

# SAWADDI MAGAZINE

## BACKGROUND & PURPOSE

Since 1962, SAWADDI Magazine, a high-quality publication, has covered the history, art and culture of Asia, with special focus on Thailand. Published quarterly under the auspices of the American Women's Club of Thailand, Sawaddi features subjects of an enduring nature—such as art, history, culture and traditions—as well as contemporary topics, individual profiles, travel articles and light essays. SAWADDI obtained a publishing license in 1976 and has always operated under the AWC charter from the Thai government as a nonprofit organization.

## STAFF

The magazine was first produced in private homes, then at the clubhouse beginning in 1968. In recent years there have been approximately 20 volunteer staff members. The management team includes the publisher, who has final responsibility for the magazine; the managing editor and assistant managing editor, who work closely together and with the staff; the art director, who provides aesthetic leadership and direction; and the business manager, who keeps financial records. Other staff positions include production manager, associate editors, layout staff, artwork coordinator, advertising & marketing manager, librarian, secretary, and office assistants as needed to accomplish creating and distributing the publication. Over the years, staff members have gained expertise and personal gratification. The magazine's reputation has grown and enhanced the prestige of AWC in the Bangkok community.

## OPERATION

Sawaddi's method of operation does not differ greatly from that used by professional journals and magazines. We follow sound editorial guidelines, taking into account the requirements of the Publisher's License. We have about a six-month lead-time from manuscript submission to magazine distribution. Produced on computer since 1989, the entire magazine is sent by electronic file to take advantage of the technology available in Bangkok's printing industry. All articles and artwork are donated by writers and artists for publication in the magazine.

Cost of the publication is subsidized by advertising donations, without which we would cease to exist. Although we are a not-for-profit organization, each year the magazine has proceeds that are contributed to the AWC general fund for donation to charitable projects.

## DISTRIBUTION

Generally 1,000 copies are printed for distribution to AWC members, local and overseas subscribers as well as to almost 200 outlets in Thailand. Staff members promote the sale of the magazine at AWC functions and other local venues such as libraries, community meetings and events.

Our subscriber list includes the Library of Congress, international schools and other leading organizations interested in Asia. We give complimentary copies to contributing writers and photographers, H.R.H. Princess Maha Chakri Sirindhorn, the Ministry of Education, the Community Liaison Office (CLO), and to major donors to the AWC.

*Joette Berkompas, Managing Editor  
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