

SOUTHEAST ASIA PILOT 7TH EDITION (2024)

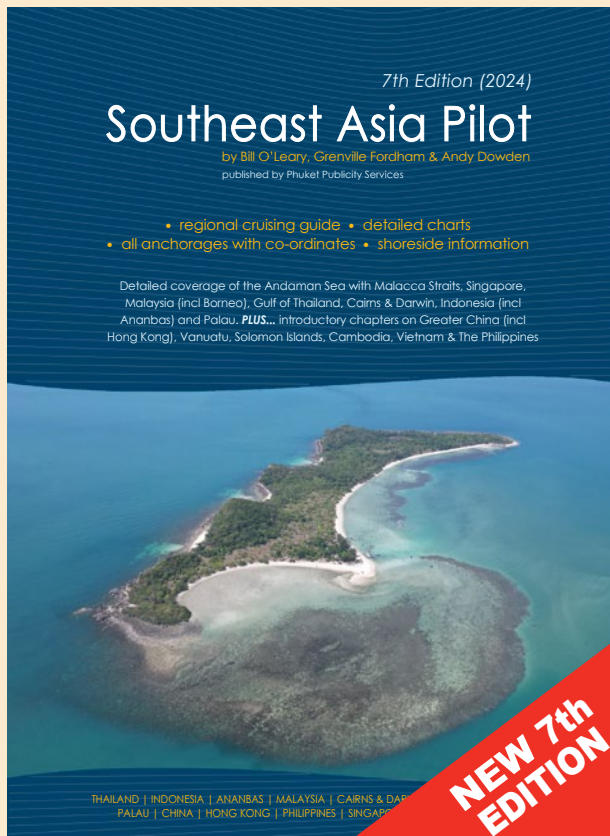
The definitive cruising guide to Southeast Asia & beyond

300+ PAGE BOOK | PUBLISHED EVERY 3 YEARS | SOLD WORLDWIDE

SINCE 2003 - INDISPENSABLE AT THE NAV STATION OF EVERY YACHT CRUISING IN ASIA

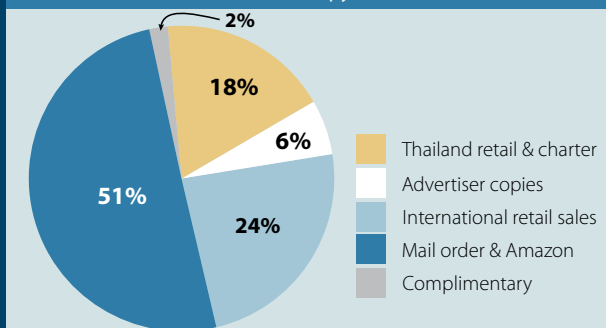
WHAT? Regional cruising guide • 600+ anchorages with GPS co-ordinates • Detailed charts • Post-pandemic updated shoreside information • Stunning photography including more drone shots than ever

WHERE? Andaman Sea | Malacca Straits | Singapore | Malaysia (incl Borneo) | Gulf of Thailand | Cairns & Darwin | Indonesia (incl Ananbas) Palau | The Philippines | PLUS... introductory chapters on Greater China (incl Hong Kong) | Vanuatu | The Solomon Islands | Cambodia | Vietnam



- Now in both print & eBook formats (+ Kindle compatible)
- Distribution: 10,000 copies (7,000 print / 3,000 eBook)
- Estd. readership: *60,000 over the edition's 2-3 years

SEAP total distribution - hard copy & eBook



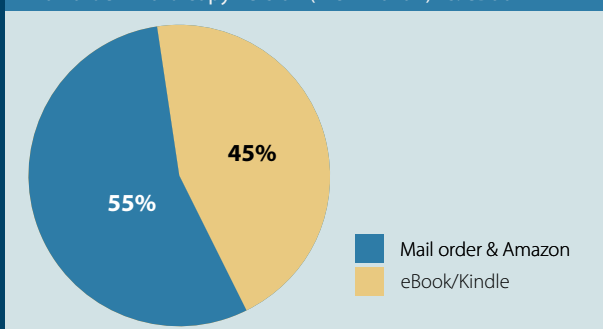
- ➔ Half all books are distributed through online mail order/Amazon
- ➔ A quarter go through international distributors/book shops
- ➔ Almost 20% sell through regional retail & charter businesses

On board almost every yacht cruising Asian waters

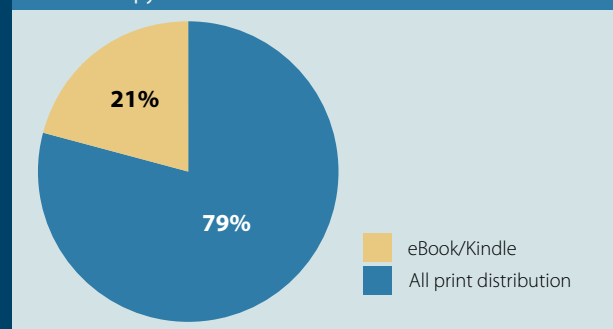
* Estimated readership is based on an average total of 6 crew/passengers actually using the book during the 2-3 years before release of the next edition. In fact many readers use their copy longer than the 'life' of a single edition, so this is a conservative estimate.

Created just after launch of the 6th Edition, the interactive eBook already accounts for **45% of mail order sales** and **over 20% of all book sales**. Hard copy distribution stays strong through books shops, chandleries & charter operators.

Mail order - hard copy version (inc Amazon) vs. eBook



All hard copy distribution vs. eBook distribution



International resellers who buy directly from the publisher include: Imray & Laurie (UK & Europe), Boat Books Australia, Chart & Map Shop (W. Australia), Ksiegiarniamorska (Poland), Royal Hong Kong Yacht Club, Motion Smith (Singapore)

SOUTHEAST ASIA PILOT – The definitive cruising guide to Southeast Asia - and beyond

TO CONFIRM YOUR SPACE, contact: Grenville Fordham +66 81 797 9754 • gren@southeastasiapilot.com • www.southeastasiapilot.com

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ADVERTISING IN SOUTHEAST ASIA PILOT

LIMITED ADVERTISING OPPORTUNITIES

No more than 10% of the book is allocated to advertising

- Indispensable at the nav station of every yacht cruising SE Asia
- A favourite of yacht charter clients throughout the region
- Essential reading for expats and local nationals buying and keeping a yacht in SE Asian waters
- 320 (approx) pages filled with vital cruising information
- Marina & detailed haul-out/refit listings
- Fully interactive eBook makes searching easy
- Retail price: 1,950 Thai baht (+ delivery) for the hard copy & 1,800 Thai baht for the eBook
- Multiple distribution channels: online mail order, Facebook, Amazon, international resellers, local (Thai) resellers, charter operators, advertisers' customer base
- Website: In the year to 23 June 2023, the website attracted 18,000 users / 23,000 sessions / 84,000 page views. New visitors were 87% of the total
- The 7th Edition will be current for 2-3 years, so a standard full page advertisement costs **only 4,222 - 6,333 Thai baht p/month**
- The 6th Edition was sold into: Australia, Austria, Belgium, Canada, Cyprus, Czech Republic, Denmark, Dubai, France, Germany, Hong Kong, Indonesia, Indonesia/Bali, Israel, Italy, Japan, Kazakhstan, Luxembourg, Malaysia, Namibia, Netherlands, New Zealand, Norway, Poland, Russia, Singapore, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, UAE, UK, USA.

Get your money back!

You will be entitled to a quantity of Southeast Asia Pilot books & eBooks, together equivalent (at retail price) to 50% of the cost of your advertising.

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

These copies may be offered for sale at full retail price, or 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.

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

ADVERTISING RATE CARD

Rates are per edition (3 years)

- Target publishing date: February 2024
- Ad booking deadline: 15 December 2023

DISPLAY ADVERTISING

Thai Baht

Premium pages

Back cover	265,000
Inside back cover	180,000
Inside front cover	220,000
Opposite inside front cover	220,000
Page 4 & 5 (double page)	330,000
Page 6 & 7 (double page)	330,000
Opposite Introduction	180,000
Opposite Contents	180,000

Other (standard) locations

Full page	152,000
Half page	93,500

CONTENT-BASED ADVERTISING

2-page marina profile (advertorial)	120,000
4-page marina profile (advertorial)	175,000
Other 'advertorial' (per page)	100,000

PAYMENT TERMS

50% deposit to secure space
Balance on or before 5 January 2024

Advertising rate is equivalent to

4,222 Thai baht per month
for a FULL PAGE AD!

NOTES

- Full page 'other (standard) 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 must be applied to both domestic & international advertisers
- Display advertising rates do NOT include artwork creation

ADVERTISERS IN PREVIOUS EDITIONS INCLUDE: Ao Po Grand Marina, ASAP Marine, Asia Marine, Asia Pacific Superyachts, Asia Yacht Agency, B&G, Boat Lagoon Marina, Boat Lagoon Yachting, Boat Yacht Charters, Brunsons Propellers, C&C Marine, DaVinci, East Marine, Electrical Marine, Elite Yachting, Fragola, Gulfcraft, Harwood Marine Group, Island Curtains, Kata Rocks, Lee Marine, Marine Solutions, Marine Supplies Asia, Miracles Asia, Montazure, Multihull Solutions, Ocean Marina, OnBoard Marine, Northern Lights, Pen Marine, Phuket Raceweek, PIMEX, Port Takola Marina, Princess Yachts, Raimon Land, Rainman, Rocna Anchors, Rolly Tasker Sails, Royal Phuket Marina, Sevenstar, Siam Royal View, Silolona Sojourns, Simpson Marine, SIMRAD, Solar Energy, Sunsail, Superyacht Global, Tez Tour, The Sponsorship Experts, Tourism Authority of Thailand, Watchara Marine, Yacht Services Thailand, Yacht Solutions

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