



# GASTRONOMER LIFESTYLE

## 2023 Media Kit

2023  
Gastronomer Lifestyle (Thailand) Co., Ltd

W W W . G A S T R O N O M E R L I F E S T Y L E . C O M

# WHO WE ARE

The Gastronomer Lifestyle media brand and publishing company aims to inspire and enable people to discover and enjoy the best food, drink & travel in Bangkok.

Fast becoming the go-to source of inspiration for gastronomy, the news brand has gained a reputation for trustworthy content for both locals and visitors alike with a strong on trade authority and presence.

Its site is designed to inspire those wanting to connect to the world, through food, drink, and travel. The content comprises mostly original editorial pieces. Its articles cover a variety of subjects, including lifestyle news, restaurant reviews, personality interviews, and recipes.



# We want to change the media landscape

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## Our Mission

We aim to inspire and enable people to  
discover and enjoy the best food, drink &  
travel in Bangkok.

EAT. DRINK. TRAVEL.

# GASTRONOMER

March 2023 / Issue 01

## LifeStyle

*What even  
is fine dining?*

An in-depth look into the world of fine dining,  
Revealed through interviews with Thailand's top chefs.



# We have an authority in the space

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## **Respected in the industry**

Fast becoming the go-to source of inspiration for gastronomy, the news brand has gained a reputation for trustworthy content for both locals and visitors alike with a strong on trade authority and presence.

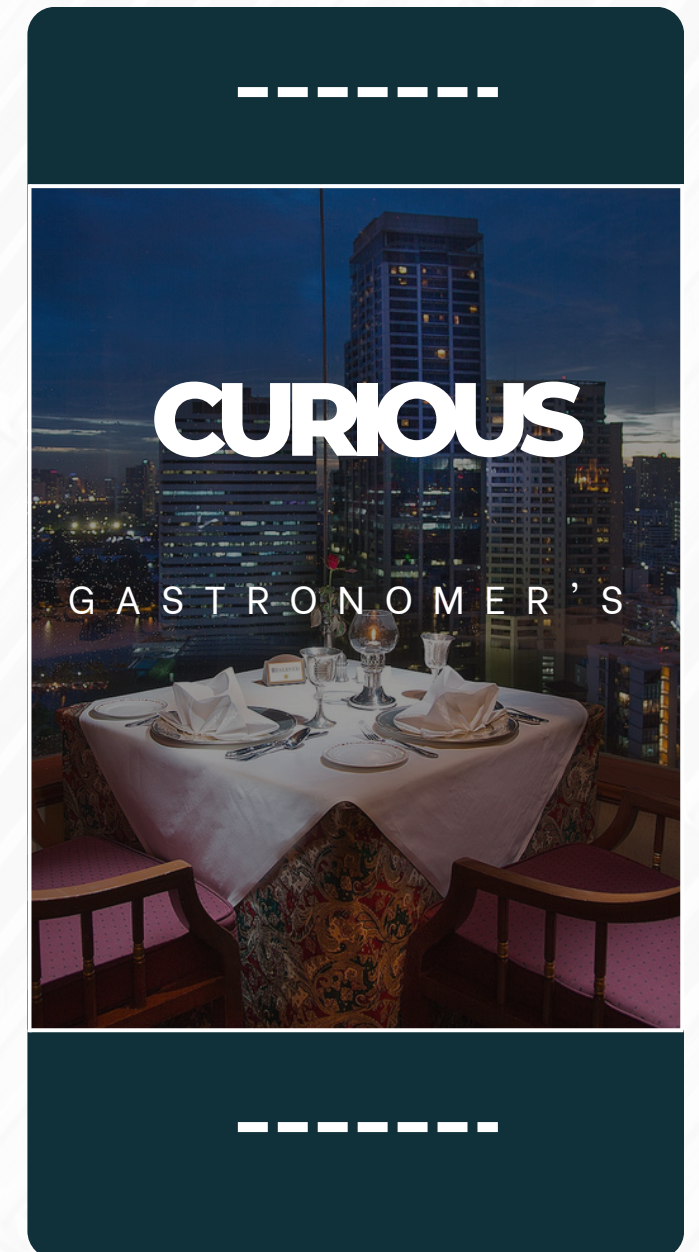


AUDIENCE PROFILE

# our people

We cater to Bangkok's thriving affluent community of young professionals and gastronomic tourists from all over the world.

Discovering new experiences and seeking inspiration is their desire, and we are here to provide.





# EDITORIAL

## *Calendar*

01 FINE DINING

02 COCKTAILS

03 DESIGN





# DISTRIBUTION



**3000 COPIES**

**Spread across Bangkok**

Our magazine will be distributed for FREE across 200 key distribution points in major cities for our young, affluent audience. You can find us in the lobby of the finest hotels, on the coffee tables of the best cafes and prominently displayed in travel links.

**200 LOCATIONS**

2023

Gastronomer Lifestyle (Thailand) Co., Ltd

# KEY DISTRIBUTION POINTS

## Hotels

- Four Seasons
- Capella
- Banyan Tree
- W Bangkok
- Muu Hotelo

## Bars

- Mahaniyom
- Asia Today
- Vesper
- The House On Sathorn
- Tropic City

## Restaurants

- Bardo
- Quickie Burger
- Victoria by Cocotte
- Beast and Butter
- Jhol
- Mozza
- Above Eleven
- Aesop's
- Caper
- Chim Chim
- GiGi
- La Dotta
- Le Cafe De Stagiaires
- El Mercado

## Fine Dining

- Mia Restaurant
- POTONG
- Le Du
- Haoma
- Cadence by Dan Bark

## Cafe

- Luka
- Kaizen
- Toby's
- Breakfast Story
- Sarnies
- Chim Chim
- Me Thai Coffee
- D'ark
- Bangkok Trading Post

Planned distribution points. For a full list of points where the magazine can be found please refer to our website.



2023

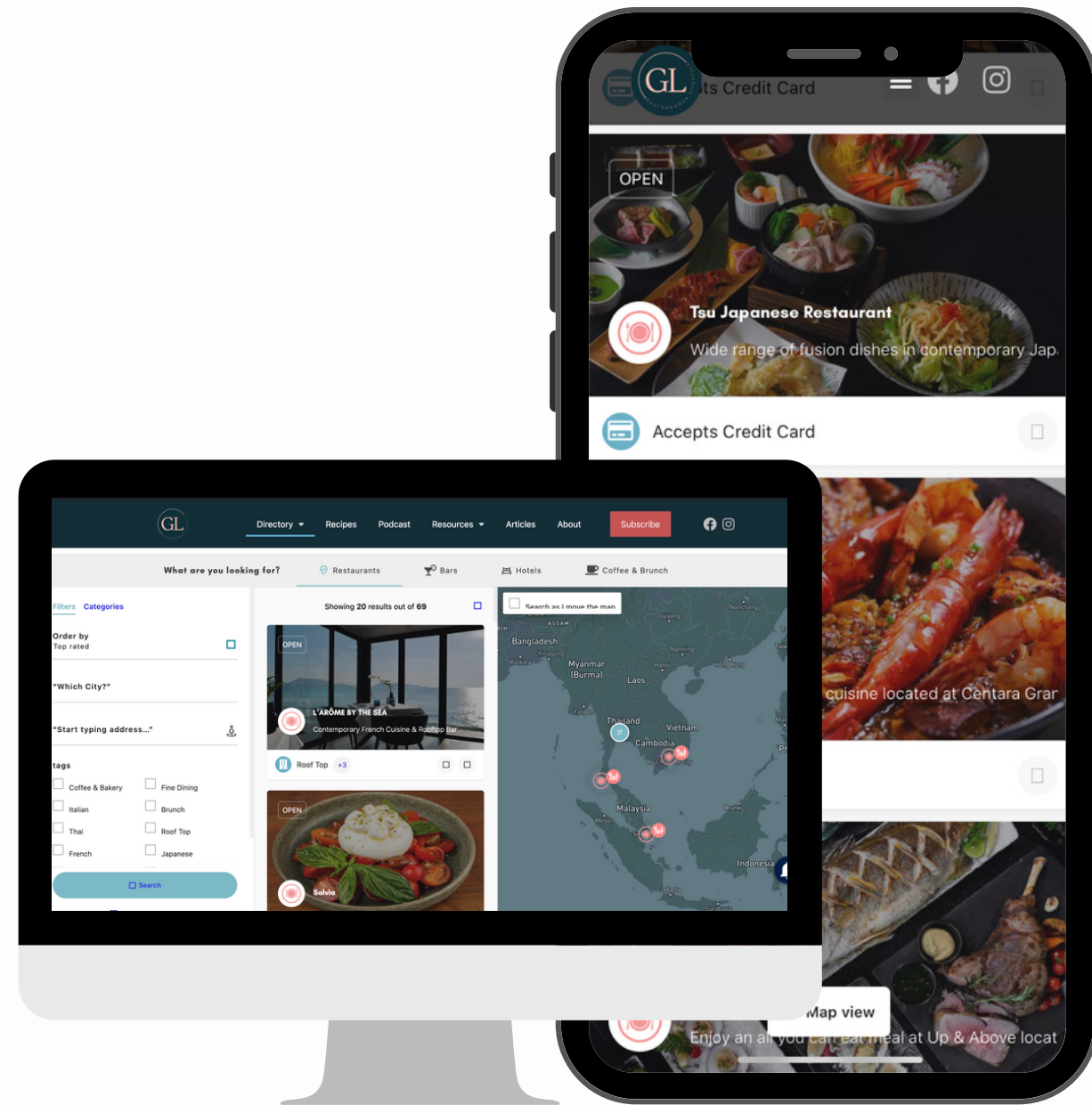
Gastronomer Lifestyle (Thailand) Co., Ltd



# AVAILABLE FOR DIGITAL DOWNLOAD

**We have the freedom to  
choose our platform.**

Focusing on demographics, personalities  
and customer needs we are able to target  
multiple digital platforms for all to download  
straight to their handheld devives.



DIGITAL

# Our Trusted Online Directory

The best source for up to date information

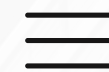
Websites, social media, print, and live events are all part of Gastronomer Lifestyle Media's digital and physical portfolio. Across these platforms, Gastronomer Lifestyle distributes its high-quality content – written and curated by local expert journalists – around the best food, drinks, culture, travel and entertainment in Bangkok and surrounding countries.

## Partners



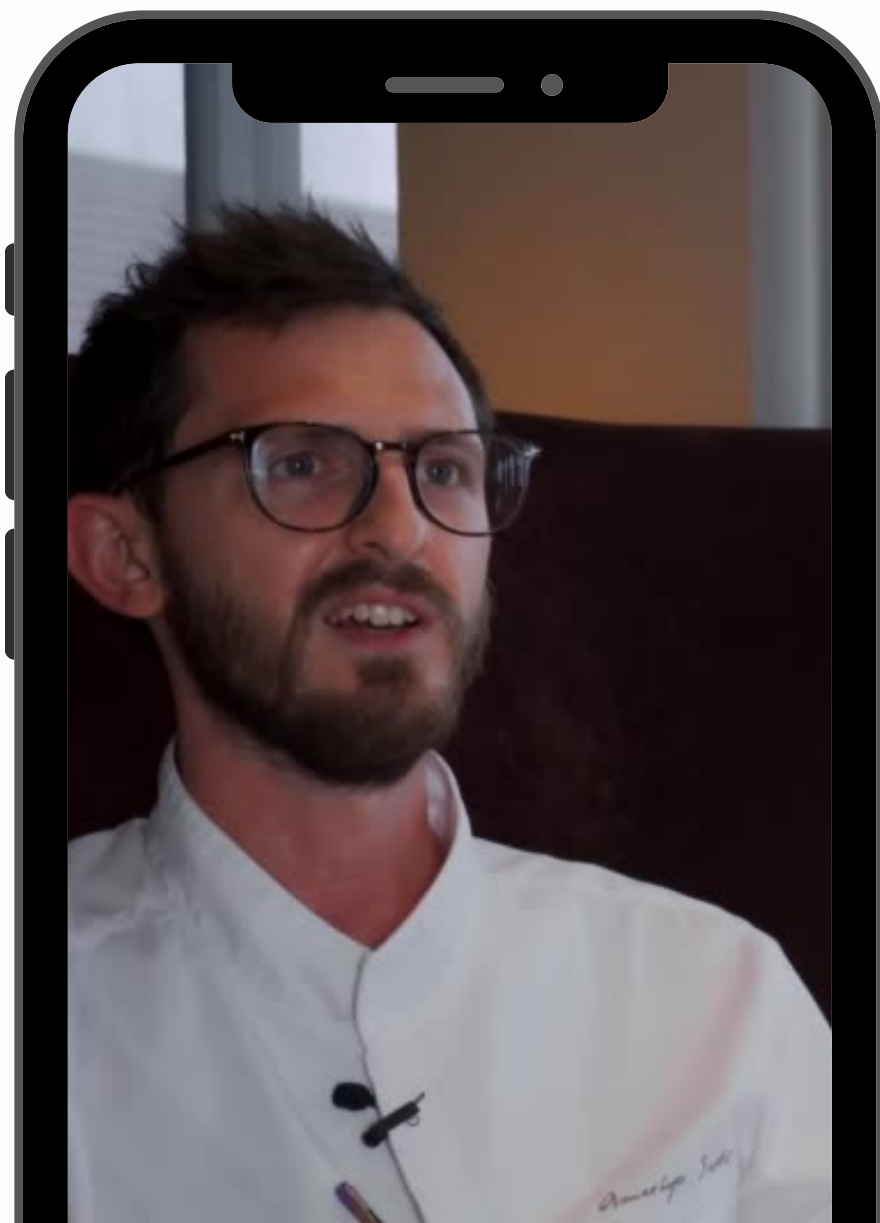
VIDEO

# Storytelling through Video

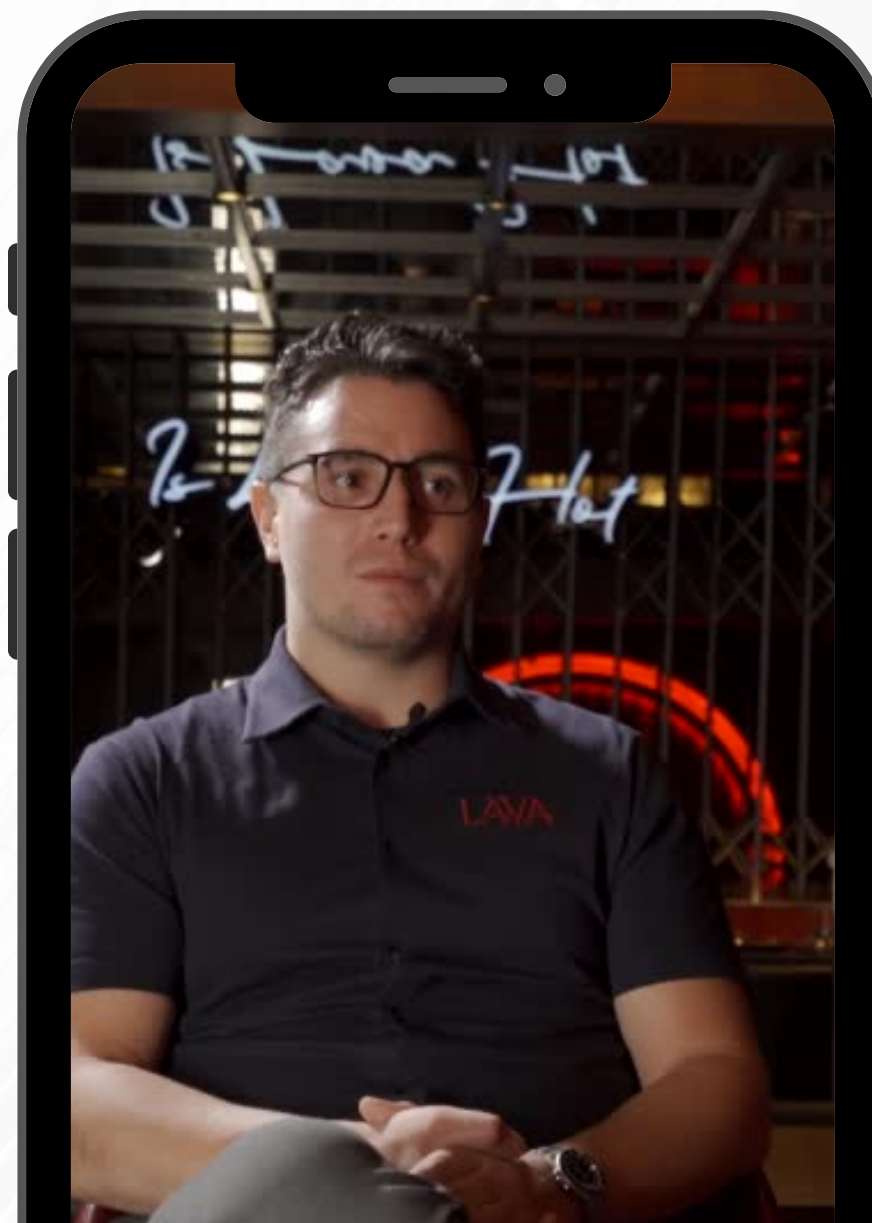


AVAILABLE ON YOUTUBE

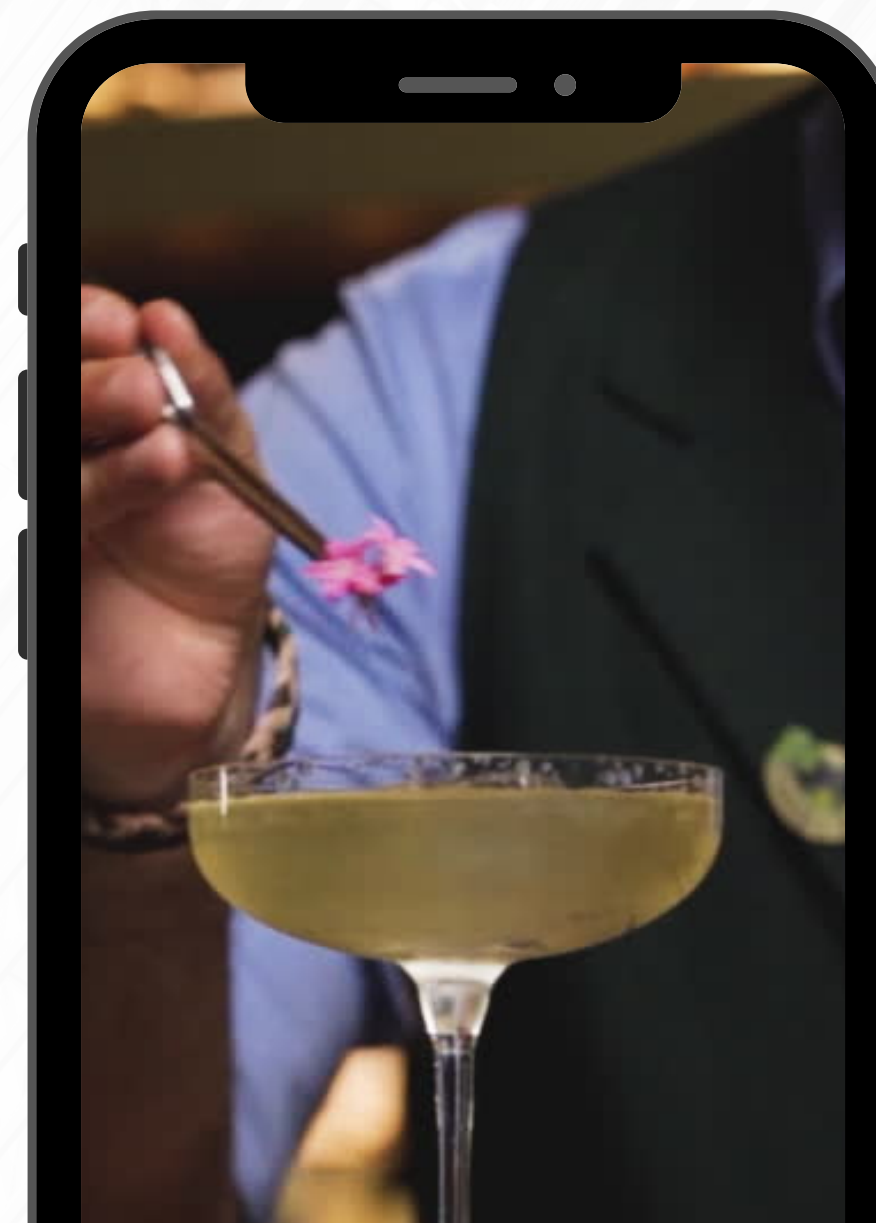
J'AIME



LAVA



OPM





Our active and engaged audience



# Key metrics

USERS

38k

↑ 18.1%

IMPRESSIONS

1.2M

↑ 11%

SESSIONS

45k

↑ 17.3%

BOUNCE RATE

21.6%

↓ 7.3%

SM REACH

112k

↑ 436%

PODCAST LISTENERS

14k

↑ 11%

EMAIL SUBS

5k

↑ 29%

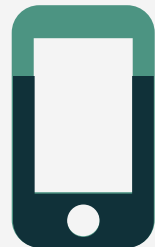
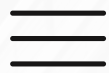
DESKTOP

37%

↑ 260%

AVG. DATA FROM GOOGLE ANALYTICS & META BUSINESS SUITE MARCH-MAY, 2022

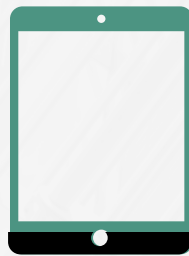
# STATISTICS ON APP USAGE



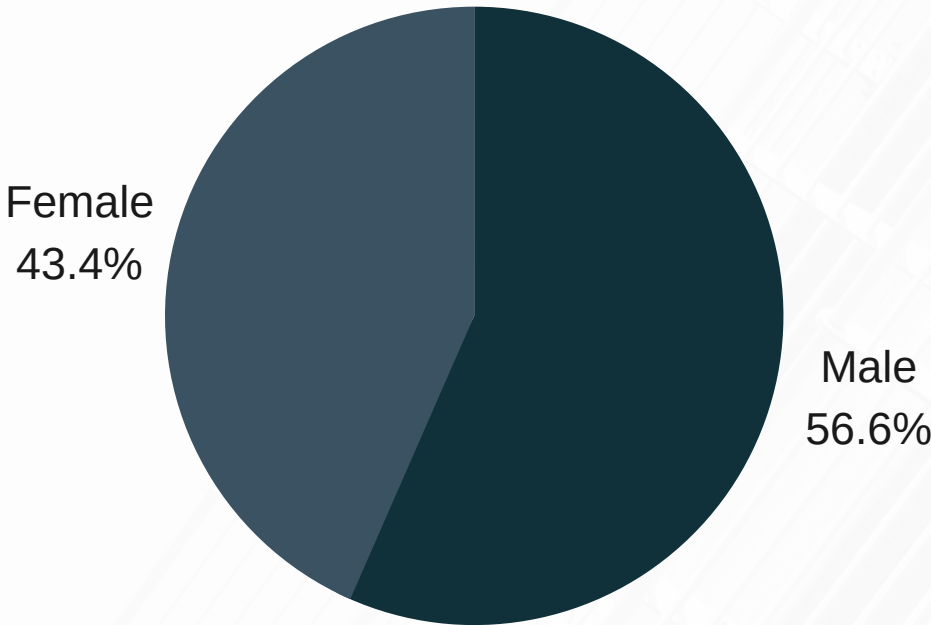
**76.7%**  
Mobile



**21.9%**  
Desktop



**1.4%**  
Tablet



APP USE BASED ON  
GENDER

Pie chart featuring male and female distribution.



# REGIONAL AMBITIONS

Our hungry appetite  
stretches far beyond our  
borders..

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Our vision for the future is to be the leading resource for gastronomic news and advice in South East Asia. With an aggressive growth plan, we will strategically target countries limited on media representation and a burgeoning food and drink scene.

# PHOTOGRAPHY & VIDEO RATES



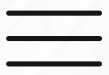
Types	content	Rates THB
<b>Photography</b>		
Food & Beverage Conceptualisation + Shoot 5 - 10 items	1	42,000
Food & Beverage Conceptualisation + Shoot 10 - 15 items	1	82,000
<b>Videography</b>		
Campaign Conceptualisation + Full length video + 3 IG Reels	1	90,000

- Rates are effective February 2023 and are subject to further changes.
- Specs and guidelines will be provided upon receipt of a confirmation order.
- Cancellation charges apply.
- Rates are subject to the governmental tax rate of 7%.
- rates listed are reflected as per calendar month.
- full payment of rates is required upon receipt of confirmation.

- Detailed campaign conceptualisation to take place prior to any shooting.
- One month lead time needed for all editing.



# PRINT ADVERTISING RATES



Types	Pages	Rates THB	6 x Issues	12 x Issues
<b>Advertising</b>				
Full Page (ROP)	1	50,000	45,000	42,500
Full Advertorial Page (ROP) <i>Includes FB &amp; IG</i>	1	59,000	53,100	50,150
Full Page Native Content (ROP) <i>Includes FB &amp; IG</i>	1	65,000	58,500	55,250
Half Page (ROP)	$\frac{1}{2}$	30,000	27,000	25,500
<b>Premium Advertising</b>				
Backcover (OUT)	1	120,000	108,000	105,000
Backcover (IN)	1	75,000	67,500	63,750
IFC (Inside Front Cover)	1	85,000	76,500	72,250
Double Page Spread (ROP)	2	80,000	72,000	68,000
Centre Spread	2	100,000	90,000	85,000
Centre Spread Native <i>Includes FB &amp; IG</i>	2	109,000	98,100	92,650

## Non Standard Adversting

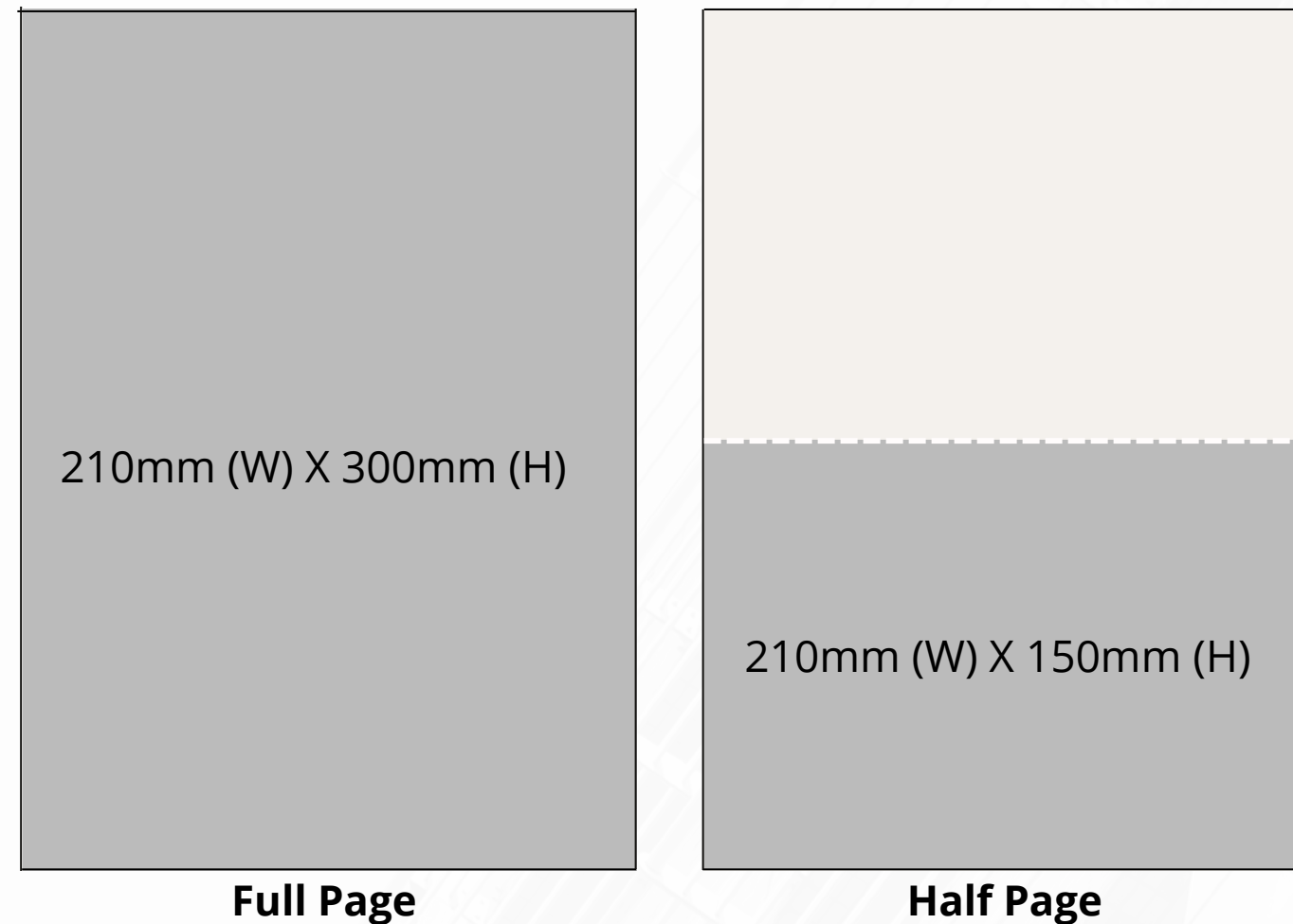
Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for insert, special colours, metallic inks, gatefolds and other non-standard advertising are available from the director.

- Rates are effective May 2023 and are subject to further changes.
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- full payment of rates is required upon receipt of confirmation.

- Material deadline: 5 days prior to live date. Late submissions that result in delayed start dates will not be compensated.
- Gastronomer Lifestyle reserves - the right to approve creative artwork prior to print.



# ADVERTISING SPECIFICATIONS



## Non Standard Adversting

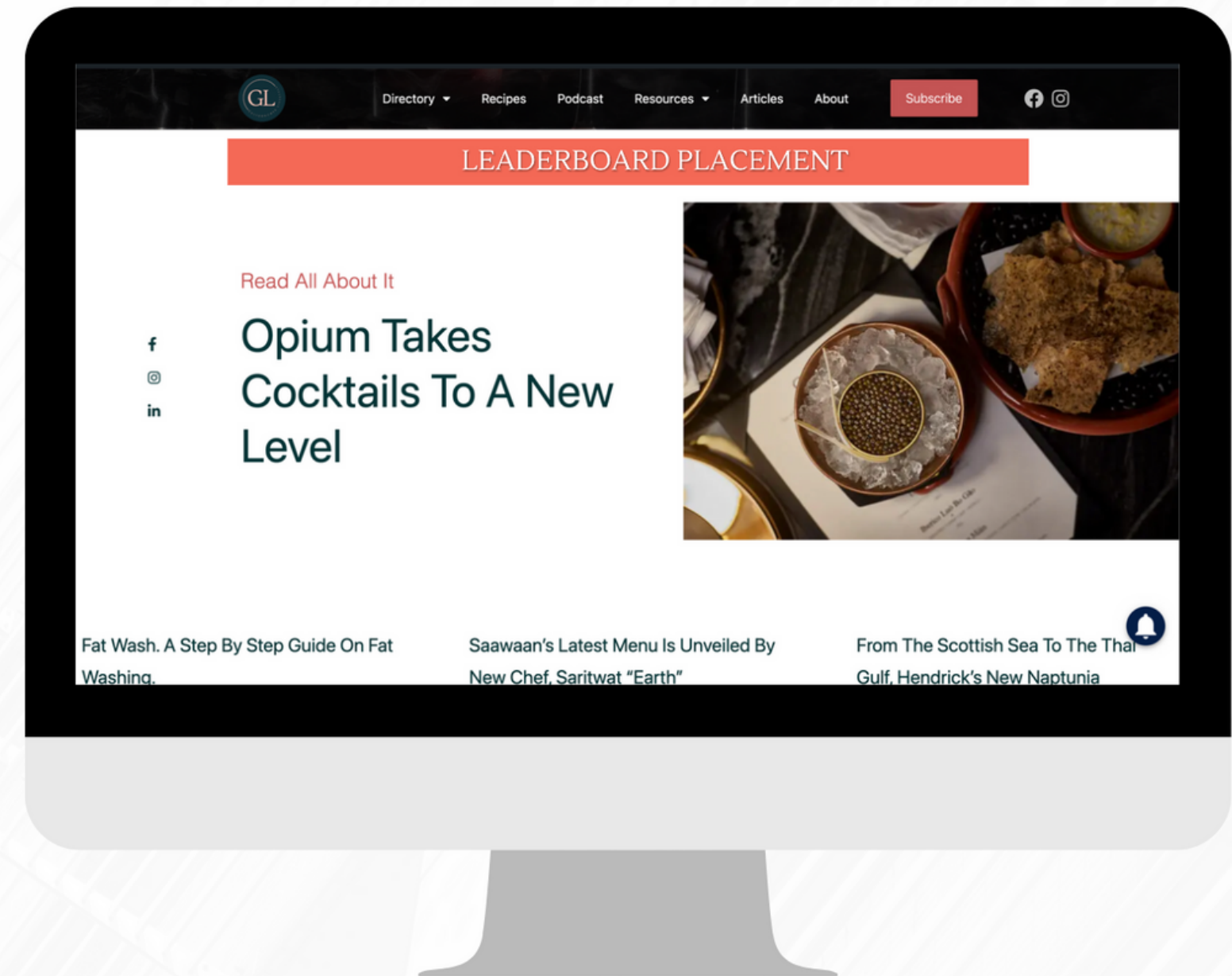
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# DIGITAL ADVERTISING RATES & SPECIFICATIONS ≡

Types	Pages	Rates THB
<b>Website</b>		
Leaderboard	728 x 90	20,000
Banner	300 x 250	11,000
Native Article		35,000
Pop Up	500 x 500	30,000



## File Requirements

Files must be submitted in the correct dimensions and in JPEG format.

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For Sale and Advertising Enquiries:

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[www.gastronomerlifestyle.com](http://www.gastronomerlifestyle.com)