



bangkok 101

Live Curiously



“When you’re curious, you find lots of interesting things to do.” - *Walt Disney*

OUR MISSION

BANGKOK 101 is a digital magazine published and based in Bangkok Thailand.

Although its articles, reviews and events listings often focus on the cultural and stylish lifestyle of the Asia-Pacific region, BANGKOK 101 aims to attract a wide audience outside of Thailand and the region and finally to be read internationally.

With a variety of content, BANGKOK101.COM aims to deliver authentic information and sincere recommendations on the trendiest of everything that the curious mind looks for. Our topics include food, drinks, entertainment, travel, art, culture, design, sport, well-being, inspirational people and places, and all things related...

OUR HISTORY

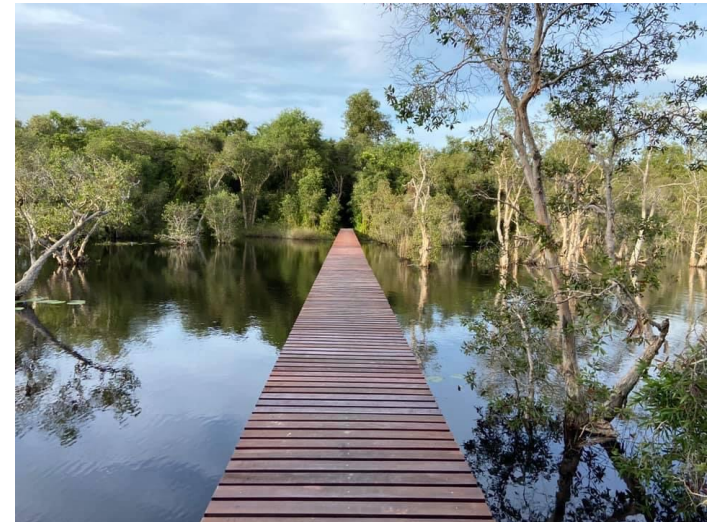
BANGKOK 101 was first launched 15 years ago as a printed city magazine, published and owned by Talisman Media Group Company Limited.

For over a decade, it has been a handy magazine with unique insights and invaluable content about Bangkok and Thailand. It has always been a reliable source of valuable information for those who visit (or re-visit) the Kingdom of Thailand, with 31,000 copies distributed and a core readership of 56,000 savvy urbanites who love to travel, eat and enjoy all that Thailand has to offer.

In March 2020, our CEO, Mr. Mason Florence, decided to pause the printed version of Bangkok 101 and its sister publication, BAM!. We have transferred all our energy to revamp Bangkok101.com and corresponding social media presence, including Facebook, Instagram, Twitter for a re-launch as a full-scale digital magazine in February 2021.

WHAT MAKES US UNIQUE

Our contributors include international and local experts who share their expertise in various industries and markets. These include experts across all media sectors, including writers, travel journalists, bloggers, artists and photographers. Our editorial content covers the widest scope of topics – including personal and unique editorial reviews, addresses and insights.



2021 SALES KIT

FAST FACTS

FAST FACTS:

Among BANGKOK 101's core readership of 56,000 savvy urbanites who love to travel, eat and enjoy all the good things life has to offer, and the magazine's 20,798 Facebook followers (time stamped on Jan 28, 2021), here are some fast facts:

Demographics:

- 51% Women
- 49% Men
- 90% Bachelor's degree or higher

Countries:

- 63% Southeast Asia

(Major countries: Thailand, Singapore, Hong Kong and Malaysia)

- 28% Europe
- 9% America

How they find us:

- 51% Organic search
- 28% Social media (90% from Facebook)
- 18% Direct
- 3% Referral

TABLE OF CONTENTS

Trending

Food, Drinks, Entertainments

People, Places & Beyond

Travel

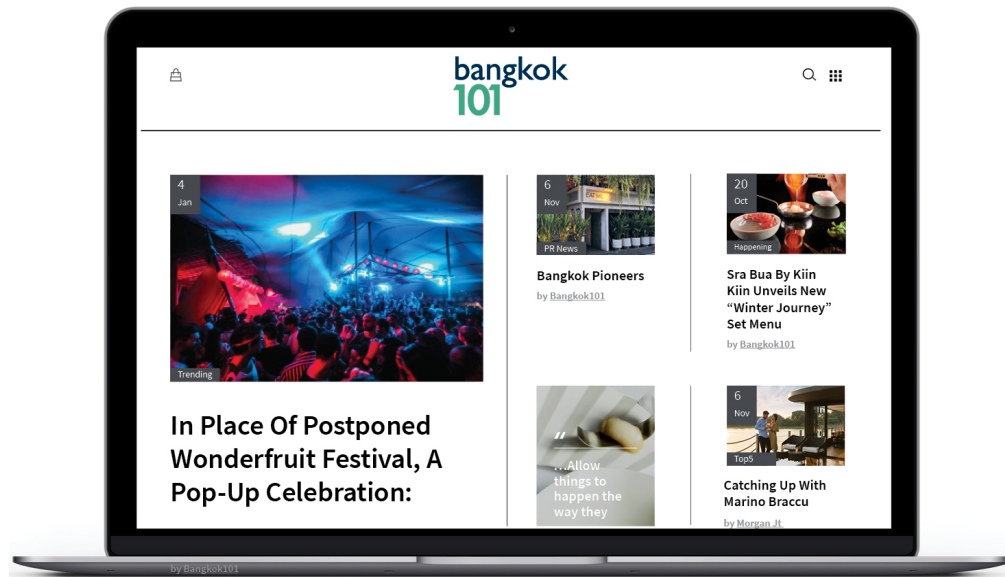
Art, Design & Culture

Wellbeing

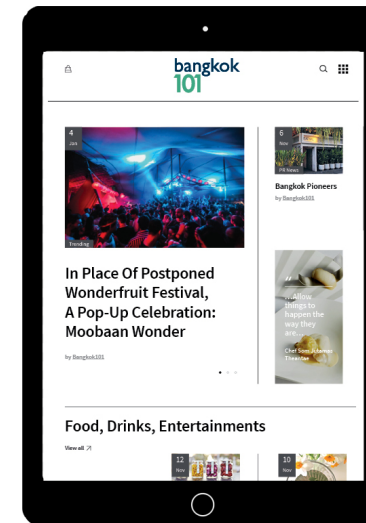
Market 101

2021 SALES KIT

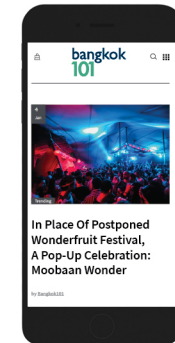
DEVICE BREAKDOWN



Desktop 45%



Tablet 3%



Mobile 52%

2021 SALES KIT

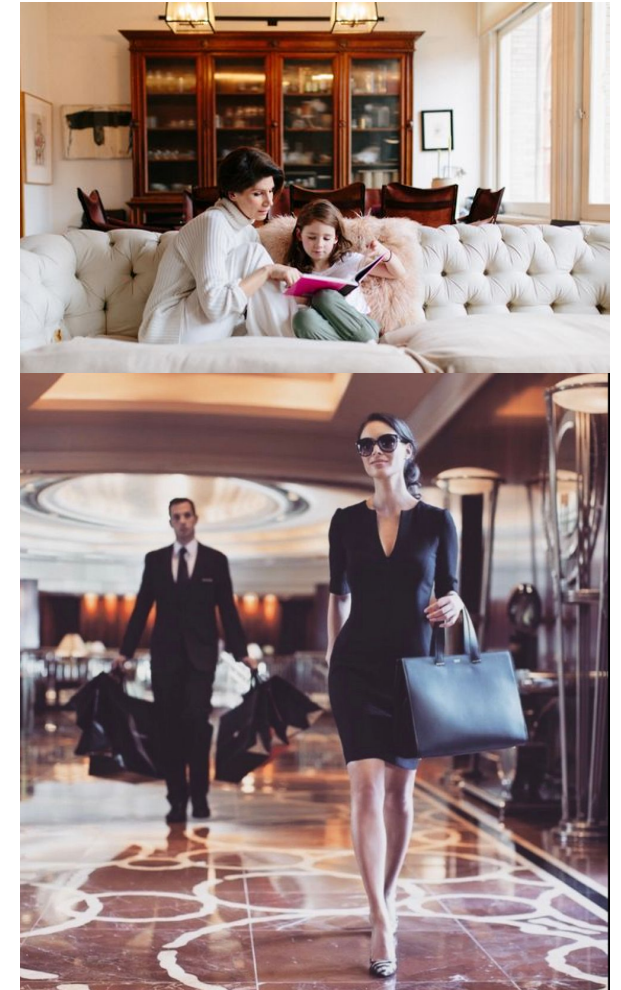
“You are what you read.” - *Oscar Wilde*

Our readers are international, unisex, well educated, well travelled (or wish to be well travelled), active, stylish, and most importantly, curious. Campaignlive.co.uk recently published research on “The Seven Ages of Magazine Readers,” and our readers are identified with three out of seven. We thought this was more interesting than just giving you the figures (age, income and how many properties they own). So here it is...

UPMARKET WOMEN 25-44 years

- She is a busy woman with a career and a family to juggle, who wants to go on fantastic holidays, eat delicious food and keep her family healthy and safe.
- She grew up with women & fashion magazines, but now wants something more mature but still stylish.
- She is cash-rich but time poor. We now live in a world of information overload, so edited choice is what she'd prefer.
- She isn't interested in celebrity, but she wants to learn more about well-known, feisty women.
- She is interested in green issues and how to be a green consumer.
- She will use the Internet to book tickets, order clothes and consult sites for advice.

READERS



2021 SALES KIT

FAMILY GUY 25-44 years

- He reads The Sunday Times at weekends, but only buys men's magazines once or twice a year.
- He watches sport, comedy and documentaries. He needs a short, sharp daily fix of the sport news to keep up with the latest football gossip.
- He is not into social networking, preferring to use the Internet for gambling and sports news.
- Today's man is different to his predecessor of a decade ago. They are more image-conscious than ever before. Which might explain the success of cover stories such as "Rock-hard abs" and "Six-pack on a plate."



READERS



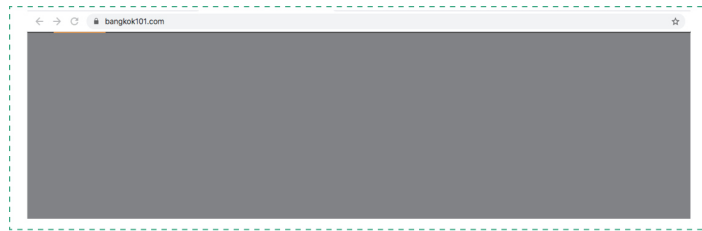
2021 SALES KIT

READERS

NEW NAVIGATORS 45+ years

- They still actively work their day jobs, but are planning to go on an around-the-world trip with a friend in two years' time.
- This generation is not old or grey. They're optimistic and forward thinking - there's no route map for this generation.
- The woman is still interested in fashion and loves Kylie and Madonna. She is not all defined by her kids.
- The man loves reading, golf, yachting and hi-fi magazines.
- They are people who don't watch a lot of television, but plan their viewing carefully to take in high-end programs.
- The New Navigators eat out regularly, go on frequent trips abroad, and relate to mid-market, high-quality brands.





TOP BANNER (A)



In Place Of Postponed Wonderfruit Festival, A Pop-Up Celebration: Moobaan Wonder

by Bangkok101



Bangkok Pioneers
by Bangkok101



Allow things to happen the way they are...
Chef Som Jitamas Theantae



TOP SIDE BANNER (1-6)



TOP CONTENT TRENDING

Food, Drinks, Entertainments

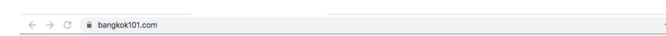
View all 7



Bangkok Citycity Gallery Presents Solo Exhibition by Street Artist Alex Face
by Morgan Ji



Japanese Film Festival Kicks Off at House Samyan
by Bangkok101



Art, Design & Culture

View all 7



Bangkok Citycity Gallery Presents Solo Exhibition by Street Artist Alex Face
by Morgan Ji



Japanese Film Festival Kicks Off at House Samyan
by Bangkok101



AD POSITIONS TOP PAGE



TOP BANNER (B)

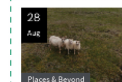


Walk Don't Run
by Artem Podrez

People, Places & Beyond



Japanese Film Festival Kicks Off at House Samyan
by Bangkok101



Desa Potato Head Favors Village Vibes Over Resort Exclusivity
by Mario Tachon

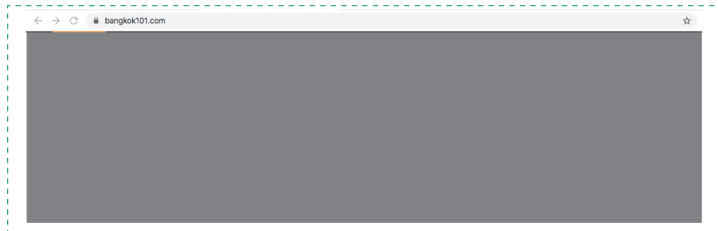


Unique Diamond-Shaped Form Allows Them to Be Set Down in a Variety of Ways
by Mario Tachon



Mario Nuti: It's Important to Pay Attention to What is Already Out There.
by Mario Tachon

SECTION CONTENT



SECOND-PAGE TOP BANNER



Tracks Are Preoccupied With Emotional Extremes

by [Mario Tachen](#)

Lorem ipsum dolor sit amet, id duo diam scaevola, ad usu alienum rationibus philosophiad etiam corrupti interpretaris eum. Tatam muciat dolorem pro in, te sanguam melleis imperitiam eum. Sit quis ubique ei, in eum dicere pretibus. Ut qui case ventrem, simul perfectio quaque mea ei. De sua utamur fuisse illique all quoniam lor. Lorem ipsum dolor sit amet.

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by **Mario Tachen**
Art Director

Read Next



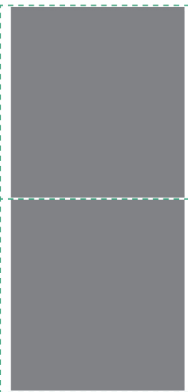
Pay attention to artists around



Discover a world below.



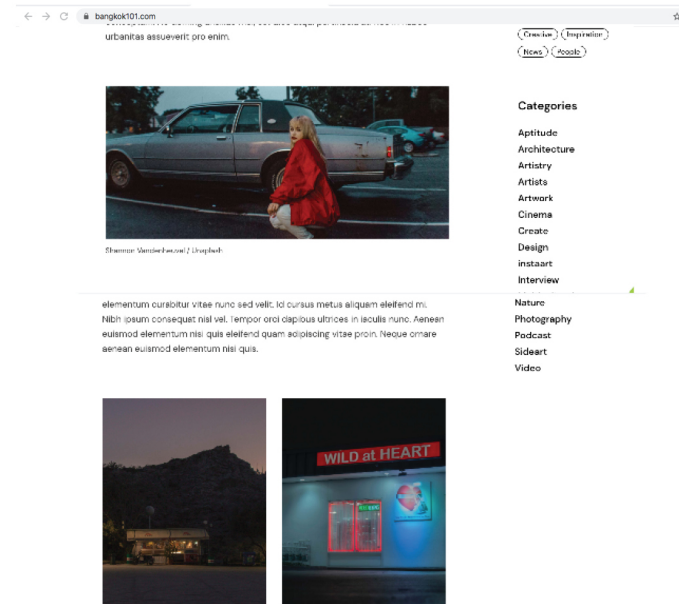
Large office building & more



SECOND-PAGE SIDE BANNER (A)



SECOND-PAGE SIDE BANNER (B)



You may also like



A Conversation With the Songwriter About Prince

by [Mario Tachen](#)



It Is Announced That Yaeji Will Be a Resident DJ

by [Mario Tachen](#)



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AD POSITIONS SECOND PAGE

2021 SALES KIT

RATE CARD TOP PAGE

- **Top Banner (A): 80,000 THB**

- Details: Fix position, no rotation, + URL Landing page (BANGKOK101/Client page)
- Size: 1275 x 361 px

- **Top Banner (B): 50,000 THB**

- Details: Fix position, no rotation, + URL Landing page (BANGKOK101/Client page)
- Size: 1275 x 361 px

- **Top Side Banner (1-6): 40,000 THB**

- Details: Fix position, no rotation, + URL Landing page (BANGKOK101/Client page)
- Size: 327 x 358 px

- **Top Content (Trending): 45,000 THB**

- Details: Fix position, no rotation, + URL Landing page (BANGKOK101/Client page)
- Content creation by BANGKOK101 editorial team
- Size: 540 x 359 px

- **Section Content: 35,000 THB**

- Details: Fix position, no rotation, +URL Landing page (BANGKOK101/Host page)
- Content creation by BANGKOK101 editorial team
- Size: 223 x 149 px

2021 SALES KIT

RATE CARD SECOND PAGE

- **Second-page Top Banner : 50,000 THB**

- Details: Fix position, no rotation,+ URL Landing page (BANGKOK101/Client page)
- Size: 1275 x 361 px

- **Second-page Side Banner (A-B) : 30,000 THB**

- Details: Fix position, no rotation,+ URL Landing page (BANGKOK101/Host page)
- Size: 327 x 358 px

MS. RUNGSIMA KASIKRANUND
+66 61 926 2669
rungsima@talisman.asia

