

2016

MEDIA KIT



www.ttgchina.com

The Leading Travel Trade Business Resource
For The Greater China Market
大中华市场旅游业界媒体领导品牌



TTG | Publishing
Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

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 China is dedicated to the unique dynamics of the travel trade industry in the Greater China market. Delivered in simplified Chinese, this leading industry business resource is highly regarded by the region's travel trade professionals for its incisive editorials and geographically tailored intelligence analysis on domestic, inbound and outbound developments.

TTG China 旅业报是大中华地区旅游业界的发展驱动引擎。这是一份深受区域内旅游业界所肯定的旅业专业媒体，由于精准报道中国旅游产业脉动及对国内、入境、出境等发展的精辟分析，以简体发行的TTG China旅业报早已成为行业领先的市场信息来源。

www.ttgchina.com

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

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 Show Daily 展会日报

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

TTG China Print 实体版

11 Issues A Year 一年11刊
14,000 Copies Across Greater China Region
14,000份横跨大中华地区

TTG China DIGITAL 电子版

Reaching 34,100 e-Subscribers
发送至34,100订阅者

TTG China e-Daily 电子报

5 Days A Week to 34,100 Inboxes
每周5天发送至34,100 电子邮件箱



TTG China Reaches 42,500 Subscribers* In The Greater China Region and Beyond

TTG China 在大中华地区及全球拥有 42,500 名读者*

BY COUNTRY/TERRITORY 按国家 | 地区划分

Mainland China 中国地区

Northeast Province/ City 东北地区省份/ 城市

	%	14,000 PRINT*	41,500 SUBSCRIBERS*
Liaoning Province 辽宁省	2.3%	321	952
Heilongjiang Province 黑龙江省	1.6%	227	673
Jilin Province 吉林省	0.8%	109	323

North Province/ City 华北地区/ 城市

Beijing City 北京市	9.3%	1,298	3,870
Hebei Province 河北省	3.4%	474	1,405
Tianjin City 天津市	1.5%	213	630
Shanxi Province 山西省	1.2%	168	498
Inner Mongolia Autonomous Region 内蒙古自治区 内蒙古自治区	0.9%	123	365

Northwest Province/ City 西北地区省份/ 城市

Shaanxi Province 陕西省	1.5%	215	647
Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区	1.4%	196	575
Gansu Province 甘肃省	0.9%	128	379
Qinghai Province 青海省	0.6%	83	246
Ningxia Hui Autonomous Region 宁夏回族自治区	0.4%	64	190

East China Province/ City 华东地区省份/ 城市

Shanghai City 上海市	10.7%	1,498	4,400
Shandong Province 山东省	9.6%	1,346	3,991
Jiangsu Province 江苏省	9.3%	1,302	3,859
Zhejiang Province 浙江省	6.9%	966	2,864
Anhui Province 安徽省	3.4%	478	1,417
Jiangxi Province 江西省	2.7%	372	1,102
Fujian Province 福建省	2.6%	363	1,076

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

Guangdong Province 广东省	11.0%	1,540	4,565
Hainan Province 海南省	1.7%	237	713
Hubei Province 湖北省	1.7%	235	697
Hunan Province 湖南省	1.5%	203	612
Guangxi Zhuang Autonomous Region 广西壮族自治区	1.4%	195	578
Henan Province 河南省	1.3%	185	548

Southwest Province/ City 西南地区省份/ 城市

Yunnan Province 云南省	2.1%	293	866
Chongqing City 重庆市	2.0%	275	815
Sichuan Province 四川省	1.2%	172	510
Guizhou Province 贵州省	0.8%	109	323
Tibet Autonomous Region 西藏自治区	0.5%	73	214

Other Regions 其它

HONG KONG 香港	2.3%	328	972
TAIWAN, MACAU 台湾、澳门	1.5%	211	625

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

Australia, Brunei, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and UAE

PRINT⁺ 实体印 14,000 | 100% In Greater China 大中华地区

DIGITAL 电子版 34,100 | China + Global 中国及全球

40% of Print subscribers (about 5,600) also receive our DIGITAL
40% 的印刷版读者同时也订阅电子版

28,500 additional unique subscribers reached via our DIGITAL
额外 28,500 名电子版读者

BY INDUSTRY 按行业划分

86.5%

Travel Agencies, Operators & Wholesalers
旅行社、旅游业务经营与批发商
12,110 Print copies

Corporate, Leisure and Online
旅游公司、休闲旅游和在线旅游服务
36,763 subscribers

13.5%

Travel Suppliers 旅游服务供应商
1,890 Print copies

Hotels & Their Representatives 酒店及其代理机构 (8.3% | 1,164 copies) • National Tourist Offices (NTOs) 国家旅游局 (2.5% | 350 copies) • Airlines & GDS 航空公司和GDS (0.9% | 124 copies) • Car Rental / Cruises 汽车租赁/邮轮公司 (0.3% | 42 copies) • Others 其他 (1.5% | 210 copies)
5,737 subscribers

BY ROLE 按职衔划分

50.8%

Senior Management 高级管理
7,112 Print copies
General Manager • Director • CEO • COO • President
Vice-President • Chairman
总经理 • 总监 • 首席执行官 • 首席运营官 • 总裁
副总裁 • 董事长
21,590 subscribers

38.7%

Middle Management 中级管理
5,418 Print copies
Department / Functional Managers
including Sales & Marketing
部门/业务经理包括市场销售
16,448 subscribers

10.5%

Frontline Executives 业务执行
1,470 Print copies
Travel Consultant Reservation & Ticketing Executive
and Coordinator • Sales Officer • Account Executive
Marcoms Executive
旅行顾问 • 酒店、机票预订人员及主管 • 销售职员
客户主管 • 市场传讯主管
4,462 subscribers

BY RESPONSIBILITY 按职责划分

82.9%
Influence or Make Purchase
Decisions 影响或决定采购计划
11,606 Print copies
Why Is This Important? 为何此项重要?
Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.
您的品牌 / 产品可接触到有影响力和决定权的相关专业人士
35,232 subscribers

17.1%
Make Recommendations To End
Customer / Client 向终端客户/顾客推荐
2,394 Print copies
Why Is This Important? 为何此项重要?
A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients.
读者深入了解您的品牌/产品后, 可向其顾客和客户做更好的推介
7,268 subscribers

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



* Unique Print and DIGITAL subscribers

+ BPA Audited



EDITORIAL CALENDAR

2016

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	Shanghai / Chengdu 上海 / 成都	Dubai / Vietnam 迪拜 / 越南	GDS 全球配销系统	ATF (Manila, Philippines, 18-25 Jan) GITF (Guangzhou, China, 25-27 Feb)
MARCH 三月	Hainan / Chongqing 海南 / 重庆	Hong Kong / Europe 香港 / 欧洲	Medical Tourism 医疗旅游	ITB Berlin (Berlin, Germany, 9-13 Mar)
APRIL 四月	Guangzhou / Shenzhen 广州 / 深圳	Malaysia / Korea 马来西亚 / 韩国	Golf 高尔夫球	IT&CM China • CTW China, (Shanghai, China 6-8 Apr) CXSRITE (Xi'an, China, 22-24 Apr)
MAY 五月	Suzhou / Wuxi 苏州 / 无锡	Singapore / Japan 新加坡 / 日本	Cruises 邮轮	
JUNE 六月	Beijing / Tianjin 北京 / 天津	Macau / Taiwan 澳门 / 台湾	Theme Parks 主题公园	ITE (Hong Kong, 16-19 Jun) BITE (Beijing, China, 24-26 Jun)
JULY 七月	Nanjing / Hangzhou 南京 / 杭州	Australia / USA 澳大利亚 / 美国	Serviced Apartments 服务公寓	
AUGUST 八月	Dalian / Qingdao 大连 / 青岛	Korea / Malaysia 韩国 / 马来西亚	Business Travel 商务旅游	IT&CM India (Delhi, India, Aug)
SEPTEMBER 九月	Shanghai / Wuhan 上海 / 武汉	Hong Kong / Canada 香港 / 加拿大	GDS 全球配销系统	PTM (Jakarta, Indonesia, 7-9 Sep) IT&CMA and CTW Asia-Pacific, (Bangkok, Thailand, 27-29 Sep)
OCTOBER 十月	Pearl River Delta 珠江三角洲	Macau / Thailand 澳门 / 泰国	Cruises 邮轮	HICAP (Hong Kong) ITB Asia (Singapore, 19-21 Oct)
NOVEMBER 十一月	Beijing / Xi'an 北京 / 西安	Singapore / Hawaii 新加坡 / 夏威夷	Business Travel 商务旅游	CITM (Shanghai, China) CITE (Chengdu, China)
DECEMBER 十二月	Harbin / Shenyang 哈尔滨 / 沈阳	USA / India 美国 / 印度	Year End Special 年终特辑	

RATES AND SPECIFICATIONS

PRINT

广告报价单与规格 | 实体印

ADVERTISING (US\$ 美元)

FULL COLOUR	AD SIZE (W X H) MM	1 X	4 X	8 X
Full Page 全页	260 X 380	16,600	15,800	15,100
Junior Page 小全页	173 X 280	12,700	12,200	11,600
Half Page (Horizontal) 半页(横版)	236 X 180	12,200	11,600	11,100
Half Page (Vertical) 半页(竖版)	114 X 356	12,200	11,600	11,100
Quarter Page 1/4页	114 X 180	8,500	8,100	7,800
Junior Page Spread 小全页式跨页	370 X 280	23,500	22,500	21,500
Double Page Spread 全页跨页	520 X 380	31,700	30,100	28,500
Centre Page Spread 中间跨页	520 X 380	35,400	33,900	32,400
Front Page Strip (Horizontal) 封面(横版)	236 X 90	12,700	12,200	11,600
Outside Back Cover 封底	260 X 380	19,800	18,900	18,200

OTHERS

CREATIVE BUYS 创意广告位

Belly Band 封条	US\$ 29,400
Rates are based on the usage of 157 gsm art paper, measuring 520 (W) X 70 (H) mm.	
2pp Cover Wrap 封皮	US\$ 43,400
4pp Cover Wrap 封皮	US\$ 61,900

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\$ 15,000
6 Page 页	US\$ 20,800
8 Page 页	US\$ 24,300

All printed inserts to be delivered to the printer. All shipping charges 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\$ 19,100
2 Page 页	US\$ 36,400
4 Page 页	US\$ 61,400

Rates are inclusive of copywriting, design, layout and media insertion charges.

Additional Charges

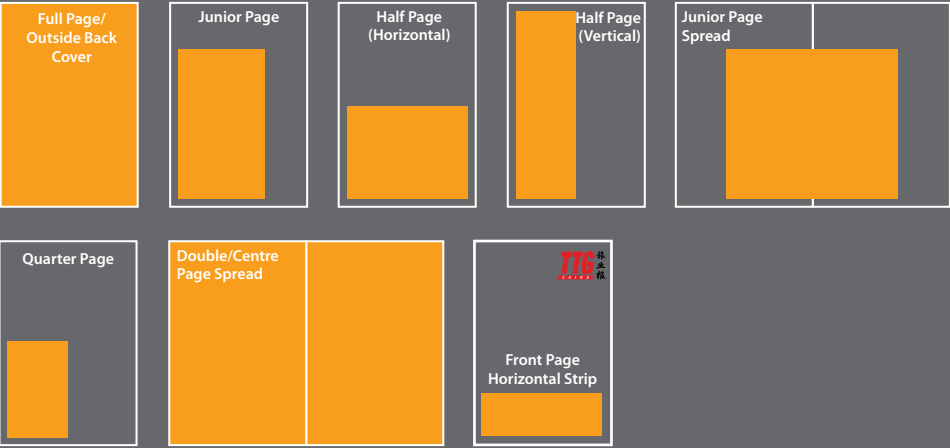
额外费用
15% to be added for guaranteed position. 保证位置需添加15%

Booking Deadline

广告预订截止日期
4 weeks prior to issue date. 发行日期前4周

Material Deadline

广告材料提交截止日期
3 weeks prior to issue date. 发行日期前3周



RATES AND SPECIFICATIONS

ONLINE

广告报价单与规格 | 在线

www.ttgchina.com

AD TYPE AD SIZE (W X H) PX RATE (US\$/MONTH) SHARE OF VOICE

REGULAR

Leaderboard 旗帜	728 x 90	5,000	1/3
MPU Banner 方状 (With video option available)	300 x 250	5,000	1/3
Skyscraper 条幅	120 x 600	5,000	1/3
Banner 横幅	468 x 60	5,000	1/3
Large MPU Banner 大方状	970 x 300	8,000	1/3

PREMIUM

Interstitial 弹出广告	640 x 400	8,000 / month	100%
Billboard 广告牌	970 x 90	8,000 / month	100%
Skin 两侧广告	1680 x 1050	8,000 / month	100%



Skin
两侧
广告



Skin
两侧
广告

RATES AND SPECIFICATIONS

ONLINE

广告报价单与规格 | 在线

TTG China DIGITAL 电子版



BUNDLE PACKAGE AT US\$ 15,000 INCLUDES:

\$15,000美元配套包括

SIZE (W X H) PX

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 电子版邮件推送旗帜	728 X 90
Leaderboard in Landing Page 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	: TTTG China e-Daily (JPEG), Website (JPEG, GIF and HTML5)
File Size	: TTTG China e-Daily (Max 90KB), Website (Max 100KB)
Images & Graphics	: RGB colour mode

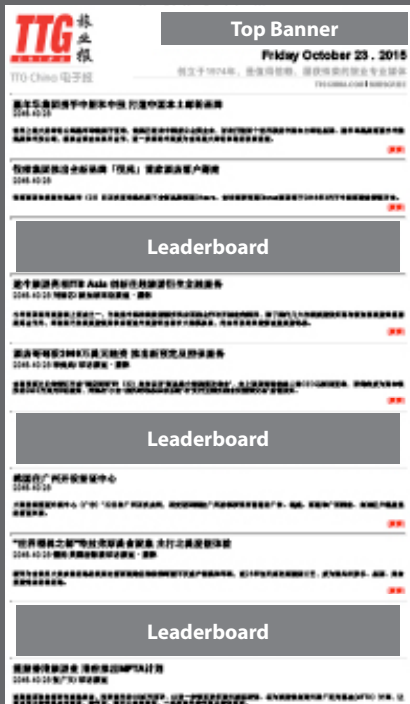
Ad Traffic Contact

Please send ad materials to:

TTG Asia Media (Ad Admin Department)

Cheryl Lim

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



TTG China e-Daily 电子报

AD TYPE AD SIZE (W X H) PX RATE (US\$)

Top Banner 横幅	468 x 60	1,500 (5 business working days)
Leaderboard 旗帜	728 x 90	1,500 (5 business working days)

Sponsored Posts 赞助帖子

USD 2,500 / 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.ttgchina.com and TTTG China e-Daily

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.ttgchina.com和TTT China电子报上传。

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 China Representatives

HONG KONG & MACAU

Chimmy Tsui

T (852) 2237 7282
(86) 1500 0225 637
E chimmy.tsui@ttgasia.com

CHINA

Emily Zhang

T (86) 1381 0116 979
E emily.zhang@ttgasia.com

Angela Cai

T (86) 1367 1742 417
E angela.cai@ttgasia.com

SINGAPORE (HEAD OFFICE)

Shirley Tan

T (65) 6395 7535
E shirley.tan@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

Vermarkung 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
Japan 103-0025
T (81-3) 3661 6138
F (81-3) 3661 6139
E kawano-pbi@gol.com

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 fmssc@unitel.co.kr

SPAIN (MADRID)

Luis Andrade

Luis Andrade International Media

Maudes, 51 8th Floor 28003 Madrid, Spain
T (34-91) 7885301
F (34-91) 3956396
E landrade@luisandrade.com

SRI LANKA

Vijitha Yapa/Albadur Cader

Vijitha Yapa Associates

International Advertising Division
No. 3, De Vos Avenue, Colombo 4 Sri Lanka
T (94-11) 255 6600
M (94) 777 229723
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.

Suite 40, 9th Floor, RS Tower
121 Rachadapisek Road, Dindaeng,
Bangkok 10400, Thailand
T (66-2) 641 2693-6
F (66-2) 641 2697
E anchana@absolutecommunications.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
M (63) 928 759 9481
E ed_bassig@yahoo.com
edbassig@hotmail.com

UNITED KINGDOM

Louise Napier

TTG Media Limited

2-6 Boundary Row,
London SE1 8HP
England, United Kingdom
T (44-20) 3714 4102
M (44) 7917 158677
E lnapiert@ttgdigital.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 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。



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

