

Thailand Golf Magazine 2016

ADVERTISING RATES

Thailand Golf Magazine 2016/2017

NEW!

Every year more than half a million golf-tourists travel to Thailand. With just over 260 golf courses the exotic kingdom knows how the excite golf buffs and, due to it's diversity, is a favored travel destination for golfers worldwide. The official Golf Magazine of Thailand will be published in May 2016. The brochure expands the offerings of the established Thailand travel magazine. Golf travelers are informed of the varied golf courses and regions, each with their unique idiosyncrasys and shown the manifold possibilities all around the topic of golfing in Thailand. The brochure is directed at active golfers and those interested in the sport. This target group is well educated and has a higher that average income to their disposal. Our brochure will be specifically supplemented in a renown golf magazine. Additionally, it will be showcased in the stores of a well-known Golf outfitter. The Thailand tourist authority will send out the brochure by request, as well.

This package promises the ideal editorial surrounding to address and cater to the target group.
Book your ad now and profit from the valuable content and information of the brochure!



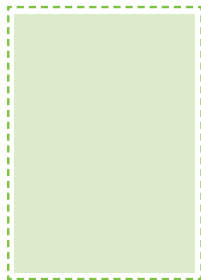
1/1 Page

190 x 248 mm

(bleed of 3 mm on each side)

Price: 2.950,- Euro

*All prices exclusive of VAT

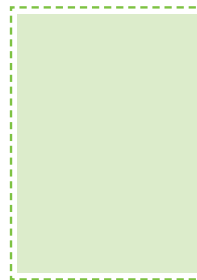


U2/U3

190 x 248 mm

(bleed of 3 mm on each side)

Price: 3.650,- Euro



U4

190 x 248 mm

(bleed of 3 mm on each side)

Price: 3.950,- Euro

Contact

Linda Dierolf

Tel.: +49.173 786 71 96

info@ld-press.com

Circulation

30.000 copies

Size

16/32 pages + 4 cover pages

Trim

190mm wide x 248mm high

(bleed of 3 mm on each side)

Dear partners,

For many years now, the Tourism Authority of Thailand's travel magazine has served as a reliable and competent guide for anyone interested in traveling to or within our exotic Kingdom! Our travel magazine caters not only to first-time visitors, but also – with a remarkable readership proportion of 60 percent – in particular to returning travelers to Thailand who are looking for fresh insider tips and new destinations.

Due to its multifaceted and high-quality mix of content, the travel magazine is a trusted source of valuable information and authentic advice for those who are familiar with Thailand. It therefore presents an ideal platform for advertising partners to reach their desired clientele. For first-time visitors, the magazine provides a thorough and helpful orientation in navigating the wide spectrum of touristic products and in planning the perfect holiday.

With best wishes,



Supranee Pongpat
TAT-Director, Frankfurt



1. Thailand Magazine 2017

The magazine "Thailand" is the most important print medium of the Thailand Tourism Authority in German-speaking countries. It is dedicated to readers that look for inspiration for a forthcoming holiday. With a convincing mix of information and inspiring articles, it presents Thailand as a perfect travel destination. Thanks to a great graphic design and highly professional content our magazine makes readers feel like visiting "the land of laughter".

Distribution concept

The Thailand Tourism Authority (TAT) is responsible for the distribution of the magazine in Germany. The most important target groups are tourists (individual and group travellers, business travellers and families) and travel professionals (travel agents and tour operators). Tourists can order a magazine and get it send home by post free of charge. They can also find a magazine on official stands of the TAT during numerous trade fairs and during consumer roadshows. Travel professionals receive magazine per post and during seminars.

The magazine "Thailand" will be also available online as an app for the iPad. In a digital version we link all the advertisements with your website.



Our readers

Individual travellers, group travellers, families, business travellers, tour operators and travel agents.

Publisher

Grafenstein Freizeit- und Tourismuswerbung GmbH,
Tempelhofer Damm 94a, D-12101 Berlin

Circulation

40.000 copies + app for the iPad

Size

80 pages + 4 cover pages

Trim

210 mm wide x 297 mm high

Printing method

4-colour offset



2. Deadlines

Publishing date:

Thailand Golf Magazine: May 2016

Thailand Magazine: January 2017

Closing date for ads:

Thailand Golf Magazine: 29.04.2016

Thailand Magazine: 04.11.2016

Closing date for artwork:

Thailand Golf Magazine: 06.05.2016

Thailand Magazine: 11.11.2016

3. Delivery of data

Delivery of data:

via E-Mail:

anzeigen@grafenstein.net

on CD-Rom

Grafenstein Freizeit- und
Tourismuswerbung GmbH
Tempelhofer Damm 94a
D-12101 Berlin, Germany

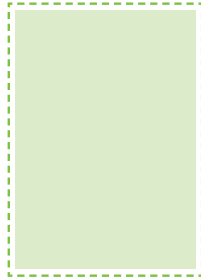
Your advertisement in print and
online version.

If booked in a print version of the
Thailand-magazine, your adver-
tisement will be placed free of
charge in the app-version of the
magazine.

4. Advertising sizes & prices Thailand Magazine 2017



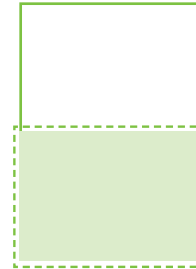
Back cover page 4
210 x 297 mm
(bleed of 3 mm on each side)
Price: **5.200,- Euro ***



U2/U3 Page
210 x 297 mm
(bleed of 3 mm on each side)
Price: **4.900,- Euro ***



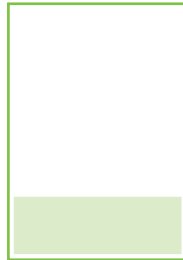
1/1 Page
210 x 297 mm
(bleed of 3 mm on each side)
Price: **4.200,- Euro ***



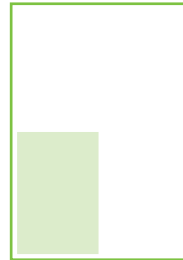
1/2 Page horizontal
210 x 145 mm
(bleed of 3 mm on each side)
Price: **2.550,- Euro ***



1/2 Page vertical
96 x 297 mm
(bleed of 3 mm on each side)
Price: **2.550,- Euro ***



1/4 Page horizontal
178 x 70 mm
Price: **1.550,- Euro ***



1/4 Page vertical
86 x 132 mm
Price: **1.550,- Euro ***

* If you book an ad in the Print magazine, the same ad will appear, free of charge, in the e-magazine.

5. Booking details

Order

Please fill in the annexed order form and send it via fax or by post to Grafenstein Freizeit- und Tourismuswerbung GmbH.

Price

Our price consists of costs for the insertion of the advertisement and, if booked, additional layout costs. Prices are exclusive of VAT. Printing is in 4-colour process only. We cannot therefor offer any reduction in price for less than 4 colours.

Discount for advertisement order

If you are interested in multiple advertising in Grafenstein magazines you will receive a special discount:

for 2 adverts:	3%
for 3 adverts:	5%
for 4-6 adverts:	7%
for 7 adverts and more:	10%

Cancellation

By placing an order you firmly reserve a space for your advertisement in the magazine. 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.

Booking details

6. Contact

Mode of payment

You will be invoiced by Grafenstein Freizeit- und Tourismuswerbung GmbH.
Please pay your invoice by bank transfer in Euros within 14 days of receipt of invoice.

Artwork

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

Images and Logo Files

TIFF/JPEG/EPS (max. quality)

Textfiles

MS Word/TXT/RTF

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

1/1 page 500,- Euro

1/2 page 400,- Euro

1/4 page 300,- Euro

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

Approval

Before going to press we will send you a pdf-file for approval of your advert.

Linda Dierolf

Tel.: +49.173. 786 71 96

info@ld-press.com

7. Terms & Conditions

The General Terms and Conditions of this contract apply to all print and/or digital advertisements that have been commissioned by you to be produced by

Grafenstein Freizeit- und Tourismuswerbung GmbH,
represented by the managing director Frank Grafenstein,
Tempelhofer Damm 94a, D-12101 Berlin

§ 1 Conclusion of Contract

Orders placed by you, the customer, require no particular form. However, your order will not be considered legally binding, if the contract has not been validated by Grafenstein in the appropriate form. An order can be considered valid if customary business practices have been followed, such as the consignment of proofs, rough copy or drafts for approval.

Once you have placed the order you are contractually obliged to clearly state your relationship with the agency or contractor of first instance. With regard to business partnerships or corporate enterprises you are legally obliged to state the complete and exact name of the corporation (including its legal form) as well as complete address and the individual responsible and legally permitted to represent the enterprise. All errors in the job identification will be borne at the expense of the natural person or persons issuing the order.

§ 2 Invoicing and Payment

1. Unless otherwise agreed or clearly stated on our invoice, payment is due immediately in accordance with the law.
2. Further, any delay, dues payable on delayed payment and compensation for damages caused due to non-payment or delayed payment are also subject to the law. If you are in default of payment and a merchant as defined by German Commercial Law (HGB), we are legally entitled to charge you from the due date a maturity interest rate of 5 percentage points above the current base rate of the European Central Bank from the time of default.
3. All reminder notices shall be invoiced at 15 euros for every written and/or electronic reminder. Any continuing and existing claims for compensation shall be unaffected by such reminders.

§ 3 Our Services and Your Acceptance thereof

1. You are legally obliged to carefully examine all our order confirmations. Any deviation from your original order will not affect the agreed payment, if it could have been discovered without additional effort on your part and has not resulted from grossly negligent or intentionally damaging behaviour on ours.
2. We will usually provide a draft or proof of the final product for approval. Approval is limited to the contents of the aforesaid draft or proof, regardless of previous agreements.
3. If not expressly agreed between both legally bound parties that a service can only be agreed to with regard to a specific date (so-called short selling), you are not entitled to claim your statutory rights, as stated in § 376 of the German Commercial Code (HGB) even if these are referred to. Therefore a 'short sale' can only be expressly agreed and does not arise from incidental circumstances.

Terms & Conditions

§ 4 Liability

1. In principal, our liability is limited by the rules of the service contract.
2. However, where compensation is demanded, our liability is limited to a maximum of three times the amount (excluding VAT) of the basic value of the relationship (i.e. the contractually agreed fee between both parties) as defined in the liability clauses of the contractually agreed relationship. Damages to life, health and physical injuries are not covered by this restriction.
3. In addition, we cannot be held liable for damages arising from simple negligence on our part. This restriction does not cover damages to life, health and physical injuries.
4. Should you not have received a draft or proof for final approval for whatever reason, you have the right to demand it. Should you fail to do so, in any dispute the onus is upon you to prove that our production does not correspond to the original commission or that it has led to a faulty product.
5. Should you have supplied us with materials for advertising that are subject to, may be, or are protected by intellectual property laws (copyright, trademark, utility model or design patent protection) you are bound without limitation to prove that you possess all necessary rights of use. Should we be accused of infringement or violation of these principles, you will be held liable without limitation of liability for the costs of our legal defence, as well as for the repair of damages suffered by the involvement of a legally entitled third party. We are obliged to inform you fully and in good time of any relevant legal process.

§ 5 Conflicting Terms and Conditions

The use or intention to use your own terms and conditions are and will be of no relevance to the conclusion of the contract. No contract that is not based entirely on these terms and conditions.

§ 6 Choice of Law and Jurisdiction

1. In all cases, this agreement is subject to the laws of the Federal Republic of Germany, even if the legal headquarters of your company are located outside Germany.
2. The place of jurisdiction for all disputes arising from contracts subject to these General Terms and Conditions, including their fundamental principles, contents and determination, is Berlin and, in case of jurisdiction by the local courts, the competent local court where we have our place of business when legal proceedings are initiated.

This translation has been provided for information only. The original German version is legally binding.

Grafenstein Freizeit- und Tourismuswerbung GmbH
Tempelhofer Damm 94a, D-12101 Berlin, Tel.: +49.30.80 58 59 2-0, Fax: +49.30.80 58 59 2-10
www.grafenstein.net