

2017 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

www.ttgchina.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 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

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 China DIGITAL 电子版

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

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 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



TTG China 在大中华地区及全球拥有 **42,500** 名读者*

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Mainland China
中国地区

中国地区	%	14,000	41,500
		PRINT ⁺	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

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

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

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

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

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

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



and more!

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

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

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

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



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	Shanghai / Chengdu 上海 / 成都	Dubai / Vietnam 迪拜 / 越南	GDS 全球配销系统	ATF (Singapore, 16-20 Jan) GITF (Guangzhou, China, 23-25 Feb) ITB Berlin (Berlin, Germany, 8-12 Mar)
MARCH 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, 21-23 Mar)
APRIL 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, 10-12 May)
JUNE 六月	Beijing / Tianjin 北京 / 天津	Macau / Taiwan 澳门 / 台湾	Theme Parks 主题公园	ITE (Hong Kong, 15-18 Jun)
JULY 七月	Nanjing / Hangzhou 南京 / 杭州	Australia / USA 澳大利亚 / 美国	Service Apartment 服务公寓	
AUGUST 八月	Dalian / Qingdao 大连 / 青岛	South Korea / Malaysia 韩国 / 马来西亚	Business Travel 商务旅游	XSRITE (Xi'an, China, 4-6 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 (Macao, 13-15 Sep) BITM (Beijing, China, 14-16 Sep) IT&CMA and CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep)
OCTOBER 十月	Pearl River Delta 珠江三角洲	Macau / Thailand 澳门 / 泰国	Cruise 邮轮	HICAP (Hong Kong, 18-20 Oct) CITM (Kunming, China, 20-22 Oct) ITB Asia (Singapore, 25-27 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	BITM (Beijing, China, 15-17 Nov) WITE (Wuhan, China, 23-25 Nov)
DECEMBER 十二月	Harbin / Shenyang 哈尔滨 / 沈阳	USA / India 美国 / 印度	Year End Special 年终特辑	CITE (Chengdu, China, 30 Nov-2 Dec)

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	17,300	16,400	15,700
Junior Page 小全页	173 X 280	13,200	12,700	12,000
Half Page (Horizontal) 半页(横版)	236 X 180	12,700	12,000	11,500
Half Page (Vertical) 半页(竖版)	114 X 356	12,700	12,000	11,500
Quarter Page 1/4页	114 X 180	8,800	8,400	8,100
Junior Page Spread 小全页式跨页	370 X 280	24,400	23,400	22,400
Double Page Spread 全页跨页	520 X 380	33,000	31,300	29,600
Centre Page Spread 中间跨页	520 X 380	36,800	35,300	33,700
Front Page Strip (Horizontal) 封面(横版)	236 X 90	13,200	12,700	12,100
Outside Back Cover 封底	260 X 380	20,600	19,700	18,900

OTHERS

CREATIVE BUYS 创意广告位

Belly Band 封条	US\$ 30,600
Rates are based on the usage of 157 gsm art paper, measuring 520 (W) X 70 (H) mm.	
2pp Cover Wrap 封皮	US\$ 45,100
4pp Cover Wrap 封皮	US\$ 64,400

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\$ 11,000
4 Page 页	US\$ 15,600
6 Page 页	US\$ 21,600
8 Page 页	US\$ 25,300

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\$ 19,900
2 Page 页	US\$ 37,900
4 Page 页	US\$ 63,900

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

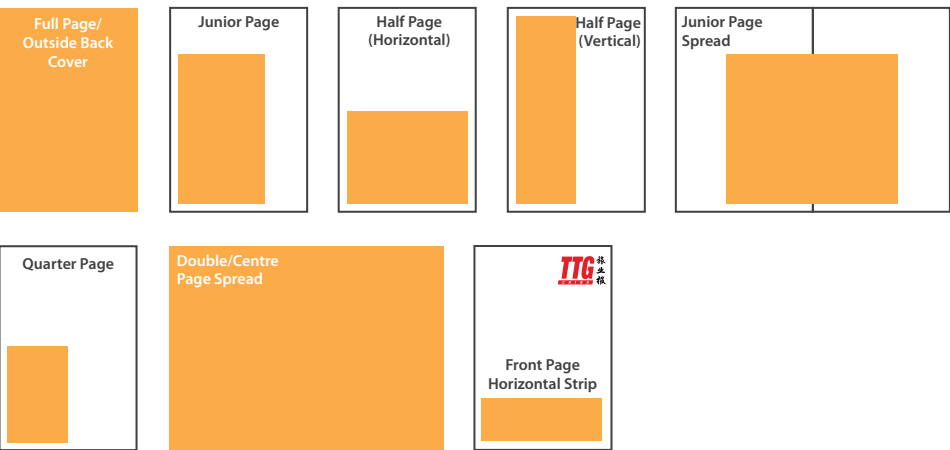
额外费用
15% to be added for guaranteed position. 保证位置需添加15%

Booking Deadline

广告预订截止日期
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



RATES AND SPECIFICATIONS

ONLINE

广告报价单与规格 | 在线 www.ttgchina.com (Website)

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%



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)

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。

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

Sponsored Post 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

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

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

