



Our readers
scan QR code
To learn more
about Weekly WiSE



WiSE

The only one
weekly free magazine
for Japanese people
living in Thailand

WiSE
DIGITAL

Delivering Thai news to
around 30,000 people
every day through
WiSE official LINE

MAGAZINE WEEKLY WiSE

- 30,000 copies published weekly
- 1,500 companies mailed
- Delivery and installation to supermarkets, restaurants, etc.

WEB WiSE DIGITAL

- Over 30,000PV monthly in average
- Around 30,000 LINE followers
- Publishing Thai news, Life style info, WiSE Magazine PDF viewer.

“Free newspaper Weekly WiSE” and “WiSE Digital Website”

“WEEKLY WiSE” is the only Japanese weekly free newspaper in Thailand that has been published since 2003. It targets the 80,000 Japanese people living in Thailand and is read by many Japanese people as an information magazine that supports life in Thailand.

In addition, its online version, “WiSE Digital” covers the latest news and essential information for daily life in Thailand. Many people in Japan check it out before moving to Thailand, and it has gained many users who say, “For anything about Thailand, think about to WiSE!”.

About “WiSE Digital (the web)”

WiSE Digital is a web media that is packed with breaking news from Thailand, news from Southeast Asia, information on life in Thailand, information on companies and manufacturers in Thailand, and other information necessary for living in Thailand.

Why is “WiSE Digital” so popular?

- ☒ Read WiSE magazine with [a free PDF viewer!](#)
- ☒ Receive news every day via LINE!
- ☒ Read breaking news from Thailand in Japanese!
- ☒ Get the latest information you need for life in Thailand!

Key Information

- Thai local news (delivered daily)
- Useful information for living in Thailand
- Thai event, shopping, and traveling information
- Information on restaurants, schools, hospitals, and dentists in Bangkok
- Free classified message board
- Job information
- Information on Japanese companies in Thailand
- Southeast Asian news
- Free PDFs of the WEEKLY WISE magazine now available online!



WISE Digital Data

Average
monthly page
views
300,000



LINE friends
33,000



Facebook
followers
21,000



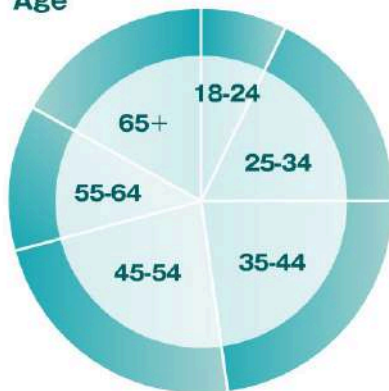
X(Twitter)
followers
2,300

What kind of people read WiSE Digital?

- ☒ Japanese people living in Thailand. Also, Japanese people who are interested in Thailand.
- ☒ People who pick up a WiSE magazine at restaurants in Bangkok ▶▶ Scan QR codes inside the magazine to go to WiSE Digital and check out the detailed information!
- ☒ People who search the internet for something they don't understand about living in Thailand ▶▶ They'll find useful information for daily life from WiSE!
- ☒ If one registers for [the WiSE's official LINE account](#)... ▶▶ They'll receive the latest Thai local news and information essential for living in Thailand every day!

(※There are over 33,000 registered members of [the WiSE's official LINE account](#). Many Japanese people access WiSE Digital every day.)

Age



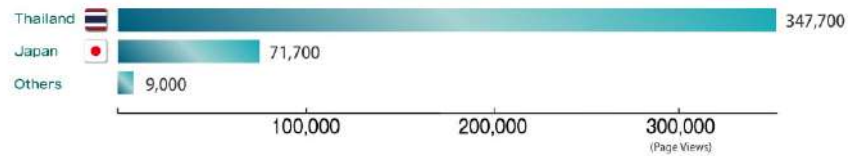
Gender



Age and gender distribution of WiSE Digital users

Page views count by access region

Total 428,400 views (May 2021)



WiSE Digital users access source by country

WiSE readership

Statistics



Readers

Japanese expatriates and their families living in Thailand, locally hired company employees, self-employed, and travelers



Age

Main readers are people aged over 45 who are more likely to hold decision-making power



Income

Salary is more than 80,000 baht per month

Rating



Regular readers of WEEKLY WISE for over a year

Influence on purchases



Choose a store based on the information from WISE



Find information about life in Bangkok, entertainment and events from WISE

#based on the WiSE research in 2021 June on the internet

WiSE readership

For those who want to advertise on WiSE Digital (Price list)

Place ads to attract more customers!

How will users be attracted to your promotional page



WiSE's official LINE account (over 33,000 subscribers) delivers daily news and useful articles for daily life.

By directing users from articles related to your services to your promotional page, you can gain a stable number of page views, which will lead to increased inquiries and customer attraction.

*WiSE's useful articles on daily life are highly ranked in Google searches, so you can expect to attract users who are interested in your services!



Corporate promotional page listing fees

Publish a promotional page on "Companies and Manufacturing Industries in Thailand" in Japanese	 	10,000B/month (※VAT not included, annual contract)
Publish a page on "Find Companies"		
Creating a Japanese promotional page		5,000B/time (※VAT not included)
Creating a Thai promotional page		5,000B/time (※VAT not included)
Banner creation ※Please prepare materials such as logos and images.		5,000B/time (※VAT not included)
Advertise on the top of "Find Companies" page の		40,000B/month (※VAT not included)
Advertise on the right sidebar of "Find Companies" page (top of page for smartphones)		40,000B/month (※VAT not included)



If you want to promote your company to Japanese companies in Thailand and increase their awareness, please consider posting a company promotional page on "WiSE Digital".

▼ Click here for samples

RYDEEN CO., LTD. (Japanese version)

RYDEEN CO., LTD. (Thai version)

Store or school promotional page listing fees

Place a promotional page in categories such as 「Restaurants」 , 「Schools」 , 「Travel」 within WiSE Digital.		10,000B/month (※VAT not included, annual contract)
Creating a Japanese promotional page		5,000B/time (※VAT not included)
Banner creation ※Please prepare materials such as logos and images.		5,000B/time (※VAT not included)
Store introduction video production ※Free if you embed your own video.		From 90,000B (※VAT not included)



Sample of a school promotional page.

RYDEEN INTERNATIONAL SCHOOL (Japanese)

Sample images for language school, cram school, restaurant pages

Berlitz



学びを止めない
「オンラインレッスン」で
生きた英語&タイ語の
習得を強力サポート

コロナ禍にも継続して学習できる安心システム

日本をはじめ、世界約70カ国・550拠点にランゲージセンターを展開する「Berlitz（ベルリッツ）」。

創立140年の伝統と経験、グローバルな教育視点から生まれた独自の「ベルリッツ・メソッド」により、会話はもちろん、文法や異文化理解も重視した参加型の語学レッスンを展開する。

学びの王国NEWS

「あったらいいな」を実現した理想の学び
生徒の理解力が身につく少人数制指導



「理想の教育」をカタチにしました！

東京と埼玉、バンコクと台北に6校展開する「学びの王国NEWS」は、幼児から小学校低学年を対象とする子どもの習い事（おけいこ）教室を進化させた複合型スクール。「理想の教育」を世界の子どもたちにも広めていきたいと海外進出を果たし、2017年4月にバンコク校を開校。以来、多くの生徒や保護者から支持されています。

新日本料理しゃぶしゃぶ・炭火焼肉 刀



料理、空間、日本クオリティのおもてなし
25年以上経験を重ねたシェフ考案の「新日本料理」

戦国時代をイメージしたゴージャスな世界観

しゃぶしゃぶと焼肉のコースが人気の高級和食ダイニング「刀」。接待利用にも最適なゴージャスな空間は、日本人だけでなく様々な国籍の外国人にも好評を博している。



※撮影：最近流行の美食の部屋をイメージ

「豪華絢爛な戦国時代」をコンセプトに、日本から宮大工や絵師を呼び造り上げた内装は一見の価値あり。

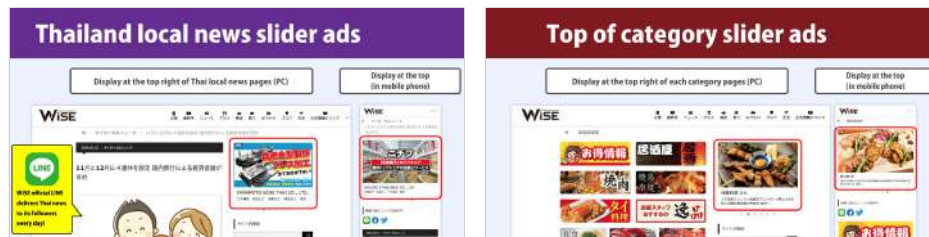
Promotional slider banner posting fee

Slider banner ads can be added as an additional option on each page.

<p>Thai local news slider ads</p> <p>Published in the sidebar of Thai local news (top of page for smartphones)</p> <p>(※News is distributed daily via WiSE's official LINE account, which has over 33,000 subscribers. And because ads are placed prominently at the top of the news page, the ads will catch the eye of more people.)</p>	<p>50,000B/month</p> <p>(※VAT not included)</p>
<p>ASEAN & China news slider ads</p> <p>Published in the sidebar of ASEAN & China news (top of page for smartphones)</p>	<p>40,000B/month</p> <p>(※VAT not included)</p>
<p>Category top slider ads</p> <p>Published in the sidebar of "Gourmet", "Education" or "Travel" etc. category pages (top of page for smartphones)</p>	<p>30,000B/month</p> <p>(※VAT not included)</p>

[Payment] Please note that payment for publication fees can only be made by bank transfer.

Promotional slider position



Message distribution via WiSE's official SNS

You can send various announcements to WiSE's official SNS followers.

- Event announcements
- Seminar announcements
- Surveys
- Promotion and sale announcements

<p>Distribution fee via WiSE's official SNS</p>	<p>30,000B/Time</p> <p>(※VAT not included)</p>
<p>Banner production fee</p> <p>※ Please prepare the link destination (destination URL) from the banner.</p> <p>※ Please consult with us as there are restrictions on the content of the distribution due to SNS's terms and conditions.</p>	<p>5,000B/Time</p> <p>(※VAT not included)</p>



Examples of promotional content on SNS (sample banner / sample article)

住まいづくり相談会
参加無料
 トンロー・JAL Cityで
 7/13土・14日

・今は金利が安いけど海外にいて住宅ローンは？
 ・相続税が心配
 ・将来実家を二世帯住宅に
 ・帰国後一戸建てを検討
 ・家をつくるのに費用は？
 ・海外から土地探し計画

ALL for LONGLIFE
HEBEL HAUS

知りたいこと相談してね

住まいづくり相談会
参加無料
 7/13・14
 トンロー・JAL City
 住宅ローン相談会(無料)

参加費無料 主催 銀行や税関

解明後の家づくり、今からはじめてみませんか？

※ご希望の日付・時間帯をお選びください。お席有限です。早めにお申し込みください。

7月13日 (土)	①8:30~11:00 ②11:00~12:30 ③13:30~15:00 ④15:00~16:30 ⑤16:30~18:00
7月14日 (日)	⑥8:30~11:00 ⑦11:00~12:30 ⑧13:30~15:00

タイは何でこんなに
月次の決算が遅いんだ!

無料 簡単 早わかり

タイの経理と税務
ウェビナー 全2回

第1回 タイの税務基礎知識・
 電子化による効率化 編

2024年9月11日(水)
13:00~14:00 オンライン

主催:ACTY SYSTEM (THAILAND) CO., LTD.

ACTY SYSTEM
 ACTY SYSTEM (THAILAND) CO., LTD.

塚本 裕司

タイはどこまで経理業務の電子化が進んでいる？

電子署名とデジタル署名の違いを整理した上で、タイではどこまでサイン業務の電子化と電子保存が認められているのかを説明します。

さらにタイ国連入局が進んでいるタックスインボイスの電子化制度 e-Tax Invoice/Receipt、源泉税の電子化 e-Withholding Tax についても解説します。

紙・エクセル業務が多い！
 DX化を推進するポイントは？

St. Andrews
 International School
 Sukhumvit 107

Early Years & Primaryのお子様を対象
 (2歳~10歳)

オープンハウス開催

10月5日
 土曜日開催

St. Andrews
 International School
 Sukhumvit 107

オープンハウス開催

St. Andrewsオープンハウスを開催！
 ■ Early years & Primary (2~10歳) のお子様を対象

10月5日(土)開催

8:30~ 受付開始 (Auditorium building) 3階
 9:00~9:15 学校説明
 9:15~10:00 教室でのアクティビティ
 10:00~11:00 全学校の案内 11:00ころに終了予定

通常の見学会は平日に行われておりますが、今日は週末の土曜日に学校内を見学できるとても貴重な機会です。
 当日は実際に使用している教室内の楽しいアクティビティも用意して、皆さんにお会いできるのをお待ちしております。

Job posting fees



Post a job ad on WiSE Digital!

A must-see for corporate personnel looking to hire Japanese people in Thailand!

You can promote your company to job seekers through the "WiSE's official LINE" which has over 20,000 registered users!

About “WEEKLY WiSE (Magazine)”

WiSE magazine can also be viewed with a PDF viewer.

You can read “WEEKLY WiSE” anytime, anywhere using your web browser.

[WEEKLY WiSE magazine PDF viewer](#)



Free newspaper for Japanese people living in Thailand

“WEEKLY WiSE” is the only Japanese weekly free newspaper in Thailand that has been published since 2003. It targets the 80,000 Japanese people living in Thailand and is read by many Japanese people as an information magazine that supports life in Thailand.

Media overview

Number of copies
30,000
copies per
week

Corporate delivery
1,500
companies

Store delivery
1,000 stores

Media name	WEEKLY WiSE Japanese name: 週間WiSE (Shuukan WiSE)
First publication date	September 27, 2006 (Published as “BaySpo Bangkok” from November 2003 to September 2006)
Number of copies	30,000 copies/week (120,000-150,000 copies/month)
Publication date	Every Wednesday
Specification	Saddle stitching, 265mm wide x 386mm long, full color
Article source	Daily Sports, Asia Research
Distribution area	Bangkok and surrounding cities
Distribution method	Office mailing, delivery, free store placement (2,500 locations) <ul style="list-style-type: none"> • Fuji Supermarket (1st to 5th stores) • Gourmet Market (M Quartier store) • Don Don Donki (Thonglor store, 1st and 2nd floors) • Don Don Donki (Thaniya Plaza store, 1st floor) • MaxValu (Park Lane Ekkamai store) • Kinokuniya Bookstore (EmQuartier store) • Kinokuniya Bookstore (Centralworld store) • Sriracha/Bangkok suburban industrial estate, etc.

Receiving WiSE magazine by mail



**Applying for “Corporate Paid Mailing” of
WEEKLY Wise magazine**

WiSE magazine ads price list

WiSE magazine advertising fees

All advertisement prices are weekly rates. (Artwork fee is shown in the brackets) VAT excluded

<p>■ Full W 265mm × H 386mm 40,000B (+ A.P.C. 22,000B)</p> <p>■ A1 W 125.5mm × H 34mm 3,000B (+ A.P.C. 6,000B)</p> <p>■ B1 W 125.5mm × H 71mm 6,000B (+ A.P.C. 6,000B)</p> <p>■ B2 W 125.5mm × H 108mm 8,000B (+ A.P.C. 8,000B)</p> <p>■ C2 W 125.5mm × H 145mm 10,000B (+ A.P.C. 10,000B)</p>	<p>■ E2 W 125.5mm × H 367mm 24,000B (+ A.P.C. 18,000B)</p> <p>■ Classified SA W 40mm × H 61.25mm ★ Displayed in the Classified Pages only 1,500B (+ A.P.C. 5,000B)</p>	<p>■ C1 W 254mm × H 71mm 10,000B (+ A.P.C. 10,000B)</p> <p>■ D1 W 254mm × H 108mm 14,000B (+ A.P.C. 12,000B)</p> <p>■ E1 W 254mm × H 182mm 22,000B (+ A.P.C. 18,000B)</p> <p>■ D2 W 125.5mm × H 182mm 12,000B (+ A.P.C. 12,000B)</p> <p>■ SA* W 61.25mm × H 34mm 1,500B (+ A.P.C. 5,000B)</p> <p>■ AV W 61.25mm × H 71mm 3,000B (+ A.P.C. 6,000B)</p>
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※ W=Width H=Height ※ A.P.C.= Artwork Production Cost

*Only restaurant, school and beauty category that can be published in SA size

About advertising

- The advertising fee is for one week (one time).
- If you create a new ad design or change the content, an artwork fee will be charged separately.
- The above advertising fees do not include 7% VAT.
- Please inquire with our sales staff about the fees for posting on the FRONT/BACK/INSIDE FRONT/INSIDE BACK pages.
- [Payment] Please note that payment for posting fees can only be made by bank transfer.

Regular discount (discount for weekly publication for 4 months or more)

- 4 months (17 issues): 5% discount (monthly payment) or 15% discount (4 months lump sum payment)
- 8 months (34 issues): 10% discount (monthly payment) or 20% discount (8 months lump sum payment)
- 1 year (52 issues): 20% discount (monthly payment) or 30% discount (1 year lump sum payment)

Optional Services

- Filming fee: 6,000B (2 hours)
- Interview fee: 6,000B (2 hours)
- Translation fee: 6,000B (600 characters)
- [Payment] Please note that payment can only be made by bank transfer.

About publication

- Published every Wednesday *Distribution starts two days before (Monday)
- Number of copies: 30,000/week
- Number of copies distributed by mail: 2,500/week

Advertisement data submission

- Is .ai file.
- No bleed or registration marks are required for anything other than full size.
- For full size, please leave a minimum of 5mm margin on each side.
- When saving, check "Create PDF compatible file".
- Use CMYK colors (RGB, spot colors not allowed).
- Embed all linked files.
- All fonts should be converted to outlines.
- However, if there is a possibility that we may edit the text, please leave the character animation on a separate layer.

Things that cannot be advertised

- Images or illustrations related to tobacco, gambling, or alcohol
- Illegal services, unlicensed businesses, or anything that violates public order and morals
- Items that cut out parts of advertisements
- Advertisements that we deem inappropriate for publication in the magazine

WiSE Calendar advertising fees

This is the advertising rate for placement in the popular “WiSE Calendar” section of the Weekly WiSE magazine. Your listing will also appear on the web-based WiSE Digital “Traveling Calendar (Odekake Calendar).” *The “Traveling Calendar” is distributed once a week via the WiSE’s official LINE account.

WiSE Calendar Placement (2 slots)	6,000 B / week (※ VAT not included)
WiSE Calendar Placement (1 slot)	3,000 B / week (※ VAT not included)

“WiSE Calendar” Sample Placement in the Magazine

The sample placement in the magazine shows three advertisements. The first is for the 16th Anniversary Special Promotion, featuring a large '16' and text about a 7-day event with special gifts. The second is for KALDI COFFEE FARM One Bangkok 1st Anniversary Sale, offering a 10% discount on coffee and other products. The third is for the Scooter Light Festival, featuring a scooter and text about a light festival.

Other Companies' Ads

Other Calendars OR Other Companies' Ads

Sample Placement on the Web “Traveling Calendar (Odekake Calendar)”

The sample placement on the web shows the WiSE official LINE account and the Traveling Calendar (Odekake Calendar) app. The LINE account is shown with a QR code and a link to the app. The app is shown with a large '16' and text about the 16th Anniversary Special Promotion.

In addition to the daily weekday news updates distributed via the WiSE's official LINE account,

the weekly “Traveling Calendar (Odekake Calendar)” is also sent once a week through LINE.

WEEKLY WiSE publication date schedule for 2024

Download the schedule below

WEEKLY WiSE & Publishing Schedule 2024

Issue date	Issue No.	①New application Deadline	②Request for change Deadline	③Issue Deadline
WEEKLY WiSE: issued every Wednesday	WiSE	3 weeks before issue date*	2 weeks before issue date*	1 weeks before issue date*
*You may be able to start your advertisement in 2 weeks if you have complete artwork data.				

2024					
January	01/03(Wed)	902	12/13(Wed)	12/13(Wed)	12/21(Thu)
	01/10(Wed)	903	12/20(Wed)	12/13(Wed)	01/03(Wed)
	01/17(Wed)	904	12/27(Wed)	01/03(Wed)	01/10(Wed)
	01/24(Wed)	905	01/03(Wed)	01/10(Wed)	01/17(Wed)
	01/31(Wed)	906	01/10(Wed)	01/17(Wed)	01/24(Wed)
February	02/07(Wed)	907	01/17(Wed)	01/24(Wed)	01/31(Wed)
	02/14(Wed)	908	01/24(Wed)	01/31(Wed)	02/07(Wed)
	02/21(Wed)	909	01/31(Wed)	02/07(Wed)	02/14(Wed)
	02/28(Wed)	910	02/07(Wed)	02/14(Wed)	02/21(Wed)
March	03/06(Wed)	911	02/14(Wed)	02/21(Wed)	02/28(Wed)
	03/13(Wed)	912	02/21(Wed)	02/28(Wed)	03/06(Wed)
	03/20(Wed)	913	02/28(Wed)	03/06(Wed)	03/13(Wed)
	03/27(Wed)	914	03/06(Wed)	03/13(Wed)	03/20(Wed)
April	04/03(Wed)	915	03/13(Wed)	03/20(Wed)	03/27(Wed)
	04/10(Wed)	916	03/20(Wed)	03/27(Wed)	04/03(Wed)
	04/17(Wed)	917	03/20(Wed)	03/27(Wed)	04/03(Wed)
	04/24(Wed)	918	04/03(Wed)	04/03(Wed)	04/17(Wed)
May	05/01(Wed)	919	04/10(Wed)	04/17(Wed)	04/24(Wed)
	05/08(Wed)	920	04/17(Wed)	04/24(Wed)	04/30(Tue)
	05/15(Wed)	921	04/24(Wed)	05/01(Wed)	05/08(Wed)
	05/22(Wed)	922	04/30(Tue)	05/08(Wed)	05/15(Wed)
	05/29(Wed)	923	05/08(Wed)	05/15(Wed)	05/21(Tue)
June	06/05(Wed)	924	05/15(Wed)	05/21(Tue)	05/29(Wed)
	06/12(Wed)	925	05/21(Tue)	05/29(Wed)	06/05(Wed)
	06/19(Wed)	926	05/29(Wed)	06/05(Wed)	06/12(Wed)
	06/26(Wed)	927	06/05(Wed)	06/12(Wed)	06/19(Wed)
July	07/03(Wed)	928	06/12(Wed)	06/19(Wed)	06/26(Wed)
	07/10(Wed)	929	06/19(Wed)	06/26(Wed)	07/03(Wed)
	07/17(Wed)	930	06/26(Wed)	07/03(Wed)	07/10(Wed)
	07/24(Wed)	931	07/03(Wed)	07/10(Wed)	07/17(Wed)
	07/31(Wed)	932	07/10(Wed)	07/17(Wed)	07/24(Wed)
August	08/07(Wed)	933	07/17(Wed)	07/24(Wed)	07/31(Wed)
	08/14(Wed)	934	07/24(Wed)	07/31(Wed)	08/07(Wed)
	08/21(Wed)	935	07/31(Wed)	08/07(Wed)	08/14(Wed)
	08/28(Wed)	936	08/07(Wed)	08/14(Wed)	08/21(Wed)
September	09/04(Wed)	937	08/14(Wed)	08/21(Wed)	08/28(Wed)
	09/11(Wed)	938	08/21(Wed)	08/28(Wed)	09/04(Wed)
	09/18(Wed)	939	08/28(Wed)	09/04(Wed)	09/11(Wed)
	09/25(Wed)	940	09/04(Wed)	09/11(Wed)	09/18(Wed)
October	10/02(Wed)	941	09/11(Wed)	09/18(Wed)	09/25(Wed)
	10/09(Wed)	942	09/18(Wed)	09/25(Wed)	10/02(Wed)
	10/16(Wed)	943	09/25(Wed)	10/02(Wed)	10/09(Wed)
	10/23(Wed)	944	10/02(Wed)	10/09(Wed)	10/16(Wed)
	10/30(Wed)	945	10/09(Wed)	10/16(Wed)	10/23(Wed)
November	11/06(Wed)	946	10/16(Wed)	10/23(Wed)	10/30(Wed)
	11/13(Wed)	947	10/23(Wed)	10/30(Wed)	11/06(Wed)
	11/20(Wed)	948	10/30(Wed)	11/06(Wed)	11/13(Wed)
	11/27(Wed)	949	11/06(Wed)	11/13(Wed)	11/20(Wed)
December	12/04(Wed)	950	11/13(Wed)	11/20(Wed)	11/27(Wed)
	12/11(Wed)	951	11/20(Wed)	11/27(Wed)	12/04(Wed)
	12/18(Wed)	952	11/27(Wed)	12/04(Wed)	12/11(Wed)
	12/25(Wed)	953	12/04(Wed)	12/11(Wed)	12/18(Wed)

(Unusual schedule for New Year holidays, Songkran, etc.)

If you have any inquiries regarding WEEKLY WiSE please feel free to contact us at:

Tel: 089-895-2037 (TH), 081-701-3286 (JP) E-mail: info@wisebk.com Web: www.rydeen.co.th

Advertising Inquiry

Japanese

- LINE(Hattori) : <https://line.me/ti/p/B6oG830jex>
- MAIL : info@wisebk.com
- MOBILE : [081-701-3286](tel:081-701-3286) (Thailand country code +66)

THAI

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