

# Bangkok Post

The Bangkok Post began life in 1946 as a simple 4-page broadsheet with an initial circulation of just 500 copies a day in Bangkok alone. Obviously it struck the right note with educated Thais and expatriates, as within 2 years circulation had quadrupled to 2,000 copies. However, even that spectacular initial success is nothing to the mass circulation newspaper that is today distributed to the four corners of Thailand and beyond. With a print run of 72,000 copies a day, it is the country's largest circulation English daily by far.

## ***It takes confidence to stand up and be counted***

When the ABC newspaper circulation audit bureau comes calling to count the number of newspapers you distribute everyday, there's simply no fooling them. That's why a lot of newspaper publishers prefer to quote their own figures to advertisers, regardless of independent verification. In fact, that's the stand taken by all other newspapers in Thailand.

But the Bangkok Post is not among them. We are not ashamed of the truth. We have no reason to be. The Bangkok Post was the first newspaper in Thailand to achieve a circulation audit to ABC international standards in 1988. And ABC has been auditing our circulation every six months ever since.

So before you spend your marketing budget, make sure the newspaper you choose has nothing to hide. Make sure it has the confidence to prove its "claimed" circulation.

## **Bangkok Post Major Awards**

PANPA-ANM 1998 (most recent)

The Pacific Area Newspaper Publishers'  
Association - Australian Newsprint Mills  
Marketing Award Winner

nCommunity Events Excellence - Awarded to the Bangkok Post for its weekly "We care" spotlight on community affairs in its Outlook section.

The award was presented in the category of newspapers with daily circulations in excess of 50,000 copies.

IFRA-ANPE 1998 (most recent)

IFRA is the world's leading association  
for newspaper and media technology.

ANPE (Asian Newspaper Publishers Convention and Exhibition) is Asia's leading  
conventions organiser in the newspaper publishing industry.

Best use of Colour

Best use of Photography

The Bangkok Post also won commendation in the Best Design category.

## **Content that appeal to readers with a variety of interests**

Daily home and international news, opinion and editorial pages

11 different sections throughout the week

**Business:** Covering financial analysis, the stock market, management, currencies and investment.

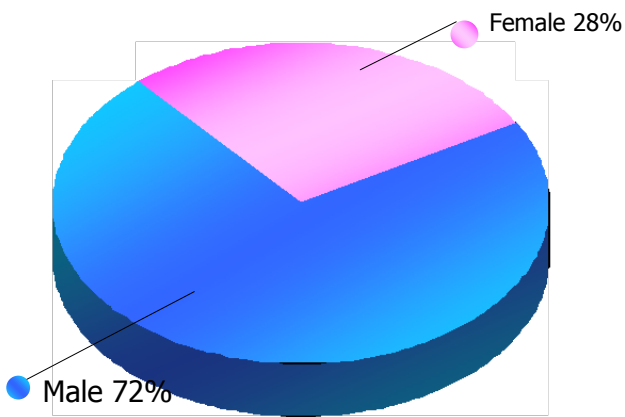
**Sport:** Five pages of local and international sports coverage.

**Life:** A wide variety of entertainment news, a society page, advice columns, comics, puzzles, local television listings and movie ads., social, cultural, and human-interest features.

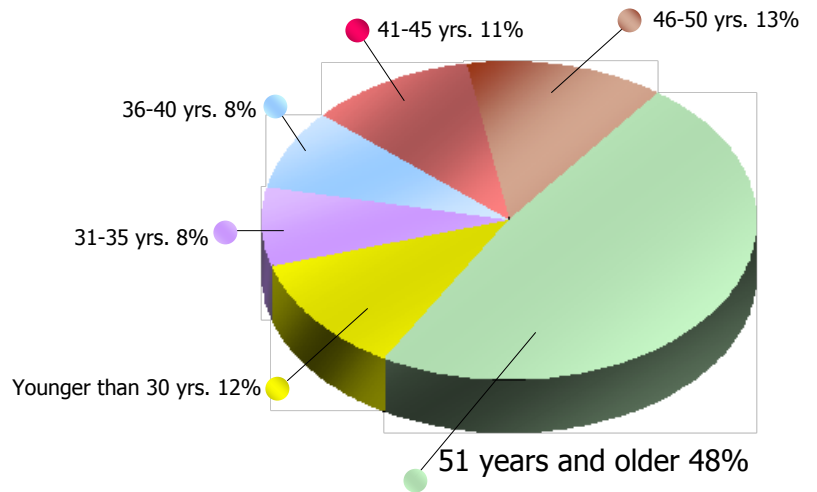
**Classified:** Jobs, property, educational, tours and travel, lunch & dining, autos & accessories and entertainment & relaxation.

### Bangkok Post Readers

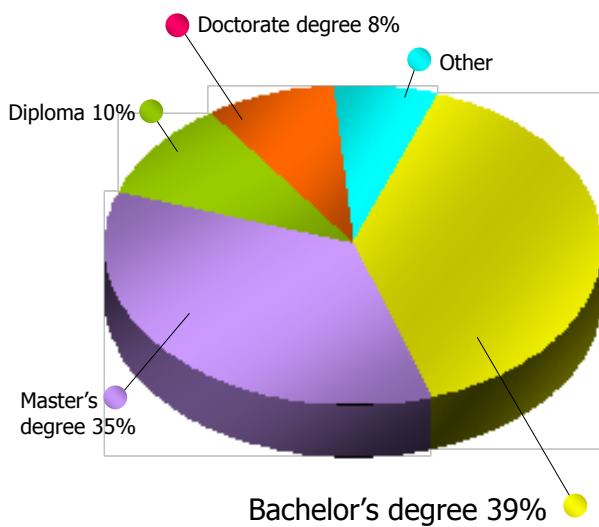
Gender High male ratio



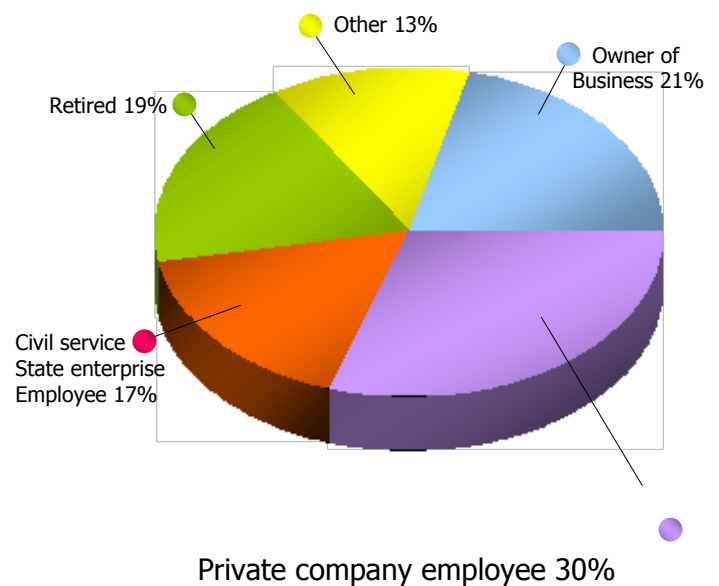
Age Opinion leaders



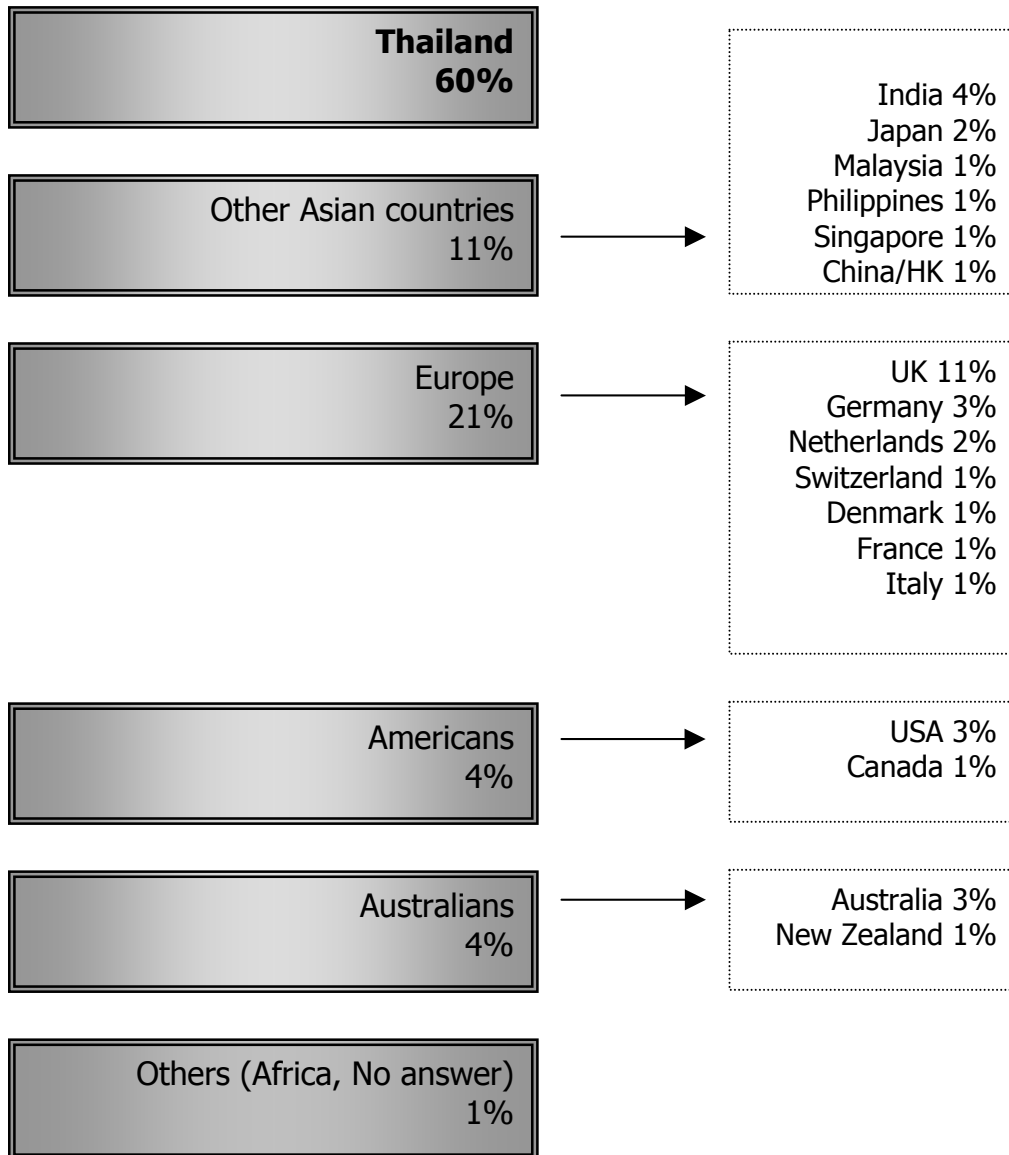
Education High level of education



Occupation



## Bangkok Post Readers – where they come from

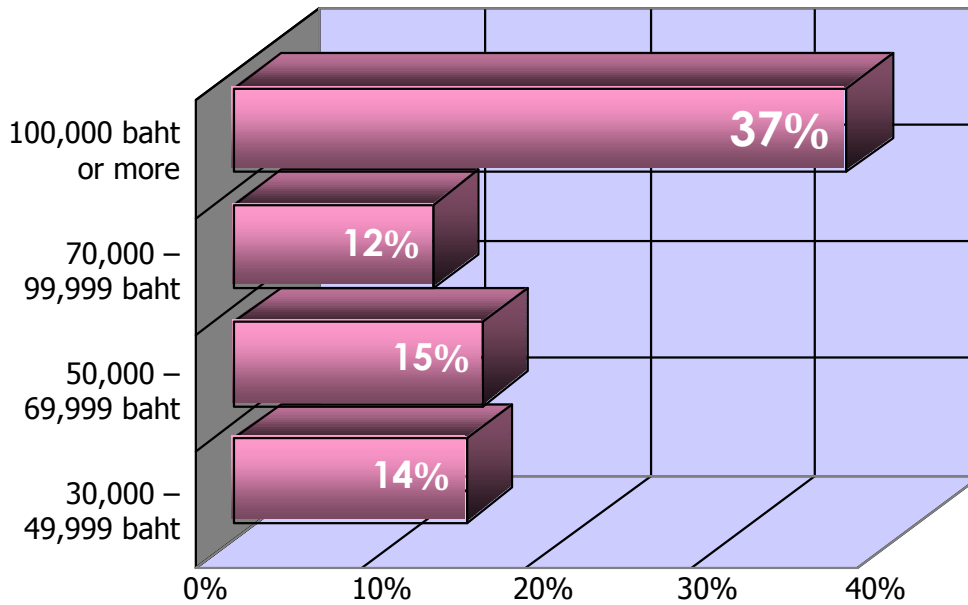


## Period of Time in Thailand

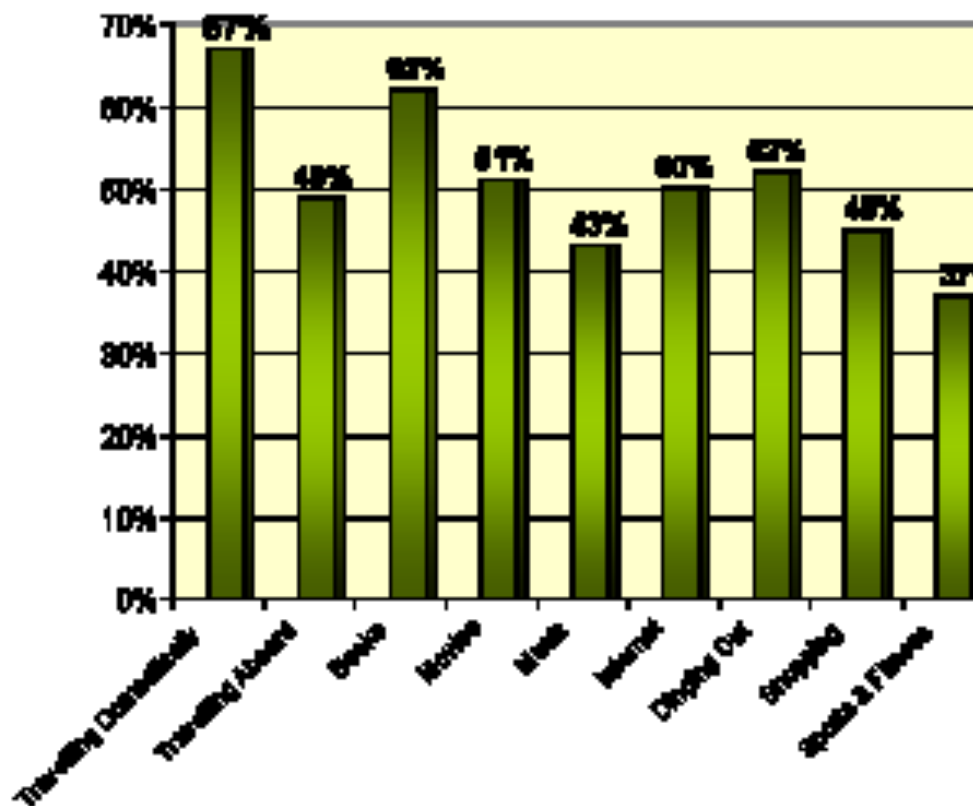
1 year or shorter	5%
More than 1 year – 3 years	15%
More than 3 years – 6 years	16%
More than 6 years – 10 years	16%
Longer than 10 years	44%

## Bangkok Post Readers – Demographic Graph

Monthly Income Big earners



Interests Significant interest in leisure activities



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