

2017

Media Kit

The Leading Business Travel And
MICE Resource For The China Market
中国市场企业旅游业界媒体领导品牌

www.ttgbtmice.com

Extend your reach with our multi-dimensional channels

选择我们的多层推广渠道，提高您的品牌知名度

TTG-BTmice China is the market's leading resource for domestic and international business travel and MICE developments relevant to China. Delivered in simplified Chinese, TTG-BTmice China is a key read by Corporate Travel and MICE professionals across diverse industries throughout China.

Annual TTG China Travel Awards TTG中国年度旅游大奖

Recognising the Best of Greater
China's Travel Industry
嘉许大中华地区旅游业卓越成就

TTG-BTmice China DIGITAL 电子版

Reaching 36,020 e-Subscribers
发送至36,020订阅者

TTG-BTmice China 实体版

6 Issues A Year 一年6刊
18,980 Copies Across China
18,980份横跨中国地区

TTG Show Daily 展会日报

Live Event Coverage for Major Tradeshows
主要展会新闻资讯

www.ttgbtmice.com

24/7, Access Anytime, Anywhere
全天候，随时随地接入



TTG-BTmice China e-Weekly 电子版

Once A Week to 36,020 Inboxes
每周发送至36,020电子邮箱

TTG-BTmice China Reaches 45,500 Subscribers* In China and Beyond

TTG-BTmice China 在29个中国地区及全球拥有 45,500 名读者*

BY COUNTRY/TERRITORY 按地区划分

Mainland China 中国地区

Northeast Province/ City 东北地区省份/ 城市

	%	18,980 PRINT ⁺	44,000 SUBSCRIBERS*
Liaoning Province 辽宁省	2.2%	418	968
Heilongjiang Province 黑龙江省	1.1%	209	484
Jilin Province 吉林省	0.6%	114	264

North Province/ City 华北地区省份/ 城市

Beijing City 北京市	23.9%	4,536	10,516
Tianjin City 天津市	2.3%	437	1,012
Hebei Province 河北省	1.5%	285	660
Shanxi Province 山西省	0.7%	133	308

Northwest Province/ City 西北地区省份/ 城市

Shaanxi Province 陕西省	1.0%	190	440
Gansu Province 甘肃省	0.5%	93	220
Qinghai Province 青海省	0.1%	21	98
Ningxia Hui Autonomous Region 宁夏回族自治区	0.1%	19	47
Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区	0.1%	19	37

East China Province/ City 华东地区省份/ 城市

Shanghai City 上海市	24.6%	4,669	10,824
Shandong Province 山东省	4.1%	778	1,854
Jiangsu Province 江苏省	3.4%	645	1,496
Zhejiang Province 浙江省	2.4%	456	1,056
Fujian Province 福建省	2.2%	418	968
Jiangxi Province 江西省	0.6%	117	264
Anhui Province 安徽省	0.5%	92	220

Central South Province/ City 中南地区省份/ 城市

Guangdong Province 广东省	16.2%	3,075	7,128
Henan Province 河南省	1.8%	342	794
Hubei Province 湖北省	1.8%	342	790
Hunan Province 湖南省	1.6%	304	704
Guangxi Zhuang Autonomous Region 广西壮族自治区	1.2%	228	528
Hainan Province 海南省	0.9%	171	396

Southwest Province/ City 西南地区省份/ 城市

Sichuan Province 四川省	2.9%	550	1,276
Chongqing City 重庆市	0.7%	133	308
Yunnan Province 云南省	0.5%	95	221
Guizhou Province 贵州省	0.5%	91	119

Additional Global Territories Reached DIGITALLY 非大中华区订阅者均为电子版读者

Australia, Brunei, Japan, Hong Kong, Korea, Macau, Malaysia, Philippines, Singapore, Taiwan, Thailand and UAE

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows
您的品牌和产品信息也可在年度展会上向与会者推介



and more!

PRINT⁺ 实体印 18,980 | 100% In China Cities 中国城市

DIGITAL 电子版 36,020 | China + Global 中国及全球

50% of Print subscribers (about 9,500) also receive our DIGITAL
50% 的印刷版读者同时也订阅电子版

26,520 additional unique subscribers reached via our DIGITAL
额外 26,520 名单独电子版读者

BY INDUSTRY 按行业划分

80.3% Corporate End Users 企业用户
15,241 Print copies

Manufacturing 制造业 (23.5% | 4,470 copies) • Consultancy Firm / Education/Training/Research & Development/ Other Business Services 顾问公司/教育/培训/研究开发/其他商务服务 (11.8% | 2,232 copies) • Finance / Banking / Insurance 金融/银行/保险 (9.7% | 1,835 copies) • Transportation 交通运输 (7.5% | 1,430 copies) • Wholesalers/ Distributors/ Retailers 批发/分销/零售商 (6.7% | 1,264 copies) • IT & Telecommunications IT公司/电信 (5.8% | 1,109 copies) • Construction, Engineering , Oil, Petroleum 建筑/工程/油/石油 (4.6% | 869 copies) • Medical & Healthcare Services 医疗/保健服务 (4.0% | 752 copies) • Government 政府 (2.9% | 556 copies) • Electricity, Water, Gas 水, 电, 气 (1.3% | 251 copies) • Advertising Agencies, Media, PR & Marketing 广告代理/媒体/公关/市场营销 (1.2% | 220 copies) • Mining, Agriculture & Forestry 采矿/农业/林业 (1.1% | 206 copies) • Property Development & Real Estate 物业发展/房地产 (0.2% | 47 copies)

36,536 subscribers

16.1% Industry Buyers 业内买家
3,056 Print copies

Corporate Travel and Travel Management 旅游管理与商务旅游公司 (10.1% | 1,917 copies) • Event Management & Professional Conference Organiser 活动与会议主办机构 (3.2% | 607 copies) • Trade Associations 行业协会 (2.8% | 532 copies)

7,326 subscribers

3.6% Industry Suppliers 业内供应商
683 Print copies

Hotels 酒店及代表 (2.3% | 455 copies) • NTO (0.5% | 88 copies) • Airline 航空公司 (0.4% | 82 copies) • Car Rental / GDS / Cruises 汽车租赁, GDS, 邮轮 (0.2% | 29 copies) • Conventions/Exhibition Bureau 大会/展览局 (0.1% | 19 copies) • Venue Operators 场所的经营者 (0.1% | 10 copies)

1,638 subscribers

BY ROLE 按职衔划分

91.3% of our Subscribers are directly involved in making/influencing MICE purchase decisions

91.3 % 的订户具有有影响力和会奖商务旅游采购决定权

48.7% Senior Management 高级管理

9,243 Print copies
CEO • COO • President • Vice-President • Chairman • Directors • General Manager
首席执行官 • 首席运营官 • 总裁 • 副总裁 • 董事长 • 总监 • 总经理

22,159 subscribers

38.1% Middle Management 中级管理

7,231 Print copies
Department/Functional Managers including Sales & Marketing • Corporate Travel & Services • Procurement & Contracting • HR & Administration • Projects & Events
部门/业务经理包括市场销售, 企业旅游, 采购和订购, 人事及行政, 计划及活动

17,336 subscribers

13.2% Frontline Executives 业务执行

2,506 Print copies
Events Executive and Coordinator • Sales & Accounts Officer • Marcoms Executive
活动策划主管及协调员 • 销售职员及客户主管 • 市场传讯主管

6,005 subscribers

* Unique Print and DIGITAL subscribers + BPA Audited



EDITORIAL CALENDAR 2017

市场焦点时间表

MONTH 月份	DOMESTIC DESTINATION 国内景点介绍	INTERNATIONAL DESTINATION 国际景点介绍	SPECIAL REPORT 专题报导	BONUS CIRCULATION 额外发行
JAN / FEB 一 / 二月	Guangzhou / Shenzhen 广州 / 深圳	Hong Kong / Malaysia 香港 / 马来西亚	Travel Insurance / Airlines 旅游保险 / 航空公司	ATF (Singapore, 16-20 Jan) AIME (Melbourne, Australia, 21-22 Feb) GITF (Guangzhou, China, 23-25 Feb) ITB Berlin (Berlin, Germany, 8-12 Mar)
MAR / APR 三 / 四月	Shanghai / Suzhou 上海 / 苏州	Macau / Hawaii / USA 澳门 / 夏威夷 / 美国	Business Hotels / Corporate Meetings 商务酒店 / 商务会议	IT&CM China and CTW China (Shanghai, China, 21-23 Mar) ITB China (Shanghai, China, 10-12 May)
MAY / JUN 五 / 六月	Beijing / Tianjin / Sanya 北京 / 天津 / 三亚	Singapore / Korea 新加坡 / 韩国	Service Apartment / Technology 服务式公寓 / 科技	ITE (Hong Kong, 15-18 Jun)
JUL / AUG 七 / 八月	Pearl River Delta / Xiamen 珠江三角洲 / 厦门	Macau / Australia / New Zealand 澳门 / 澳大利亚 / 新西兰	Business Center / Corporate Cards 商务中心 / 公司信用卡	XSRITE (Xi'an, China, 4-6 Aug)
SEP / OCT 九 / 十月	Shanghai / Chongqing / Chengdu 上海 / 重庆 / 成都	Hong Kong / Europe 香港 / 欧洲	Business Hotel / Spa 商务酒店 / 水疗	IT&CMA and CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep) CITM (Kunming, China, 20-22 Oct) ITB Asia (Singapore, 25-27 Oct)
NOV / DEC 十一 / 十二月	Beijing / Dalian / Qingdao 北京 / 大连 / 青岛	Singapore / Japan / Thailand 新加坡 / 日本 / 泰国	Service Apartment / Corporate Meetings 服务式公寓 / 商务会议	BITM (Beijing, China, 15-17 Nov) WITE (Wuhan, China, 23-25 Nov) CITE (Chengdu, China, 30 Nov-2 Dec)

RATES AND SPECIFICATIONS PRINT

广告报价单与规格 | 实体印

ADVERTISING 广告 (US\$ 美元)

FULL COLOUR	AD SIZE (W X H) MM 广告尺寸	1 X	3 X	6 X
Full Page 全页	266 X 355	13,400	12,900	12,300
Junior Page 小全页	179 X 250	11,600	11,300	10,900
Half Page (Horizontal) 半页(横版)	240 X 160	10,300	9,800	9,300
Half Page (Vertical) 半页(竖版)	118 X 330	10,300	9,800	9,300
Quarter Page 1/4页	118 X 160	7,500	7,100	6,900
Junior Page Spread 小全页式跨页	384 X 250	25,000	24,000	23,200
Double Page Spread 全页跨页	532 X 355	28,800	27,700	26,700
Centre Page Spread 中间跨页	532 X 355	31,700	30,000	28,600
Front Page Strip (Horizontal) 封面(横版)	240 X 80	11,000	10,400	9,800
Outside Back Cover 封底	266 X 355	16,100	15,500	14,600

OTHERS (US\$ 美元)

CREATIVE BUYS 创意广告位

Belly Band 封条	US\$ 28,600
Rates are based on the usage of 157 gsm art paper, measuring 520 (W) X 70 (H) mm	
2pp Cover Wrap 封皮	US\$ 41,600
4pp Cover Wrap 封皮	US\$ 62,300

Rates are based on the usage of 157 gsm art paper, measuring the same dimension as the publication

INSERT 插页

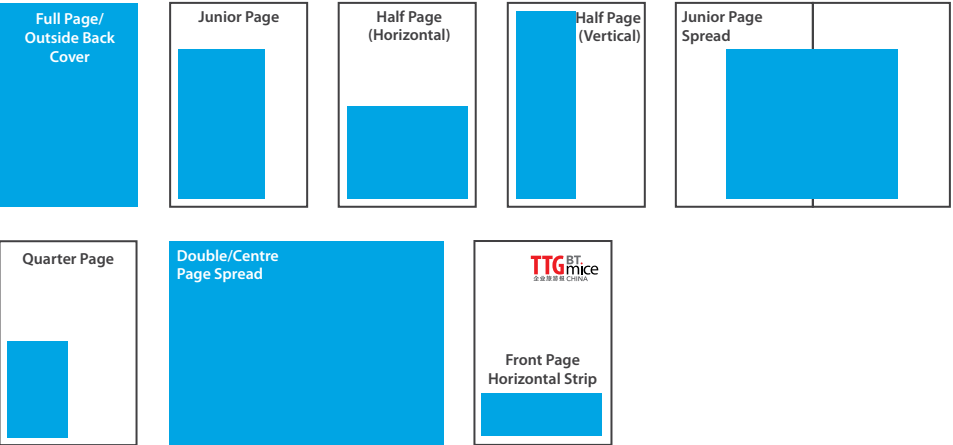
2 Page 页	US\$ 10,600
4 Page 页	US\$ 16,400
6 Page 页	US\$ 22,600
8 Page 页	US\$ 26,500

All printed inserts to be delivered to the printer. All shipping charges are to be borne by the client. Rates are based on the usage of 105 gsm A4 art paper.

ADVERTORIALS 软文广告

1 Page 页	US\$ 15,500
2 Page 页	US\$ 30,200
4 Page 页	US\$ 48,500

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.



Additional Charges 额外费用
15% to be added for guaranteed position. 保证位置需添加15%
Booking Deadline 广告预订截止日期
6 weeks prior to issue date. 发行日期前4周
Material Deadline 广告材料提交截止日期
5 weeks prior to issue date. 发行日期前3周

ONLINE

www.ttgbtmice.com (Website)

PREMIUM			
Interstitial 弹出广告	640 x 400	6,000	100%
Large Billboard 大广告牌	970 x 250	6,000	100%
Skin 两侧广告	1690 x 1050	6,000	100%





Top Banner 旗舰

2015年10月21日 星期三

TTGmice.com | 1121

2015亚洲旅游会展周新加坡揭幕

2015-10-20 刘军文 | 新加坡采访报道 | 摄影

2015年亚洲旅游会展周(TravelWave)第(20)届由新加坡旅游推广行业会议(Web in Travel, WIT)于新加坡滨海湾金沙会议中心开幕并展开。并由亚洲旅游交易会(ITB Asia)会场。透过该平台与亚洲旅游业从业者继续深入交流、激发新的商业模式并促成新的合作的机会。

[\[更多\]](#)

纽约锁定顶尖商务旅客 注入新血开拓中国市场

2015-10-21 傅韵仪 | 采访报道 | 摄影

纽约市中国副城主访行程发展完善，作为核心并不可替代的MICE目的地，纽约市将特定在顶层吸引国际商务旅客；纽约市旅游会展局前往的「亚太旅游和贸易发展总部」将首先发展中国MICE市场。

[\[更多\]](#)

Leaderboard 旗帜

珠海向广东企业团体推广周末温泉文化之旅

2015-10-21 梁文 | 广东采访报道

近日，珠海积极推广与广东企业团体推广周末温泉文化之旅，期待更多企业团体能够利用周末的时间，携家带眷前往游玩，体验当地温泉文化旅程。感受「人在复里里，复得返自然」的心体验。

[\[更多\]](#)

首尔韩企全球营销：商务人士更倾向当面面对会议

2015-10-16

即使生活在数字时代，商务人士仍然更倾向当面面对会议。根据首尔韩企全球最新的调研结果显示，超过三分之二受访韩企愿意进行面对面的交流方式。

[\[更多\]](#)

Leaderboard 旗帜

杭州蓝莲江家豪华精选酒店推出会议优惠套餐

2015-10-15

杭州蓝莲江家豪华精选酒店推出会议优惠套餐。

[\[更多\]](#)

天津盟思卡尔顿酒店推出公司年会宴会专享

2015-10-21

天津盟思卡尔顿酒店推出公司年会宴会专享。

[\[更多\]](#)

Leaderboard 旗帜

TTG-BTmice China e-Weekly 电子报 (Via Email)

AD TYPE	AD SIZE (W X H) PX	RATE (US\$ / ISSUE)
Top Banner 横幅	468 x 60	2,000
Leaderboard 旗帜	728 x 90	2,000

Sponsored Posts 赞助帖子

USD 3,000 / month

Featured along fresh 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.ttgbtmice.com and TTG-BTmice China e-Weekly

让您精心策划的内容每天无处不在的与最新的消息捕获的读者的目光。通过这个高度灵活的平台，您可以决定如何展示你的内容：
 新闻发布，信息图表，视频或更多。

包括www.ttgbtmice.com和 TTG-BTmice China 电子报上传。



ONLINE

TTG-BTmice China DIGITAL 电子版



BUNDLE PACKAGE AT US\$ 15,000 INCLUDES:

\$15,000美元配套包括

Sponsored Post 赞助广告位置	NA
Top Banner in Push Mail 电子版邮件推送横幅	468 X 60
Leaderboard in Push Mail / Landing Page 电子版邮件推送旗帜 / 电子版着陆页旗帜	728 X 90



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 : TTG-BTmice e-Weekly (JPEG)
 Website (JPEG, GIF and HTML5)
 File Size : TTG-BTmice e-Weekly (Max 90KB), Website (Max 100KB)
 Images & Graphics: RGB colour mode

Ad Traffic Contact

Please send ad materials to:

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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 Asia Media 下属的 Travel Trade Publishing 公司自 1974 起，开始创办亚太地区旅游业最有影响力的系列出版物。其采用的一站式纸媒和网络刊物组合涉及休闲旅游、商务旅行、会奖旅游和豪华游领域，读者覆盖各个领域的关键决策者、有影响力的人和专业人士。

公司的系列刊物受到广泛赞誉，成为业内首选读物，并且因其有效的营销作用受到广告商青睐。

电子杂志的读者遍及全世界，主要刊物有 TTG Asia、TTG China、TTG India、TTGmice、TTG-BTmice China、TTGassociations、TTG Asia Luxury 和 TTG Show Daily。



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