

## UPDATE MAGAZINE 2018

All GTCC members are entitled to receiving a copy of Update on a complimentary basis. Each issue of the magazine contains several main sections and focuses on specific industry or area. The Update is now available for reading online at [thailand.ahk.de](http://thailand.ahk.de)

**ADD A HYPERLINK TO YOUR ADVERTISEMENT IN UPDATE TODAY FOR ONLINE READING!**

Circulation/distribution per issue: 2,000 copies

- Ordinary members, Thai management 380 copies
- Ordinary members, foreigner management 630 copies
- Associate members in Germany 80 copies
- Associate members in Asia 20 copies
- Associate members in Thailand 60 copies
- Embassies, Consulates and foreign Chambers of Commerce in Thailand 70 copies
- German Chambers of Commerce and Industries in Germany 100 copies
- Industry Clubs under the Federation of Thai Industries 60 copies
- Public space & GTCC events 400 copies
- Business delegate and contacts 200 copies

Average impression per issue on **issuu**: 2,500 times

### MECHANICAL REQUIREMENTS:

Screen line 175 lpi Resolution 300 dpi  
Paper type Art matt Binding Threaded and glued

Update magazine 2016 (quarterly)		Member	Non-member
4 issues + Hyperlink in the Online Version	Back cover	140,000	n/a
	Inside front or back cover	110,000	n/a
	Any page inside	90,000	120,000
	Half page, any page inside	50,000	70,000
	Quarter page, any page inside	32,000	60,000
1 issue + Hyperlink in the Online Version	Back cover	40,000	n/a
	Inside front or back cover	32,000	n/a
	Any page inside	28,000	55,000
	Half page, any page inside	15,000	40,000
	Quarter page, any page inside	10,000	38,000

\* Remark: All rates above are subject to 7% VAT

**Delivery of artwork:** Artwork should be submitted to the GTCC no later than the following deadlines (slightly flexible):

**Q1/2018 Ageing Society** by 13 November 2017 (Expected distribution: Beginning of January 2017)

**Q2/2018 SMEs & Startups** by 12 February 2018 (Expected distribution: End of March)

**Q3/2018 Logistic 4.0** by 15 May 2018 (Expected distribution: End of June)

**Q4/2018 Smart Farming / Agriculture 4.0** by 15 August 2018 (Expected distribution: End of September)

Please respect artwork dimension specified for your selected advertising package.

Only finalized artwork should be submitted. GTCC will not make any modification or adjustment to the submitted file.

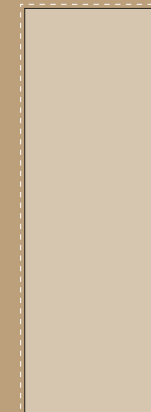
## ADVERTISEMENT SIZE

### FULL-PAGE



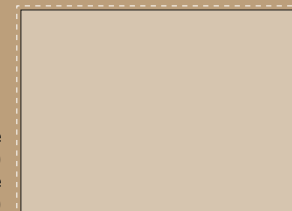
**Bleed size**  
303 mm(H) x 216 mm(W)  
**Trimmed size**  
297 mm(H) x 210 mm(W)

### HALF-PAGE (vertical)



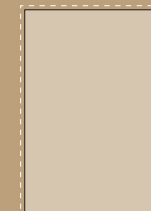
**Bleed size**  
303 mm(H) x 111 mm(W)  
**Trimmed size**  
297 mm(H) x 105 mm(W)

### HALF-PAGE (horizontal)



**Bleed size**  
154.5 mm(H) x 216 mm(W)  
**Trimmed size**  
148.5 mm(H) x 210 mm(W)

### QUARTER-PAGE (vertical)



**Bleed size**  
154.5 mm(H) x 111 mm(W)  
**Trimmed size**  
148.5 mm(H) x 105 mm(W)



\*Please find payment and contact details at the end of the leaflet