

# #legend

THAILAND

Luxury Fast-Forward

[hashtaglegend.com/th](https://hashtaglegend.com/th)

**MEDIA KIT 2025**

Confidential #Legend Thailand Copyright © 2025

**Luxury fast-forward.  
#legend is the first multichannel  
luxurylifestyle media platform for  
like-minded 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 like-minded tastemakers and trendsetters from across the globe.



# INTEGRATED MEDIA SOLUTIONS

MAGAZINE

DIGITAL

EVENTS

LOCAL / INTERNATIONAL KOLS



# EDITORIAL CONTENT PILLARS

#Watches & Jewellery

#Fashion

#Beauty

#Dining

#Travel

#Culture

#Tech & Motors

#Art & Design

#Influencer

#Icon

# EDITORIAL CALENDAR 2025

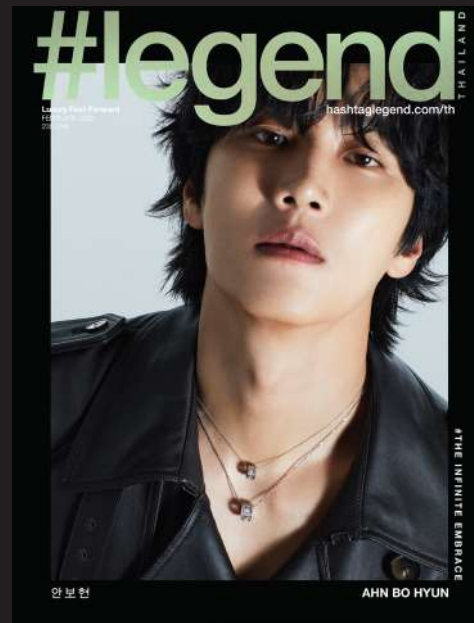
## JANUARY

#STYLE REAWAKENING  
New Year, New You:  
Personal Transformation Stories



## FEBRUARY

#THE INFINITE EMBRACE  
All aspects of Y Generations,  
Love, Lifestyle and way of living



## MARCH

#THETREND PROPHECY  
Fashion issue, New Collection,  
New trend of the season  
*Special: Fashion Preview*



## APRIL

#SPLASH OF LEGEND  
Pop Culture, Global Trends,  
Thai festival  
Regional Songkran Festival Cover  
Thailand & Hongkong



## MAY

#UNDERSTATED

SOPHISTICATION

Casual Elegance,  
Fashion-oriented, Simplicity,  
Effortless elegance



## JUNE

#LUMINOUS LEGACY

Watch & Jewelry issue  
Pride Month  
*Special: Wellness*



## JULY

#HIGH HORIZON

Sophistication, Haute Couture,  
Luxe Culture, Luxury way of living  
*Special: Jewellery Preview*



## AUGUST

#PURE OPULENCE

Natural High, Beauty Focus,  
Cosmetic, sense of artistic  
*Special: Beauty Workshop*



## SEPTEMBER

#SONNET OF STYLES

Watch & Jewellery issue  
Fashion Issue (Autumn/Winter2025)

*Special: Hashtag Legend TH's Anniversary*



## OCTOBER

#ARTIST'S ODYSSEY

Art and Design, Design-oriented,  
The legendary kind of art piece



## NOVEMBER

#THE SENSE OF WANDERLUST

Travel, Outbound, Destination,  
Seasonal Vacation



## DECEMBER

#LUMINESCE LEGACY

Entertainment, Celebration,  
New-Year activities, Joyful with  
Style



# READER PROFILE MAGAZINE

## AGE

21% 18 - 25  
56% 26 - 45  
23% 46 & above

## GENDER

58% Female  
42% Male

## POSITION

45% C-Suite+  
41% Senior Management  
11% Entrepreneur  
3% Other





# MONTHLY MAGAZINE

Circulation: 80,000 copies

Distribution: On-stand Nationwide |  
VIP & Subscription | Special Channels |  
E Magazine



## SPECIAL CHANNEL

### HOTEL & WELLNESS

Capella Bangkok

Four Seasons Hotel Bangkok

Siam Kempinski Hotel Bangkok

The Peninsula Bangkok

Rosewood Bangkok

Kimpton Maa-Lai Bangkok

Hyatt Regency Sukhumvit

Indigo Hotel Bangkok

Centara Grand & Bangkok

JW Marriott Hotel Bangkok

Grande Centre Point Terminal 21

Madi Paidi Bangkok

### HOTEL & WELLNESS

Anantara Siam Bangkok Hotel

Soho House Bangkok

St. Regis

Dusit Thani

### INTERNATIONAL HOSPITAL

Central General Hospital

### OTHER

Eastern & Oriental Express

Thailand Privilege Card

National Library of Thailand



# READER PROFILE DIGITAL

## AGE

32% 18-25  
66% 26-45  
2% 46 & above

## GENDER

55% Male  
45% Female

## POSITION

19% C-Suite+  
61% Senior Management  
18% Entrepreneur  
2% Other

travel #legend100 #video #print [subscribe](#)

#ENTERTAINMENT



ummer

Lisa's iconic moments at Amazing Thailand Countdown 2025

Jan 03, 2025

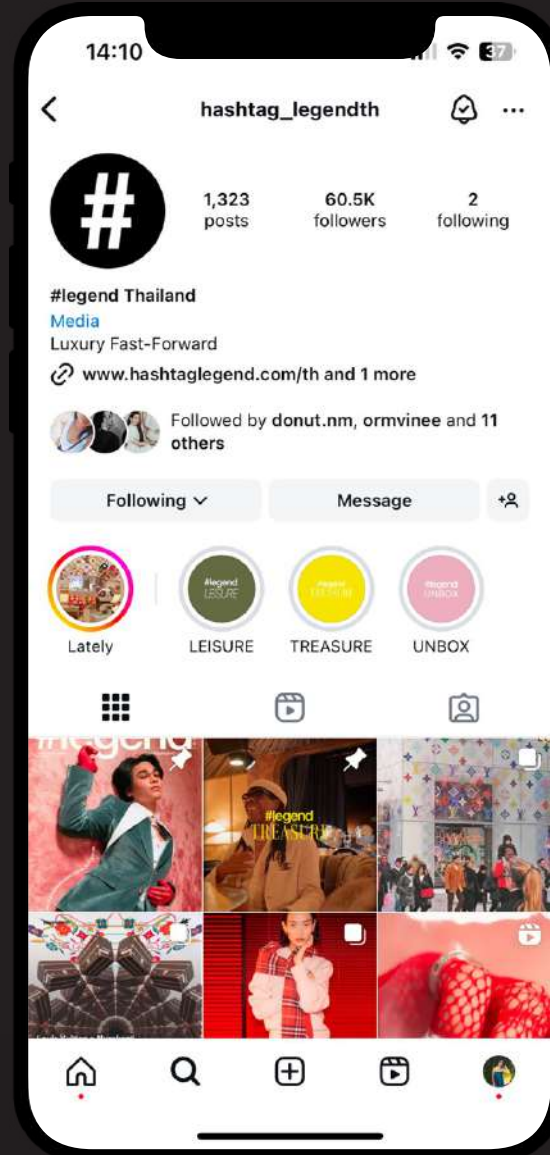
#BEAUTY



er with

The hair colours set to dominate 2025

Jan 02, 2025



# DIGITAL PLATFORM

[www.hashtaglegend.com/th-th](http://www.hashtaglegend.com/th-th)  
[www.hashtaglegend.com/th-en](http://www.hashtaglegend.com/th-en)

- hashtag\_legendth
- hashtag\_legendth
- hashtag\_legendth
- @hashtaglegendth
- @th\_hashtag

#community



“CELEBRATING LEGEND'S STYLE”

นิตยสาร Hashtag Legend ฉบับประเทศไทยจัดงาน แลกของขวัญเปิดตัวแบรนด์และเสวนาจับ September 2024 ภายใต้ธีม “Celebrating Legend’s Style” อย่างเป็นทางการ เมื่อวันที่ 5 กันยายน 2567 ภายในอาคารชัยพัฒนาสิริ โดยได้รับเกียรติเข้าร่วมงานจากหลากหลายกลุ่มคนที่ไม่ได้ความสนใจในตัวนิตยสาร อาทิ กลุ่มนักธุรกิจ นักลงทุน กลุ่มลัทธิจักรวารีแบรนด์ นักแสดง นักร้อง และสื่อมวลชนแขนงต่างๆ เข้าร่วมฟังแผนธุรกิจของฉบับนี้ และแผนบริหารจัดการสำหรับปีต่อไป

งานแลกเปลี่ยนนี้มาโดย Bruce Rockowitz ผู้เป็น Chairman ของ Hashtag Legend (Thailand) Publishing Company Limited และ Dr. Steve Rockowitz ผู้ดำรงตำแหน่ง CEO คุณวรัญชพร กิจเจริญ ดำรงตำแหน่ง Managing Director และ ผู้ช่วยศาสตราจารย์ เรวัตน์ ชำนาญ บริหารจัดการในตำแหน่งบรรณาธิการบริหาร พร้อมทีมกองบรรณาธิการของ #legend\_th ทุกคน

หลังงานแลกเปลี่ยนเสร็จสิ้น ก็เข้าสู่บรรยากาศของงานปาร์ตี้ เพื่อเฉลิมฉลองการเปิดตัวของนิตยสาร รวมชมบรรยากาศของงานที่เต็มไปด้วยความสนุกและเบียร์ด้วยสติยามไปพร้อมกัน !!

Text/ Asst.Prof.Rewat Chumnarn and Kantinan Srisan  
Photography/ Somkiat Kangsdalwirun



#legend



SIGNATURE  
EVENT

#legend anniversary  
#legendchat  
#legend100



งานใหญ่ตั้งอยู่  
แยกแพร่ในเมือง  
รายเดือน ชีต้า

ry lifes  
thrille  
gend\_



# SIGNATURE EVENT

## #legend anniversary

#legend celebrates the milestones achieved within the luxury lifestyle publishing with its annual anniversary party, as well as giving thanks to those who have been supporting the publication. The evening will bring together many of the city's most esteemed celebrities, influencers, business executives, partners, and friends of the magazine. An evening of entertainment and merriment awaits all in attendance.





# SIGNATURE EVENT

## #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.

#legend100



กฤตย์ อำนวยเดชกร (พีท) / Krit Amnuaydechkorn (PP)  
นักแสดง นักร้อง นายแบบ  
actor, singer, model  
@pp.kritt



พลั้ม พงษ์พิศาล (ปลั้ม) / Pluem Pongpisal (Pluem)  
นักแสดง สถาปนิก  
actor, architecture apprentice  
@pluem.pongpisal



โอรันธร ปุณพันธวงศ์ (โอ) / Orando Pulpunthavong (O)  
Founder PP Group  
@orando



อุรัสยา เสปอร์บันด์ (ญาญ่า) / Urassaya Sperbund (Yaya)  
นักแสดง นางแบบ  
actress, model  
@urassayas



พุทธิพงษ์ อัสสรัตนกุล (บิลकिन) / Puttipong Assaratanakul (Billkin)  
นักแสดง นักร้อง นายแบบ  
actor, singer, model  
@bbillkin



มาธิว มัวร์ (โจ) / Mario Maurer (Jo)  
นักแสดง นายแบบ  
actor, model  
@mario\_mm38



พุทธิพงษ์ อัสสรัตนกุล (บิลकिन) / Puttipong Assaratanakul (Billkin)  
นักแสดง นักร้อง นายแบบ  
actor, singer, model  
@bbillkin



มิริยม สรพรหมมาส (มิริยม) / Miriam Sornprommas (Miriam)  
นางแบบ นักร้อง นักแสดง  
model, singer, actress  
@mitisorn

# SIGNATURE EVENT

## #legend100

#legend100 is a curated selection of Thailand's most influential figures, chosen with great care by the editorial team of Hashtag Legend Thailand for their excellence and leadership in a variety of fields. This exclusive list transcends the traditional focus on fashion and jewellery, extending into lifestyle sectors such as dining, travel, and entertainment. It also highlights successful entrepreneurs, actors, and key opinion leaders who have not only achieved national acclaim but have also made a significant impact on the global stage. These individuals are recognised as cultural pioneers, shaping the trends and tastes of a broad audience. Each member of the #legend100 has been thoughtfully selected to reflect the values and direction of Hashtag Legend Thailand, which is guided by our core principles of being Inclusive, Insightful, and Dynamic. The list is refreshed annually to ensure that we continue to showcase a diverse range of individuals whose profiles and achievements align with these values. Our goal is to consistently present the very best in their fields, offering our audiences a source of inspiration and insight from those who are driving change and setting new standards of excellence. This annual selection celebrates those who influence not just their industries but also the broader cultural landscape, making the #legend100 a hallmark of distinction and thought leadership in Thailand.

singer, actor  
@ppmaravit

actress, model  
@tontawan

actress, pilot  
@fahyongwaree

@jingjinyu36

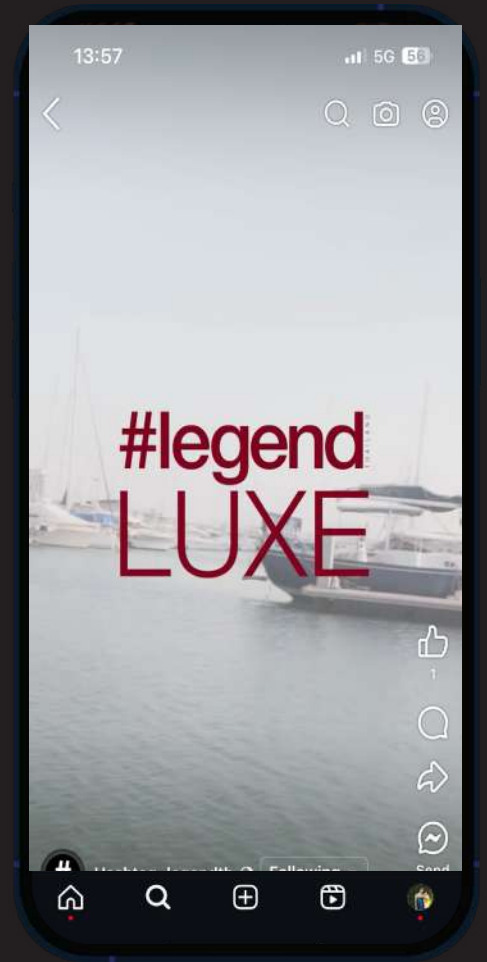
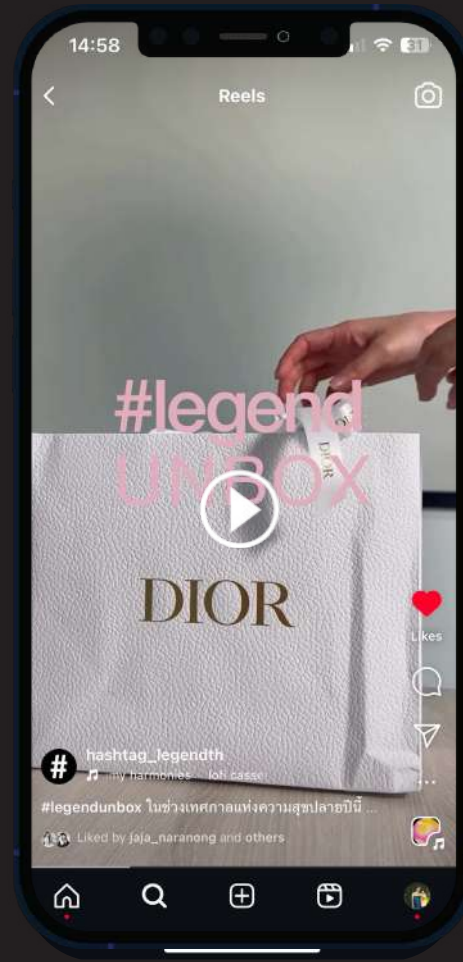
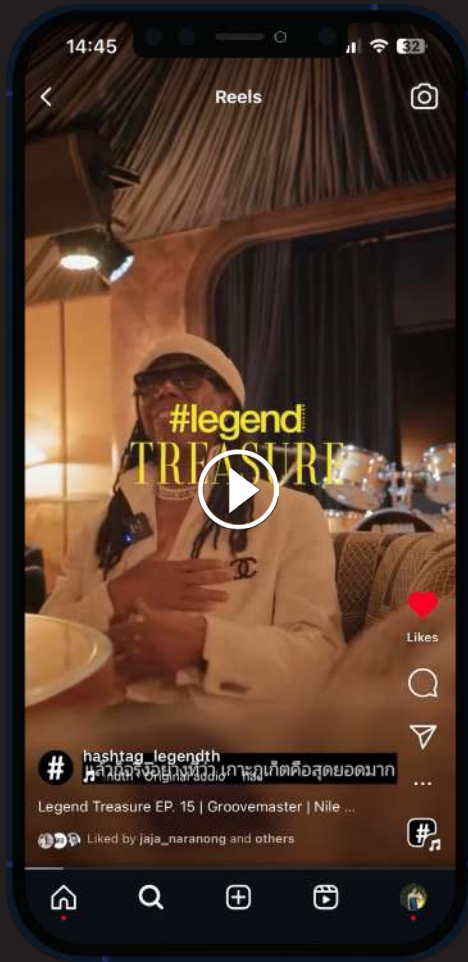
actress, model  
@thanasornin



**SPECIAL  
CONTENT**

**#legendTREASURE**  
**#legendLEISURE**  
**#legendUNBOX**  
**#legendLUXE**





# OUR SERVICES

COVER FASHION SET

DIGITAL COVER FASHION SET

FASHION FILM

STILL LIFE

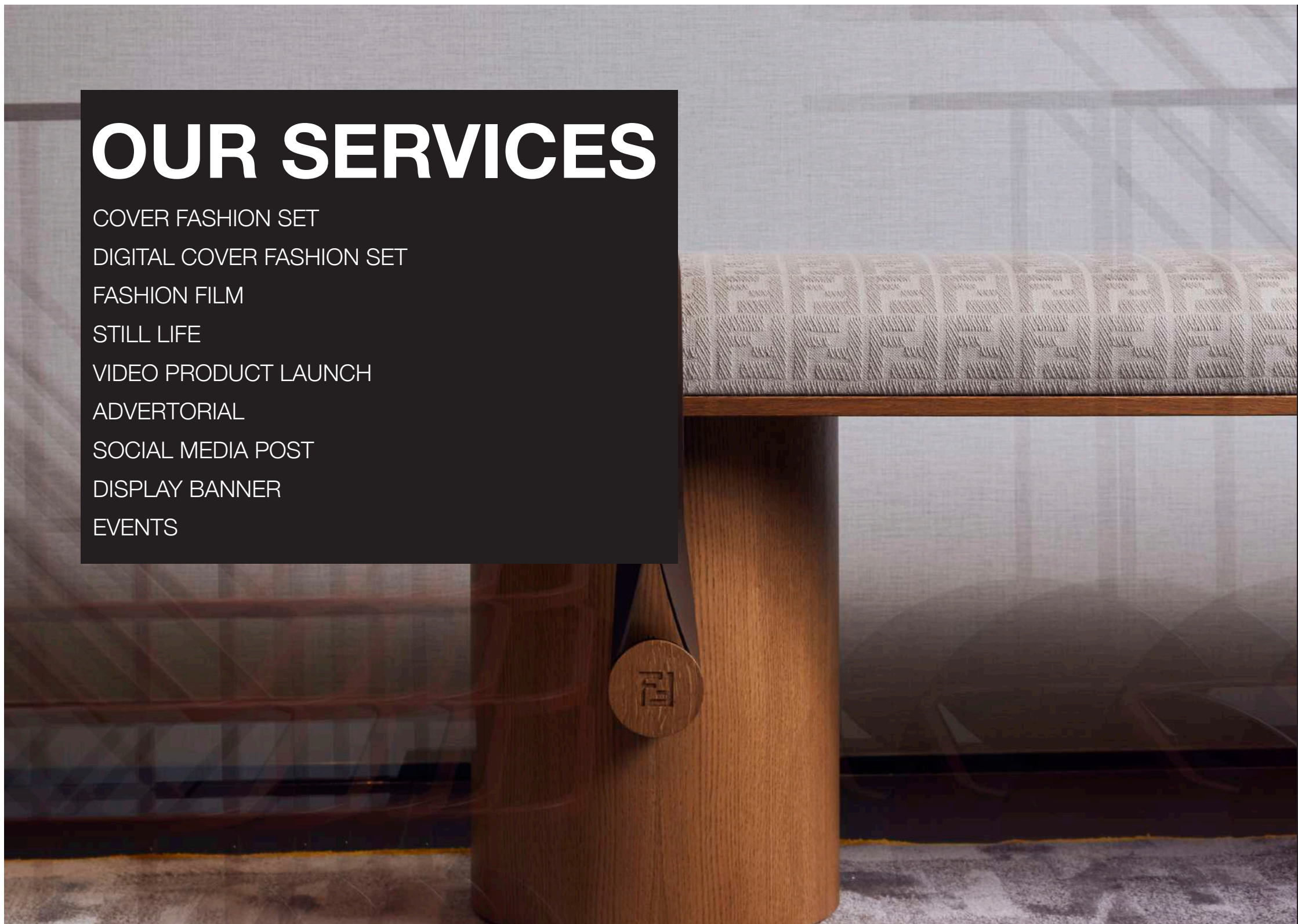
VIDEO PRODUCT LAUNCH

ADVERTORIAL

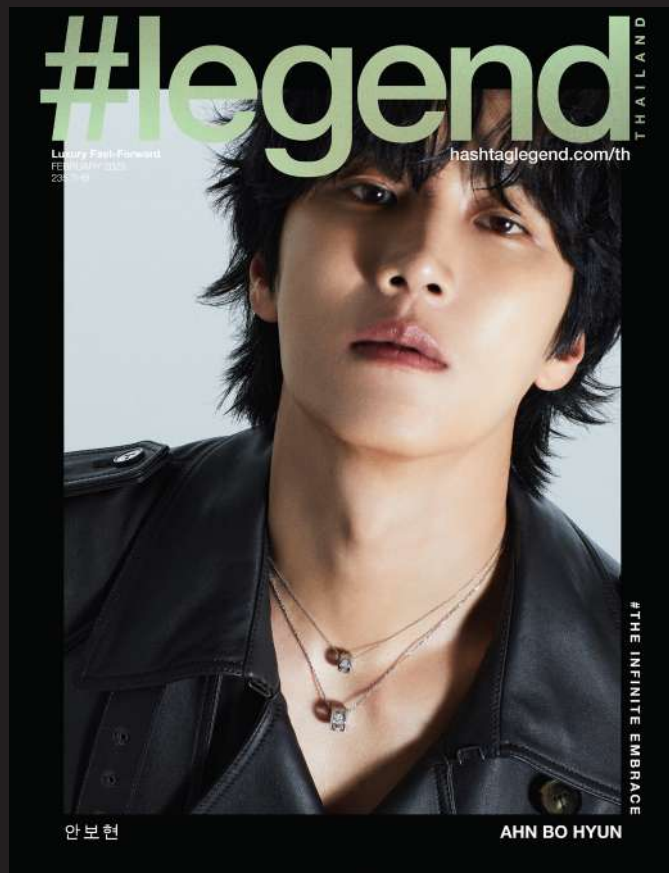
SOCIAL MEDIA POST

DISPLAY BANNER

EVENTS



# #legend COVER FASHION SET



THE MAIN FASHION SPREAD OF HASHTAG LEGEND THAILAND IN PRINT AND ONLINE.

# FASHION SET



MODERN CHIC



## A DARING STATEMENT

When it comes to fashion, Sarocha is not afraid to make a statement. In this look, she wears a long, light-colored dress that is both elegant and daring.

DARE TO DAZZLE



DEFINING MODERN ELEGANCE



THE LUMINESCENT ALLURE



SHIMMERING BEAUTY



Radiate Elegance



SPARKLE AND SHINE



STYLISH ADORNMENTS SHINE



MODERN CHIC



#fatu

## A Journey Through Talent and Charm with FRODO CRANKIMA

When it comes to fashion, Sarocha is not afraid to make a statement. In this look, she wears a long, light-colored dress that is both elegant and daring.

A LITTLE SENSATION



Sarocha's Three Charismatic is a story. The actress and model is not just a beautiful woman, but a talented and charming one. In this look, she wears a dark top and light-colored pants that are both elegant and daring.



I believe in, why wonder if she is the party in a shimmering crown in a shining dark LOVE.

WHERE SOPHISTICATION MEETS MODERNITY



Glamour Unleashed

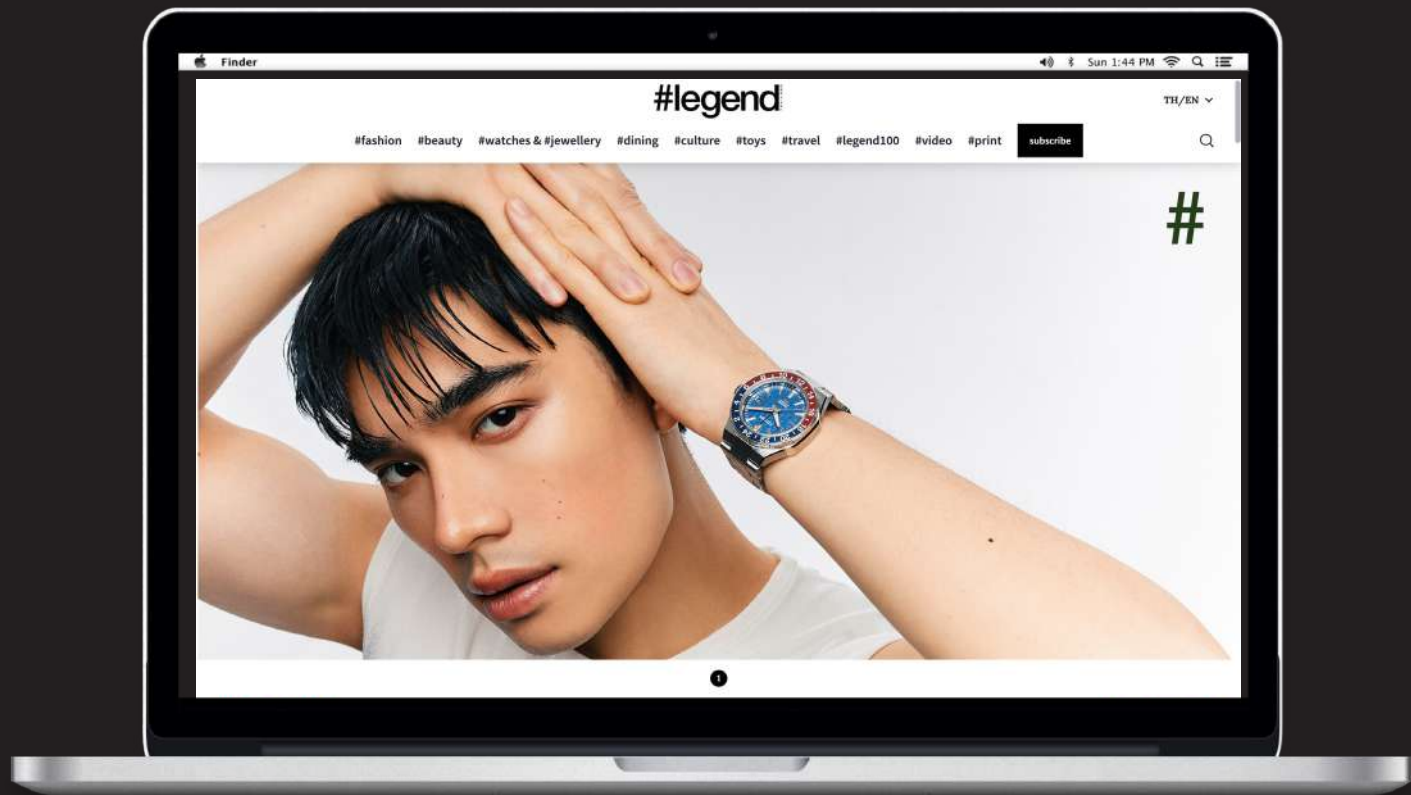


Share the Season

Glamour Unleashed

# DIGITAL COVER FASHION SET

A fashion spread in the issue featuring captivating stories of individuals who are currently the talk of the town in Thai society.



# WEBSITE & SOCIAL MEDIA



Photo Digital Cover



Photo Album



VDO behind the scenes



VDO exclusive interview



Content on Website (ENG/THA)

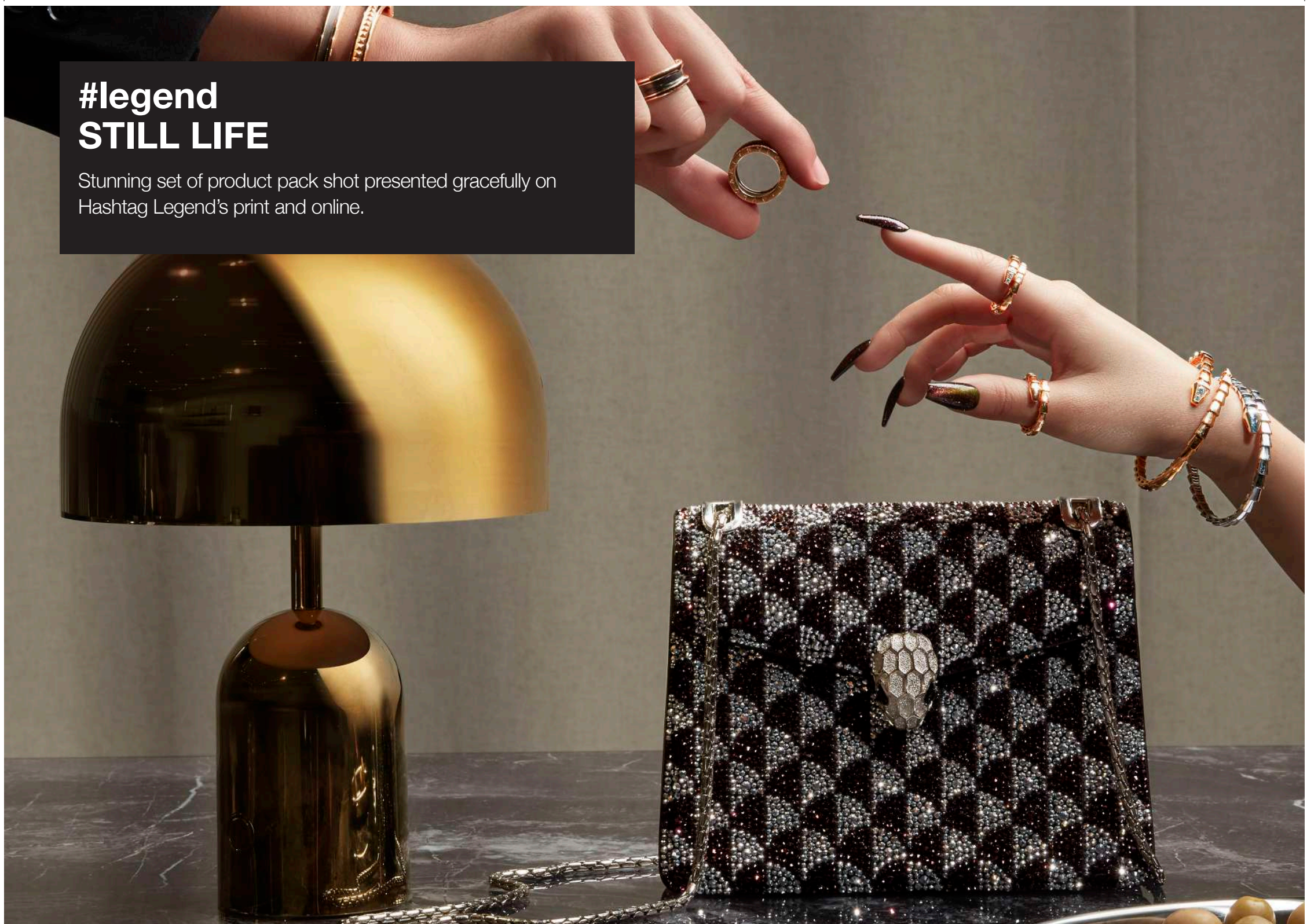


# #legend FASHION FILM

A collection of extraordinary stories and moments, both in front of and behind the scenes, bringing the exciting world of fashion to life.

# #legend STILL LIFE

Stunning set of product pack shot presented gracefully on Hashtag Legend's print and online.





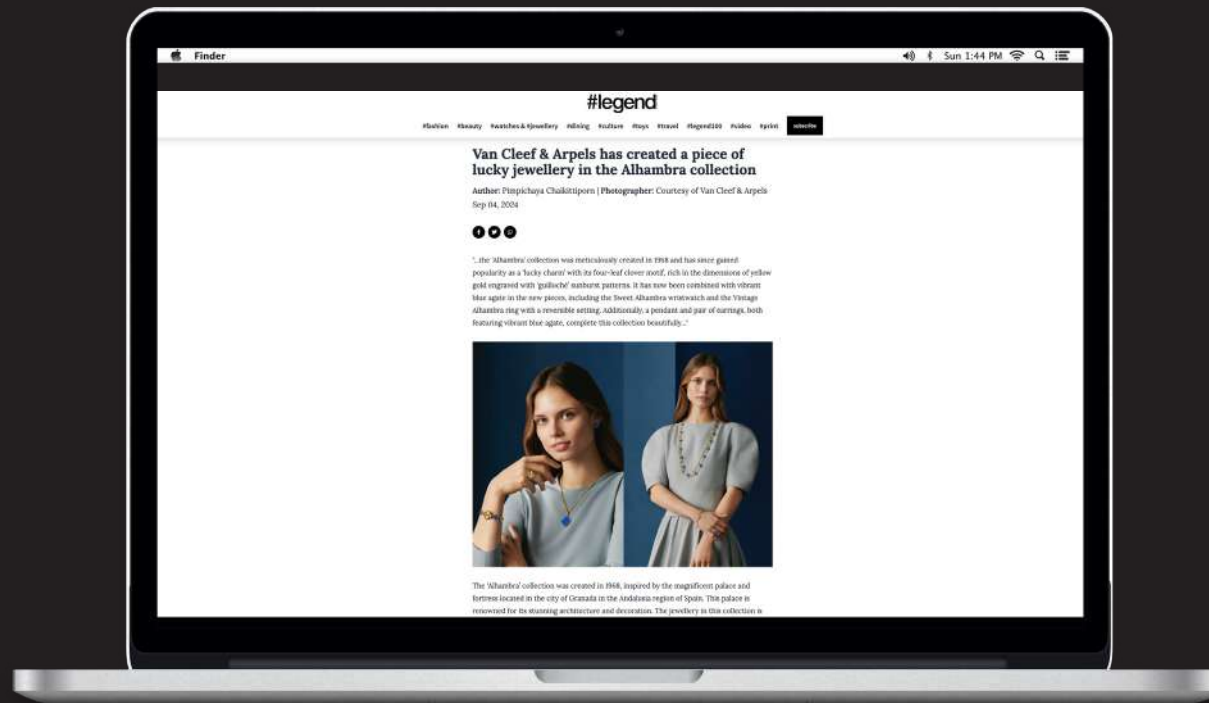
# #legend VIDEO PRODUCT LAUNCH

A special service offered by Hashtag Legend Thailand to highlight the appeal of newly launched items or exclusive events filled with memorable moments.







# #legend ADVERTORIAL

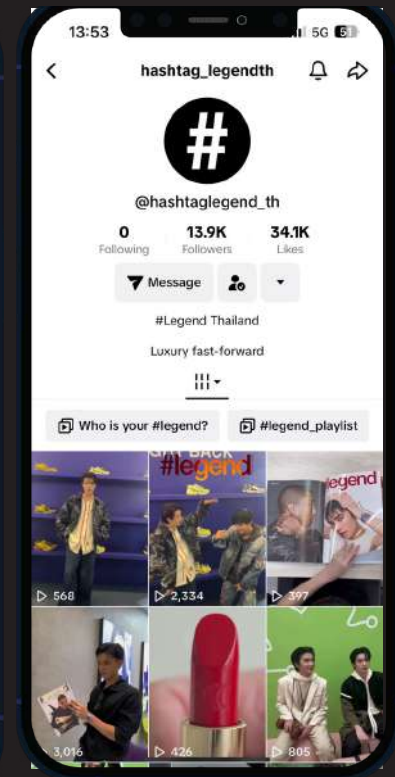
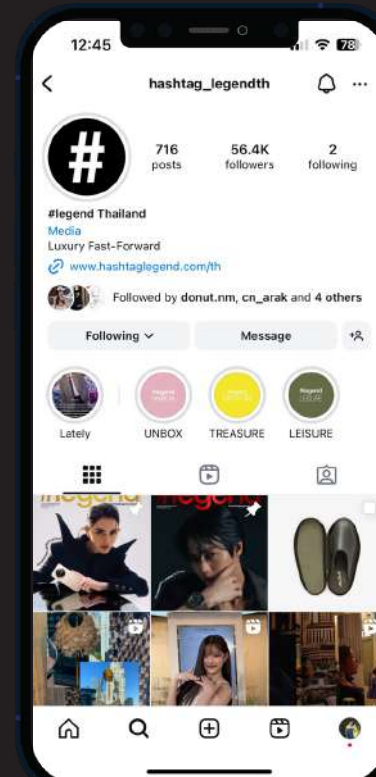
In-depth stories showcasing the allure of elevated lifestyles, from newly launched items and travel destinations to premium experiences in dining, drinking, and leisure.



# #legend SOCIAL MEDIA POST

The latest updates covering all aspects of an elevated lifestyle, not solely focused on fashion and jewellery but also including captivating stories about lifestyle trends such as dining, drinking, travel, and intriguing homeware.

-  hashtag\_legendth
-  hashtag\_legendth
-  hashtag\_legendth
-  @hashtaglegendth



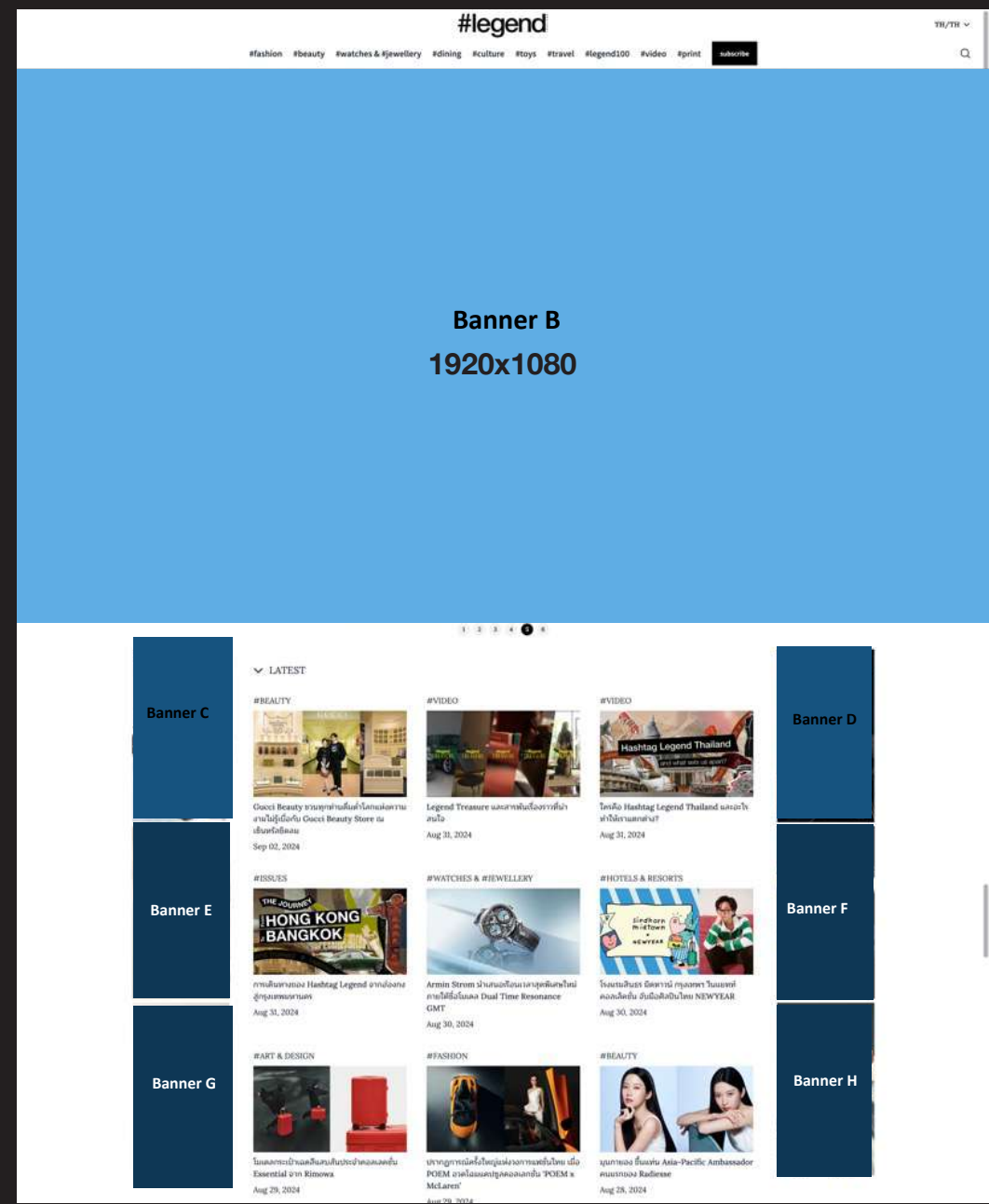
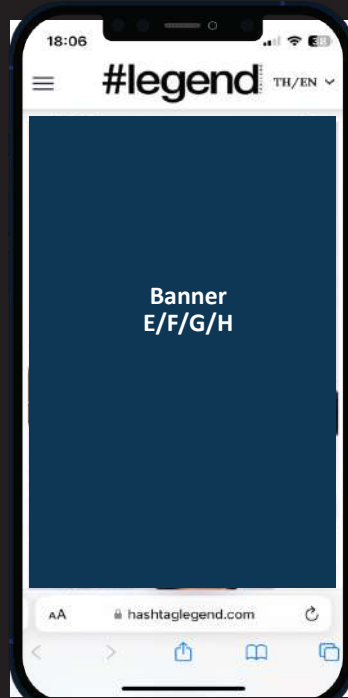
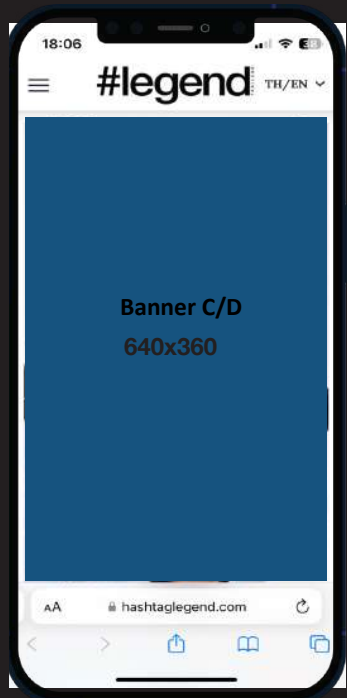
# #legend DISPLAY BANNER

Desktop & Mobile

Position: Banner B

Position: Banner C/D

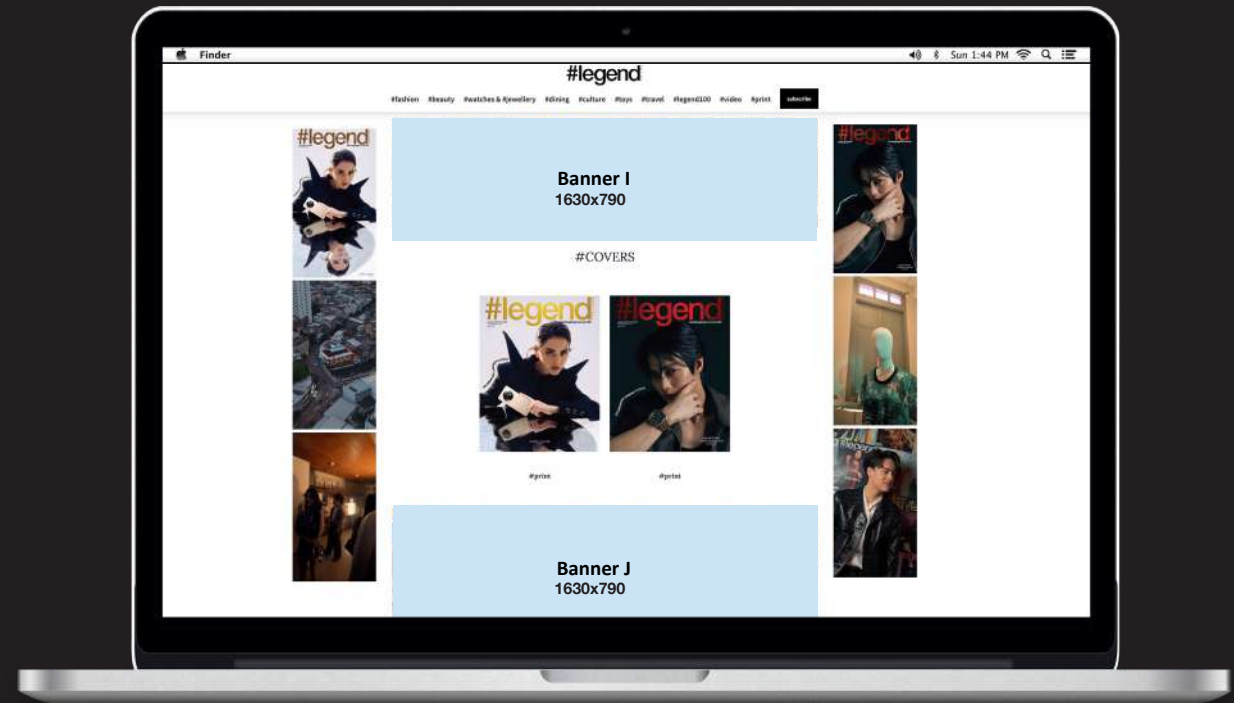
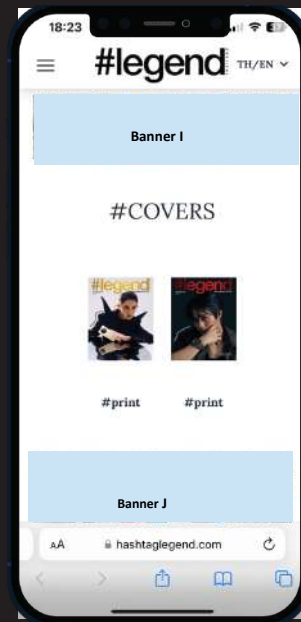
Position: Banner E/F/G/H



# #legend DISPLAY BANNER

Desktop & Mobile

Position: Banner I/J



# #legend

## ADVERTISING RATE

Frequency Monthly Magazine  
 Colour Four Colour

### Position

		THB
Double Page	..... DPS/FC .....	250,000
Double Page 2,3	..... DPS/FC .....	230,000
Double Page 4,5	..... DPS/FC .....	230,000
Double Page 6,7	..... FP/FC .....	210,000
Masthead	..... FP/FC .....	100,000
Facing Editor	..... FP/FC .....	100,000
Letter to Editor	..... FP/FC .....	100,000
Facing Content	..... FP/FC .....	120,000
DPS between Content	..... DPS/FC .....	200,000
Advertorial	..... DPS/FC .....	200,000
Full Page	..... FP/FC .....	80,000
Inside Back Cover	..... FP/FC .....	100,000
Outside Back Cover	..... FP/FC .....	250,000

### Special Layout

Z-Fold	..... DPS .....	480,000
Art Card (210 gsm.)	..... FP/FC .....	200,000

### Deadline

Booking 6 weeks preceding the month of publication  
 Material 4 weeks before publication date

### Cancellation

Cancellations are not permitted within 10 weeks prior to the publication month.



\*This rate does not include 7% VAT

# #legend

AW file upload on Google Drive

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



Cover

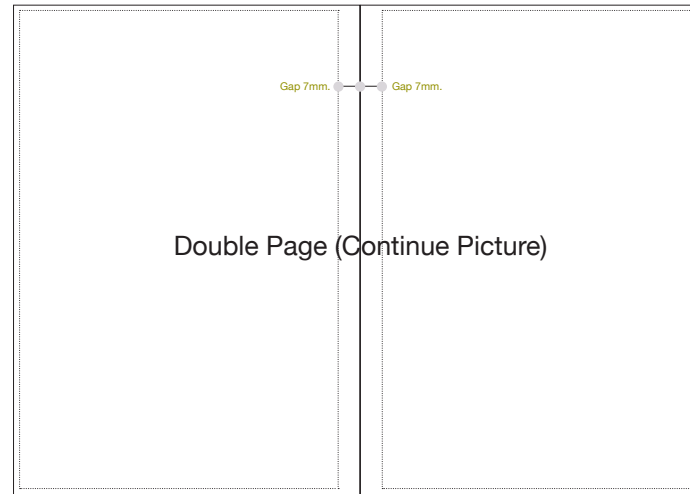
Bleed size 230x300 mm.



Single Page

Bleed size 230x300 mm.

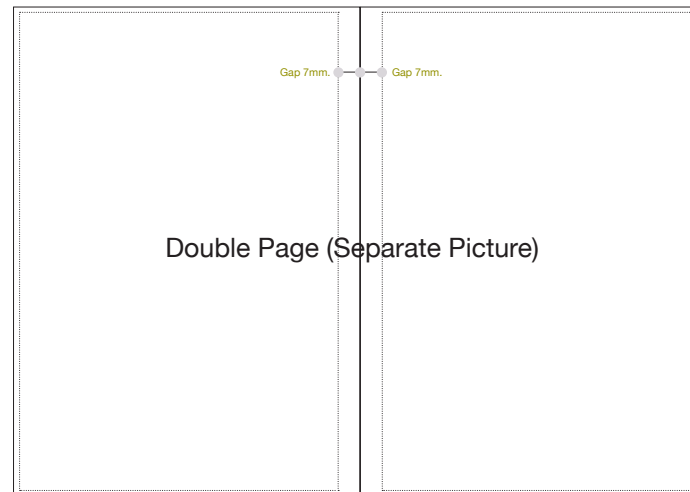
Bleed size 230x200 mm.



Double Page (Continue Picture)

Bleed size 230x300mm.

Bleed size 230x300 mm.



Double Page (Separate Picture)

Bleed size 230x300 mm.

Bleed size 230x300 mm.

# #legend DIGITAL RATE

Advertising	Dimension	THB
<b>Display Banner</b>		
<b>Banner B</b>	1920x1080	250,000
<b>Banner C/D</b>	640x360	100,000
<b>Banner E/F/G/H</b>	640x360	60,000
<b>Banner I/J</b>	1630x790	40,000
<b>Special Campaign</b>		
<b>Cover Fashion Set</b>		700,000
<b>Digital Cover Fashion Set</b>		500,000
<b>Fashion Film</b>		500,000
<b>Video Content</b>		400,000
<b>Advertorial</b>		120,000
<b>Social Media Post</b>		
<b>Facebook</b>		50,000 / Post
<b>Instagram</b>		50,000 / Post
<b>TikTok</b>		50,000 / Post
<b>YouTube</b>		50,000 / Post

## Cancellation

Cancellations are not permitted within 10 weeks prior to the publication month.

\*This rate does not include 7% VAT





# #legend

Luxury Fast-Forward

hashtaglegend.com/th

THAILAND

Hashtag Legend (Thailand) Company Limited  
29 Vanissa Building, Unit B, Floor 21, Chidlom Road, Lumphini, Pathumwan,  
Bangkok 10330 THAILAND

## Contact Us

Nattaya (Pim) Bovornsettanon  
Sales Director

Mobile: +66 89 798 6662  
Email: [pim@hashtaglegend.com](mailto:pim@hashtaglegend.com)

Yuwida (Kwang) Tanoree  
Corporate Sales Director  
Mobile: +66 88 593 9649  
Email: [kwang@hashtaglegend.com](mailto:kwang@hashtaglegend.com)

Tatthep (Moo) Kiatkamolhul  
Sales Manager  
Mobile: +66 87 896 3556  
Email: [moo@hashtaglegend.com](mailto:moo@hashtaglegend.com)