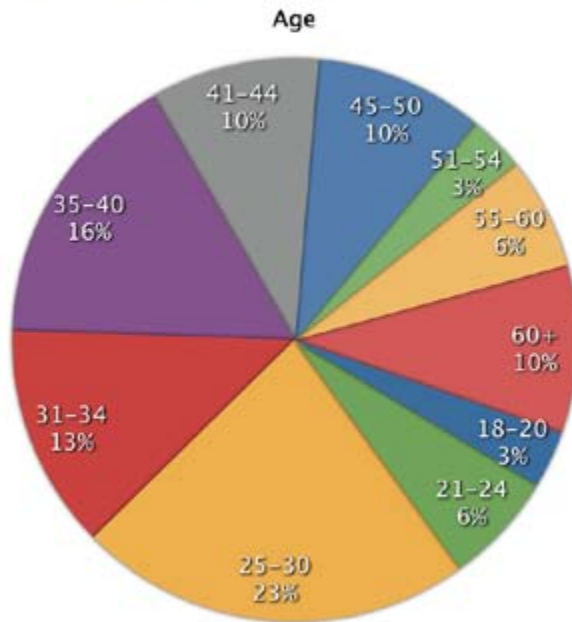


# Online Reader Demography

by Effective Measure (May 22 - June 21, 2011)

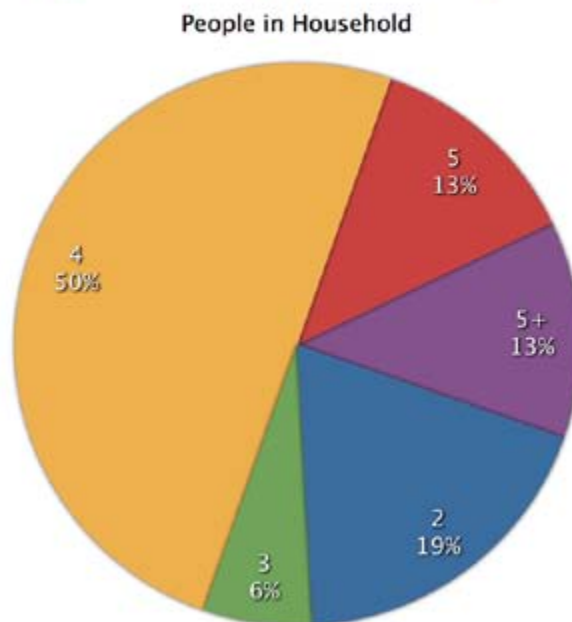
## Age

- 18-20
- 21-24
- 25-30
- 31-34
- 35-40
- 41-44
- 45-50
- 51-54
- 55-60
- 60+



## People in Household

- 2
- 3
- 4
- 5
- 5+



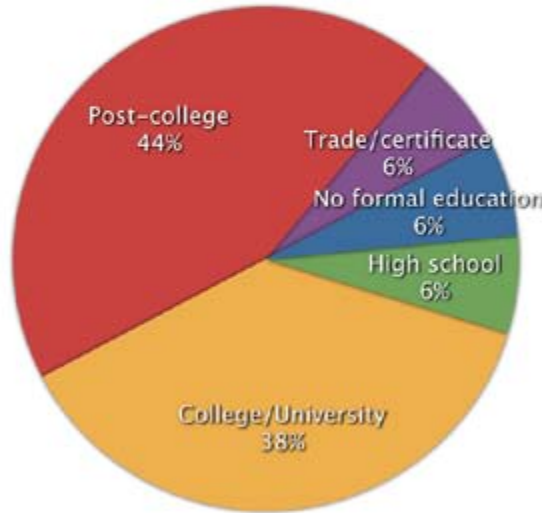
# Online Reader Demography

by Effective Measure (May 22 - June 21, 2011)

## Education Level

- No formal education
- High school
- College/University
- Post-college
- Trade/certificate

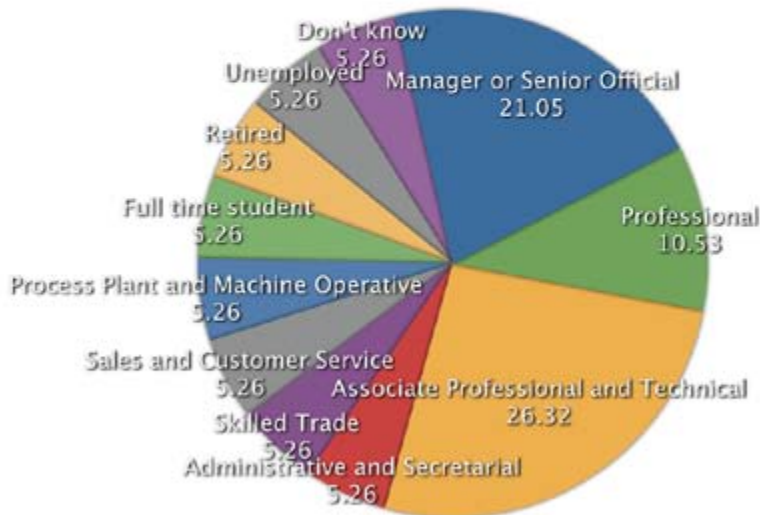
Education Level



## Occupation

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

Occupation





# Online Reader Demography

by Effective Measure (May 22 - June 21, 2011)

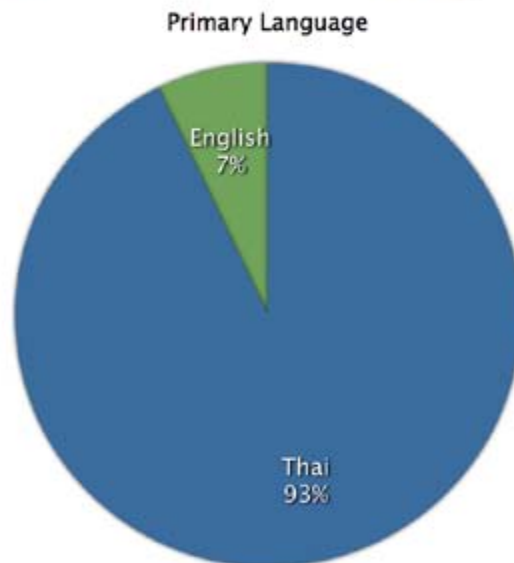
## Occupation Industry

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



## Primary Language

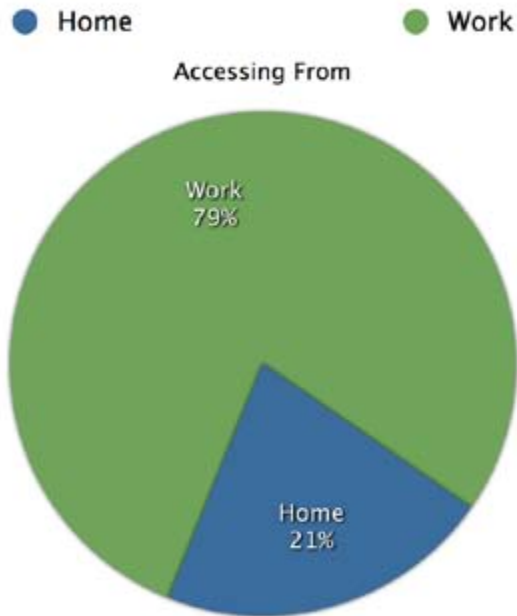
- Thai
- English



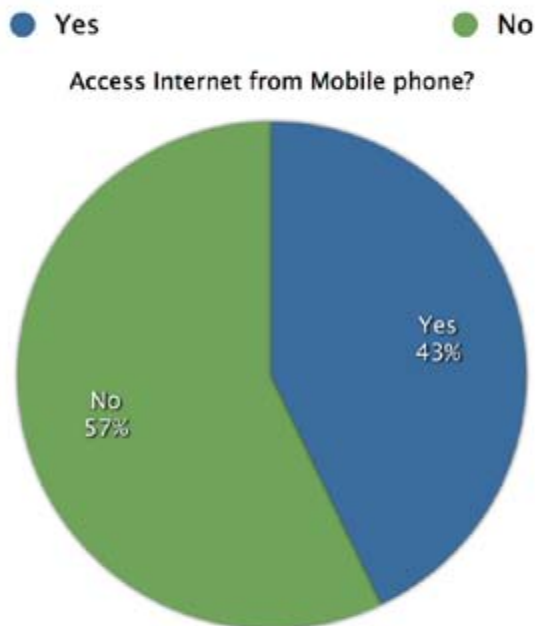
# Online Reader Demography

by Effective Measure (May 22 - June 21, 2011)

## Accessing From



## Access Internet from Mobile phone?



# Print Rates

## General Specification

- Booking ad before the date of 10th every month before printing.
- Artwork deadline before the date of 15th every month before printing.

## Advertising Rate

Gate Fold [2 pages]	THB 250,000
Back Cover	THB 100,000
Page 3 / Opposite Editorial	THB 85,000
Inside Front Cover	THB 80,000
Opposite content 1,2,3,4,5	THB 75,000
Inside Back Cover	THB 68,000

## Section Opening Page

Indochina/Beyond Green/ Entrepreneurship/ Manager Leisure	THB 70,000
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## Opposite Content Page

New & Trend/Big Picture/ on Globalization/Global Link/ Cover Story/Feature	THB 65,000
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Inside 4 Colours	THB 58,000
Inside B/W	THB 45,000
Strip [2.5"x11"], [8.5"x2.5"]	THB 30,000

## Cover Package



Window THB 500,000



Belt THB 350,000



Index Ads THB 300,000



Wing THB 300,000



Bookmark THB 400,000

Box THB 650,000  
Box with Wing THB 850,000

\*Additional Die cutting THB100,000+

# Online Rates

Placements	Unit	Specs	IMP <sup>1</sup>	Price (THB)
ROS	Leaderboard Top	728 x 90	308,641	THB 300 CPM
	Leaderboard Footer	728 x 90	288,926	THB 100 CPM
	Leaderboard Photo Viewer	728 x 90	3,842	THB 100 CPM
	Medium Rectangle	300 x 250	296,741	THB 275/CPM
	Wide-Skyscraper	160 x 600	296,240	THB 250/CPM
	Full Banner Printnews Top	468 x 60	94,090	THB 75/CPM
	Full Banner Printnews Footer	468 x 60	93,319	THB 75/CPM
Welcome Ad <sup>2</sup> / Preload Ad/Cover Page	Welcome Screen	640 x 480	N/A	THB 500 CPM
Sponsorship (Bundle with Magazine Ads.)	Medium Rectangle / Wide-Skyscraper	300 x 250 / 160 x 600	N/A	THB 1,500 CPD
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. 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 <sup>RD</sup> Party Served <sup>1</sup>
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/ 160 x 600	30k/50k	15 sec/ 30 sec	Y	Y	40k/100k	N
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.

## 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

# Online Specs (Cont.)

## **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, gotomanager.com must approve each creative two (2) 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. Gotomanager.com reserves the right to pull third party served ads that are not rendering or rendering slowly.

## **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 gotomanager.com editorial content (exact or close replica). Ads must not include references to gotomanager.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
- Gotomanager.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.

# Website Placement

Homepage








# Website Placement

## Detail Page



# Website Placement

Photo Viewer Pop Up




ผู้จัดการ   
www.astvmanager.com



photo gallery: Mercedes-Benz ทุกรุ่น จากเส้นท่อนัด 2 ผู้จำหน่ายอิสระ

1 of 6 next>>

ทุกสมรรถนะ มีทั้งเพา ปรุชานบริษัท Mercedes-Benz ทุกรุ่น ภายในโชว์รูมที่ประกอบด้วยรถหลากหลาย

news stories  
Mercedes-Benz ทุกรุ่น จากเส้นท่อนัด 2 ผู้จำหน่ายอิสระ

  
ผลงานนี้ ใช้สัญญาอนุญาตของครีเอทีฟคอมมอนส์แบบ แสดงที่มา-ไม่ใช้เพื่อการค้า-ไม่ดัดแปลง 3.0 ประเทศไทย

การศึกษาต้องมาก่อน >>>  
ลูกหลานไทย ต้องได้เรียนมหาวิทยาลัย!  

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# Website Placement

Welcome Ad

