



2017

Media Kit

The Leading Business Resource For
India's Travel Trade and MICE Industry

www.ttgindia.travel

Extend your reach with our multi-dimensional channels

TTG India is tailored to India's burgeoning market, with a dedicated pulse on its travel trade and MICE industry. This publication in TTG's series of leading business resource titles delivers incisive editorials and geographically tailored intelligence analysis on India's domestic, inbound and outbound developments to travel trade professionals across the country.

www.ttgindia.travel

24/7, Access Anytime, Anywhere

Annual TTG Travel Awards

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

TTG India DIGITAL

Reaching 43,400 e-subscribers

TTG India Print

2 Issues A Year.
12,540 Copies Across India

TTG Show Daily

Live Event Coverage for major trade shows



TTG India Reaches 48,640 Subscribers* In 25 Cities Across India and Beyond

PRINT 12,540 | 100% In India

DIGITAL 43,400 | India + Global

BY COUNTRY/TERRITORY

India	%	12,540 PRINT	28,140 SUBSCRIBERS*
New Delhi	17.5%	2,195	4,925
Mumbai	16.7%	2,094	4,699
Chennai	7.3%	915	2,054
Bengaluru	6.5%	815	1,829
Hyderabad	5.7%	715	1,604
Kolkata	4.5%	564	1,266
Srinagar	4.2%	527	1,182
Trivandrum	4.0%	502	1,126
Gurgaon	3.4%	426	957
Ahmedabad	3.0%	376	844
Goa	2.8%	351	788
Kochi	2.5%	314	704
Pune	2.3%	288	647
Jaipur	2.1%	263	591
Chandigarh	2.0%	252	565
Uttarakhand	2.0%	250	561
Amritsar	1.8%	226	507
Bhopal	1.6%	201	455
Himachal Pradesh	1.6%	201	445
Indore	1.5%	191	424
Jalandhar	1.5%	188	423
Uttar Pradesh	1.5%	185	419
Odisha	1.4%	176	394
Nagpur	1.3%	166	368
Truchurapalli	1.3%	159	363

Additional Global Territories Reached DIGITALLY (78 Countries)

20,500
subscribers based
outside India

Africa • Argentina • Armenia • Austria • Azerbaijan • Bahrain • Bangladesh • Belgium • Bhutan • Brazil • Brunei • Cambodia • Canada • China • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Hawaii • Hong Kong • Indonesia • Ireland • Italy • Israel • Japan • Kazakhstan • Kenya • Kuwait • Laos • Lebanon • Macau • Malta • Malaysia • Mauritius • Mexico • Myanmar • Nepal • Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Philippines • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Slovakia • Singapore • South Africa • South Korea • Spain • Sweden • Switzerland • Taiwan • Tanzania • Thailand • Tunisia • Turkey • Ukraine • UAE • United Kingdom • Uruguay • USA • Vietnam

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



and more!

BY INDUSTRY

85.0%
Industry Buyers
10,659 Print Copies

Travel Agencies (Corporate, Leisure and Online), Operators, Wholesalers (67.5% | 8,465 copies) • Destination Management Companies (10.4% | 1,304 copies) • Event Management Companies, Professional Conference and Exhibition Organisers (7.1% | 890 copies)
41,344 subscribers

15.0%
Travel Suppliers
1,881 Print Copies

Hotels & Their Representatives (9.3% | 1,166 copies) • National Tourist Offices (NTOs) (2.0% | 251 copies) • Airlines & GDS (1.9% | 238 copies) • Others (1.8% | 226 copies)
7,296 subscribers

BY HIERARCHY



58.5%
Senior Management
7,336 Print Copies

General Manager • Director CEO • COO • President • Vice-President • Chairman
28,454 subscribers



31.8%
Middle Management
3,988 Print Copies

Department / Functional Managers including Sales & Marketing
15,468 subscribers



9.7%
Junior Executives
1,216 Print Copies

Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive
4,718 subscribers

BY RESPONSIBILITY



86.0%
Influence or Make
Purchase Decisions
10,784 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.
41,830 subscribers



14.0%
Make Recommendations
To End Customer / Client
1,756 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.
6,810 subscribers

* Unique Print and DIGITAL subscribers

EDITORIAL CALENDAR

2017

MONTH	REGIONAL DESTINATIONS	OUTBOUND DESTINATIONS	SPECIAL GUIDE	BONUS CIRCULATION*
APRIL	Delhi	Macau / Malaysia / Philippines / Indonesia	Theme parks / Integrated resorts / Medical tourism	ITCM China and CTW China (Shanghai, China, 21-23 Mar) ATM (Dubai, UAE, 24-27 Apr) PTM (Macao, 13-15 Sep) ITCMA & CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep)
OCTOBER	Rajasthan	Thailand / Hong Kong / Singapore / Vietnam	Cruises / Weddings & Honeymoon / Beach resorts	ITB Asia (Singapore, 25-27 Oct) CITM (Kunming, China, 20-22 Oct) ATF (Thailand, 2018) ITB Berlin (Berlin, Germany, 2018)

*Subject to change



RATES AND SPECIFICATIONS

PRINT

ADVERTISING (US\$)

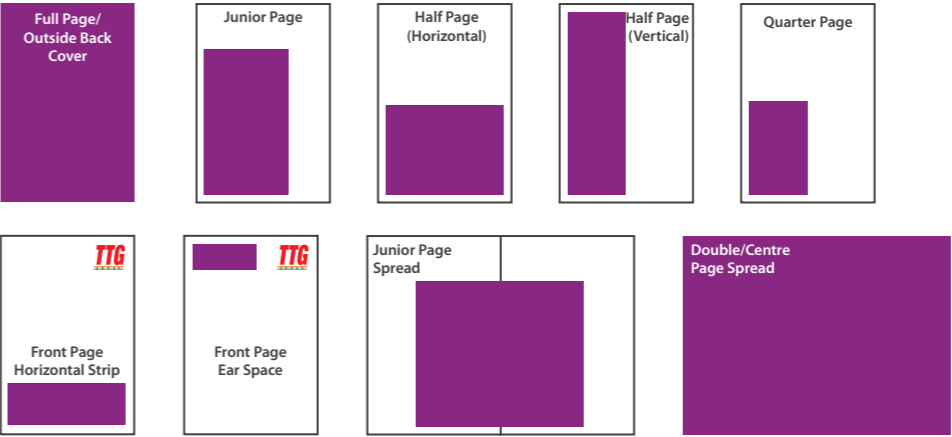
FULL COLOUR	AD SIZE (W X H) MM	1 X	2X
Full Page	260 x 380	11,900	11,000
Junior Page	173 x 280	9,500	8,800
Half Page (Horizontal)	236 x 180	9,100	8,400
Half Page (Vertical)	114 x 356	9,100	8,400
Front Page Horizontal Strip	236 x 90	9,100	8,400
Front Page Ear Space	118 x 50	4,000	3,700
Quarter Page	114 x 180	6,800	6,300
Junior Page Spread	370 x 280	17,400	16,200
Double Page Spread	520 x 380	21,800	20,300
Outside Back Cover	260 x 380	14,200	13,200
Centre Page Spread	520 x 380	23,700	22,000

OTHERS

INSERTS	
2 Page	US\$ 7,500
4 Page	US\$ 10,700
6 Page	US\$ 14,900
8 Page	US\$ 17,500
All printed inserts to be delivered to Singapore office and all shipping charges borne by client. Rates are based on usage of 105 gsm A4 art paper.	

CREATIVE BUYS	
Belly Band	US\$ 21,200
Rates are based on the usage of 157gsm art paper, measuring 520 (W) X 70 (H) mm.	
2PP Cover Wrap	US\$ 30,800
4PP Cover Wrap	US\$ 46,300
Rates are based on the usage of 157gsm art paper, measuring the same dimension as the publication.	

ADVERTORIALS	
1 Page	US\$ 13,700
2 Page	US\$ 26,100
4 Page	US\$ 44,200
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**
15% to be added for guaranteed position.
- Booking Deadline**
6 weeks prior to issue date.
- Material Deadline**
5 weeks prior to issue date.

RATES AND SPECIFICATIONS

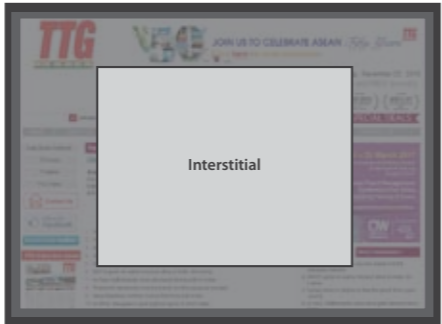
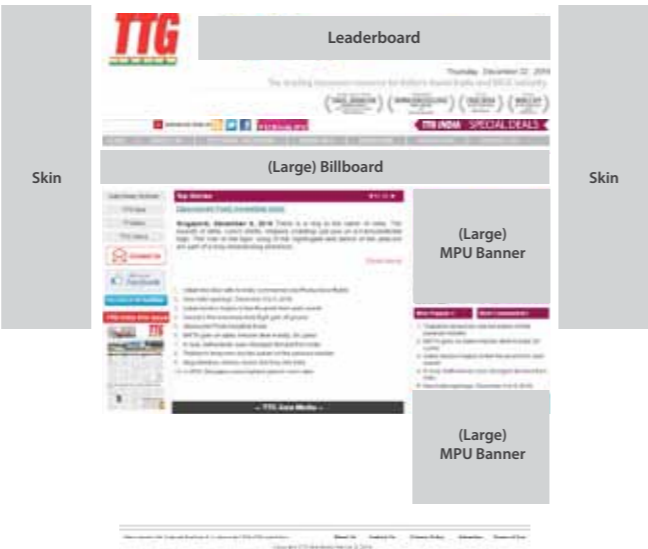
ONLINE

www.ttgindia.travel (Website)

AD TYPE	AD SIZE (W X H) PX	RATE (US\$/MONTH)	SHARE OF VOICE
REGULAR			
Leaderboard	728 x 90	3,000	1/3
MPU Banner <i>(With video option available)</i>	300 x 250	3,000	1/3
Large MPU Banner <i>(With video option available)</i>	300 x 600	4,500	1/3
Billboard	970 x 90	4,500	100%

PREMIUM

Interstitial	640 x 400	6,000	100%
Large Billboard	970 x 250	6,000	100%
Skin	1690 x 1050	6,000	100%



RATES AND SPECIFICATIONS

ONLINE

TTG India DIGITAL



BUNDLE PACKAGE AT US\$ 10,000 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

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 India Digital (JPEG), Website (JPEG, GIF and HTML5)
- File Size : TTG India Digital (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 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

