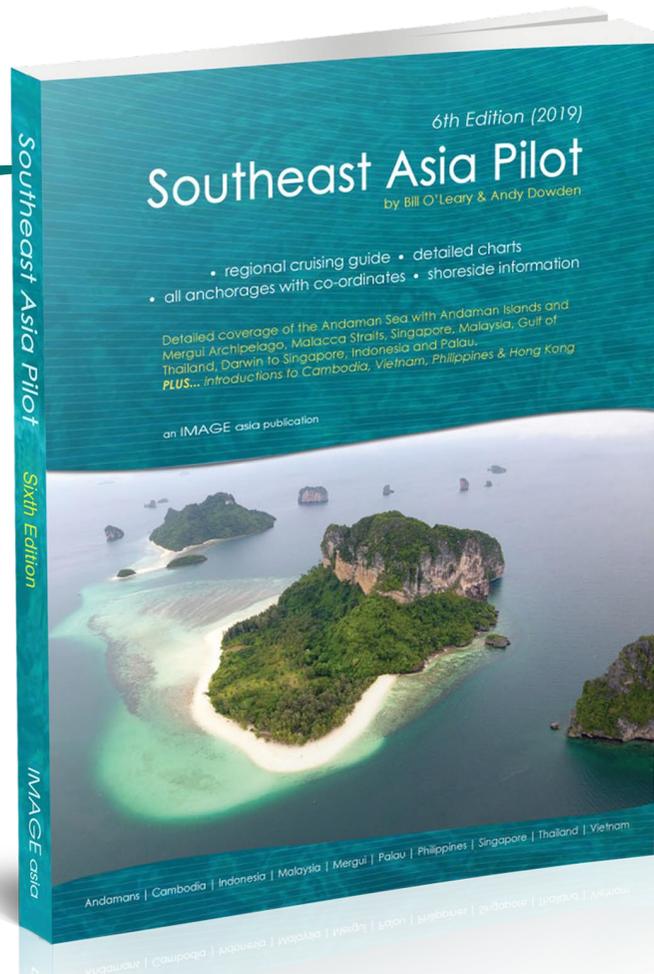


Southeast Asia Pilot 6th Edition (2019)

The definitive cruising guide to Southeast Asia - and beyond

Information for SOUTHEAST ASIA PILOT ADVERTISERS



On your mobile phone?

Click here for the mobile friendly web version of our advertising information.



- Regional cruising guide
- Detailed charts
- Anchorages with co-ordinates
- Shoreside information

Area covered

Andaman Sea • Gulf of Thailand • Malacca Straits • Thailand • Singapore
• Malaysia • Darwin to Singapore • Indonesia & Palau • Andaman Islands
• Mergui Archipelago

*PLUS... introductions to Cairns • Vanuatu • The Solomon Islands
• Papua New Guinea • The Philippines • Cambodia • Vietnam • Hong Kong*

What's new in the 6th Edition?



Hugely expanded sub-chapter on Komodo with stunning photography



Cruising notes on Cairns, Vanuatu, Solomon Is & Papua New Guinea



And, of course extensive updates to all anchorage information

The definitive cruising guide to Southeast Asia - and beyond

FOR ADVERTISING RATES & OTHER INFORMATION, CONTACT: Grenville Fordham +66 81 797 9754, gren@southeastasiapilot.com, www.southeastasiapilot.com

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What to expect in the 6th edition?

Area covered

Andaman Sea • Gulf of Thailand • Malacca Straits • Thailand • Singapore • Malaysia
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• The Philippines • Cambodia • Vietnam • Hong Kong*



Updates: The 6th Edition of Southeast Asia Pilot will feature updated anchorage information throughout the book, with particular focus on Phang Nga Bay and the islands between Phuket and Langkawi - where so much is changing so fast!



Anchorage information: We continue to feature GPS positions for all anchorages included. In addition, we hope to add W3W (<https://what3words.com>) locations for each anchorage.



Expanding Indonesia: *NEW!* The biggest change in the previous two editions was the massive expansion of the Indonesian chapter. Work continues on this area and the 6th Edition will feature a big new sub-chapter devoted to Komodo.



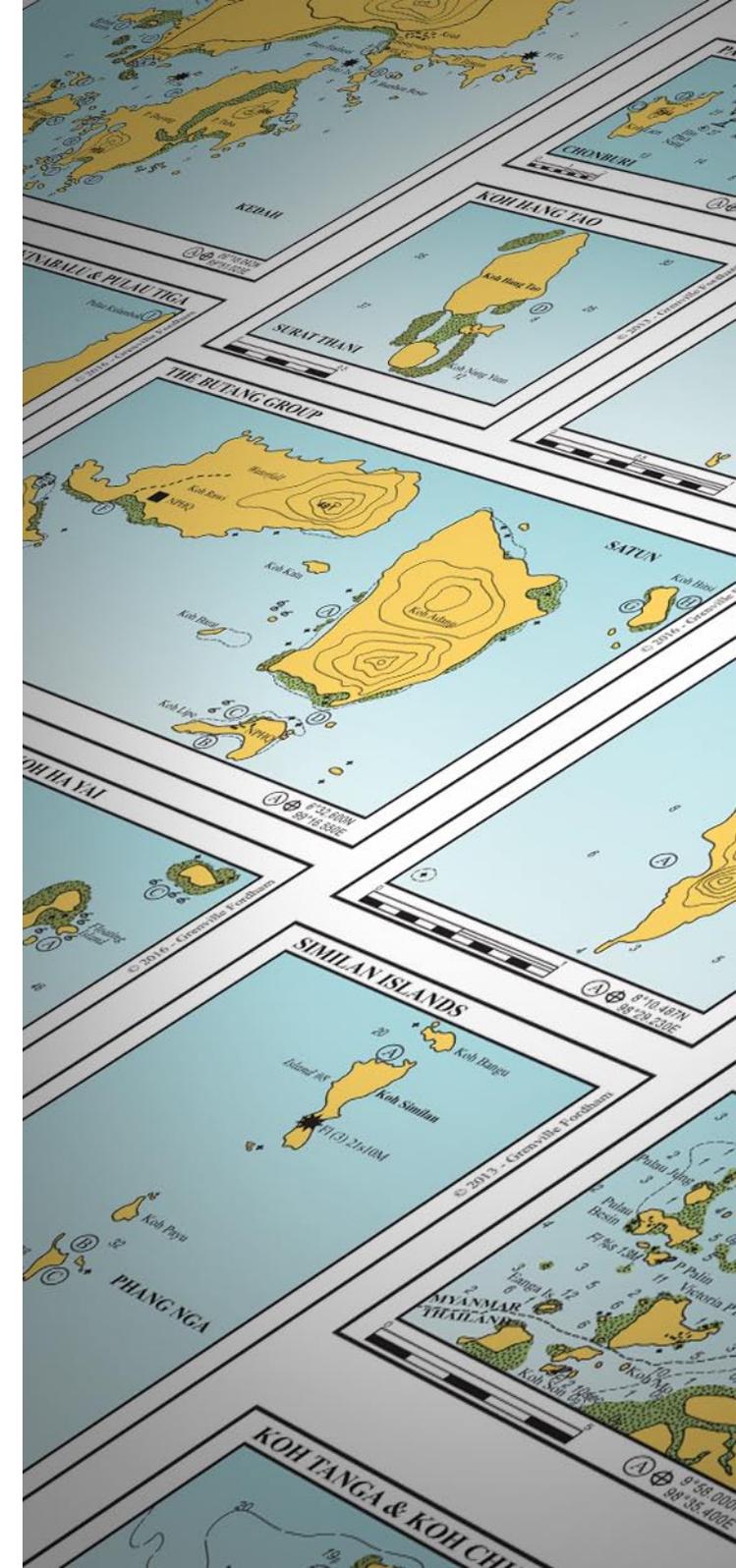
New cruising notes: *NEW!* We are adding cruising notes on Cairns, Vanuatu, The Solomon Is. & Papua New Guinea.



Photography: The standard of photography in Southeast Asia Pilot continues to go skywards - and for the 6th Edition, we have access to a lot more aerial drone images that do more than anything else to give you a 'feel' for where you're heading.



Same high quality: Southeast Asia Pilot is well known for its high quality production. The 6th Edition maintains the same specifications / Size: A4 | Cover 310 gsm artcard, glossy laminated | Inside pages 130 gsm art paper | Binding: sewed and glued, perfect bound.



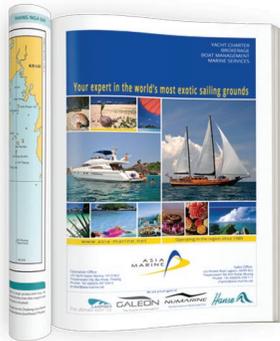
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ADVERTISING IN SOUTHEAST ASIA PILOT

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TO YOUR TARGET MARKET



Limited advertising opportunities

At about 320 pages, the 6th Edition of Southeast Asia Pilot is, again, the biggest yet. But only about 15% of the book is allocated to advertising and sponsored editorial. The remaining 85% is packed with detailed, independent information.

One edition of Southeast Asia Pilot (SEAP) is current for three years and each copy is used repeatedly during that time; many readers, of course, hang onto their copy for a lot longer.

Advertising in SEAP costs from **only**

4,222 baht (US\$ 130) per month
for a **FULL PAGE AD!**

[Click here for advertising rates](#)

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Advertisers are offered a quantity of Southeast Asia Pilot books equivalent (at retail price) to half the value of their advertising.

These copies may be offered for sale at full retail price, or may be presented free of charge as 'gifts' to clients / business associates.

We request, however, that they are NOT offered for sale at a discounted price as this can disrupt effective distribution.

Retail price 6th Edition

1,950 baht
(+ delivery outside Phuket)

NOTE: To take advantage of this offer, you must provide us with a delivery address in Phuket for delivery of your free copies. (We can deliver 'free' copies outside Phuket, subject to payment in advance of delivery charges.)

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Boat Lagoon Yachting	Rolly Tasker Sails
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C&C Marine	Sevenstar
DaVinci	Siam Royal View
East Marine	Silolona Sojourns, Bali
Electrical Marine	Simpson Marine
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Fragola	Solar Energy
Gulfcraft	Sunsail
Harwood Marine Group	Superyacht Global
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Lee Marine	The Sponsorship Experts
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OnBoard Marine	
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SOUTHEAST ASIA PILOT DISTRIBUTION

10,000 COPIES

Distributed worldwide to your target market

- Southeast Asia Pilot is found on practically every superyacht visiting the Indian Ocean and adjacent waters.
- An essential part of the equipment for all yachts cruising anywhere from Australia to Indonesia to the Andaman Islands.
- Bought and used by most yacht charter guests visiting the area and is found on board most charter yachts.
- Used as a reference by an increasing number of charter companies' websites.
- Essential reading for expats and local nationals buying and keeping yachts in SE Asian waters.

Thailand retail sales & advertisers' copies

2,500 copies of the 5th Edition were distributed throughout Thailand via:

- Bookshops
- Regional marinas
- Southeast Asia Pilot advertisers.
- A wide variety of marine outlets.
- Charter operators, some of whom offer complimentary copies to charter clients.

International retail sales - 5th Edition

2,350 copies distributed worldwide through Boat Books (Australia & New Zealand), Motion Smith (Singapore), Imray & Laurie (UK & Europe) as well as through yacht clubs and marinas throughout the region.



Internet sales - 5th Edition

5,100 copies distributed worldwide via internet mail order.

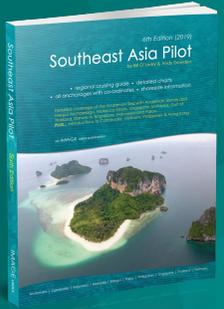
Complimentary copies - 5th Edition

50 complimentary copies distributed for marketing purposes and book reviews.

6th Edition distribution

Demand for new editions remains strong. 10,000 copies will be printed and distributed through an expanding network of distribution outlets.

Since the release of the first edition in 2005, Southeast Asia Pilot has gained increasing recognition worldwide as the definitive cruising guide to the ever-expanding region it covers.



ADVERTISING RATES

6TH EDITION CONTENTS

Introductions & features

Front cover, introduction pages, contents etc
Marinas update
Marinas focus
Major refit facilities
Yachting events in the region
Alphabetical index

Anchorage information

Thailand

Phuket
Phang Nga Bay
Koy Yao
Krabi & Phi Phi
Phuket to Ranong
Koh Lanta to Koh Tarutao
Koh Samui & the Western Gulf
Pattaya & the Eastern Gulf

Malaysia

West Coast Malaysia (including Langkawi)
West Malaysia -East Coast
East Malaysia

Singapore, Johor Bahru & Batam

Indonesia & Palau

Parallel region
Central region
Equatorial region
Sumatra Region
Raja Ampat
Palau Islands
** Komodo

Australasia

Darwin, Cairns, Vanuatu, Solomon Is. & Papua New Guinea

The Philippines

Manila, Puerto Galera, Palawan

Hong Kong (major anchorages)

Vietnam

Nha Trang & Hon Tre
Vun Thuc Bay
Van Phong Bay

Cambodia

Sihanoukville, Koh Rong Group

India - The Andaman Islands

Port Blair & the surrounding area
Richie's Archipelago
Homfray Strait & Interview Island
MacPherson Strait to Little Andaman Island
Barren & Narcondam Islands

Myanmar - The Mergui Archipelago

Kawthaung Approaches
Kawthaung (Victoria Point) to Lampi
Dommel Island to Mergui Port

Alphabetical anchorage index

DISPLAY ADVERTISING

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Back cover	265,000
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Page 4 & 5 (double page)	330,000
Page 6 & 7 (double page)	330,000
Opposite Introduction	180,000
Opposite Contents	180,000
Other locations	
Full page	152,000
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CONTENT-BASED ADVERTISING

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Other 'advertorial' (per page)	100,000

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- Full page 'other locations' are +10% for right hand page
- Half page - no guaranteed location
- All rates + VAT at prevailing rate on date of payment (currently 7%)
- VAT is applied to domestic & international advertisers
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