



SAWASDEE

MEDIA KIT 2026

Intro

The Insightful Travel Companion



At Sawasdee, we delve into the world with a refined perspective, capturing everything from breathtaking destinations to the vibrant tapestry of lifestyles that continue to inspire journeys beyond the travel itself.

Our meticulously curated content reflects an enduring passion for exploration, offering diverse and enriching experiences that effortlessly engage every sense and spark a lasting desire to discover more.

Route map

DOMESTIC THAILAND DESTINATIONS

8 destinations excluding Bangkok.

North	Northeast	South
2 destinations	3 destinations	3 destinations
Chiang Mai*	Khon Kaen	Hat Yai*
Chiang Rai*	Ubon Ratchathani	Krabi*
	Udon Thani	Phuket*

* International Airport.

INTERNATIONAL DESTINATIONS

56 destinations - excluding Bangkok.

Europe	Asia/Pacific		
11 destinations	45 destinations		
Brussels	Ahmedabad	Hyderabad	Osaka
Copenhagen	Beijing	Islamabad	Penang
Frankfurt	Bengaluru	Jakarta	Perth
Istanbul	Chengdu	Kaohsiung	Phnom Penh
London (Heathrow)	Chennai	Karachi	Sapporo
Milan	Colombo	Kathmandu	Seoul
Munich	Delhi	Kochi	Shanghai
Oslo	Denpasar (Bali)	Kolkata	Siem Reap
Paris	Dhaka	Kuala Lumpur	Singapore
Stockholm	Fukuoka	Kunming	Sydney
Zurich	Gaya	Lahore	Taipei
	Guangzhou	Manila	Tokyo (Narita)
	Hanoi	Melbourne	Tokyo (Haneda)
	Ho Chi Minh	Mumbai	Vientiane
	Hong Kong	Nagoya	Yangon

Schematic scale only. As of November 2024.
Destinations are subject to change without prior notice



Distributions



Frequency

Bi-monthly

Language

English/Thai

Circulation

150,000

Distribution

**Every seat pocket of every
Thai Airways flight**

Every Thai Airways lounges

**5 International lounges
at suvarnabhumi airport**

- Royal First Lounge Concourse D
- Royal Silk Lounge Concourse D
- Royal Orchid Lounge Concourse D
- Royal Silk Lounge Concourse E(E1)
- Royal Orchid Lounge Concourse E(E2)

3 Domestic lounges

- Royal Silk Lounge Concourse A
at Suvarnabhumi Airport
- Royal Orchid Lounge at Chiang Mai
- Royal Orchid Lounge at Phuket



Audience

AFFLUENT AUDIENCE

1.78

Million Passengers/Month
(Estimated for 2025)

5.06

Million Royal Orchid Plus Members
(Frequent Flyer Program)

7,417

Flights/Month

80

Aircrafts

56

International Destinations

8

Domestic Thailand
Destinations



Readers Profile

UNIDENTIFIED NATIONALITY 16.1%

EUROPE 16%

THAI 11.9%

INDIAN 11%

SOUTHEAST ASIA 10.8%

JAPAN 6.9%

SOUTH ASIA 6.6%

CHINA 6.4%

SOUTHWEST PACIFIC 4.6%

USA 2.8%

MIDDLE EAST 0.7%

OTHER ASIA 0.4%

AFRICA 0.2%

22%

22-34 Years Old

19%

35-44 Years Old

16%

45-54 Years Old

11%

55-64 Years Old

32%

Others

52%

Male

42%

Female

6%

Others

Readership (Print & Online)

7 Millions per issue



Editorial Calendar

January – February :
The Timeless Appeal

March – April :
Slow travel

May – June:
Anniversary Issue

July – August :
Authentic Experiences

September – October:
The AI Issue for Net Zero

November– december :
Body mind soul detox/ Longevity

**The content is tentative and subject to change as required.*



Digital Platforms

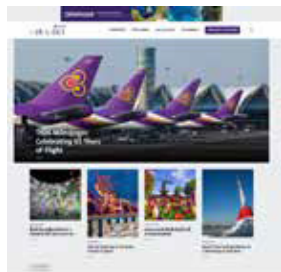
ADVERTISE ON SAWASDEE WEBSITE sawasdee.thaiairways.com

E-MAGAZINE/BANNER	PRICE (THB)	QUANTITY/PERIOD
Top Banner Prime Position	150,000	1 Position / Month
Banner 2	100,000	1 Position / Month
Banner 3	80,000	1 Position / Month

E-Magazine Inflight E-Library | Website SAWASDEE | ROP 5.1 Members

Full Page	300,000
Double Page	500,000

Advertorial on Website Specification SAWASDEE ADVERTORIAL



Material Requirement

English Text: 300 Words

Thai Text: 500 Words

Photo: 5 images (1920x1080 pixel)

Website Specification SAWASDEE Banner



Banner:

Desktop 970 x 90 px

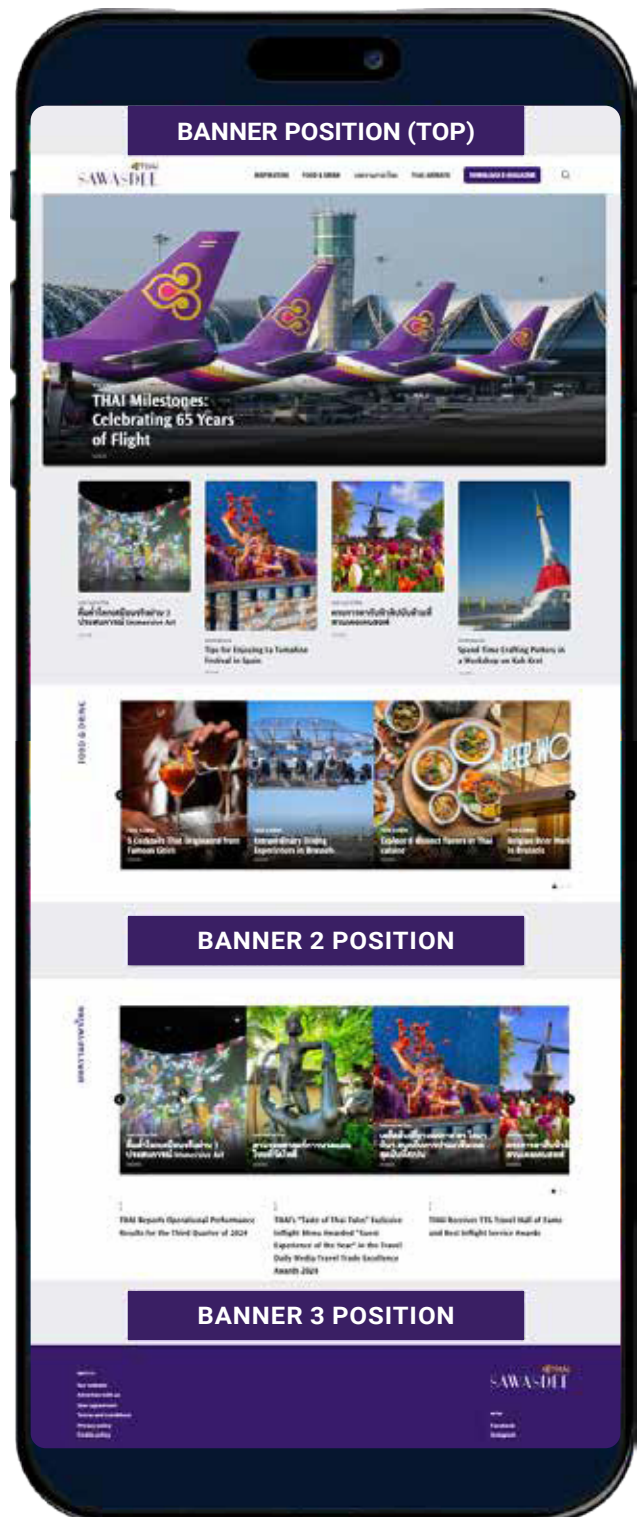
Mobile 320 x 50 px

Resolution:

300 dpi

ADVERTORIAL ON WEBSITE	PRICE (THB)	QUANTITY/PERIOD
Advertorial on Website	80,000	1 Article / Month
Rewrite	5,000	1 Article / Month

*Excluded Vat 7%



National Rates (THB)

ADVERTISING RATES PER ISSUE

Double Page Page 2 & Page 3	1,400,000
Double Page Prime (Before Contents)	1,120,000
Outside Back Cover	850,000
Inside Back Cover	700,000
Full Page Opposite Contents	560,000
Full Page Opposite Editor's Note	560,000
Full Page (R.O.P)	450,000
Half Page	280,000
Page 1/3	190,000

*Excluded Vat 7%



EXPERIENCE THE CHARM OF THAILAND WITH THAI AIRBUS A320

Embark on an adventure of a lifetime, trading infatuation for exploration into the realms of dreams. Whether you're an art aficionado, a gourmet enthusiast, a nature lover, or a spiritual seeker drawn to temples, Thailand awaits to ignite your imagination endlessly.

Experience Thailand's boundless inspiration with THAI, flying from Bangkok with full-service comfort aboard THAI Airbus A320.

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International Rates (USD)



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ADVERTISING RATES PER ISSUE

Double Page Page 2 & Page 3	43,500
Double Page Prime (Before Contents)	34,000
Outside Back Cover	26,000
Inside Back Cover	21,500
Full Page Opposite Contents	17,000
Full Page Opposite Editor's Note	14,000
Full Page (R.O.P)	14,000
Half Page	9,000
1/3 Page	8,000

*Excluded Vat 7%

Ad Specifications

Ad size	Non-Bleed	Bleed
Double Page	426.72 (W) x 279.4 (H) mm.	432.72 (W) x 285.4 (H) mm.
Full Page	213.36 (W) x 279.4 (H) mm.	219.36 (W) x 285.4 (H) mm.
Half Page (Vertical)	106.68 (W) x 279.4 (H) mm.	111.68 (W) x 285.4 (H) mm.
Half Page (Horizon)	213.36 (W) x 139.7 (H) mm.	219.36 (W) x 145.7 (H) mm.
1/3 Page (Horizon)	213.36 (W) x 93 (H) mm.	219.36 (W) x 96 (H) mm.
1/3 Page (Vertical)	71 (W) x 279.4 (H) mm.	74 (W) x 285.4 (H) mm.

Artwork Format: Png, Jpg, Ai, Indesign, Jpg **Resolution:** 300 dpi



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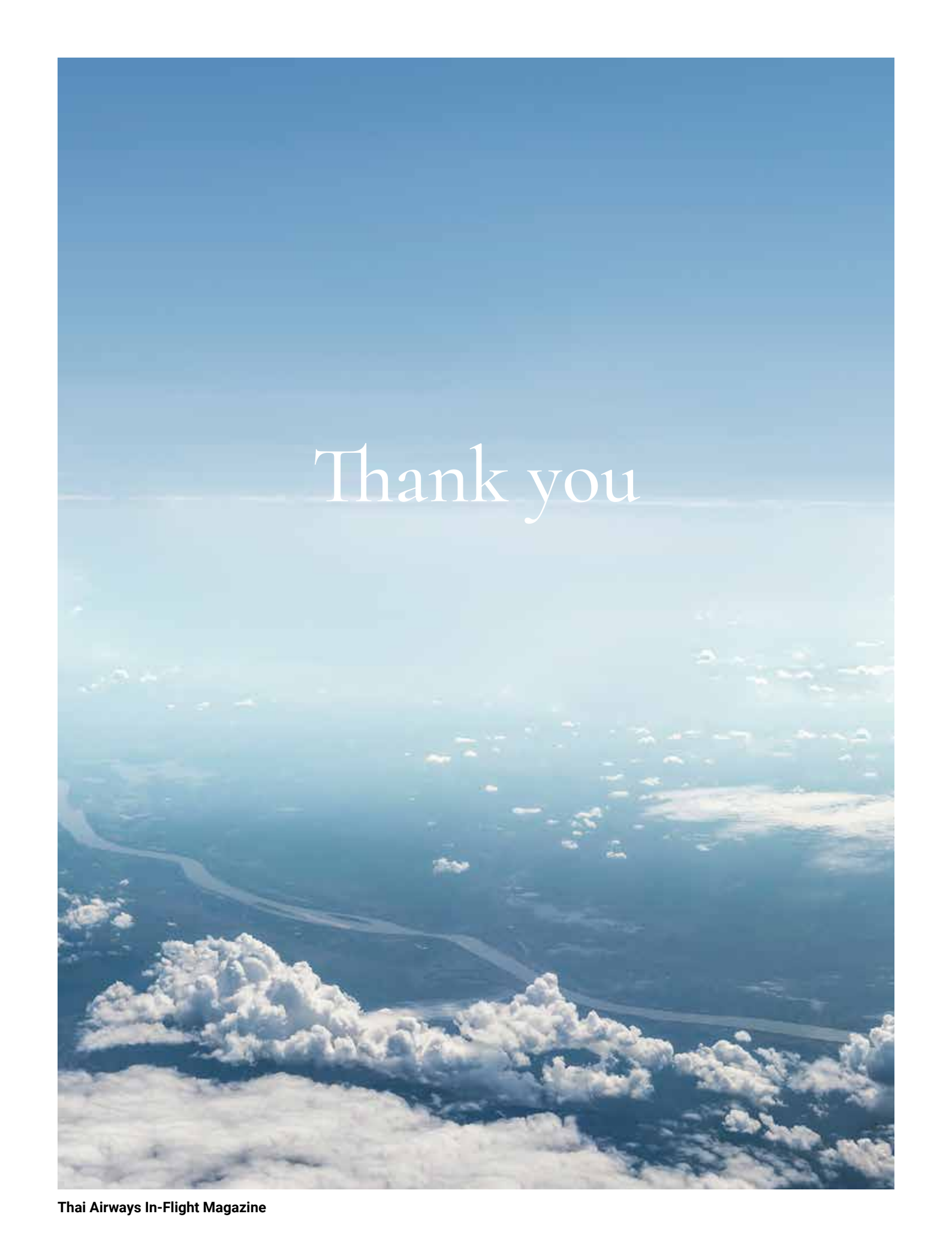
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An aerial photograph showing a wide river winding through a landscape, with large, fluffy white clouds in the foreground and a clear blue sky above. The text "Thank you" is centered in the upper half of the image.

Thank you