



2018

Media Kit

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

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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者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

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

Recognising the Best of Greater
China's Travel Industry since 2008
嘉许大中华地区旅游业卓越成就

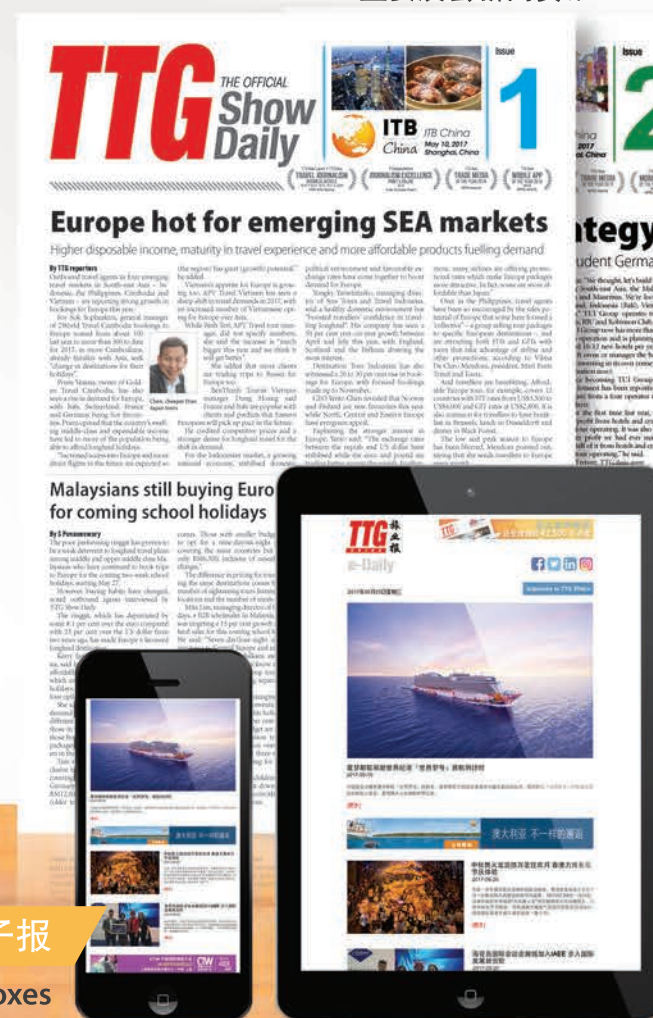
TTG China Print 实体版

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 Show Daily 展会日报

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



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 电子邮箱

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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

% 14,000 PRINT+ 41,500 SUBSCRIBERS*

Northeast Province/ City 东北地区省份/ 城市

Liaoning Province 辽宁省	2.3%	315	934
Heilongjiang Province 黑龙江省	1.5%	208	617
Jilin Province 吉林省	0.8%	106	314

North Province/ City 华北地区/ 城市

Beijing City 北京市	9.9%	1,387	4,111
Hebei Province 河北省	3.2%	442	1,310
Tianjin City 天津市	1.8%	251	744
Shanxi Province 山西省	1.1%	154	457
Inner Mongolia Autonomous Region 内蒙古自治区 内蒙古自治区	0.8%	115	341

Northwest Province/ City 西北地区省份/ 城市

Shaanxi Province 陕西省	1.5%	214	634
Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区	1.2%	173	512
Gansu Province 甘肃省	0.9%	126	374
Qinghai Province 青海省	0.6%	81	240
Ningxia Hui Autonomous Region 宁夏回族自治区	0.4%	62	184

East China Province/ City 华东地区省份/ 城市

Shanghai City 上海市	10.6%	1,485	4,402
Jiangsu Province 江苏省	9.6%	1,341	3,975
Shandong Province 山东省	9.1%	1,277	3,785
Zhejiang Province 浙江省	7.0%	978	2,899
Anhui Province 安徽省	3.2%	452	1,340
Jiangxi Province 江西省	2.6%	370	1,097
Fujian Province 福建省	2.6%	369	1,094

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

Guangdong Province 广东省	10.5%	1,476	4,375
Hainan Province 海南省	1.7%	236	700
Hubei Province 湖北省	1.7%	236	700
Hunan Province 湖南省	1.4%	199	590
Guangxi Zhuang Autonomous Region 广西壮族自治区	1.2%	165	489
Henan Province 河南省	1.1%	155	459

Southwest Province/ City 西南地区省份/ 城市

Sichuan Province 四川省	2.8%	390	1156
Yunnan Province 云南省	2.0%	275	815
Chongqing City 重庆市	1.8%	257	762
Guizhou Province 贵州省	0.5%	74	219
Tibet Autonomous Region 西藏自治区	0.5%	66	196

Other Regions 其它

Hong Kong 香港	2.6%	358	1061
Taiwan, Macau 台湾、澳门	1.5%	207	614

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

Australia • Brunei • Cambodia • Japan • Indonesia • Malaysia • Philippines • Singapore • South Korea • Thailand • UAE • Vietnam

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



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

* Unique Print and DIGITAL subscribers + BPA Audited BPA WORLDWIDE BUSINESS

PRINT EDITORIAL CALENDAR 2018

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 / Maldives 迪拜 / 马尔代夫	GDS 全球配销系统	ATF (Chiang Mai, Thailand / 22-26 Jan) GITF (Guangzhou, China / 1-3 Mar) ITB Berlin (Berlin, Germany / 7-11 Mar)
MAR 三月	Hainan / Chongqing 海南 / 重庆	Hong Kong / Europe 香港 / 欧洲	Resort 渡假村	IT&CM China and CTW China (Shanghai, China / 20-22 Mar)
APR 四月	Guangzhou / Shenzhen 广州 / 深圳	Malaysia / Korea 马来西亚 / 韩国	Golf 高尔夫球	
MAY 五月	Suzhou / Wuxi 苏州 / 无锡	Singapore / Japan 新加坡 / 日本	Cruise 邮轮	ITB China (Shanghai, China / 16-18 May)
JUN 六月	Beijing / Tianjin 北京 / 天津	Macau / Taiwan 澳门 / 台湾	Theme Parks 主题公园	ITE (Hong Kong / 14-17 Jun)
JUL 七月	Nanjing / Hangzhou 南京 / 杭州	Australia / USA 澳大利亚 / 美国	Service Apartment 服务公寓	
AUG 八月	Dalian / Qingdao 大连 / 青岛	South Korea / Malaysia 韩国 / 马来西亚	Business Travel 商务旅游	CXSRITE (Xi'an, China)
SEP 九月	Shanghai / Wuhan 上海 / 武汉	Hong Kong / Canada 香港 / 加拿大	GDS 全球配销系统	PTM (Lankawi, Malaysia / 12-14 Sep) IT&CMA and CTW Asia-Pacific (Bangkok, Thailand / 18-20 Sep)
OCT 十月	Pearl River Delta 珠江三角洲	Macau / Thailand 澳门 / 泰国	Cruise 邮轮	HICAP (Hong Kong) ITB Asia (Singapore / 17-19 Oct)
NOV 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 / 16-18 Nov)
DEC 十二月	Harbin / Shenyang 哈尔滨 / 沈阳	USA / India 美国 / 印度	Year End Special 年终特辑	

Subject to change



PRINT RATES AND SPECIFICATIONS

广告报价单与规格 / 实体印

ADVERTISING (US\$ 美元)

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	1 X	4 X	8 X
Full Page 整页	260 X 380	17,900	16,900	16,200
Junior Page 小全页	173 X 280	13,600	13,100	12,400
Half Page (Horizontal) 半页(横版)	236 X 180	13,100	12,400	11,900
Half Page (Vertical) 半页(竖版)	114 X 356	13,100	12,400	11,900
Quarter Page 1/4页	114 X 180	9,100	8,700	8,400
Junior Page Spread 小全页式跨页	370 X 280	25,200	24,200	23,100
Double Page Spread 全页跨页	520 X 380	34,000	32,300	30,500
Centre Page Spread 中间跨页	520 X 380	38,000	36,400	34,800
Front Page Strip (Horizontal) 封面(横版)	236 X 90	13,600	13,100	12,500
Outside Back Cover 封底	260 X 380	21,300	20,300	19,500

OTHERS

CREATIVE BUYS 创意广告位

Belly Band 封条	US\$ 31,600
Rates are based on the usage of 157 gsm art paper, measuring 520 (W) X 70 (H) mm.	
2pp Cover Wrap 封皮	US\$ 46,500
4pp Cover Wrap 封皮	US\$ 66,400

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\$ 11,400
4 Page 页	US\$ 16,100
6 Page 页	US\$ 22,300
8 Page 页	US\$ 26,100

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\$ 20,500
2 Page 页	US\$ 39,100
4 Page 页	US\$ 65,900

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

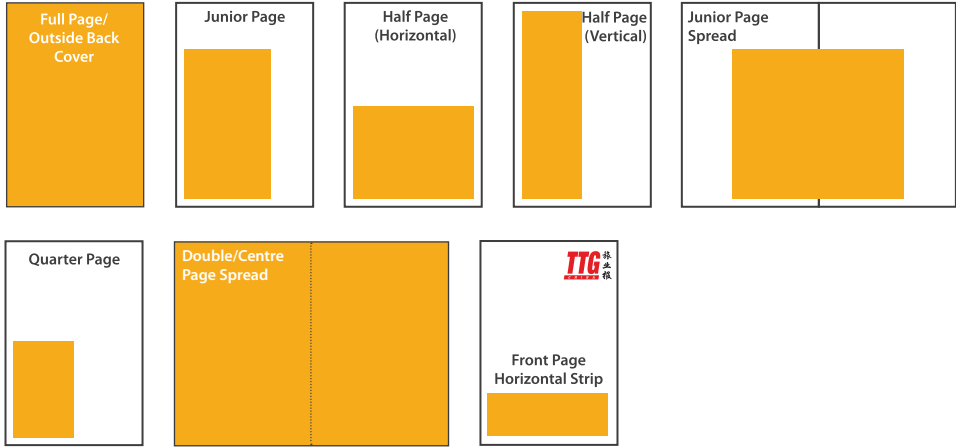
额外费用
15% to be added for guaranteed position. 保证位置需添加15%

Booking Deadline

广告预订截止日期
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



ONLINE RATES AND SPECIFICATIONS

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	5,500	1/3
MPU Banner 方状 (With video option available)	300 x 250	5,500	1/3
Large MPU Banner 大方状	300 x 600	8,800	1/3
Billboard 广告牌	970 x 90	8,800	100%
PREMIUM			
Interstitial 弹出广告	640 x 400	10,000	100%
Large Billboard 大广告牌	970 x 250	10,000	100%
Skin 两侧广告	1690 x 1050	10,000	100%



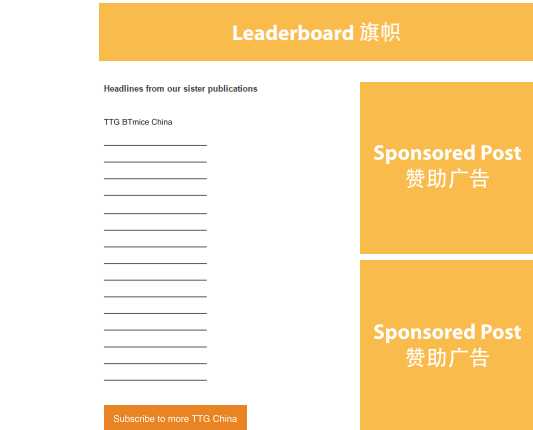
Sponsored Posts 赞助帖子 USD 3,000 / month

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.ttgchina.com and TTG 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 TTG China电子报上传。

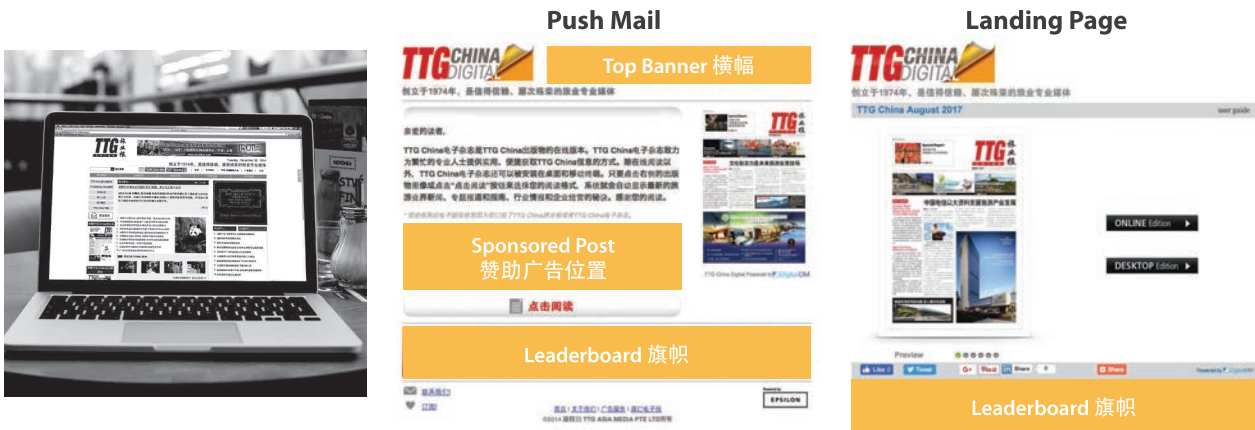
TTG China e-Daily 电子报 (Via Email)

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



ONLINE RATES AND SPECIFICATIONS

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

Sponsored Post in Push Mail 赞助广告位置	SIZE (W X H) PX
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 / Digital 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 China e-Daily (JPEG), Website (JPEG, GIF and HTML5)
File Size	: TTG 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

Contact us to find out how to make an impact with TTG China WeChat today.



eBOOK ONLY AD INSERTION 电子书广告

1 Week Lead Time Only! 一周后可刊登

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	1 X	3 X	6 X
Full Page 整页	210 x 285	12,600	11,900	11,400
Double Page Spread 全页跨页	420 x 285	23,800	22,700	21,400

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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。



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

Our extensive global network includes

TTG Czech Republic, TTG Italia, TTG MENA, TTG Nordic, TTG Russia & TTG UK



One Travel Trade Connection. Infinite Possibilities.