

Champa Meuanglao

Official Lao Airlines Inflight Magazine



ຈຳປາເມືອງລາວ

MEDIA KIT 2023

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ການບິນລາວ
Lao Airlines

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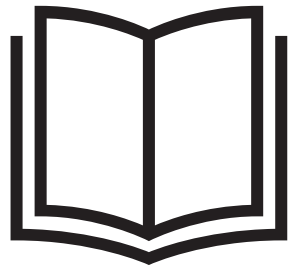


Champa Meuanglao (CML) is the official inflight magazine of Lao Airlines, the proud national carrier of Laos.

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.

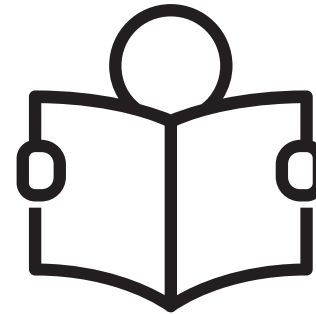
Featuring an interesting cross-section of articles detailing the hottest travel destinations, trendy lifestyles and business ideas, Champa Meuanglao is dual-language, with content for readers of both Lao and English.



CIRCULATION

10 000

Bi-monthly
print run



READERSHIP

160 000

Passengers
per issue

LAO PEOPLE DEMORATIC REPUBLIC
PEACE INDEPENDENCE DEMOCRACY UNITY PROSPERITY



Commercial and Marketing Department

Domestic Pax outbound & Inboud JAN-JUN 2023

N0	ROUTING	JAN	FEB	MAR	APR	MAY	JUN	SUM 2023
	DOM	33,592	33,433	35,947	31,756	29,213	24,303	190,856
1	VTE-LPQ-VTE	5,214	4,724	4,868	4,446	3,029	2,612	24,893
2	VTE-LXG-VTE	6,715	6,697	7,057	5,055	5,775	4,956	36,255
3	VTE-XKH-VTE	3,769	3,510	4,069	3,771	3,506	3,126	21,751
4	VTE-ZVK-VTE	4,361	4,059	4,639	4,509	4,833	4,834	27,235
5	VTE-PKZ-VTE	11,751	12,801	13,825	12,510	10,958	9,421	71,266
6	LPQ-PKZ-LPQ	1,782	1,642	1,489	1,465	-		6,378
7	VTE-NEU-VTE					1,112	1,966	3,078
	INTER	38,399	37,926	34,183	32,070	25,807	25,092	193,477
1	VTE-ICN-VTE	9,717	9,400	7,648	7,975	5,333	5,317	45,390
2	VTE-KMG-VTE	2,470	2,901	2,347	2,506	1,977	1,705	13,906
3	VTE-HAN-VTE	6,277	5,961	6,420	6,612	5,929	5,803	37,002
4	VTE-DAD-VTE			179	1,566	1,263	1,525	4,533
5	PKZ-SGN-PKZ	1,277	1,274	1,317	1,303	1,161	1,036	7,368
7	VTE-BKK-VTE	11,123	10,922	9,232	6,935	5,957	5,684	49,853
8	LPQ-BKK-LPQ	1,830	1,770	1,350	478	187		5,615
9	LPQ-CNX-LPQ	1,681	1,492	1,597	954	979	957	7,660
10	LPQ-HAN-LPQ	2,438	2,623	2,726	1,539	1,290	946	11,562
11	PKZ-REP-PKZ	1,586	1,583	1,367	984	-		5,520
12	VTE-CAN-VTE				1,218	1,731	2,119	5,068
	TTL	71,991	71,359	70,130	63,826	55,020	49,395	384,333

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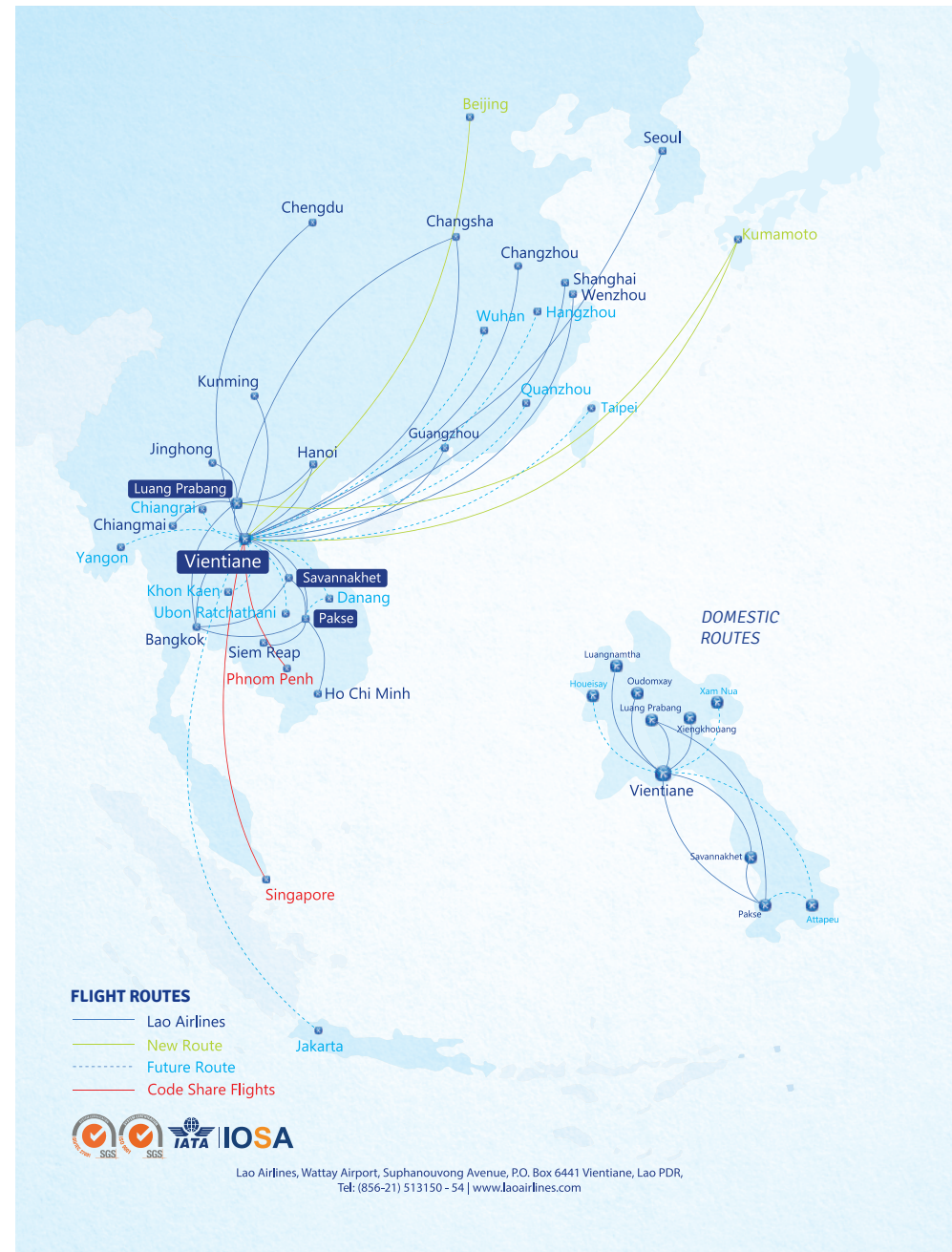
DESTINATIONS

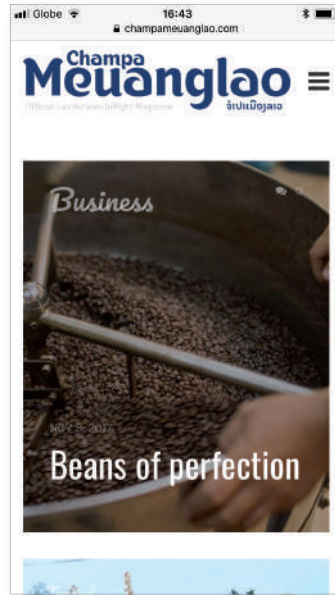
DOMESTIC

Vientiane / Luang Prabang / Pakse
Savannakhet / Xieng Khuang
Luang Namtha / Oudomxay
(virtual monopoly on domestic air travel)

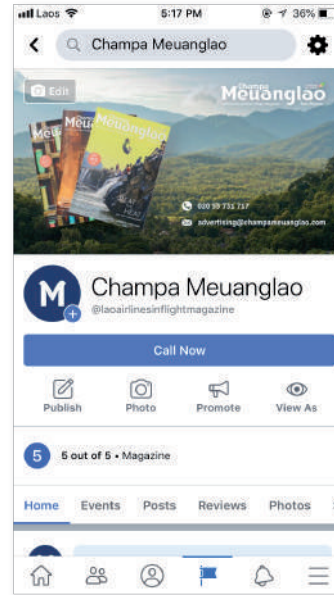
REGIONAL

Bangkok / Chiangmai / Siem Reap
Phnom Penh / Ho Chi Minh City
Hanoi / Seoul / Busan / Kunming
Chengdu / Jinghong / Guangzhou
Changzhou

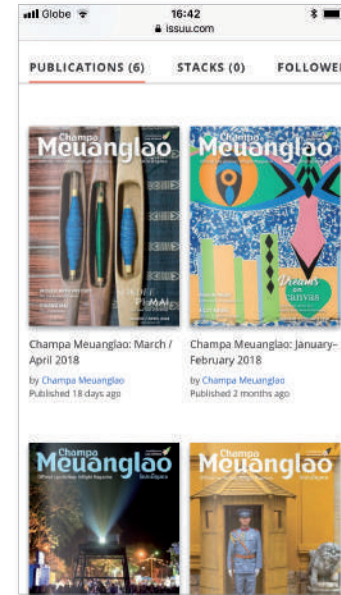




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facebook



issuu

- CML magazines are taken off the plane by passengers each month
- CML magazine articles are published on the official website and a free digital e-copy is available (issuu.com)

RATES AND SIZES

COVER



210 mm x 280 mm

Including special cover story

\$4000

FULL PAGE



210 mm x 280 mm

Regular **\$1500**

Inside front/back cover **\$1800**

DOUBLE PAGE

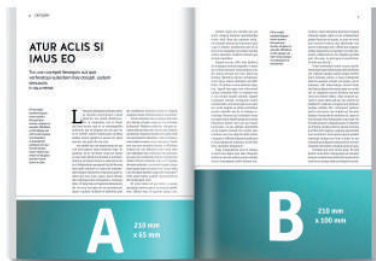


each page 210 mm x 280 mm

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 **\$800**

VERTICAL



A 65 mm x 280 mm

B 100 mm x 280 mm

Vertical A **\$700**

Vertical B **\$800**

ADVERTORIAL WRITING



Article about your company
(at least 3.5 pages), writing costs
(and photography in special cases) included.
Will also appear online at champameuanglao.com
and corresponding Facebook pages
and Instagram.

\$1800

Artwork is due 6 weeks before publication.

Rates are exclusive of 7% Government Tax. 15% / 20% discounts apply for 3 / 6 issue commitments.

RDK GROUP



Translation

RDK Group is a leader in clear and concise communications. Our translators are equipped to handle either the most standard of texts or the most esoteric of subjects.



Interpreting

RDK Group's professional language interpreting services can help any organization communicate with non-Lao speakers across any variety of situations.



Business Consulting

Many foreign companies wish to set up operations in Laos. RDK Group has the right connections to make this a reality in the shortest time possible.



Document Processing

RDK Group can assist in providing foreign workers with the right documentation to legally live and work in Laos.



Publishing & Design

RDK Group is the chosen publisher of Champa Meuanglao, the official inflight magazine of Lao Airlines.



Online Media

With a deep interest in development of online news media in Laos, RDK Group is the fully licensed publisher of a suite of news and entertainment websites.

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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