

With a brand-new concept and layout, 'Thailand Travel Magazine' published by the Tourism Authority of Thailand (TAT), Frankfurt, manages to introduce a fresh approach, aiming both at seasoned Thailand fans as well as complete novices. Providing fascinating images and informative copy, via interviews and through articles by well-known contemporaries accompanied by compact descriptions, it delivers up-to-date information and travel tips for holidaymakers from German-speaking countries. As shown by a readers' poll in 2009, even staunch Thailand fans will go back to obtain information about the country.

- 72% of readers have already visited Thailand, and more than half have travelled there up to five times in the past.
  - 81% of readers found the advertisements helpful when planning their holiday.
  - 91% of readers feel inclined to travel to Thailand after reading the magazine.
- We think there is no better proof for our advertisers. We urge you to take advantage of this ideal advertising environment for your own business.

### Target Group

Consumers (65% repeaters, 43% prefer 4-star hotels, 22% stay in 5-star hotels) travel agents

### Publisher

Geomedia, Mauserstraße 27, 12277 Berlin

### Distribution

The new brochure will be mailed directly to consumers by the TAT Frankfurt. It will also be handed out on all important travel fairs in Germany where Thailand is represented, at consumer road shows and on travel agent seminars. In addition the magazine is distributed by travel agencies, tour operators and can be ordered directly on the Go Asia website ([www.goasia.de](http://www.goasia.de)).

### Circulation

60.000 + will also be published as emagazine

**Size:** 80 pages plus four cover pages

**Trim:** 210 mm wide x 297 mm high

**Printing method:** 4-colour offset



## TECHNICAL DATA AND DEADLINES

When supplying artwork, please note the technical requirements below:

- File format:**     **File profile:**
- PDF (.pdf):**     high resolution, maximum quality
- TIFF (.tif):**     CMYK Mode, 300 dpi/original size
- JPEG (.jpg):**     CMYK Mode, 300 dpi/original size
- EPS (.eps):**     CMYK Mode, 300 dpi/original size  
(please include all fonts or convert all fonts to paths)

### Please supply the relevant files

- on CD-Rom:** Grafenstein Freizeit- und  
Tourismus GmbH  
Kaunstraße 21  
14163 Berlin, Germany  
Tel.: +49. 30. 80 58 59 20  
Fax: +49. 30. 80 58 59 210
- via FTP:**     [www.grafenstein.net/upload](http://www.grafenstein.net/upload) (->Thailand)

### Important dates

- Publication date:     January 2011
- Closing date for ads:     30.10.2010
- Closing date for artwork:     06.11.2010
- Circulation:     60.000

## PLEASE CONTACT

**Ms Linda Dierolf** ([info@cd-presse.com](mailto:info@cd-presse.com))  
Tel. +49 (0) 7141 951500 | Fax +49 (0) 7141 951502  
| Mobile +49 (0) 171 5777850 | CD - Presse !  
| Kaffeeberg 12 | D-71634 Ludwigsburg

### 1. Order

Please fill in the order form and send it via fax or by post to Terra Trends GmbH.

### 2. Artwork

If you would like us to create your ad or an advertorial on your behalf, we require the following data:

Type	Format
Images/Logo Files:	TIFF / JPEG / EPS maximum quality
Text Files:	MS Word / TXT / RTF

For layout work we charge the following prices according to the format used:

Format	Price	Format	Price
1/1 page	€ 500.00	1/2 page	€ 400.00
1/4 page	€ 300.00		

Please note that your adverts / advertorials should be written in German, we will gladly assist you with translation if necessary. There is a fixed charge for any changes made to copy or layouts of 25 € /half hour. This also applies to changes to advertisements of previous years.

### 3. Approval

Before going to press, we will send you a pdf-file for approval of your advert, advertorial or editorial pages.

### 4. Price

Our price includes layout costs as well as costs for the insertion of the ad. Prices are exclusive of VAT. Please refer to the price-list on sheet 4. Printing is in 4-colour process only. We cannot therefore offer any reduction in price for less than 4 colours.

### 5. Cancellation

By placing an order, you firmly reserve a space for your advertisement in the layout. In case of cancellation before the closing date for advertisements, we will charge one third of the total price. For cancellations after that date, we will have to charge the total price. In any case, the date of receipt of your postal/faxed order is binding.

### 6. Invoice

All invoices will be issued by Grafenstein GmbH. The invoices include costs for placing the ad plus layout costs.

Please pay your invoice by bank transfer in Euros within 14 days of receipt of invoice.

For payments within 7 days of receipt of invoice you will receive a 3% discount.

We charge 7% interest plus a 5 Euro fee for a reminder in case of late payment.

### 7. Discount for advertisement order

If you are interested in multiple advertising in Grafenstein or Terra Trends magazines you will receive a special discount:  
for 2 adverts: 5%  
for 3 adverts: 7%  
for 4-6 adverts: 10%  
for 7 adverts and more: 15%

4/4 ADVERTISING ORDER

We will supply the complete artwork for an advertisement in file format by 30.10.2010. You will receive the file in the following manner:

CD       FTP       E-Mail

We hereby order the design of an advertisement and let you have the necessary material (images, logotypes, texts) within 15 days. We have taken note of the relevant prices for artwork on sheet 2.

Please re-use the artwork we supplied for the advertisement / advertorial in the last issue of the magazine. You already hold the corresponding files.

We place a firm order for the ad in the format requested on the right. We have taken note of the booking and cancellation fees in your price-list as well as the general terms and conditions below.

**Terms and Conditions**

The client is responsible for supplying digitized printing materials on time and is liable for the accuracy of their contents. The client guarantees that he/she holds all rights necessary for the processing of the files provided, their textual contents, picture elements, photos and fonts. The client exempts Terra Trends GmbH from all claims (including legal fees) by third parties in respect of any violation of copyrights or other rights. The advertisement must always be placed in writing. Place of jurisdiction is Berlin. German law is applicable for this contract.

**Our advertisement in Thailand Urlaub 2010**

- C2 € 4,200.00
- C3 € 4,200.00
- C4 € 4,400.00
- 1/1 € 3,650.00
- 1/2 portrait € 1,950.00
- 1/2 landscape € 1,950.00
- 1/4 portrait, 4c € 1,250.00
- 1/4 landscape, 4c € 1,250.00

**Artwork**

- 1/1 € 500.00
- 1/2 € 400.00
- 1/4 € 300.00

**Artwork price** \_\_\_\_\_  
(for prices see sheet 2)

**Insertion price** \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**CLOSING DATE: 30.10.2010**

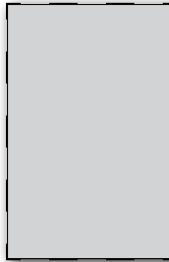
**Invoice address:** \_\_\_\_\_  
 \_\_\_\_\_  
**Zip code, City:** \_\_\_\_\_  
**Tel.:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**E-Mail:** \_\_\_\_\_

**3% discount at pre-payment**

**Please note your VAT No:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

3/4 ADVERTISEMENT SIZES (width x height)

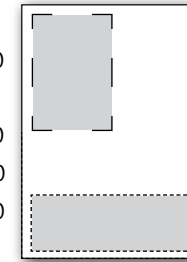
1/1 Page



Portrait format  
210mm x 297mm  
€ 3,650.00

Cover: \_\_\_\_\_  
 Inside cover: € 4,200.00  
 Inside back cover: € 4,200.00  
 Back cover: € 4,400.00  
 (Please note bleed of 3mm!)

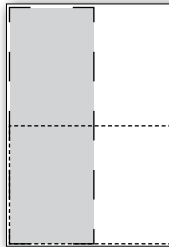
1/4 Page



Portrait format  
86mm x 132mm  
colour € 1,250.00

Landscape format  
178mm x 70mm  
colour € 1,250.00

1/2 Page



Portrait format  
96mm x 297mm  
€ 1,950.00

Landscape format  
210mm x 145mm  
€ 1,950.00  
 (Please note bleed of 3mm!)



**Fax to: +49. 7141.95 15 02**

Grafenstein Freizeit- und Tourismus GmbH | Manager: Frank Grafenstein  
 Commerzbank · BLZ 100 400 00 · Konto-Nr.: 525 444 600 | HRB-Nr.: 85518 | AG Charlottenburg