

# TTGassociations

[www.ttgassociations.com](http://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



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

## 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.

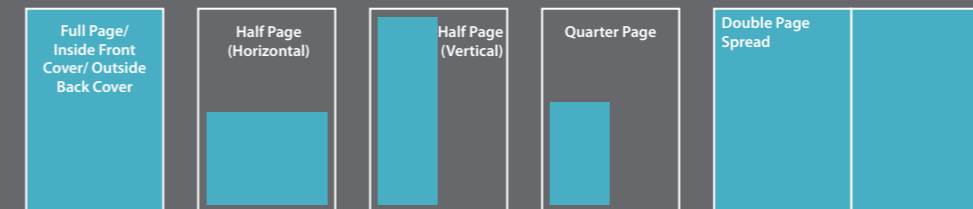
### INSERTS from US \$8,000

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



# 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

## TTGassociations Representatives

### SINGAPORE (HEAD OFFICE)

**Pierre Quek** (ONLINE)  
T (65) 6395 7545  
E pierre.quek@ttgasia.com

### HONG KONG

**Stephanie So**  
T (852) 2237 7252  
E stephanie.so@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**  
**Vermarktung 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 Rebor**  
**Rimini Fiera Spa (TTG Italia)**  
Foro Buonaparte, 74-20121 Milano Italy  
T (39-02) 8068 9242  
F (39-02) 8068 9250  
E rebor@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 fmsc@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 vyadvt@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 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

