

# TTGmice

[www.ttgmice.com](http://www.ttgmice.com)

## 2016

MEDIA KIT

### Asia-Pacific's Intelligent Business Events Resource



**TTG** | *Publishing*  
**Travel Trade** 

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



# Extend your reach with our multi-dimensional channels



TTGmice is dedicated to delivering pertinent insights on Asia-Pacific's MICE developments. Its award-winning editorials and intelligence analysis make this leading business resource a key read for MICE professionals across diverse industry sectors throughout the region.

## Annual TTG Travel Awards

Recognising the Best of Asia-Pacific's  
Travel Industry Since 1989  
(Six BT-MICE Awards)

## TTGmice DIGITAL

Reaching 22,500 e-Subscribers

**Winner of  
4 PATA Gold Awards**  
Travel Journalism - Business Article  
2009, 2011, 2013 & 2014

## TTGmice Print

10 Issues A Year  
13,500 Copies Across Asia-Pacific



## TTGmice e-Weekly

Once A Week to 22,500 Inboxes

## TTG Show Daily

Live Event Coverage at Major Tradeshows



## TTGmice Planner

Once A Year  
13,500 Copies Across Asia-Pacific

[www.ttg-mice.com](http://www.ttg-mice.com)

24/7, Access Anytime, Anywhere





# TTGmice Reaches 28,700 Subscribers\* In 23 Asia-Pacific Countries and Beyond

PRINT+ 13,500 | 100% In Asia-Pacific

DIGITAL 22,500 | Asia-Pacific + Global

54.1% of Print subscribers (about 7,300) also receive our DIGITAL

15,200 unique subscribers reached via our DIGITAL

## BY COUNTRY/TERRITORY

### Asia-Pacific

	%	13,500 PRINT+	28,330 SUBSCRIBERS*
Singapore	25.0%	3,378	7,089
China	23.1%	3,119	6,545
Malaysia	14.5%	1,960	4,113
Hong Kong & Macau	11.4%	1,544	3,240
Thailand	11.4%	1,540	3,232
South Korea	4.0%	538	1,129
Australia & New Zealand	3.0%	405	850
Japan	2.3%	313	657
Taiwan	1.3%	174	365
Indonesia	1.2%	160	336
India	1.0%	140	294
The Philippines	0.7%	101	212
Vietnam	0.6%	65	136
Bangladesh, Brunei, Cambodia, Laos, Myanmar, Nepal, Pakistan and Sri Lanka	0.5%	63	132

## BY INDUSTRY

69%

### Corporate End Users

9,313 Print copies

Manufacturing (14.0% | 1,890 copies) • Finance, Banking & Insurance (11.8% | 1,593 copies) • Consultancy Firm / Other Business Service (8.8% | 1,188 copies) • Wholesale, Distributor & Retailer (8.5% | 1,148 copies) • Construction, Engineering, Oil, Petroleum (6.0% | 810 copies) • IT & Telecommunications (4.8% | 648 copies) • Transportation (4.3% | 580 copies) • Medical & Healthcare Services (3.4% | 459 copies) • Advertising Agency, Media, PR & Marketing (2.8% | 378 copies) • Government (1.2% | 161 copies) • Education, Training, Research & Development (1.0% | 134 copies) • Property Development & Real Estate (0.9% | 121 copies) • Mining, Agriculture & Forestry (0.8% | 108 copies) • Security / Electricity, Water, Gas (0.7% | 95 copies)

19,805 subscribers

17.6%

### Industry Buyers

2,384 Print copies

Corporate Travel Agency (8.7% | 1,175 copies) • Event Management (2.7% | 366 copies) • Destination Management Company (2.6% | 353 copies) • Professional Conference / Exhibition Organiser (2.0% | 270 copies) • Trade Association (1.3% | 178 copies) • Incentive / Motivational House (0.3% | 42 copies)

5,050 subscribers

13.4%

### Industry Suppliers

1,803 Print copies

Hospitality (9.3% | 1,251 copies) • Convention / Exhibition Bureau / Venue Operator (2.1% | 284 copies) • NTO (1.0% | 135 copies) • Airline / Airport / Airport Services (0.6% | 81 copies) • Recreation / Theme Park (0.2% | 27 copies) • Cruises / Car Rental / GDS (0.2% | 25 copies)

3,845 subscribers

## BY ROLE

93% of our Subscribers are directly involved in making / influencing MICE purchase decisions



70.6%

### Senior Management

9,531 Print copies

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

20,262 subscribers



22.2%

### Middle Management

2,997 Print copies

Department / Functional Manager including Sales & Marketing • Corporate Travel & Services • Procurement & Contracting • HR & Administration • Projects & Events

6,372 subscribers



7.2%

### Junior Executives

972 Print copies

Events Executive & Coordinator • Sales & Accounts Executive • Marcoms Executive

2,066 subscribers

## Additional Global Territories Reached DIGITALLY (20 Countries)

Belgium • Canada • Czech Republic • Egypt • Germany • Guam • Italy • Mauritius • Oman • Qatar • Russia • South Africa • Spain • Switzerland • Tanzania • Tunisia • Turkey • UAE • United Kingdom • USA

## Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



\* Unique Print and DIGITAL subscribers

+ BPA Audited



EDITORIAL CALENDAR 2016 PRINT

MONTH	DESTINATION	COVER FEATURE	BONUS CIRCULATION
FEBRUARY/ MARCH	Hong Kong / Japan / Thailand / Longhaul	Trend	AIME Melbourne, Australia, (23-24 Feb) GITF, Guangzhou, China (25-27 Feb) ITB Berlin, Berlin, Germany, (9-13 Mar)
APRIL	China / Indonesia / Philippines / Singapore	Convention Centres	IT&CM China • CTW China Shanghai, China (6-8 Apr) IMEX Frankfurt, Frankfurt, Germany (19-21 Apr)
MAY	Malaysia / South Korea / Longhaul	Cruises	
JUNE	Australia / Taiwan / Thailand / Macau	Hotels & Resorts	ITE, Hong Kong (16-19Jun)
JULY	China / Singapore / Vietnam / UAE / Longhaul	CSR	
AUGUST	India / Indonesia / Japan / Sri Lanka	Incentive Ideas	IT&CM India, Delhi, India (Aug)
SEPTEMBER	Malaysia / Macau/ Philippines Longhaul	MICE Destinations	PTM, Jakarta, Indonesia (7-9 Sep) IT&CMA and CTW Asia-Pacific Bangkok, Thailand (27-29 Sep)
OCTOBER	Hong Kong / Singapore / Thailand	Teambuilding	IMEX America, Las Vegas, USA (18-20 Oct) ITB Asia, Singapore (19-21 Oct) CITM, Shanghai, China (Oct)
NOVEMBER	China / Indonesia / South Korea / Taiwan	Event Entertainment	ibtm world, Barcelona, Spain (29 Nov-1Dec)
DECEMBER / JANUARY 2017	Malaysia / Japan / UAE / Longhaul	Year End	ATF, Singapore 2017

RATES AND SPECIFICATIONS PRINT

ADVERTISING (US\$)

FULL COLOUR	AD SIZE (W X H) MM	1 X	4 X	7 X
Full Page	210 x 285	13,830	12,380	11,020
Half Page (Horizontal)	180 x 130	10,300	9,260	8,110
Half Page (Vertical)	88 x 263	10,300	9,260	8,110
Quarter Page	88 x 130	7,080	6,240	5,620
Double Page Spread	420 x 285	23,920	21,424	19,140

PREMIUM (US\$)

FULL COLOUR	AD SIZE (W X H) MM	1 X	4 X	7 X
Outside Back Cover	210 x 285	16,530	14,770	13,310
Inside Front / Back Cover	210 x 285	14,980	13,520	12,064

OTHERS

CREATIVE BUYS	
Belly Band	US\$ 29,220
Rates are based on the usage of 157 gsm art paper, measuring 440 (W) X 80 (H) mm.	
4PP Cover Wrap	US\$ 64,064

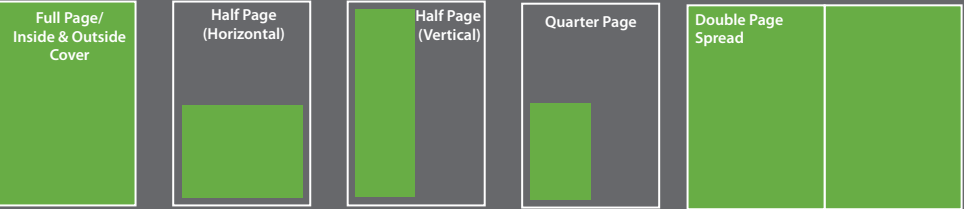
Rates are based on the usage of 157 gsm art paper, measuring the same dimension as the publication.

INSERT	
2 Page	US\$ 8,530
4 Page	US\$ 12,272
6 Page	US\$ 15,184
8 Page	US\$ 19,760

All printed inserts are to be delivered to the Singapore office, and all shipping charges to be borne by the client. Rates are based on the usage of 105 gsm A4 artpaper.

ADVERTORIALS	
1 Page	US\$ 15,810
2 Page	US\$ 24,270

Rates are inclusive of copywriting, design, layout and media insertion charges.



**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.



# RATES AND SPECIFICATIONS

# ONLINE

www.ttgmmice.com

AD TYPE AD SIZE (W X H) PX RATE (US\$/MONTH) SHARE OF VOICE

## REGULAR

Leaderboard	728 x 90	5,300	1/3
MPU Banner (With video option available)	300 x 250	5,300	1/3
Large MPU Banner	300 x 600	7,600	1/3
Large Leaderboard	970 x 250	7,600	1/3

## PREMIUM

Interstitial	640 x 400	7,600 / month	100%
Billboard	970 x 250	7,600 / month	100%
Skin	1680 x 1050	7,600 / month	100%
Slide Up Banner	970 x 90	7,600 / month	100%



TTGmice e-Weekly

AD TYPE	AD SIZE (W X H) PX	RATE (US\$/ISSUE)
Top Banner	468 x 60	1,500
Leaderboard	728 x 90	1,500

## Sponsored Posts

USD 2,500 / 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.ttgmmice.com and TTGmice e-Weekly

(Large) Leaderboard

Skin



Skin

# RATES AND SPECIFICATIONS

# ONLINE

TTGmice DIGITAL



BUNDLE PACKAGE AT US\$ 15,000 INCLUDES:

SIZE (W X H) PX

Sponsored Post	NA
Top Banner in Push Mail	468 X 60
Leaderboard in Push Mail & Landing Page	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 : TTGmice e-Weekly (JPEG), Website (JPEG, GIF and HTML5)

File Size : TTGmice e-Weekly (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

# TTG ASIA MEDIA Offices

**EMAIL**  
traveltradesales@ttgasia.com

**CORPORATE WEBSITE**  
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## TTGmice Representatives

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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



