



Champa Meuanglao

Official Lao Airlines Inflight Magazine



ຈຳປາເມືອງລາວ

MEDIA KIT 2018

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Official Lao Airlines Inflight Magazine

ການບິນລາວ
Lao Airlines

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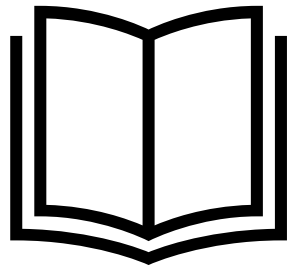


Champa Meuanglao (CML) is the official inflight magazine of Lao Airlines, the proud national carrier of Laos.

Aeroplane passengers make for a highly desirable, captive audience comprised of a variety of nationalities and backgrounds, including local and regional frequent business travellers and tourists.

Therefore, the opportunity to promote your brand through in-flight magazine advertising is tremendous.

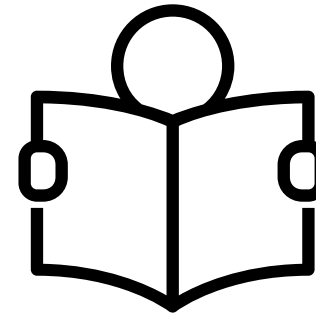
Featuring an interesting cross-section of articles detailing the hottest travel destinations, trendy lifestyles and business ideas, Champa Meuanglao is dual-language, with content for readers of both Lao and English.



CIRCULATION

10 000

Bi-monthly
print run



READERSHIP

900 000

Passengers

(For the year ending
September 2017)

DESTINATIONS

DOMESTIC

Vientiane / Luang Prabang / Pakse

Savannakhet / Xieng Khuang

Luang Namtha / Oudomxay

(virtual monopoly on domestic air travel)

REGIONAL

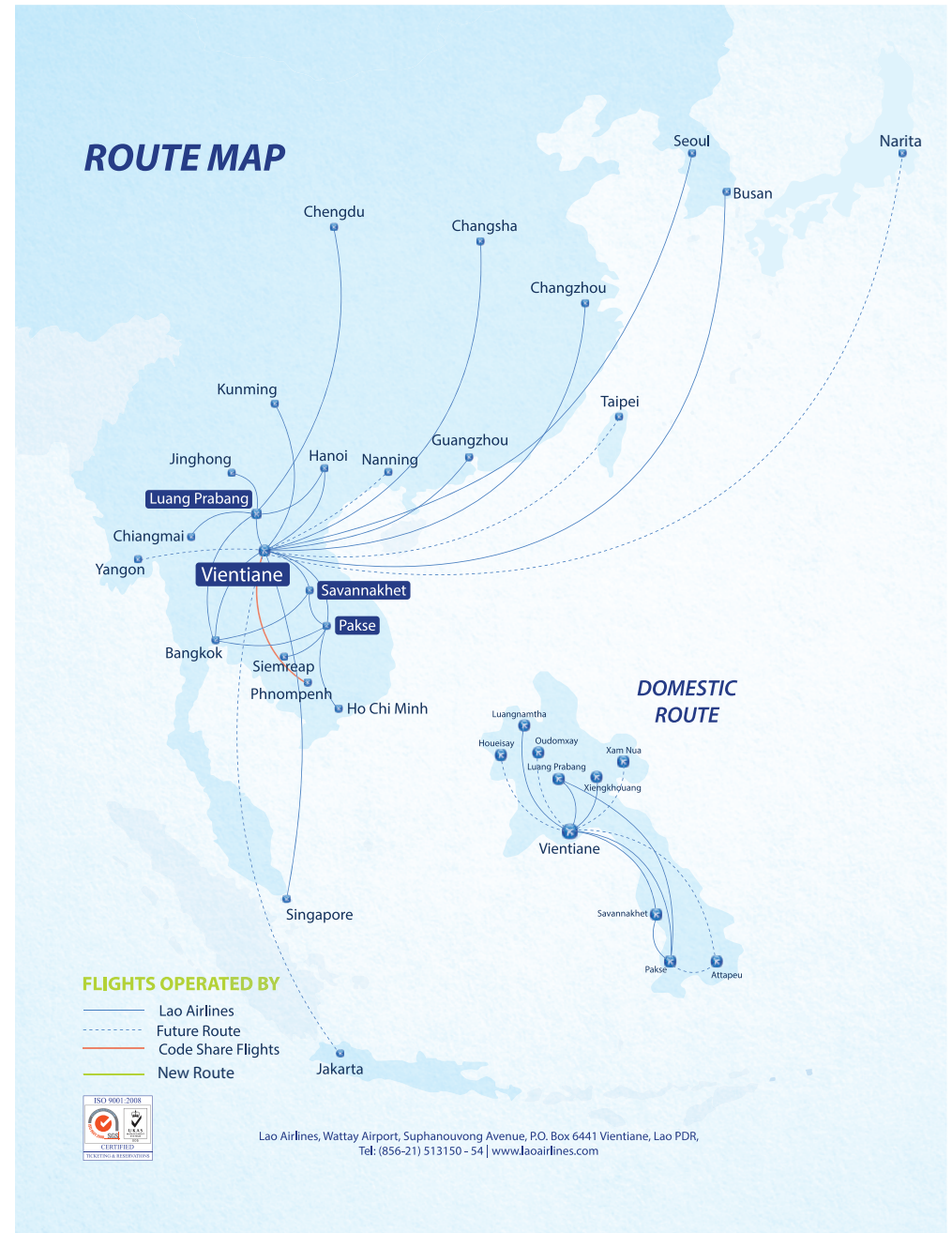
Bangkok / Chiangmai / Siem Reap

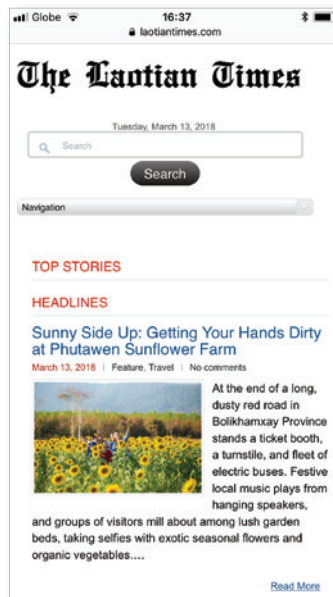
Phnom Penh / Ho Chi Minh City

Hanoi / Seoul / Busan / Kunming

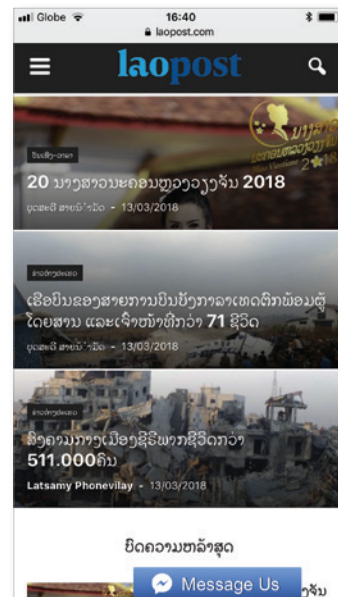
Chengdu / Jinghong / Guangzhou

Changzhou





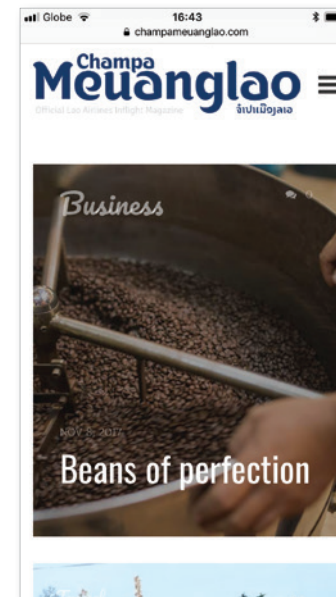
The Laotian Times



laopost



issuu



Champa
Meuanglao
ຈຳປາເມືອງລາວ

- CML magazines are taken off the plane by passengers each month
- CML magazine articles are published on the official website and a free digital ecopy is available (champameuanglao.com)
- CML magazine articles are also published on several popular partner websites laopost.com (200,000 visitors per month) and laotiantimes.com (50,000 visitors per month)

RATES AND SIZES

COVER



210 mm x 280 mm

Including special cover story

\$4000

FULL PAGE



210 mm x 280 mm

Regular **\$1600**

Inside front/back cover **\$1700**

DOUBLE PAGE

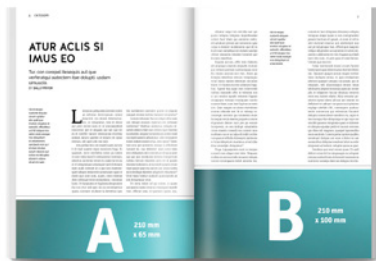


each page 210 mm x 280 mm

Regular **\$2000**

Inside front/back cover **\$3000**

HORIZONTAL



A 210 mm x 65 mm

B 210 mm x 100 mm

Horizontal A **\$700**

Horizontal B **\$850**

VERTICAL



A 65 mm x 280 mm

B 100 mm x 280 mm

Vertical A **\$700**

Vertical B **\$850**

ADVERTORIAL WRITING



Article about your company
(at least 4 pages), writing costs
(and photography in special cases) included.
Will also appear online at laopost.com,
laotiantimes.com, champameuanglao.com
and corresponding facebook pages.

\$1500

Artwork is due 5 weeks before publication.

Rates are exclusive of 10% Government Tax. 5% / 10% discounts apply for 3- / 6-issue commitments.

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MADE IN LAOS



COSMETICS
X00 000 KIP

Pero tem apellup tatis necum inullandis que et audit, ut aute volupit poribus.

Tel: 020 xxx xxx xxx
www.xyzabcdefgh.com



KHAEN
X00 000 KIP

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SINH
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Champa Meuanglao

SEPTEMBER / OCTOBER 2018

Promote your products with us on our
MADE IN LAOS column, where we give
tourists ideas about what souvenirs to
purchase for their loved ones back home.

It's an opportunity to promote the best
of Lao products.

One product = \$250

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Champa Meuanglao is made possible by the **RDK GROUP**, a Laos-based research, translation, and media firm represented by an international team of personnel.

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