

Media Data & Rate Card 2024

www.mmthailand.com



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MANUFACTURING

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About

Web Address

www.mmthailand.com

Scopes

Automation, IIoT, Virtual Technologies, Manufacturing, Machine Tools, Metal-Working, Robots, Power & Drive, Fluid Powers, Productivity, Logistics and MROs

Target Group

Specialists, managers, engineers and purchasing engineers in various business including metal-working, automotive industry & supporting industries, automation system integrators, trading companies, machine making, design engineering, etc.

Language: Thai

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Managing Director

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*“Smarten Thai Industrialists
with smart contents”*



VOGEL COMMUNICATIONS
GROUP



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Facts and figures

696,002
pageviews

528,541
visits

448,395
users

90.4%
organic search

 Google
Analytics
Jul 2022 – Jun 2023

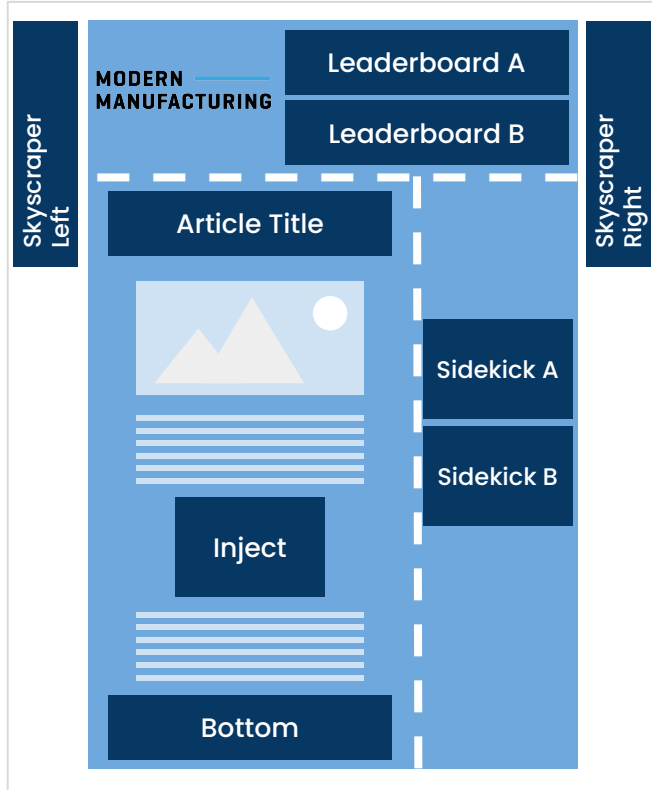
22,592 
Social media followers

17,790 
Youtube & Tiktok subscribers

9,948 
friends on Line OA

30K+ 
e-newsletter recipients

Banners



Banner	Display Size (W x H)	Rate / Month (EURO)
Leaderboard A	Home / Article 728 x 90 pixels	500
Leaderboard B	Home / Article 728 x 90 pixels	500
Article Title	Article 728 x 90 pixels	500
Bottom	Article 728 x 90 pixels	350
Sidekick A	Home / Article 300 x 250 pixels	400
Sidekick B	Home / Article 300 x 250 pixels	375
Inject	Article 300 x 250 pixels	450
Skyscraper A	Home / Article 120 x 600 pixels	275
Skyscraper B	Home / Article 120 x 600 pixels	250

Each position displays 5 rotating banners. Automatically refresh in 4 seconds without reloading the page.

Only count impressions for the first cycle of banners.

Skyscraper position fits desktop view and some tablets. It is sticky ad which keep moving up and down when users scroll page.

Sidebar shows on mobile devices in lower section.

All prices are excluding VAT 7%; and valid until 31 December 2024.

E-newsletter

Schedule weekly, on Tuesday
 Recipients 13,500 contacts
 Language Thai

Advertisement formats

Billboard Ad 75 EURO
 630 x 250 pixels (w x h)
 jpg, gif or png / max. 50 KB

Text Ad 50 EURO
 300 characters + 40 characters headline
 plus picture of 300 x 300 pixels
 in jpg, gif or png / max. 50 KB

XL Banner 50 EURO
 630 x 140 pixels (w x h)
 jpg, gif or png / max. 50 KB

Billboard Ad
 630 x 250 pixels (w x h)
 jpg, gif or png (max. 50 KB)

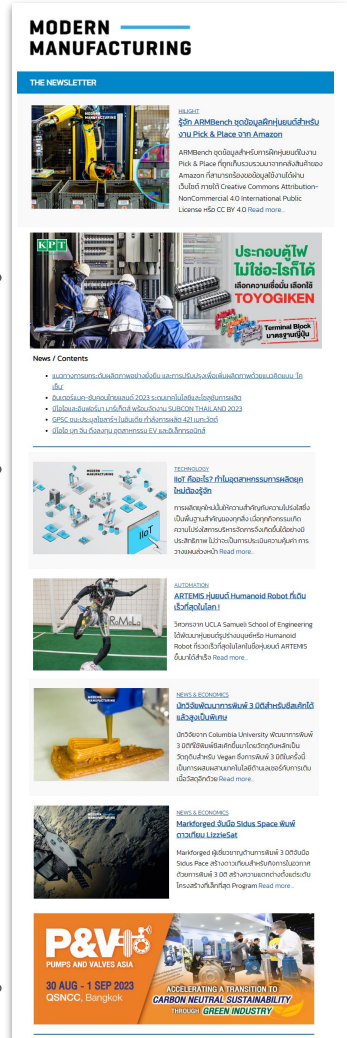
75 EURO

Text Ad
 300 characters
 + 40 characters headline
 plus picture of 300 x 300 pixels
 in jpg, gif or png (max. 50 KB)

50 EURO

XL Banner
 630 x 140 pixels (w x h)
 jpg, gif or png (max. 50 KB)

50 EURO



Digital products

Product	Specifications	Rate (EURO)
Advertorial campaign	Price per one advertorial, up to two A4 pages, including cover photo design and social media post. Extra charges for translation and copywriting services.	1125
Social post	Create caption with pictures; and promote selected campaign via Facebook, Twitter, Youtube and Line channels.	200
Infographic for facebook	Create captions design set of 2-5 infographic; and post on facebook page.	875
Email marketing	Price per mailing to 3000 selected recipients (HTML format)	750
Basic video edit	Edit the provided footage with motion graphic, voice over, Thai subtitle to make 3-7 minutes video; and publish via website and youtube channel.	1500
Video production	Onsite service to record interviews, event or factory visit to make a video content; and publish via website and youtube channel.	from 2250
Lead solution	For webinar, whitepaper or promotion campaign	from 5000
Company profile	Price for 12 months including 10 products listed	625
Event news	Publish pre or post-event news on website and facebook e.g. ceremony, seminar, exhibition, etc.	125

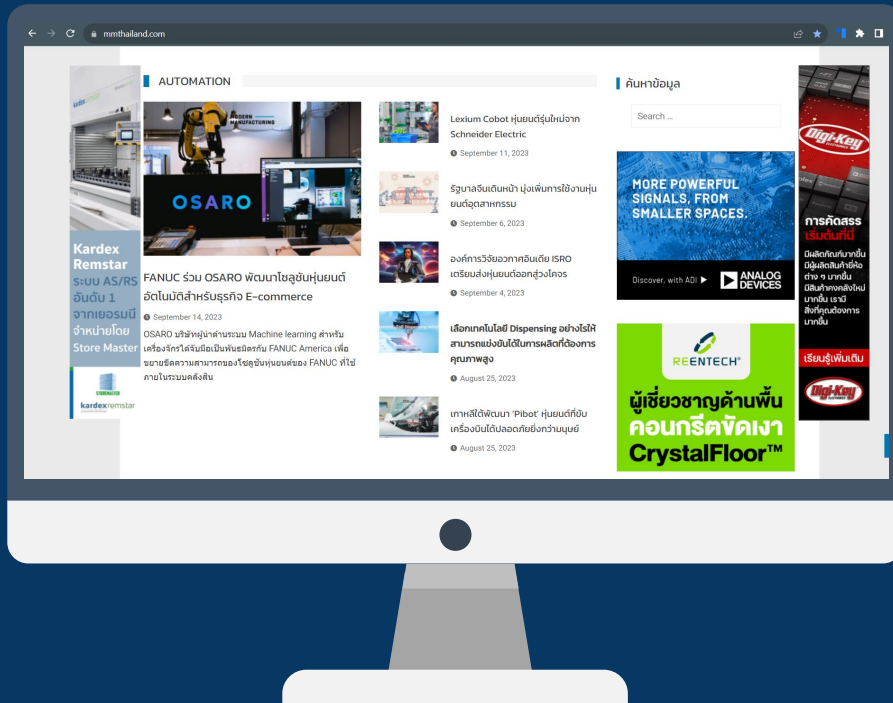
Supporting media and activities

Brand	Channels Format
MM Modern Manufacturing	Facebook Social media
Factory Choice	Youtube & Tiktok Video contents
Industrial Forum	Line OA Chat platform
Tool Makers (ETMM)	Website Digital contents © The Thai edition of the ETMM is a publication of Green World Media (Thailand) Co. Ltd., licensed by Vogel Business Media GmbH & Co. KG, 97082 Wuerzburg/Germany.
Factory-Easy	Website e-marketplace
Thailand Industrial Market	Website e-directory
Thailand Industrial Forum	Event Seminar + mini exhibition roadshow + business matching
Automation Expo	Event Trade exhibition
Modern Manufacturing	Twitter Social media

References



...and hundreds more...



Contact

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