

TTGmice

PLANNER 2016/2017

Asia-Pacific's Intelligent Business Events Guide

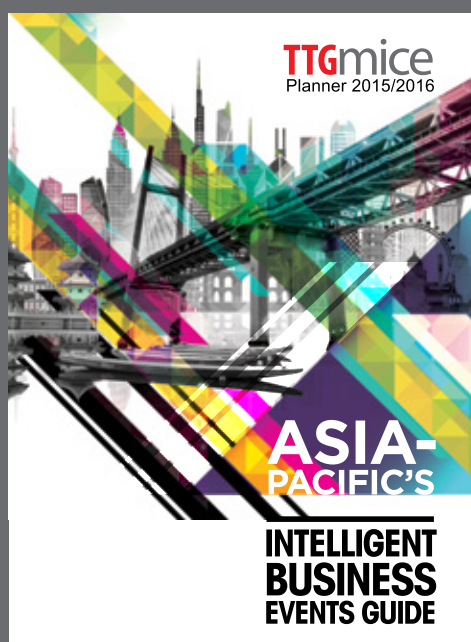
HANDY • CONCISE • ENGAGING

MEDIA KIT 2016/2017

TTGmice Planner 2016/2017 PRINT

Kept and referenced throughout the year by key MICE influencers and decision-makers of major industry events, this essential guide is the contact point connecting your brand to MICE professionals that help you generate and convert more sales leads throughout the year.

Be Part of this Annual Events Guide for All MICE Professionals and Trade Associates



2 Stand Out All Year Round with captivating ad spaces

Enhance your free listing* in TTGmice Planner 2016/2017 to make a bigger impact and impress MICE professionals who matter.

Be there online and offline in every planning or decision-making process and create more business opportunities for your brand.

1 Get Listed For Free in our annual print guide*!

For any MICE Supplier in Asia-Pacific wanting to be at the fingertips of quality buyers, take advantage of our free listing today.

Simply register your company at www.ttg-mice.com to take advantage of this complimentary offer.

*Free listings in print TTGmice Planner 2016/2017 are subject to publisher's approval

3 Take your listing Beyond Asia-Pacific with www.ttg-mice.com

Be sure your listing stays updated whenever our global buyers search for you with our user-friendly search engine.

It takes only a few minutes to update your free profile online today to be available 24/7 on www.ttg-mice.com.

For more enquiries on free listings, please contact us at ttgmiceplanner@ttgasia.com.

REACH

13,500 MICE Professionals across Asia-Pacific



70.6%
Senior Management
CEO • COO • President •
Vice-President • Chairman •
Director • General Manager



69%
**Corporate End Users
across all industries**

22.2%

Middle Management
Functional Managers including Sales
& Marketing, Corporate Travel and
Service • Procurement & Contracting
• HR & Administration • Projects &
Events

17.6%

Industry Buyers
Corporate Travel, Events &
Destination Management •
Professionals Conference &
Exhibition Organisers • Trade
Associations • Incentive Houses

7.2%

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

13.4%

Industry Sellers
Hotels • Airlines and Airports •
GDS • Convention/Exhibition
Bureau and Venue operators •
Cruises

ADDITIONAL MILEAGE | BONUS CIRCULATION

ATF, AIME, ITB Berlin, IT&CM China • CTW China, IT&CM India, IT&CMA Asia-Pacific, IMEX Frankfurt, IMEX America, PTM, ITB Asia and other major tradeshow!

RATES AND AD SPECIFICATIONS

REGULAR

EARLY BIRD PROMO | ENDS 22 April 2016

Ad Type	Size (W x H)mm	Rates (US\$)	Early Bird Rate
Full Page	205 x 287	12,700	10,100
Half Page (Horizontal)	185 x 130	8,700	6,900
Strip Ad	185 x 70	4,400	3,500

PREMIUM

Ad Type	Size (W x H)mm	Rates (US\$)	Early Bird Rate
Inside Front Cover	205 x 287	15,000	12,000
Inside Back Cover	205 x 287	14,300	11,400
Outside Back Cover	205 x 287	16,800	13,400
Section Divider	205 x 287	18,900	15,100
Bookmark	60 x 160	8,000	6,400

UNIQUE LISTING

Ad Type	Includes	Rates (US\$)	Early Bird Rate
Enhanced Listing	1 Logo, Listing of nearby attractions & 3 Photos	3,200	2,500
Premium Listing	1 Logo, 3 Unique Selling Points, Listing of nearby attractions & 5 Photos	6,000	4,800

AD SPECIFICATIONS

DEADLINES

Booking: 25 July 2016
Material: 8 August 2016

AD TRAFFIC CONTACT

Please send ad materials to:

Cheryl Lim

Tel: (65) 6395 7540

Fax: (65) 6536 0896

Email: cheryl.lim@ttgasia.com

AD MATERIAL SUBMISSION

Electronic Copy Accepted Only

- Strictly Apple Macintosh application.
- Files are to be submitted in PDF (preferred), JPEG or TIFF.

File Requirements

- Dimension: Ensure correct ad dimension used. Add additional 5mm all round for bleed advertisements. (inaccurate size/scaling will result in compromised quality)
- Fonts & Images: Files are to be embedded with fonts and images.
- Images & Graphics: Images are to be in high resolution (at least 300dpi). CMYK colour mode.

Submitting Your Ad Materials

- E-Submission Modes: CD-ROM, 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.

CONTACT US

ADVERTISING ENQUIRIES

SINGAPORE

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