

ภาคผนวก ค

อัตราค่าโฆษณาในนิตยสาร Who?



Advertising Rate
2008

Position 2008	Basic Rate	Effective	
		Agency 30%	Direct 25%
DP # 2-3, 4-5	150,000	105,000	112,500
Opposite content	77,000	53,900	57,750
Inside back	70,000	49,000	52,500
Full page	65,000	45,500	48,750
Back cover	85,000	59,500	63,750
Strip Ad (1/2 Page)	45,000	31,500	33,750
Strip Ad (1/3 Page)	30,000	21,000	22,500
Advertorial	65,000	No discount	

Mechanical Data:	Full Page	Size 23 x 27.5 cm.
	Double Page	Size 46 x 28 cm.
	Strip 1/3 Page	Size 7.5 x 28 cm.

Retail Price:	65 Bath per copy.
Circulation:	200,000 Copies.
Publishing 2008:	Every Tuesday
Note:	Booking 4 weeks prior to publication date.
	Material 3 weeks prior to publication date.
Paper:	Cv. Art paper 190 gms. / Inside. Art Paper 80 gms.



7th Floor 1768 Thai Summit Tower Phetchaburi Rd., Bangkok, Huaykwang, Bangkok 10320 Tel: 0-2654-7541-50 Fax: 0-2654-7577