

TTGassociations

www.ttgassociations.com

2016

MEDIA KIT

The Intelligent Resource To Association Meetings In Asia-Pacific



TTG | *Publishing*
Travel Trade 

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

Extend your reach with our multi-dimensional channels

TTGassociations is in response to the rise of Asia-Pacific association meetings, and the growing importance of associations in this region. Brought to you by the same award-winning TTGmice editorial team, TTGassociations will arm association professionals with intelligent know-how on running successful regional and international meetings in Asia-Pacific.

TTGassociations Print

4 Issues A Year.
2,000 Copies Across Asia-Pacific

TTGassociations DIGITAL

Reaching 3,500 e-subscribers



TTGassociations Reaches **Association Buyers** Across Asia-Pacific and Beyond



BY COUNTRY/TERRITORY

Asia-Pacific	%	2,000 PRINT
Singapore	19.3%	389
Australia	15.5%	309
Malaysia	9.6%	193
China	7.8%	157
Japan	7.5%	150
Hong Kong	7.5%	149
Thailand	7.1%	142
South Korea	5.1%	102
India	4.4%	89
Philippines	4.1%	83
Taiwan	3.1%	62
Indonesia	2.8%	57
New Zealand	1.9%	37
Vietnam	1.5%	30
Macau	1.0%	19
Brunei, Cambodia, Laos and Sri Lanka	1.8%	32

Additional Territories Reached Digitally

Bangladesh • Canada • Germany • Italy • Nepal • Oman • Pakistan • Qatar • South Africa • United Arab Emirates



BY INDUSTRY

65%
Associations and Association Management Companies
1,314 Print Copies

20%
Professional Conference Organisers
399 Print Copies

15%
CVBs, NTOs and DMCs
287 Print Copies

PRINT 2,000 | 100% in Asia-Pacific

DIGITAL 3,500 | Asia-Pacific + Global



ROLE

75.1%
Senior Management
1,502 Print Copies

General Manager • Director • CEO • COO • President • Vice-President • Association Chairman

19.6%
Middle Management
392 Print Copies

Association Planners and Department / Functional Manager including Sales & Marketing, Projects & Events

5.3%
Junior Executives
106 Print Copies

Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



EDITORIAL CALENDAR

2016

MONTH	GUIDE TO	DESTINATIONS	BONUS CIRCULATION*
JAN 2016	Event Technology	Hong Kong, Japan, Singapore	ATF (Manila, Philippines, 18-25 Jan) AIME (Melbourne, Australia, 23-24 Feb) GITF (Guangzhou, China, 25-27 Feb) ITB Berlin (Berlin, Germany, 9-13 Mar)
APR 2016	Unique Venues	China, Indonesia, South Korea	Association Days @ IT&CM China (Shanghai, China, 6-8 Apr) ASAE Great Ideas Conference (Hong Kong, 10-12 Apr) IMEX Frankfurt (Frankfurt, Germany, 19-21 Apr) ITE (Hong Kong, 16-19 Jun)
JUL 2016	Meeting Hotels	Philippines, Macau, Malaysia	IT&CM India (Delhi, India, Aug) PTM (Jakarta, Indonesia, 7-9 Sep) Association Days @ IT&CMA (Bangkok, Thailand, 27-29 Sep)
OCT 2016	Convention Centres	India, Taiwan, Thailand	IMEX America (Las Vegas, America, 18-20 Oct) ITB Asia (Singapore, 19-21 Oct) CITM (Shanghai, China, Nov) iBTM World (Barcelona, Spain, 29 Nov-1 Dec)

*Subject to change

RATES AND SPECIFICATIONS

PRINT

ADVERTISING (US\$)

FULL COLOUR	AD SIZE (W X H) MM	1 X	2x	4x
Full Page	210 x 285	5,900	5,190	4,890
Half Page (Horizontal)	180 x 130	4,428	3,890	3,630
Half Page (Vertical)	88 x 263	4,428	3,890	3,630
Quarter Page	88 x 130	3,540	3,110	2,900
Double Page Spread	420 x 285	10,200	8,910	8,360
Outside Back Cover	210 x 285	7,080	6,218	5,800
Inside Front Cover	210 x 285	6,700	5,898	5,500

OTHERS

SUPPLEMENTS from US \$14,278

Starting rates for 2pp and above. Rates are inclusive of copy-writing, design, layout and media insertion charges.

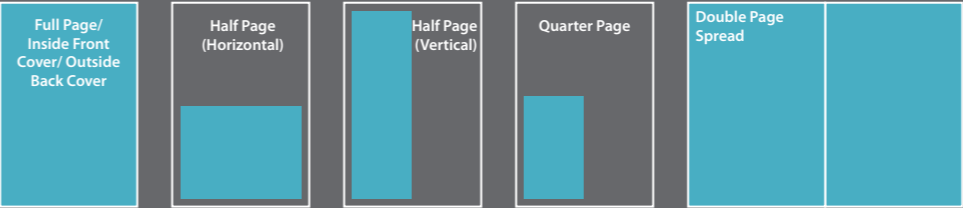
INSERTS from US \$8,000

Starting rates for 2pp and above. All printed inserts are to be delivered to Singapore office and all shipping charges are to be borne by client. Rates are based on the usage of 105 gsm, A4 size paper.

Additional Charges
15% to be added for guaranteed position.

Booking Deadline
4 weeks prior to issue date.

Material Deadline
3 weeks prior to issue date.



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.

Ad Traffic Contact

Please send ad materials to:
TTG Asia Media (Ad Admin Department)
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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

