
2017

Media Kit

Asia-Pacific's Leading Travel Trade
Business Resource Since 1974

www.ttgasia.com

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TTG Asia has been delivering incisive editorials and intelligence analysis on pertinent travel trade developments in the Asia-Pacific since 1974. Renowned for its award-winning journalism, this leading industry business resource is widely acclaimed by travel trade professionals as their preferred read.

www.ttgasia.com

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Anywhere

Annual TTG Travel Awards

Recognising the Best of Asia-Pacific's
Travel Industry Since 1989

TTG Asia DIGITAL

Reaching 40,000 e-Subscribers

TTG Asia Print

12 Issues A Year
14,500 Copies Across Asia-Pacific

TTG Show Daily

Live Event Coverage at
Major Tradeshows

Asian Tourism Expert Guide

Once A Year 22,500 Copies
Across Asia-Pacific

TTG Asia App

Available on Apple App and Google Play Stores

TTG Asia e-Daily

5 Days A Week to 40,000 Inboxes



TTG Asia Reaches 48,500 Subscribers* In 24 Asia-Pacific Countries and Beyond

| | | |
|--------------------|--------|-----------------------|
| PRINT ⁺ | 14,500 | 100% In Asia-Pacific |
| DIGITAL | 40,000 | Asia-Pacific + Global |

41% of Print subscribers (about 6,000) also receive our DIGITAL

34,000 unique subscribers reached via our DIGITAL

BY COUNTRY/TERRITORY

| Asia-Pacific | | 14,500 PRINT ⁺ | 46,460 SUBSCRIBERS* |
|--|-------|------------------------------|------------------------|
| Singapore | 19.9% | 2,886 | 9,246 |
| Malaysia | 19.5% | 2,827 | 9,060 |
| Hong Kong & Macau | 14.6% | 2,117 | 6,783 |
| India | 13.2% | 1,914 | 6,133 |
| Thailand | 11.1% | 1,610 | 5,157 |
| Indonesia | 8.5% | 1,233 | 3,949 |
| Philippines | 3.0% | 435 | 1,440 |
| Japan & South Korea | 2.7% | 392 | 1,254 |
| China | 2.5% | 362 | 1,162 |
| Vietnam | 1.5% | 218 | 697 |
| Australia & New Zealand | 1.1% | 159 | 511 |
| Taiwan | 0.3% | 43 | 139 |
| Bangladesh, Bhutan, Brunei, Cambodia, Laos, Myanmar, Nepal, Pakistan and Sri Lanka | 2.1% | 304 | 929 |

Additional Global Territories Reached DIGITALLY (57 Countries)

2,040 subscribers based outside the Asia-Pacific

Africa • Argentina • Austria • Azerbaijan • Bahrain • Belgium • Brazil • Bulgaria • Canada • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Ireland • Italy • Israel • Kazakhstan • Kenya • Kuwait • Lebanon • Malta • Mauritius • Mexico • Netherlands • Nigeria • Norway • Oman • Pakistan • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Slovakia • South Africa • Spain • Sweden • Switzerland • Tanzania • Tunisia • Turkey • Ukraine • UAE • United Kingdom • Uruguay • USA

BY INDUSTRY

80.7%
Travel Agencies, Operators & Wholesalers
11,701 Print copies
Corporate, Leisure and Online
39,140 subscribers

19.3%
Travel Suppliers
2,799 Print copies
Hotels & Their Representatives (13.9% | 2,016 copies)
Airlines & GDS (3.6% | 524 copies) • National Tourist Offices (NTOs) (1.2% | 175 copies)
Car Rental / Cruises (0.3% | 45 copies) • Others (0.3% | 39 copies)
9,360 subscribers

BY ROLE

38.1%
Senior Management
5,525 Print copies
General Manager • Director CEO • COO • President • Vice-President • Chairman
18,479 subscribers

38.7%
Middle Management
5,611 Print copies
Department / Functional Managers including Sales & Marketing
18,770 subscribers

23.2%
Junior Executives
3,364 Print copies
Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive
11,251 subscribers

BY RESPONSIBILITY

51.3%
Influence or Make Purchase Decisions
7,439 Print copies
Why Is This Important?
Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.
24,880 subscribers

45.2%
Make Recommendations To End Customer / Client
6,555 Print copies
Why Is This Important?
A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients.
21,923 subscribers

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



and more!

* Unique Print and DIGITAL subscribers + BPA Audited



EDITORIAL CALENDAR 2017

PRINT

| DATE | DESTINATION | REPORT | BONUS CIRCULATION |
|-------|--------------------------------------|--|---|
| 6 Jan | Singapore Japan | Airlines ASEAN Highlights | ATF (Singapore, 17-20 Jan) |
| 3 Feb | Taiwan India | Hotel Chains Theme Parks | SATTE (New Delhi, India, 15-17 Feb) GITF (Guangzhou, China, 23-25 Feb) |
| 3 Mar | Philippines Indonesia Maldives | Business Travel Integrated Resorts | ITB Berlin (Berlin, Germany, 8-12 Mar) HICAP Update (Singapore, 14-15 Mar) IT&CM China • CTW China (Shanghai, China, 21-23 Mar) |
| 7 Apr | Malaysia Sri Lanka Thailand | Medical Tourism UNESCO World Heritage Sites | WTF (Shanghai, China, 20-23 Apr) ATM (Dubai, UAE, 24-27 Apr) WTTC (Bangkok, Thailand, 26-27 Apr) |
| 5 May | Macau China | F&B in Tourism & Hospitality | ITB China (Shanghai, China, 10-12 May) WTM Connect Asia (Penang, Malaysia, 17-19 May) |
| 2 Jun | Cambodia Hong Kong Indonesia | Hotel Solutions Beach Resorts | BBTF (Bali, Indonesia, 7-11 Jun) ITE (Hong Kong, 15-18 Jun) |
| 7 Jul | Australia South Korea | Cruises Travel Insurance | |
| 4 Aug | Vietnam Malaysia | Airports Theme Parks | XSRITE (Xi'an, China, 4-6 Aug) |
| 1 Sep | Hong Kong Philippines Macau | Spa & Wellness Longhaul Travel | PTM (Macau, 13-15 Sep) IT&CMA and CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep) |
| 6 Oct | Singapore Malaysia | Serviced Residences Luxury Travel | GTEF (Macau) HICAP (Hong Kong, 18-20 Oct) CITM (Kunming, China, 20-22 Oct) ITB Asia (Singapore, 25-27 Oct) |
| 3 Nov | Thailand China | Family Travel Cruises | BITM (Beijing, China, 15-17 Nov) WITE (Wuhan, China, 23-25 Nov) CITE (Chengdu, China, 30 Nov-2 Dec) ITF (Taipei) |
| 1 Dec | Year End Special | | |



RATES AND SPECIFICATIONS

PRINT

ADVERTISING (US\$)

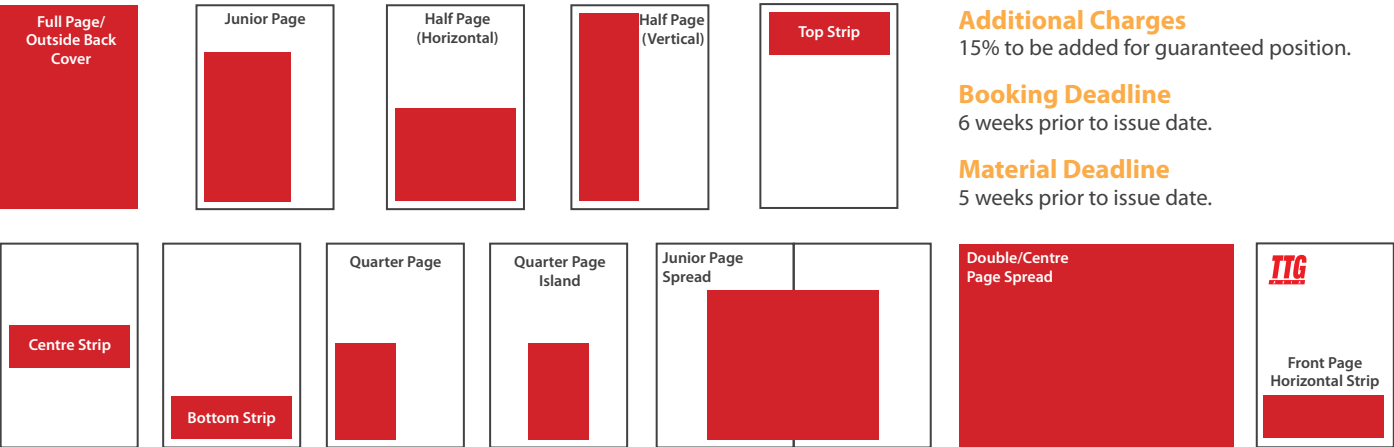
| FULL COLOUR | AD SIZE (W X H) MM | 1 X | 6 X | 12 X |
|------------------------|--------------------|--------|--------|--------|
| Full Page | 260 X 380 | 17,500 | 16,700 | 15,800 |
| Junior Page | 173 X 280 | 14,300 | 13,600 | 12,900 |
| Half Page (Horizontal) | 236 X 180 | 12,900 | 12,300 | 11,700 |
| Half Page (Vertical) | 114 X 356 | 12,900 | 12,300 | 11,700 |
| Top / Centre Strip | 236 X 90 | 10,700 | 10,200 | 9,700 |
| Bottom Strip | 236 X 90 | 9,500 | 9,100 | 8,600 |
| Quarter Page | 114 X 180 | 7,800 | 7,500 | 7,100 |
| Quarter Page Island | 133 X 180 | 10,600 | 10,100 | 9,600 |
| Junior Page Spread | 370 X 280 | 25,800 | 24,600 | 23,300 |
| Double Page Spread | 520 X 380 | 31,500 | 30,000 | 28,500 |

PREMIUM (US\$)

| FULL COLOUR | AD SIZE (W X H) MM | 1 X | 6 X | 12 X |
|-----------------------------|--------------------|--------|--------|--------|
| Front Page Horizontal Strip | 236 X 90 | 12,500 | 11,900 | 11,300 |
| Outside Back Cover | 260 X 380 | 19,100 | 18,200 | 17,200 |
| Centre Page Spread | 520 X 380 | 35,500 | 33,800 | 31,000 |

OTHERS

| CREATIVE BUYS | INSERT | ADVERTORIALS |
|---|--|--|
| Belly Band US\$ 25,000 | 2 Page US\$ 8,000 | 1 Page US\$ 20,400 |
| Rates are based on the usage of 157 gsm art paper, measuring 520 (W) X 70 (H) mm. | 4 Page US\$ 13,200 | 2 Page US\$ 37,100 |
| 4PP Cover Wrap US\$ 58,700 | 6 Page US\$ 17,500 | 4 Page US\$ 56,700 |
| Rates are based on the usage of 190 gsm art paper, measuring the same dimension as the publication. | 8 Page US\$ 21,400 | Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services. |
| | All printed inserts to be delivered to the Singapore office. All shipping charges to be borne by the client. Rates are based on the usage of 128 gsm A4 art paper. | |



RATES AND SPECIFICATIONS

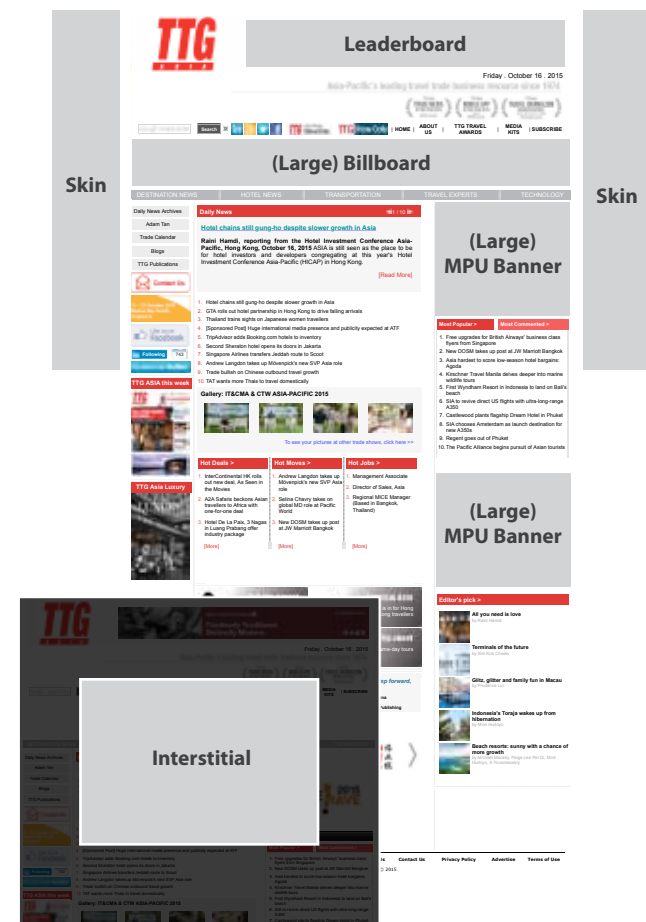
ONLINE

www.ttgasia.com (Website)

| AD TYPE | AD SIZE (W X H) PX | RATE (US\$/MONTH) | SHARE OF VOICE |
|---|--------------------|-------------------|----------------|
| REGULAR | | | |
| Leaderboard | 728 x 90 | 6,000 | 1/3 |
| MPU Banner (With video option available) | 300 x 250 | 6,000 | 1/3 |
| Large MPU Banner | 300 x 600 | 10,000 | 1/3 |
| Billboard | 970 x 90 | 10,000 | 100% |

PREMIUM

| | | | |
|-----------------|-------------|--------|------|
| Interstitial | 640 x 400 | 12,000 | 100% |
| Large Billboard | 970 x 250 | 12,000 | 100% |
| Skin | 1690 x 1050 | 12,000 | 100% |



Sponsored Posts

USD 3,000 / month

Featured along fresh daily news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.

Includes impressions on both www.ttgasia.com and TTTG Asia e-Daily

TTG Asia e-Daily (Via Email)

| AD TYPE | AD SIZE (W X H) PX | RATE (US\$) |
|-------------|--------------------|------------------------------------|
| Top Banner | 468 x 60 | 2,000 (5 business working days) |
| Leaderboard | 728 x 90 | 2,000 (5 business working days) |



RATES AND SPECIFICATIONS

ONLINE

TTG Asia DIGITAL



Push Mail



Landing Page



BUNDLE PACKAGE AT US\$ 15,000 INCLUDES:

| |
|---|
| Sponsored Post |
| Top Banner in Push Mail |
| Leaderboard in Push Mail & Landing Page |

SIZE (W X H) PX

| |
|----------|
| NA |
| 468 X 60 |
| 728 X 90 |

TTG Asia App



Let your print advertisement say more and do more on our mobile platform.

This marketing channel offers the beauty and creativity of print ads, plus also the interactivity to measure engagement.

You can incorporate built-in micro-sites, pop-up info boxes, videos and even contest forms without compromising your ad design, as well as adding animated surprises that guarantee a double take of your ad.

Available on App Store and Google Play
Contact us to find out how to make an impact with TTTG Asia App today.



AD MATERIAL SUBMISSION

Electronic copy accepted only (Strictly Macintosh application).

Print File Requirements

Files to be submitted in press quality PDF files with crop marks & bleeds.

- Dimension : Ensure correct ad dimension used. Additional 5mm all round for bleed advertisements (In exact size / scaling will result in compromised quality).
- Fonts & Images : Files to be embedded with fonts and images.
- Images & Graphics: Images to be in high resolution (at least 300 dpi). CMYK colour mode.

Submitting Your Ad Materials (E-submission modes)

- Email
- FTP download (Please provide your FTP site access information)

Others

Please provide press colour proofs for the advertisements in the correct sizes. Indicate any other special instructions.

Web File Requirements

- Dimension : Ensure correct ad dimension used.
- Format : TTTG Asia e-Daily (JPEG), Website (JPEG, GIF and HTML5)
- File Size : TTTG Asia e-Daily (Max 90KB), Website (Max 100KB)
- Images & Graphics: RGB colour mode

Ad Traffic Contact

Please send ad materials to:

TTG Asia Media (Ad Admin Department)

Cheryl Lim

T (65) 6395 7540 • E cheryl.lim@ttgasia.com

TTG ASIA MEDIA Offices

EMAIL
traveltradesales@ttgasia.com

CORPORATE WEBSITE
www.ttgasiamedia.com

SINGAPORE

TTG Asia Media

1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
T (65) 6395 7575
F (65) 6536 0896

HONG KONG

TTG Asia Media

8/F, E168, 166-168 Des Voeux Road Central,
Sheung Wan, Hong Kong
T (852) 2237 7272
F (852) 2237 7227

TTG ASIA Representatives

SINGAPORE (HEAD OFFICE)

Shirley Tan

T (65) 6395 7535
E shirley.tan@ttgasia.com

Pierre Quek (ONLINE)

T (65) 6395 7545
E pierre.quek@ttgasia.com

HONG KONG

Ingrid Chung

T (852) 2237 7262
E ingrid.chung@ttgasia.com

GLOBAL Media Representatives

AUSTRALIA

Zorka Sipkova

Publisher's Internationale

Level 10, 131 York Street
Sydney, NSW AUS 2000
T (61-2) 8298 9318
M (61-431) 954 610
F (61 2) 9252 2022
E zorka.sipkova@pubintl.com.au

GERMANY

Wolfgang Jaeger

IMV Internationale Medien

Vermarktung GmbH
Hauptstrasse 29
82319 Starnberg, Germany
T (49-8151) 550 8959
F (49-8151) 550 9180
E w.jaeger@imv-media.com

INDIA

Meena Chand

Adcom International

608, Deep Shikha, Rajendra Place
New Delhi 110 008, India
T (91-11) 2576 7014
M (91) 98101 55960
F (91-11) 2574 2433
E adcomint@gmail.com

ITALY

Barbara Rebora

Rimini Fiera Spa (TTG Italia)

Foro Buonaparte
74-20121 Milano, Italy
T (39-02) 8068 9242
F (39-02) 8068 9250
E rebora@ttgitalia.com

JAPAN

Michiko Kawano

Pacific Business Inc.

Kayabacho 2-chome Bldg, 2-4-5,
Kayabacho Nihonbashi Chuo-ku
Tokyo 103-0025, Japan
T (81-3) 3661 6138
F (81-3) 3661 6139
E kawano-pbi@gol.com

SOUTH KOREA

SS Song

First Media Services Corp.

#1514, Hwang Hwa B/d, 320,
Gangnam-dero, Gangnam-gu,
Seoul, Korea 06252
T (82-2) 363 3591/2
F (82-2) 738 7970
E fmsc@unitel.co.kr

SPAIN

Luis Andrade

Luis Andrade International Media

Alfredo Marquerie, 11
28034, Madrid, Spain
T (34-91) 7885301
F (34-91) 3956396
E landrade@luisandrade.com

SRI LANKA

Vijitha Yapa

Vijitha Yapa Associates

16, Claessen Place
Colombo 5, Sri Lanka
T (94-11) 255 6600
M (94) 777 317400
F (94-11) 259 4717
E vyadv@gmail.com
vijiyapa@gmail.com

TAIWAN

Virginia Lee

Shirley Shen

Kitty Luh

Spacemark Media Services

2nd Floor No. 22-18
Chang An East Road, Section 1
Taipei 10442, Taiwan
T (886-2) 2522 2282
F (886-2) 2522 2281
E smedia@ms5.hinet.net

THAILAND

Anchana Nararidh

Absolute Communications Co., Ltd.

170/19 8th Floor, Ocean Tower 1
Soi Sukhumvit 16 (Sammitr)
New Ratchadapisek Road, Klongtoey
Klongtoey, Bangkok 10110, Thailand
T (66-2) 258 4423-25
F (66-2) 258 4426
E anchana@abcom.co.th

THE PHILIPPINES

Eduardo S. Bassig

ESB Marketing Services

63 Labo Street, Sta. Mesa Heights
Quezon City, The Philippines
T (63-2) 448 5848 or (63-2) 244 0927
M (63) 928 759 9481
E edbassig@gmail.com

UNITED KINGDOM

Chris Cutler

TTG Media Limited

Friars House
160 Blackfriars Road
London SE1 8EZ
England, United Kingdom
T (44-20) 3714 4102
E ccutler@ttgmedia.com



One Travel Trade Connection. Infinite Possibilities.

TTG Travel Trade Publishing has been connecting Asia-Pacific's travel industry with its leading trade publications since 1974. The one-stop integrated portfolio of print and online titles spans the leisure trade, corporate travel, MICE and luxury travel domains, reaching key decision makers, influencers and professionals in each sector.

The group's titles are widely acclaimed as the industry's preferred read and chosen by advertisers as an effective marketing platform. With its online titles, circulation now reaches readers worldwide.

Core titles include TTG Asia, TTG China, TTG India, TTGmice, TTG-BTmice China, TTGassociations, TTG Asia Luxury and TTG Show Daily.



TTG Travel Trade Publishing is a Business Group of TTG Asia Media

Our extensive global network includes

TTG Central Europe, TTG Hungary, TTG Italia, TTG MENA, TTG Nordic, TTG Poland, TTG Russia, TTG Poland & TTG UK

