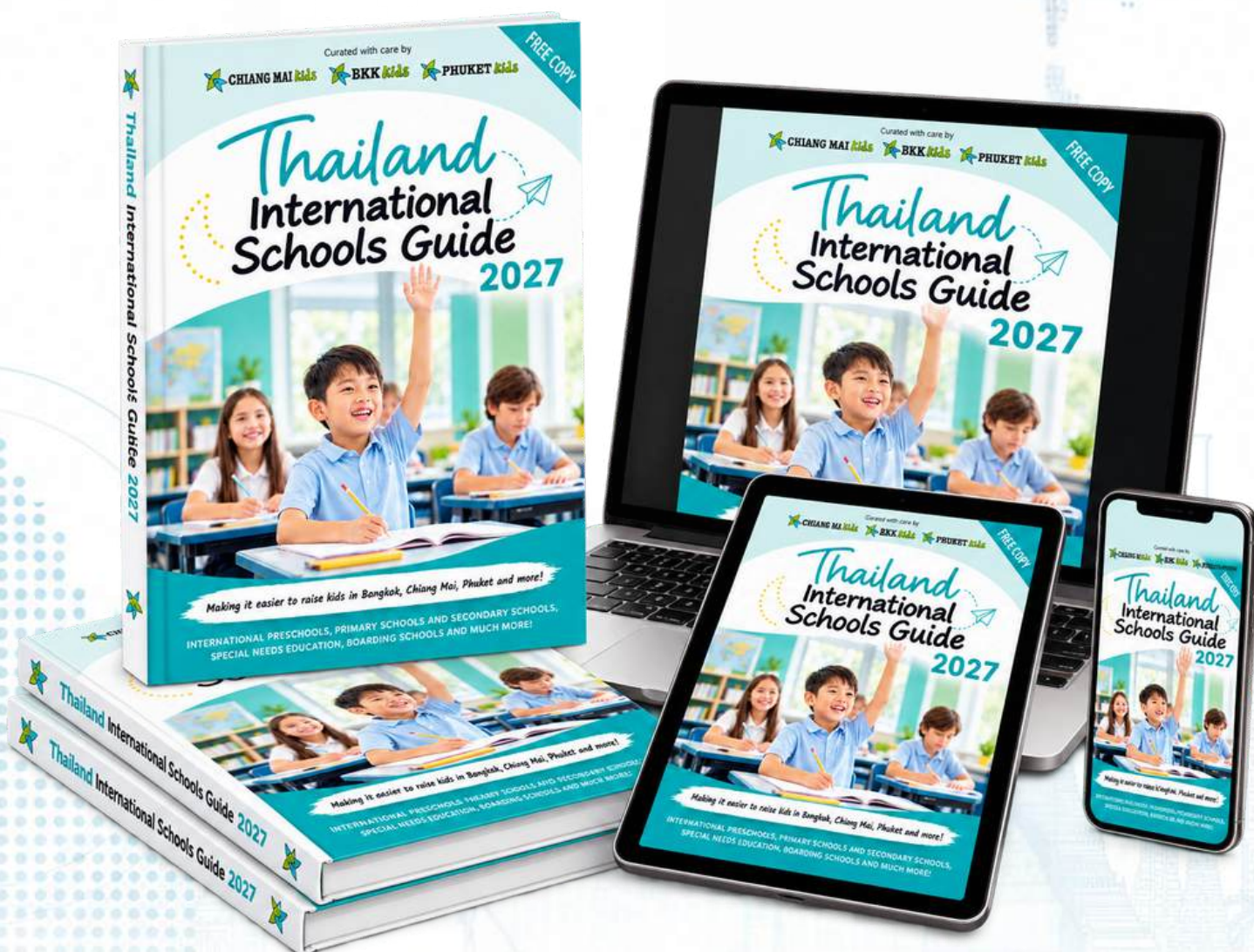


Thailand International Schools Guide 2027

Advertising & Marketing Opportunities

Bangkok



Why Partner With Us?

We connect international families with quality schools, trusted resources and real guidance.



45,000+

Monthly Website page views
Parents actively searching for schools, activities and family resources



23,000+

Newsletter Subscribers
Across BKK, CM & Phuket



2,000+

Annual Guide Downloads
Distributed online and Print 300 pcs



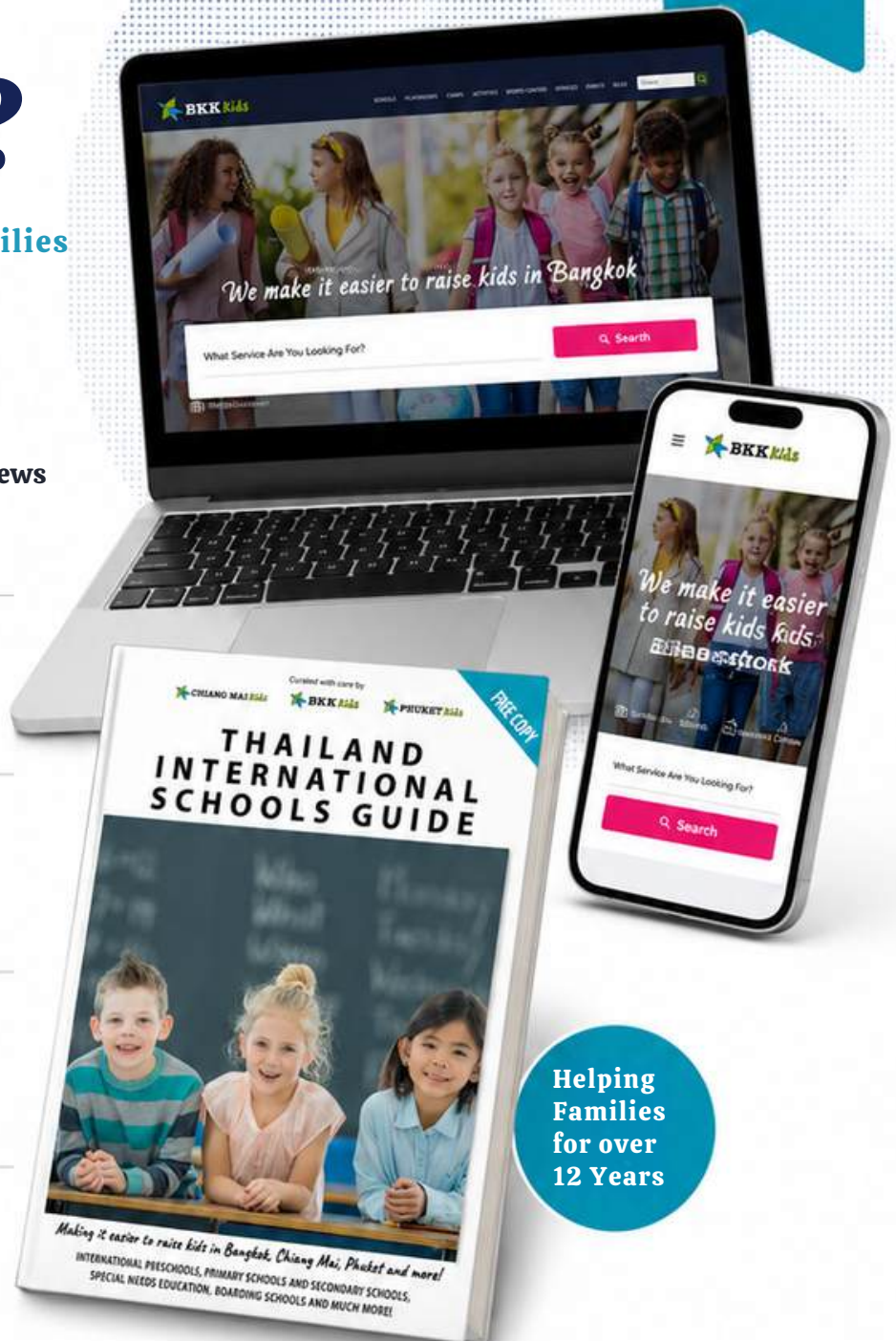
Active

Social Media Communities
Engaged parents who trust our recommendations



Trusted

by International Families
One of Thailand's leading family & education platforms



Helping Families for over 12 Years

Thailand-Wide Coverage

Bangkok, Chiang Mai, Phuket and more reaching families where they live.



More Visibility. More Trust. More Enquiries.
Your School. Our Platform. Stronger Together.

Our Audience

International families actively searching for the right school in Thailand.

We reach a highly engaged audience of parents and families who are researching, comparing, and making important educational decisions.



Where Our Audience Is



BANGKOK & SURROUNDING AREAS
70%
The largest international community and school market in Thailand.

CHIANG MAI & NORTHERN REGION
20%
A growing hub for international families and education.

PHUKET & SOUTHERN REGION
10%
A popular destination for expatriate families and global lifestyles.

Who We Reach



Expat Families

70%

Living and working in Thailand from around the world.



Thai Families

20%

Seeking international education for their children.



Relocating Families

10%

Planning their move to Thailand and researching schools.

Engagement



45K

Monthly website page views



30K

Monthly website sessions



25K

Monthly unique visitors to website



71%

Access website content on mobile devices

What Our Families Are Looking For



International Schools

Families researching and comparing school options in Thailand.



Admissions & Open Houses

Parents looking for admissions information, school visits and upcoming open days.



Education & Learning Resources

Helpful content covering curriculum, learning support, education pathways and school life.



Relocation & School Research

Resources supporting families exploring education options when moving to Thailand.



Engaged. Informed. Ready to enroll.
Our audience is in research mode-comparing schools, attending open houses, and making decisions.

ADVERTISING IN THE GUIDE

Premium positions drive greater visibility as schools are top of mind all year.



SCHOOL LISTING PLACEMENTS

1. FULL PAGE LISTING



30,000 THB

- Your school logo size 2,000 x 2,000 px.
- Image size 2,000 x 1,417 px.
- Text 85 words

2. HALF PAGE LISTING



17,000 THB

- No school logo
- Image 1,000 x 1,000 px.
- Text 80 words

3. BASIC LISTING

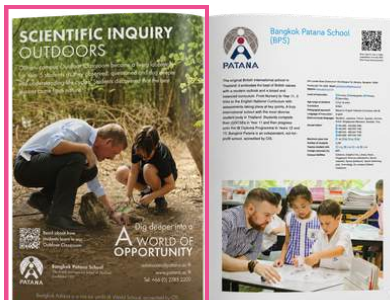


4,500 THB

- No school logo, no images.
- Text 60 words.
- campus 20 words.

DISPLAY ADVERTISING - STANDARD PLACEMENTS

4. STANDARD FULL PAGE AD



40,000 THB

Trim Size: 210mm W x 297mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 277mm H

5. STANDARD HALF PAGE AD



20,000 THB

Trim Size: 210mm W x 148mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 127mm H

6. DOUBLE PAGE AD



75,000 THB

Trim Size: 420mm W x 297mm H
Bleed: Minimum 3mm
Clear Area: 400mm W x 277mm H

FEATURE CONTENT

7. SPONSOR FEATURE CONTENT (2 PAGES)

Future-Ready Learning for a Global Citizen

Share your school's story, philosophy and achievements, through engaging, editorial-style content in a 2-page feature.



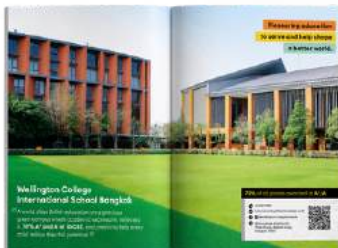
20,000 THB

Tell your story in detail and showcase what makes your school unique to our highly engaged, education-focused audience in a 2-page feature.

PREMIUM POSITIONS

Place your school in the most prominent positions in the guide.

1. DOUBLE OPENING INSIDE FRONT COVER



90,000 THB

Trim Size: 420mm W x 297mm H
Bleed: Minimum 3mm
Clear Area: 400mm W x 277mm H

2. PAGE OPPOSITE CONTENTS



80,000 THB

Trim Size: 210mm W x 297mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 277mm H

3. PAGE OPPOSITE PUBLISHER



80,000 THB

Trim Size: 210mm W x 297mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 277mm H

4. PAGE OPPOSITE EDITOR'S LETTER



70,000 THB

Trim Size: 210mm W x 297mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 277mm H

5. DOUBLE PAGE INSIDE BACK COVER



80,000 THB

Trim Size: 420mm W x 297mm H
Bleed: Minimum 3mm
Clear Area: 400mm W x 277mm H

6. BACK COVER



100,000 THB

Trim Size: 210mm W x 297mm H
Bleed: Minimum 2mm
Clear Area: 190mm W x 277mm H



★ Limited Availability ★

Special placements are offered on a first-come, first-served basis. Please check availability before booking.



All placements include full-color printing and premium visibility in the guide.

Production Phase

Close Date

School registration

October 31, 2026

Digital Guide Launch

December 15, 2026

Distribution

January 2027



Important Notes

- All prices are in Thai Baht (THB) and are exclusive of 7% VAT.
- Artwork must be submitted by the deadline to ensure placement.
- BKK Kids reserves the right to adjust content layout for the best presentation.
- Cancellations are subject to our terms and conditions.

NEXT STEPS



STEP 1

CHOOSE YOUR PACKAGE

Select the package that best fits your marketing goals.



STEP 2

CONFIRM YOUR PLACEMENT

Secure your spot by completing the booking form and payment.



STEP 3

SUBMIT CONTENT & ARTWORK

Provide your content, images, and artwork by the deadline.

SIGN UP

Submit your school's information for the 2027 Thailand International Schools Guide

**Stronger Connections.
Brighter Futures.**

Let's grow your school together.



OUR ADVERTISING PACKAGES

Choose the right package to put your school

PREMIUM & FEATURED PACKAGES

PREMIUM PACKAGE

Maximum exposure across all key channels to showcase your school all year round.



- ✓ Full-page Advertisement in the 2027 International Schools Guide
- ✓ Full-page School Listing in the 2027 International Schools Guide
- ✓ Premium Annual School Listing on BKKKids.com THB 25,000 (includes FREE Playgroup or Learning Support listing)
- ✓ 1 Dedicated Email Blast to our entire mailing list. THB 15,000
- ✓ 1 Featured Blog Post on BKKKids.com & Newsletter THB 15,000
- ✓ 12 Social Media Posts on Facebook & Instagram THB 12,000

REGULAR PRICE
THB 137,000

SPECIAL OPPORTUNITY
THB 129,000

FEATURED PACKAGE

Strong visibility in the Guide and online to promote your school effectively.



- ✓ Half-page Advertisement in the 2027 International Schools Guide
- ✓ Half-page School Listing in the 2027 International Schools Guide
- ✓ Featured Annual School Listing on BKKKids.com THB 15,000
- ✓ 1 Dedicated Email Blast to our entire mailing list THB 15,000
- ✓ 1 Featured Blog Post on BKKKids.com & Newsletter THB 15,000
- ✓ 6 Social Media Posts on Facebook & Instagram THB 6,000

REGULAR PRICE
THB 94,000

SPECIAL OPPORTUNITY
THB 87,000



International Families
Targeting expat & international parents



Trusted Platform
12+ years of connecting families & schools



High Visibility
Multi-channel exposure, all year round



Thailand-Wide Reach
Bangkok, Chiang Mai, Phuket and beyond

OUR ADVERTISING PACKAGES

Flexible options to fit your goals and budget.

STANDARD & BASIC PACKAGES

STANDARD PACKAGE

Essential exposure with strong online and offline presence.



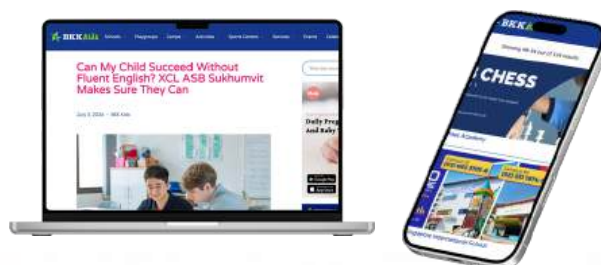
- ✓ Half-page School Listing in the 2027 International Schools Guide
- ✓ Featured Annual School Listing on BKKKids.com THB 15,000
- ✓ 1 Dedicated Email Blast to our entire mailing list. THB 15,000
- ✓ 6 Social Media Posts on Facebook & Instagram THB 6,000

REGULAR PRICE
THB 53,000

SPECIAL OPPORTUNITY
THB 48,000

BASIC PACKAGE

Great value package to build your school's visibility and connect with families.



- ✓ Basic School Listing in the 2027 International Schools Guide THB 7,000
- ✓ Basic School Listing on BKKKids.com THB 4,500

REGULAR PRICE
THB 11,500

SPECIAL OPPORTUNITY
THB 10,000

ADD-ON OPTIONS



Email Blast^{ed}
THB 15,000



Featured
Blog Post
THB 15,000



Extra Social
Media Posts
THB 1,000/
post



Ad Square in
Newsletter
THB 4,000/
issue



Additional Guide
Advertisement
Please contact



Thailand-Wide Reach
Connecting schools with families in
Bangkok, Chiang Mai, Phuket and beyond.



BANGKOK

CHIANG MAI

PHUKET

Let's Work Together

Reach the right families.
Build trust. Grow together.

Partner with BKK Kids Network to connect with thousands of international families who are actively researching schools in Thailand.



Get in Touch

We'd love to learn more about your goals and recommend the best solution for your school.



info@bkkkids.com
ploy@bkkkids.com



+66 (0) 92 649 9575



bkkkids.com



Bangkok Chiang Mai
PhuketThailand

Ready to Get Started?

Scan the QR code to complete the registration form for the **Thailand International Schools Guide 2027**.



Scan me!



Contact Our Team

Have questions? We're happy to help..

Why Partner With BKK Kids Network?



Trusted by thousands of families for 17+ years.



Focused on international education in Thailand.



Multi-channel exposure for year-round visibility.



Professional, reliable and results-driven.

BKK Kids has proved an invaluable resource, their Facebook page is invaluable. It has helped me to discover so much more about Bangkok - all the exciting things to do with my daughter - or even just by myself, events and activities that I never would have imagined. Thanks BKK Kids for helping me navigate this wonderful city!

Kathryn Webb



Together, we help families find the right school.
Together, we build a stronger international education community.

We can't wait to partner with you!



SUBSCRIBE



Subscribe To Our Weekly Newsletter Bangkok
Get the latest kid and family-friendly activities and events in your inbox every Thursday!
No spam, guaranteed.