

WE Smile

WE Smile 2020

Thai Smile Airways kicks off 2020 with the reintroduction of its inflight magazine, WE Smile. The revitalized and refreshing WE Smile will continue to entertain and inform readers with its signature trilingual format and modern design.

WE Smile has the privilege of reaching the most exclusive captive audience who has hours of dwelling time on the full-service national airline. With a guaranteed distribution, WE Smile is indeed the ideal vehicle to spread your messages to the people whom you care, the Affluents and Influentials.

Thai Smile Airways and WE Smile - a snapshot

1) Thai Smile Airways

- is Thailand's national airline for Domestic and Regional Short-Haul Routes
- takes over the domestic and short-haul routes used to be flown by Thai Airways International which is now Thai Smile Airways' key code-share partner
- is a light-premium airline with a full service, one-price policy
- as with Thai Airways International, Thai Smile Airways' hub is Suvarnabhumi Airport
- winner of TripAdvisor Travellers' Choice Awards in 2017 for
 - Best Regional Airline in Asia Pacific
 - Best Airline in Thailand
 - Top Ten World's Best Airlines
- winner of TripAdvisor Travellers' Choice Awards in 2018 for
 - Best Airline, Thailand
 - Best Regional Airline, Asia
 - Best Economy Class, Asia
- winner of TripAdvisor Travellers' Choice Awards in 2019 for
 - Best Airline in Thailand
 - Travellers' Choice Regional Airline-Asia
- carries more than half a million passengers a month
- covers 35 destinations mainly Domestic, Asean, China and India
- 750 flights weekly

2) WE Smile

- Lifestyle & Travel focus with emphasis on Eat, Shop, Play, Leisure, Fashion, Arts & Culture
- monthly
- TRILINGUAL (Chinese, English and Thai)
- GUARANTEED distribution in every seat pocket in front of every passenger on Thai Smile Airways, Thai Smile Airways and Thai Airways International lounges
- also available at select hotels & resorts
- Distribution is expanded digitally via website <http://wesmilemagazine.com/>, e-magazine, QR code, Social Media and is VDO friendly
- Online Advertising Exposure through e-magazines
- VDO Advertising Exposure available on e-magazine
- free take-home copies thereby further enhancing readership
- the only personal inflight entertainment onboard with a one-to-one exposure (Thai Smile Airways do not have personal inflight entertainment system). Hence, commanding a 100% media SOV
- readers are
 - the more discerning frequent travellers who are conscious of the higher price tags but prefer a no-hassle, comfortable and a peace-of-mind travel experience over cheaper, add-on pricing formula
 - affluent,
 - influential
 - trendy
 - savvy
 - high disposable income

Advertising Rates

SPECIFIED POSITIONS 20% LOADING
FRONT HALF 15% LOADING

Frequency Discounts	Percentage
3 insertions	5%
6 insertions	10%
12 insertions	15%

Size / Position	Rate Card (THB)
Outside Back Cover	200,000
Inside Front Cover	200,000
Inside Front Cover Spread	240,000
Inside Back Cover	120,000
Full Page ROP	90,000
Double Page Spread	168,000
Half Page ROP	60,000

Specification



DOUBLE PAGE SPREAD

TRIM AREA: 420mm (w) x 276mm (h)
BLEED AREA: 426mm (w) x 282mm (h)
TYPE AREA: 390mm (w) X 246mm (h)



FULL PAGE / BACK COVER

TRIM AREA: 210mm (w) x 276mm (h)
BLEED AREA: 216mm (w) x 282mm (h)
TYPE AREA: 180mm (w) x 246mm (h)



HALF PAGE (VERTICAL)

TRIM AREA: 210mm (w) x 138mm (h)
BLEED AREA: 216mm (w) x 144mm (h)
TYPE AREA: 180mm (w) x 108mm (h)



HALF PAGE (HORIZONTAL)

TRIM AREA: 105mm (w) x 276mm (h)
BLEED AREA: 111mm (w) x 282mm (h)
TYPE AREA: 75mm (w) x 246mm (h)

Digital Exposure



wesmilemagazine.com



e-magazine



VDO Friendly



QR Code



Facebook



Instagram

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