

A woman with long dark hair is wearing a vibrant floral kimono with blue, purple, and yellow patterns. She is posing with her right leg raised high, showing her white thigh-high stockings and black high-heeled shoes. Her hand is resting on her raised leg. The background is plain white.

#legend

THAILAND

hashtaglegend.com/th

Media kit 2024

Luxury fast-forward. #legend is the first multichannel luxury lifestyle media platform for likeminded global tastemakers and trendsetters. We bring a new level of expertise, engagement and connection through exclusive content that is edgy, unique, beautiful and relevant. We celebrate legends in all senses of the word - including celebrities, changemakers and brands.

Since launching in 2016, #legend has made a name for itself by covering luxury in a unique and provocative way that is dynamic, insightful and inclusive. Our striking photo shoots and thought-provoking features have made us the go-to magazine and online platform for likeminded tastemakers and trendsetters from across the globe.



Our 2024 Target Audience

Print

Our gain in more younger audience and some more from male side replies positive for our future. We still see that these audience hold a character of sophistication, stand on successful point in their career and always look for the best for themselves and the society.

Digital

We have successfully expanded our reach to broader groups of audience. Noticeably they are looking for 'edgy & insight' fashion contents and celebrity. Yet it must be accessible and not too lengthy. So it comes to that our digital is like 'pop art' while print remains 'fine art'.

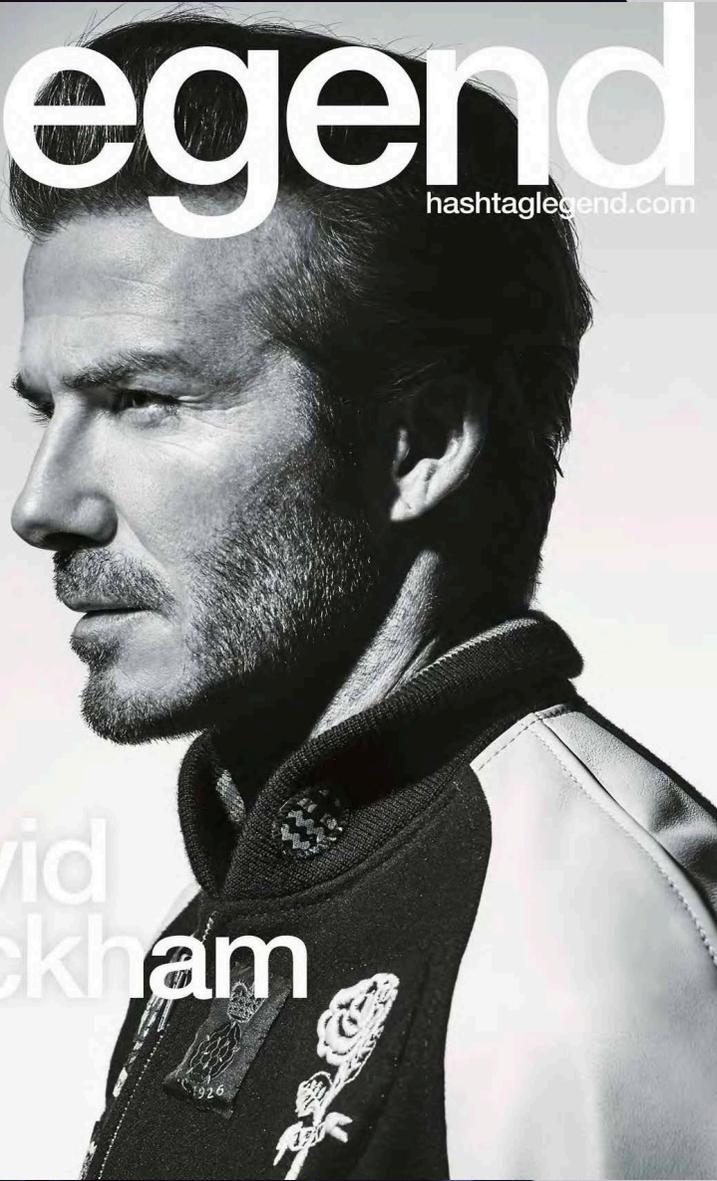
Event

As we acknowledge the evolving tastes of our audience and the changing landscape of media consumption, Hashtag Legend also offers the service of creating events and public presentations to provide an exclusive and dynamic experience where all can come together to celebrate the intersection of sophistication, societal impact, insightful, and the finest style.

#legend

Luxury Fast-Forward
April 2017
HK\$60

hashtaglegend.com



David Beckham



ISSN 2414-6040

#legend

Luxury Fast-Forward
January | February 2017
HK\$60

hashtaglegend.com



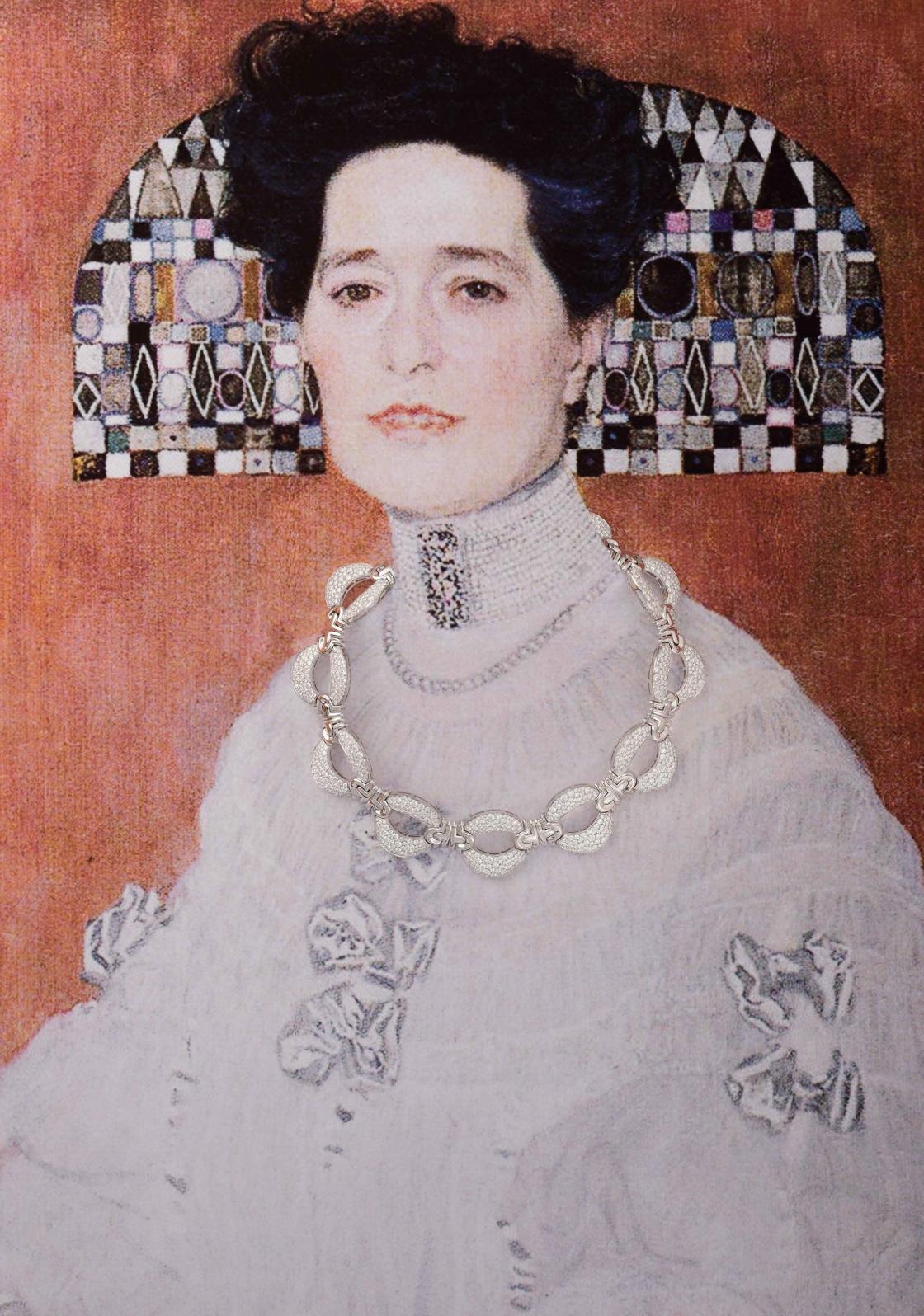
Vin Diesel



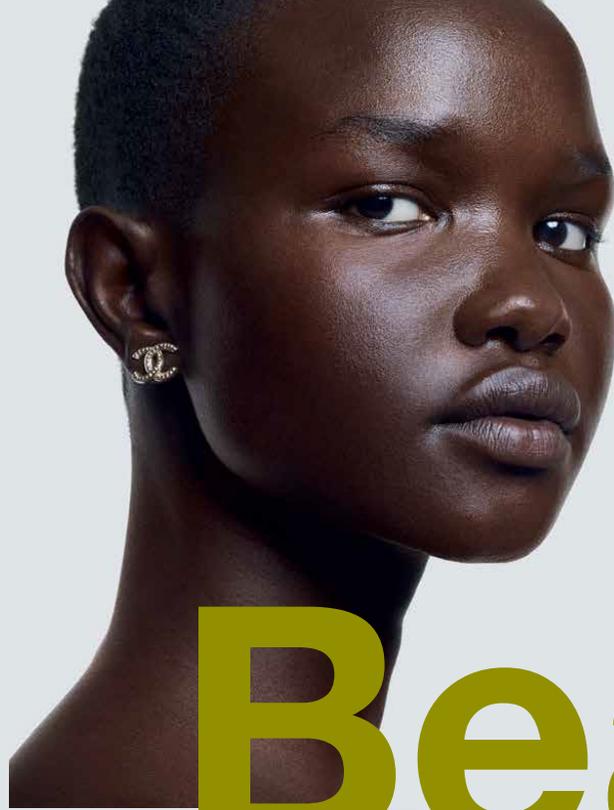
ISSN 2414-6040



Fashion



Watch & Jewelry



Beauty

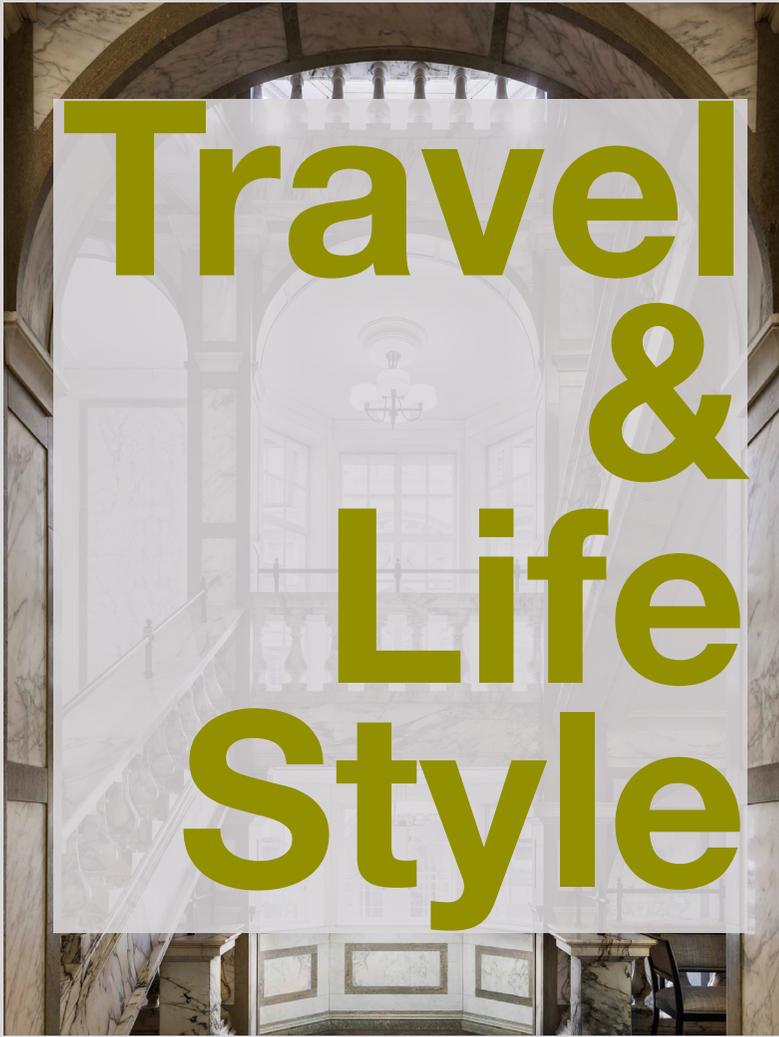


our community,
ed down in their
l or entertainme
what's most hap

se



s of Bar Leone and
Le Carré, Central's
apas at Comptoir



Travel & Lifestyle

is the first independent venture by award-winning mixologist Lorenzo Antinori that draws inspiration from the traditional Roman bars integral to Trastevere's 21 neighbourhoods. Definitely a must-visit!

@barleonehk

2

Ivan Lui @ives103

"I really want to recommend the bistro Classy Le Carré in Kennedy Town. It opened not too long ago and I've been there two times already. It's set by the sea so the views are amazing and their F&B offerings are great too - their matcha latte is my favourite!"

@classybistrohk



/2023

3

Anita Chui @anitachui

"Visiting Opera Gallery in Central is on my to-do list for September. One of the leading galleries in the city, they have an exciting exhibition this entire month featuring eight contemporary Korean artists. As for dining, I want to recommend French tapas bar and restaurant Comptoir in Kennedy Town. I just recently produced a French film so I'm very into French culture at the moment. Comptoir is one of my favourite French restaurants in Hong Kong - reasonable prices and quality food!"

@operagallery @comptoirhk





In-
Depth



#legend

Luxury Fast-Forward
February 2023
HK\$50

hashtaglegend.com



#legend

Luxury Fast-Forward
January 2024
HK\$50

hashtaglegend.com



EXCLUSIVE
BamBam

The Editorial Lineup

Fashion	20%
Watch & Jewelry	30%
Beauty	20%
Lifestyle	20%
Legend100	10%



Kenji Fan | Chun Yip Lo | Peter Phillips | Wang Tuo

AD Rate

Year 2024

Position	Thai Baht
Z-FOLD	480,000
DPS	250,000
DPS 2,3	230,000
DPS 4,5	230,000
DPS 6,7	210,000
Facing Content	120,000
DPS between Content	200,000
Masthead	100,000
Facing Editor	100,000
Letter to Editor	100,000
DPS inside	160,000
FP	80,000
Inside Back Cover	100,000
Outside Back Cover	250,000

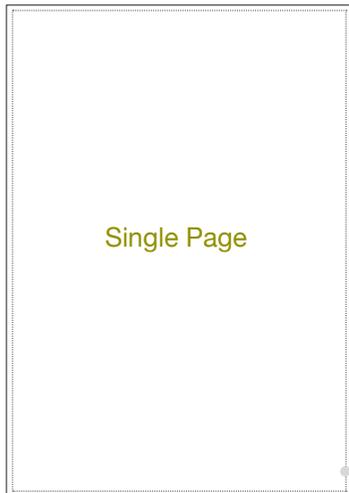
#legend

AW file upload on Google drive or USB

Program : Indesign (Package)
Illustrator (Create Font)
Photoshop (Resolution 300dpi)
Adobe Acrobat (Hi-res, Create Font)

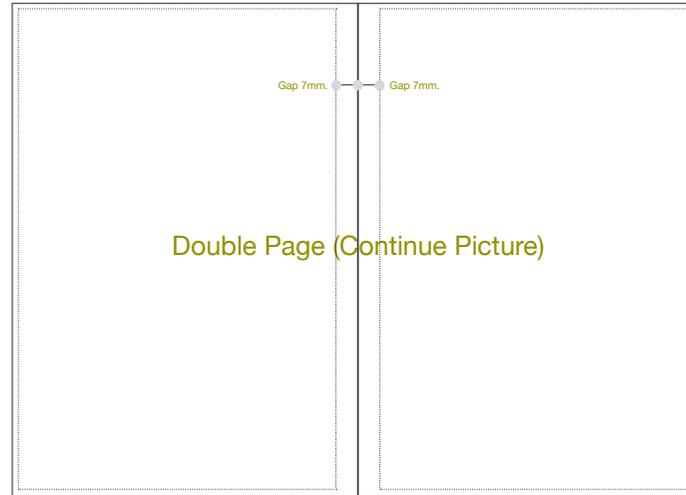


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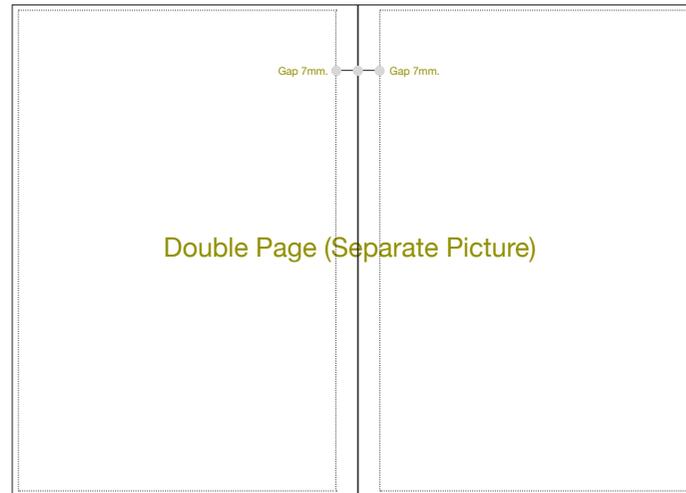
Bleed size 229x297 mm.

Bleed size 224x292 mm.



Bleed size 229x297 mm.

Bleed size 224x292 mm.



Bleed size 229x297 mm.

Bleed size 224x292 mm.

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THAILAND

hashtaglegend.com/th

Digital Media Kit 2024

DIGITAL PLATFORM

www.hashtaglegend.com/th

More Than 500,000 followers



hashtag legendth
30,000 followers



hashtag_legendth
30,000 followers



hashtag legendth
35,000 followers



hashtag_legendth
35,000 followers

Target Audience

Demographics: Male & Female 25-40 years.

SES: A/B, High income with educational background

Reside in BKK and major cities



50%
Female



Performance

6 M **Pageviews**
136,000 PV/MTH

4M **Users**
86,000 USERS/MTH

5.1 M **Sessions**
110,000 SESSIONS/
MTH

50%
Male



Google
Analytic

Age

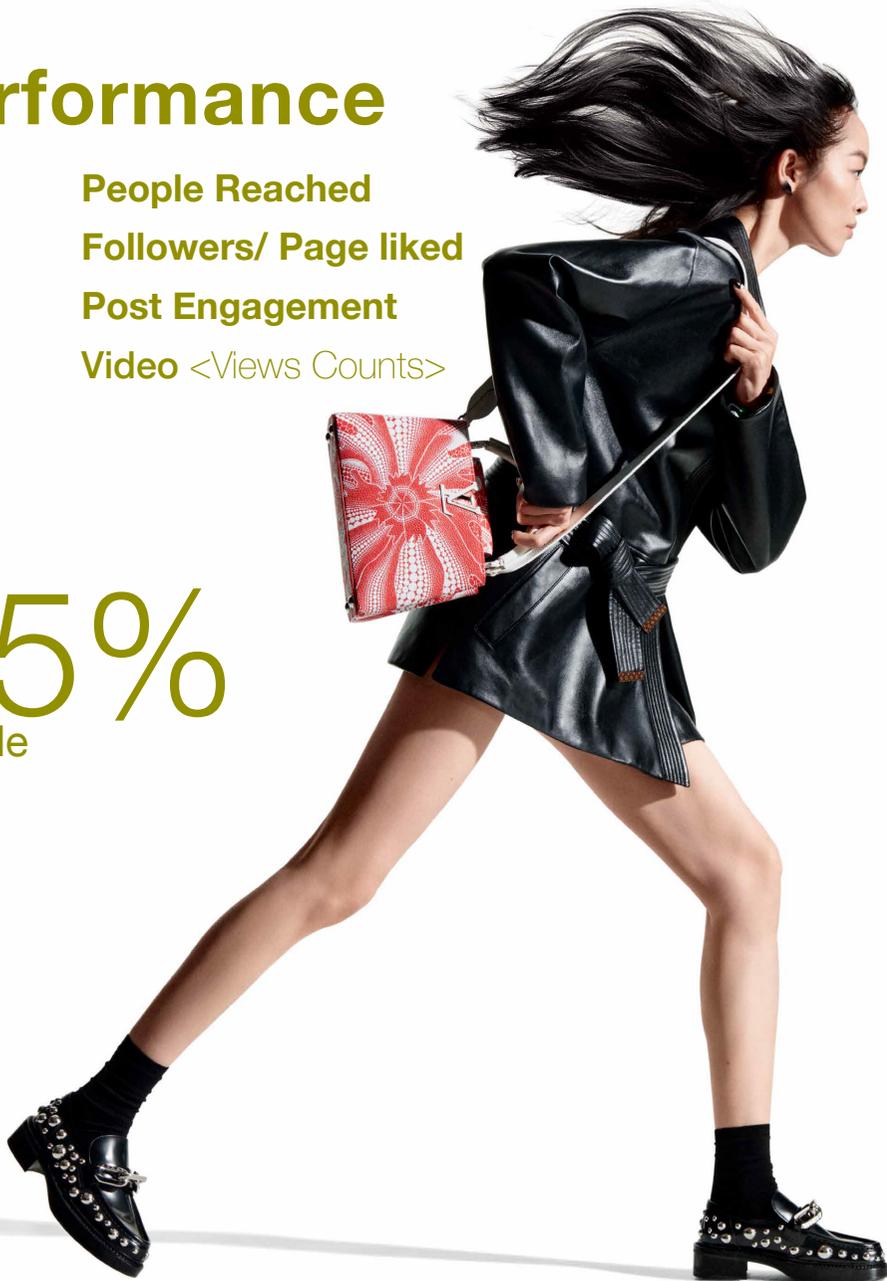
25-34	32%
35-44	29%
45-54	15%
18-24	13%
Other	11%

Facebook Overviews

Performance

60 K **People Reached**
35 K **Followers/ Page liked**
10 K **Post Engagement**
35 K **Video <Views Counts>**

55%
Female



45%
Male



Age

25-34	32%
35-44	29%
45-54	15%
18-24	13%
Other	11%

55%

Female

IG Insight

40K People Reached
25K Followers
10K Accounts Engaged
50K Video <Views Minutes>

Instagram
Overviews

45%

Male

Age

25-34 32%
35-44 29%
45-54 15%
18-24 13%
Other 11%



Tiktok Overviews

55%
Female

Performance

10K Video View
30K Followers

45%

Male

Age

25-34	32%
35-44	29%
45-54	15%
18-24	13%
Other	11%

Youtube

hashtag legendth



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THAILAND

Digital rate card 2024



Wrap up event / Product Launch Interview <3-5 Min / Clip>



Louis Vuitton x Bruce and Chris Tong



6 cool ways to wear the Chloé Mini Daria bag



The new Samsung Galaxy Z Flip 5G



Lamborghini's brand new Huracán Performante

Media Benefit

Full Clip upload on
Hashtaglegend Thailand's Platform

Facebook

IG Reels

Youtube

Tiktok

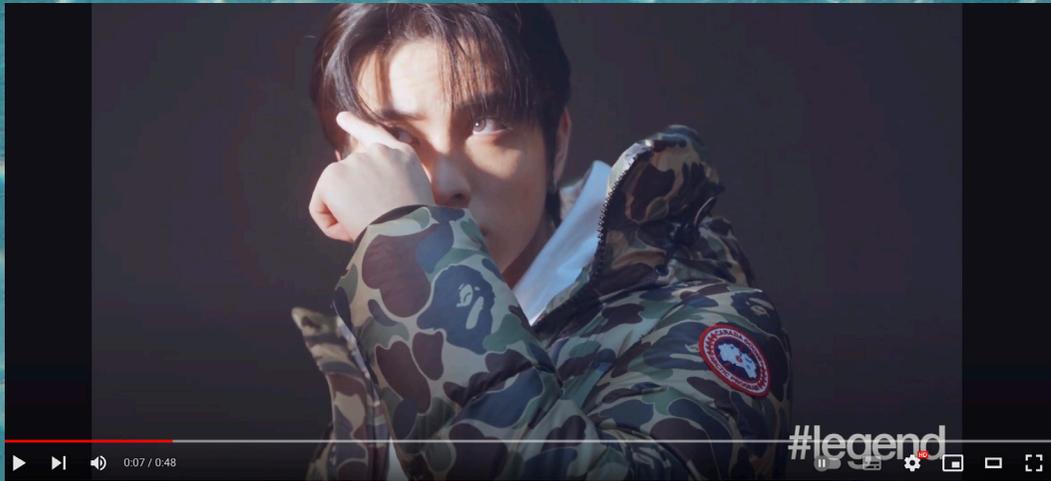
TOTAL PACKAGE 720,000 THB

SPECIAL PRICE 580,000 THB



FASHION FILM

<1 - 2 MIN / CLIP>



Kenji Fan x Canada Goose & Carl F Bucherer



Panther Chan x Louis Vuitton

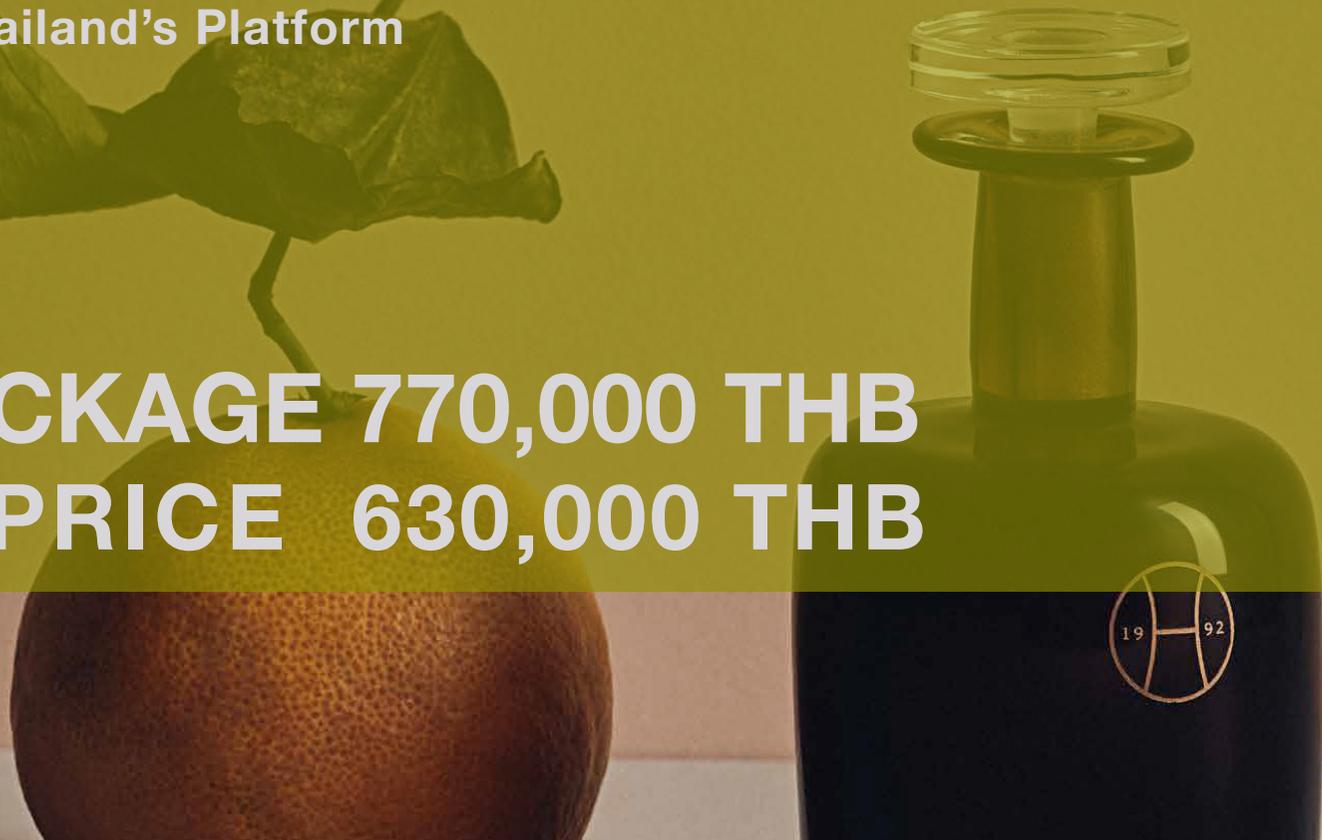


FASHION FILM <1 – 2 MIN / CLIP>

Media Benefit

Full Clip upload on
Hashtag legend Thailand's Platform
Facebook
IG Reels
Yoube
Tiktok

TOTAL PACKAGE 770,000 THB
SPECIAL PRICE 630,000 THB



Digital Cover FASHION SET

Photo shooting

Photo Shooting (9 selected photos)

1 x Photo post on IG & FB

2 x Photo Album post on IG & FB

(4 selected photos/post)

Complimentary BTS Fashion VIDEO

Excluding Influencer fee

TOTAL PACKAGE 730,000 THB
SPECIAL PRICE 580,000 THB



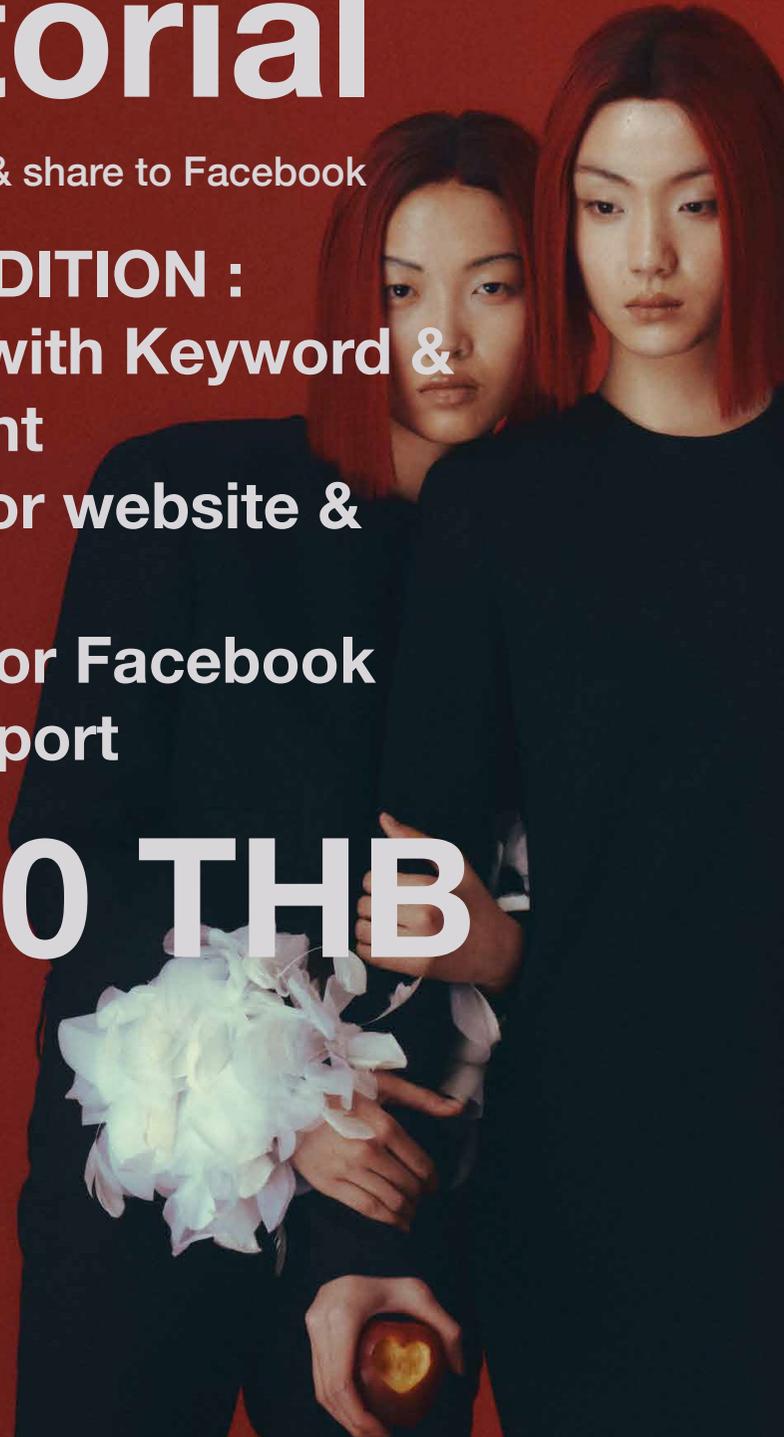
Advertorial

www.hashtaglegend.com/th & share to Facebook

BENEFIT & CONDITION :

- Create Content with Keyword & SEO Management
- Design Banner for website & Facebook
- Create Caption for Facebook
- Digital Media Report

150,000 THB



Hashtag Legend
31 มกราคม เวลา 12:06 น. · 🌐

Ending 2023 on a high note, beauty queen, model, and actress Elva Ni shares her beauty wisdom on our [#legendChats](#) Beauty Awards panel. As she ventures into 2024, Ni focuses on further developing her successful career in acting and modeling. With Lunar New Year and Valentine's Day aligning this year, she emphasises the importance of kindness, patience, and expressing love loudly in an interview with [#legend](#). Click the link below to read more!
[@apmmonaco](#) [#apmmonaco](#) [#Collection...](#) ดูเพิ่มเติม



HASHTAGLEGEND.COM
Digital Cover: Elva Ni x APM Monaco - Hashtag Legend
Ni continues to build on the solid career she enjoys in acting and modelling. W...

Hashtag Legend
19 กุมภาพันธ์ เวลา 16:28 น. · 🌐

When luxury brands go beyond the boutique to the plate with culinary offerings. Read more in the link below.



HASHTAGLEGEND.COM
Fashion on the palate Hashtag Legend
When luxury brands go beyond the boutique to the plate

Facebook

PHOTO :

- Photo Album (1-6 pics)
80,000 THB

7 - 9 Pics 100,000 THB

VIDEO :

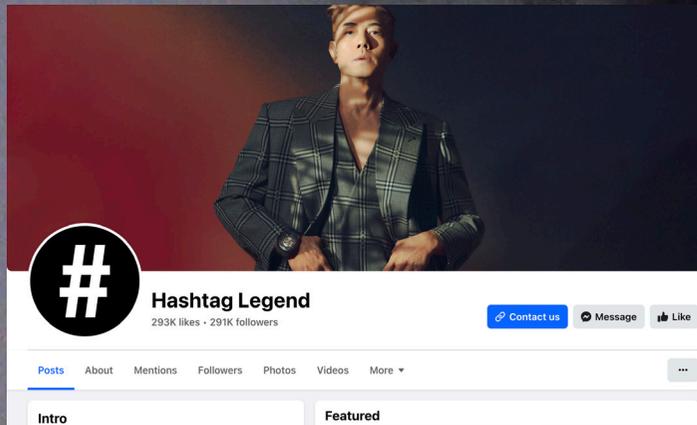
- Video post + Create Caption
80,000 THB

BANNER :

- Video post + Create Caption
50,000 thb/week

SHARE :

- Share Post from Client 60,000 THB
- Share Live or Video from Client
Fanpage 60,000 THB
- Excluding Budget for Boost



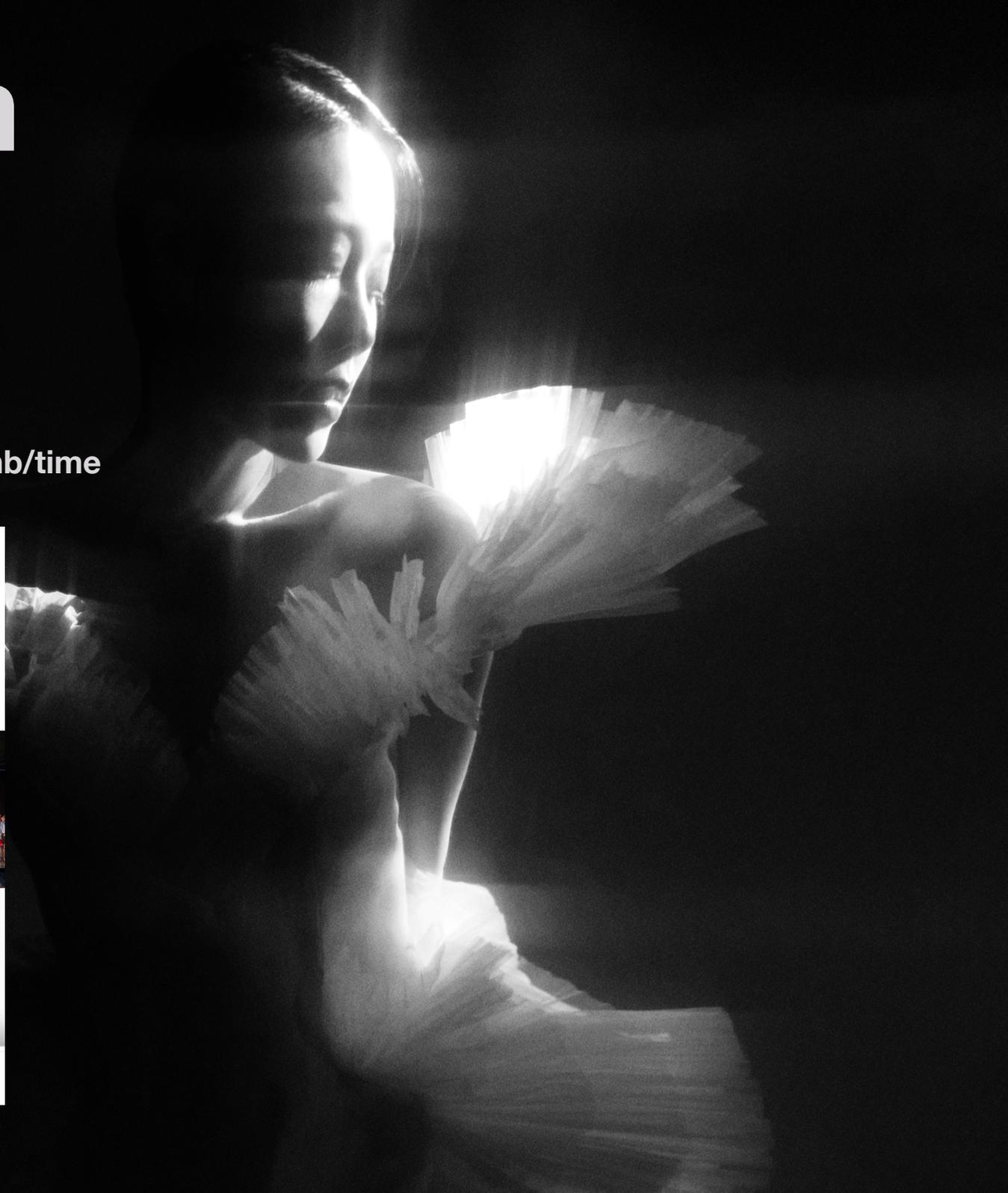
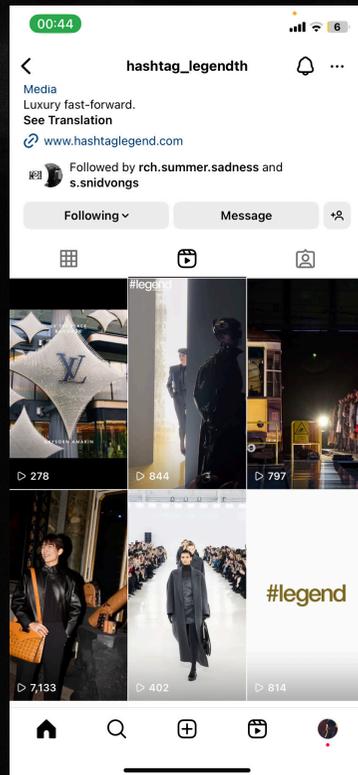
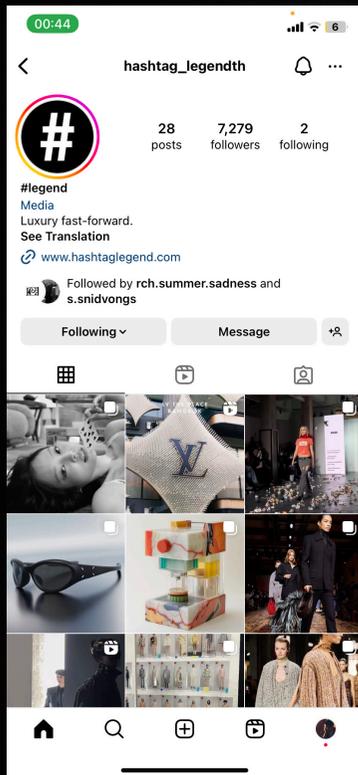
Instagram

PHOTO :

- Photo Album (1-6 pics) 80,000 THB
- 7 - 9 Pics 100,000 THB

VIDEO :

- Video post + Create Caption 80,000 thb/time



Tiktok

VIDEO :

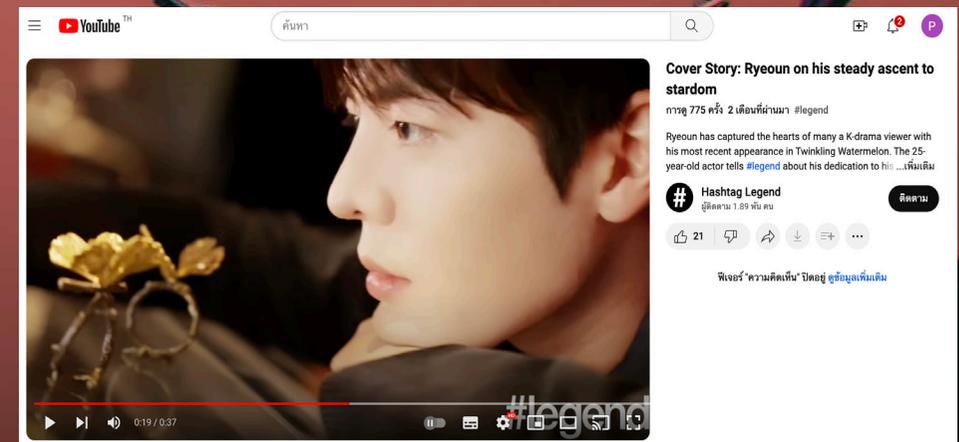
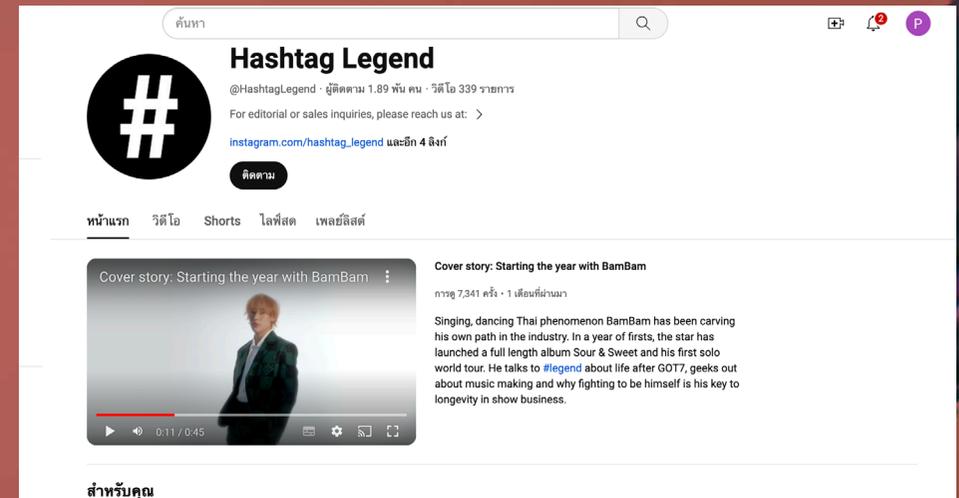
- Video post + Create Caption
80,000 THB



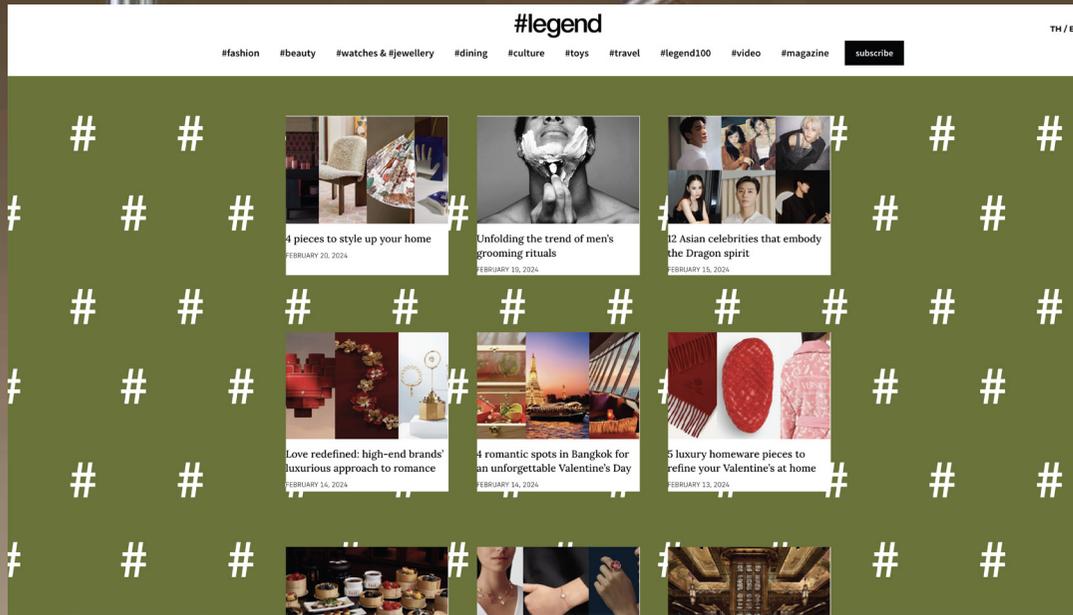
Youtube

VIDEO :

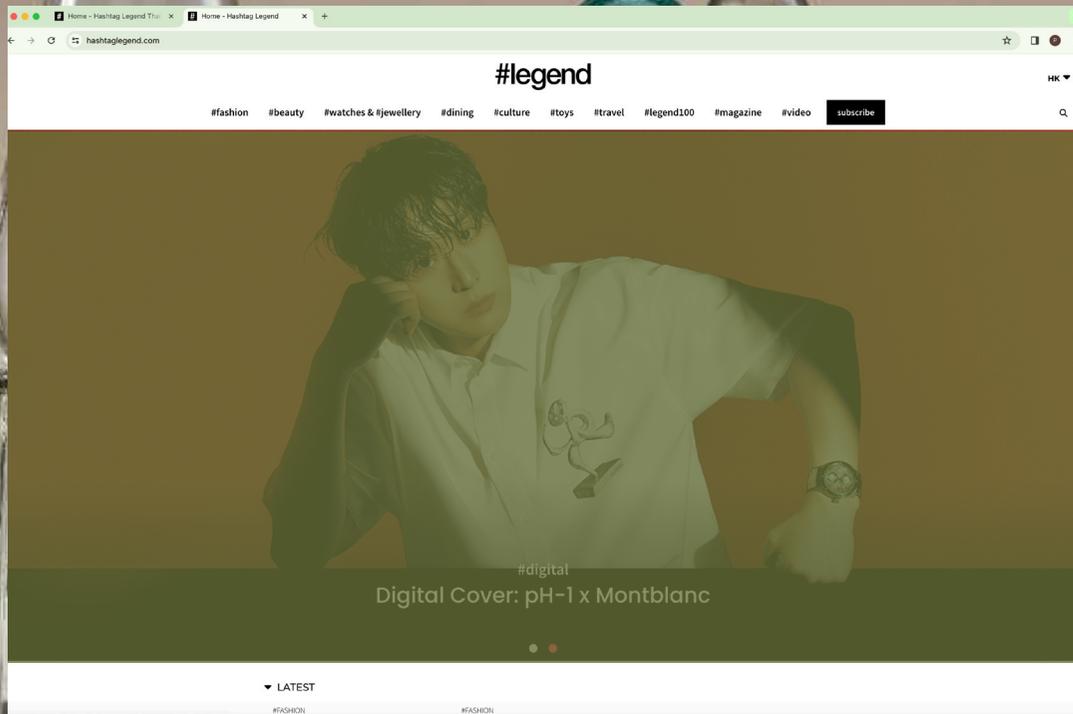
- Video post + Create Caption
80,000 THB



Desktop

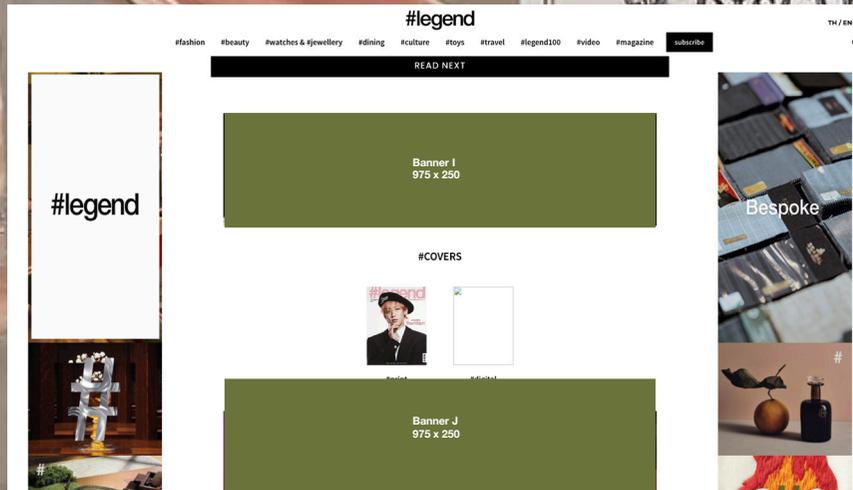
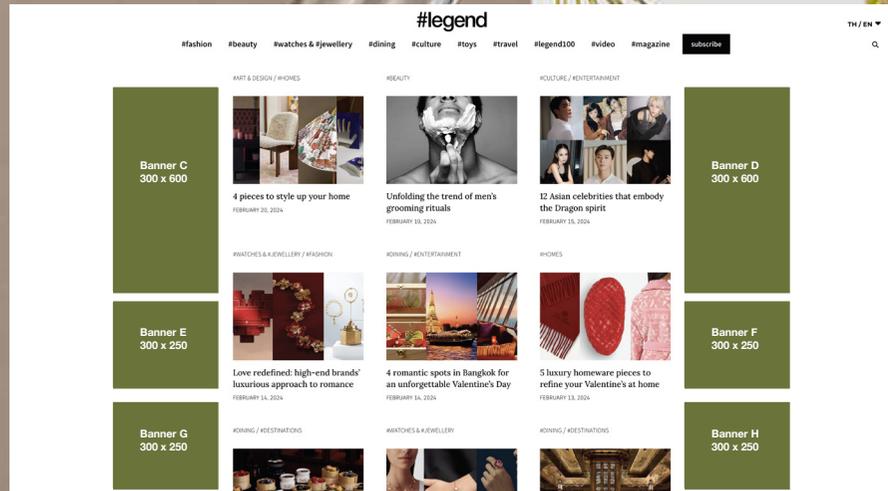


Banner A
Whole Website Skin/
1 Photo or(and) Video/
Responsive

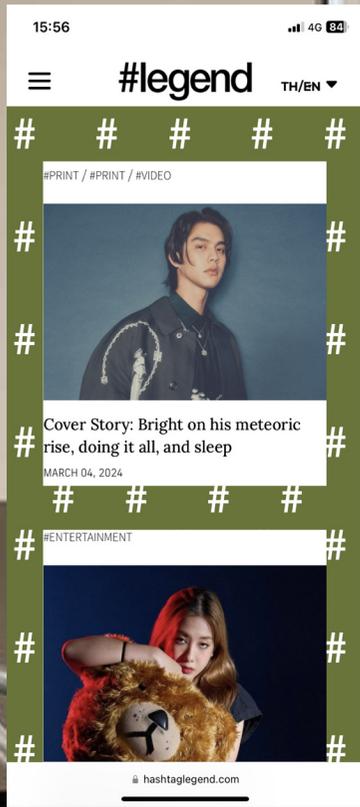


Banner B
10 Photo or(and) Video/
Auto run 3 sec/
Responsive
1945 x 940

Desktop



Mobile



Banner A
Whole Website Skin/
1 Photo or(and) Video/
Responsive



Banner B
10 Photo or(and) Video/
Auto run 3 sec/
Responsive



Banner C/ D/ E/ F/ G/ H

Apricot

Osmanthus

Magnolia

Banner A 200,000 / month
Whole Website Skin

Banner B 150,000 / Slot / month
Photo or(and) Video/
Auto run 3 sec/ Responsive

Banner C/D 80,000 / month
Photo or(and) Video/
Responsive

Banner E/F/G/H 60,000 / month
Photo or(and) Video/
Responsive

Banner I/J 40,000 / month
Photo or(and) Video/
Responsive

SOV 100% (C)

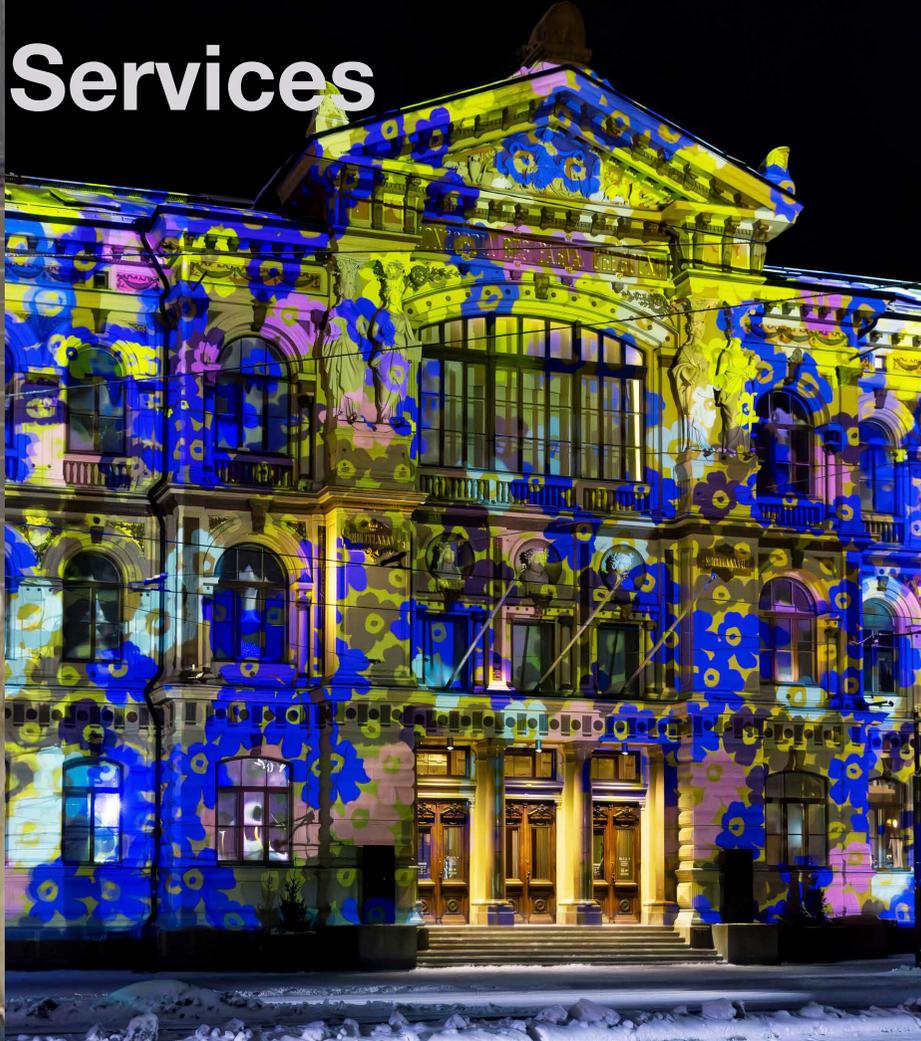
Rate : 700,000 / month

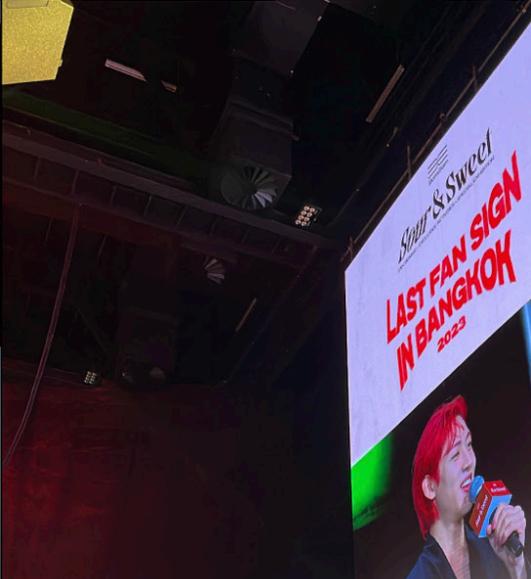


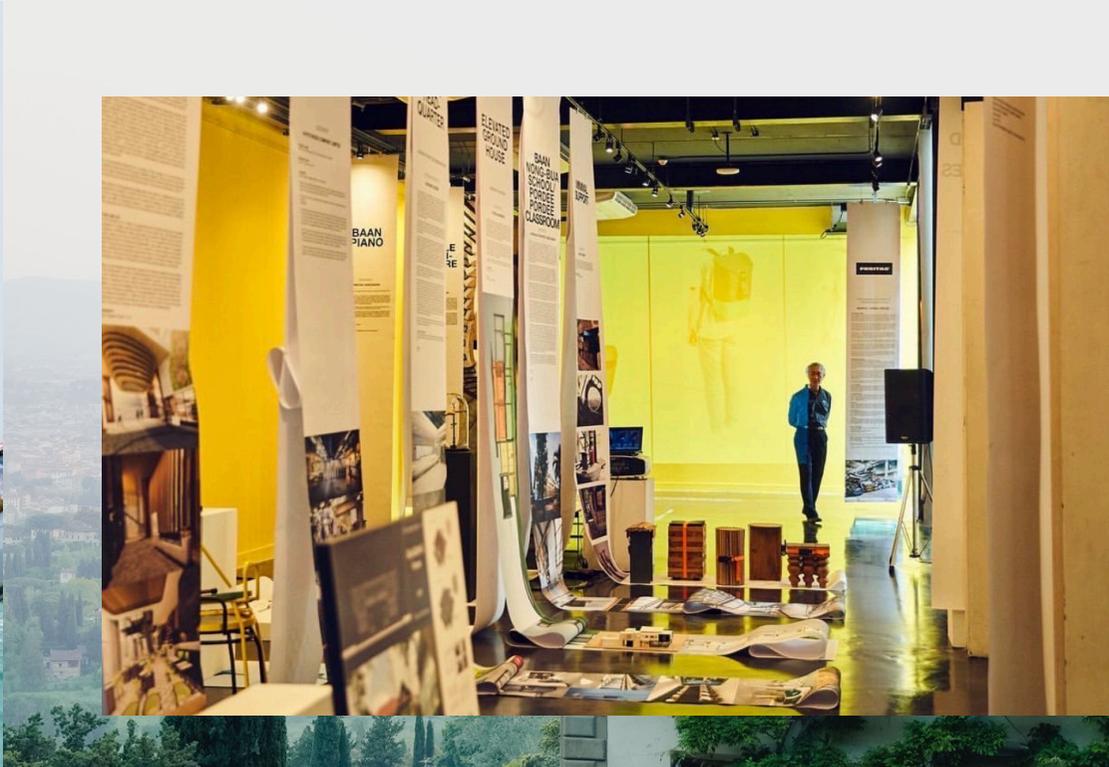
Event

Services

Product Launch
Press Conference
Convention
LegendChat
Pavilion
Booth
Kiosk
Product Showcase
Top Spenders
Exclusive Party
Concert
Exhibition
Immersive Experience
Ai Generate/
Design Metaverse







Exhibition



#legend

Chats

#Legendchat

Driving by the desire to showcase stories and insights with a creative twist, leading to the unveil of "Legend Chat," a creative talk session that grants access to an exclusive treasure trove of untold stories and truly insightful story from the very luminaries who shape the creative landscape. This serves as a powerful testament to #Legend's remarkable journey, solidifying its position not only as a pioneering luxury lifestyle magazine, but also as a formidable driving force in championing the true worth of the creative industry.

#legend



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