

UPDATE MAGAZINE 2017

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

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

Circulation/distribution per issue: 2,000 copies

- Ordinary members, Thai management 350 copies
- Ordinary members, foreigner management 600 copies
- Associate members in Germany 100 copies
- Associate members in Asia 30 copies
- Associate members in Thailand 60 copies
- Embassies, Consulates and foreign Chambers of Commerce in Thailand 150 copies
- German Chambers of Commerce and Industries in Germany 100 copies
- Industry Clubs under the Federation of Thai Industries 80 copies
- Selected universities in Thailand 100 copies
- Public space & GTCC events 430 copies

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):

Q1/2016 Infrastructure by 13 November 2016 (Expected distribution: Beginning of January 2017)

Q2/2016 ASEAN Headquarters in Thailand by 14 February 2017 (Expected distribution: End of March)

Q3/2016 ASEAN Digital Revolution by 15 May 2017 (Expected distribution: End of June)

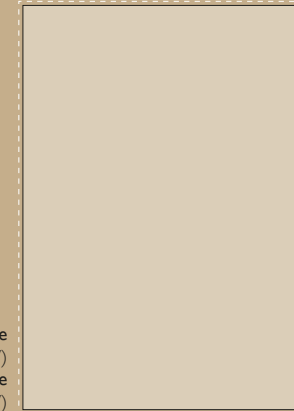
Q4/2016 Female Economy by 15 August 2017 (Expected distribution: End of September)

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.

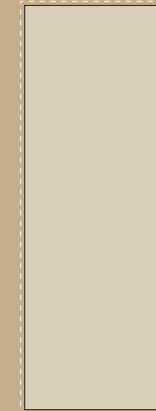
ADVERTISEMENT SIZE

FULL-PAGE



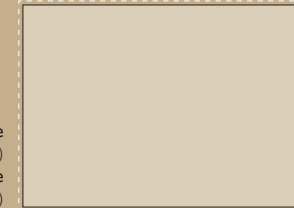
Bleed size
303 mm(H) x 216 mm(W)
Trimmed size
297 mm(H) x 210 mm(W)

HALF-PAGE (vertical)



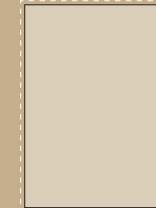
Bleed size
303 mm(H) x 111 mm(W)
Trimmed size
297 mm(H) x 105 mm(W)

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