



TTGmice

2017
Media Kit

Asia-Pacific's Intelligent
Business Events Resource

www.ttgmice.com

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.

www.ttg-mice.com

24/7, Access Anytime, Anywhere

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

TTGmice Print

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

TTG Show Daily

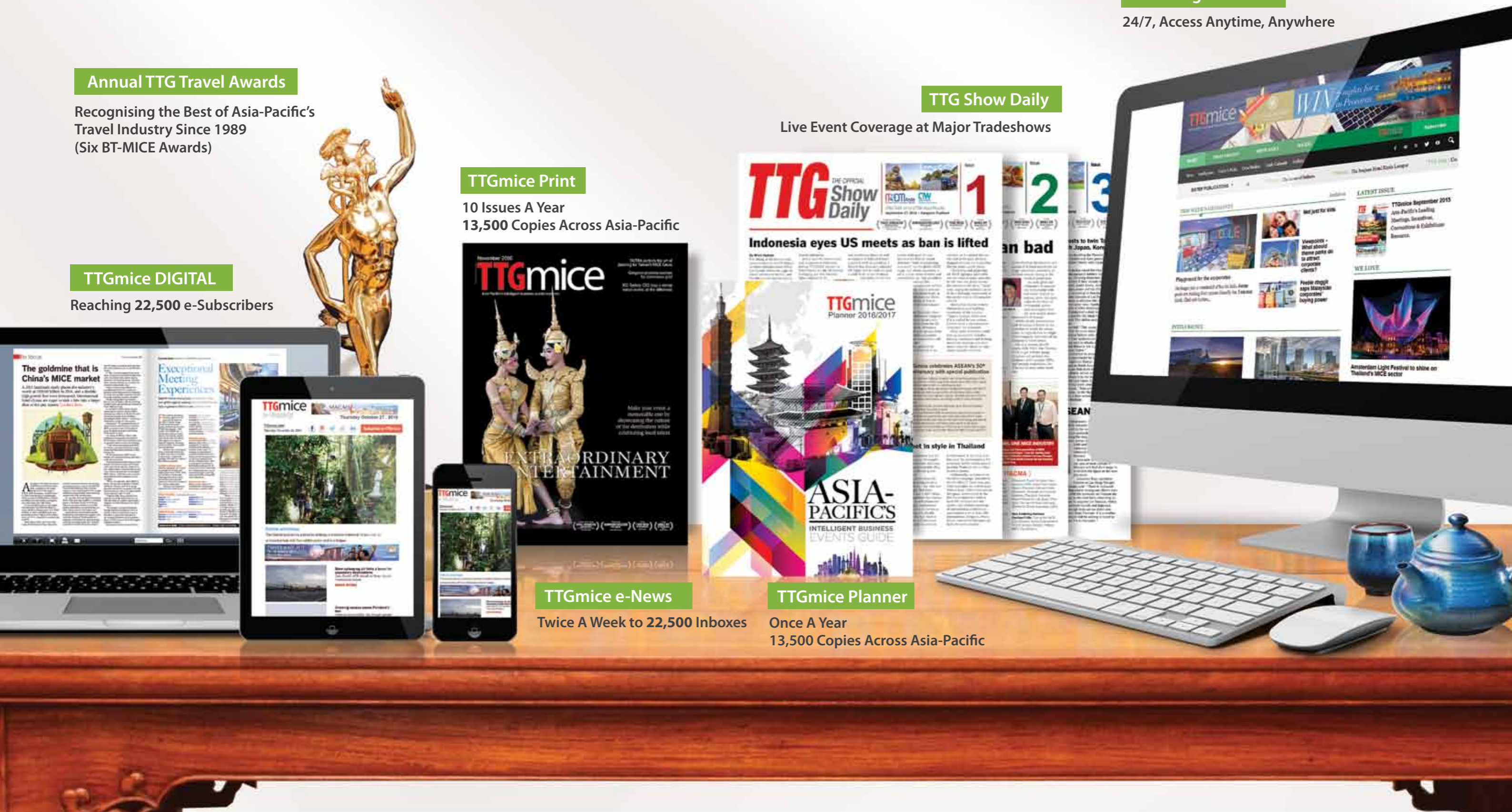
Live Event Coverage at Major Tradeshows

TTGmice e-News

Twice A Week to 22,500 Inboxes

TTGmice Planner

Once A Year
13,500 Copies Across Asia-Pacific



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

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

BY ROLE



70.6%
Senior Management
9,531 Print copies
CEO • COO • President • Vice-President • Chairman • Director • General Manager
20,262 subscribers

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



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

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



and more!

* Unique Print and DIGITAL subscribers + BPA Audited



EDITORIAL CALENDAR 2017 PRINT

DATE	DESTINATION	REPORT	BONUS Circulation
February/March	Singapore Philippines Hong Kong Thailand Japan	Trends	ATF (Singapore, 16-20 Jan) SATTE (New Delhi, India, 15-17 Feb) AIME (Melbourne, Australia, 21-22 Feb) GITF (Guangzhou, China, 23-25 Feb) ITB Berlin (Berlin, Germany, 8-12 Mar) IT&CM China • CTW China (Shanghai, China, 21-23 Mar)
April	China Malaysia Indonesia Longhaul	Conventions Centres	ATM (Dubai, UAE, 24-27 Apr) WTTTC (Bangkok, Thailand, 26-27 Apr) MEA (Sydney, Australia, 30 Apr-2 May)
May	South Korea Thailand Australia	Hotels & Resorts	ITB China (Shanghai, China, 10-12 May) IMEX Frankfurt (Frankfurt, Germany, 16-18 May)
June	Singapore Taiwan Macau India	Event Technology	ITE (Hong Kong, 15-18 Jun)
July	Vietnam China Longhaul	Integrated Resorts	Singapore MICE Forum (Singapore, 27-28 Jul)
August	South Korea Middle East Indonesia	Top Incentive Ideas	ACTE Conference (Tokyo, Japan, 22-23 Aug)
September	Malaysia Philippines Japan	Luxury MICE	PTM (Macao, 13-15 Sep) IT&CMA and CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep)
October	Singapore Thailand Hong Kong Taiwan	Teambuilding	IMEX America (Las Vegas, America, 10-12 Oct) HICAP (Hong Kong, 18-20 Oct) CITM (Kunming, China, 20-22 Oct) ITB Asia (Singapore, 25-27 Oct)
November	Indonesia South Korea China	Unique Venues	ibtm World (Barcelona, Spain, 28-30 Nov)
December/January	Malaysia Macau Longhaul	Year-end	

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	14,500	13,000	11,600
Half Page (Horizontal)	180 x 130	10,800	9,700	8,500
Half Page (Vertical)	88 x 263	10,800	9,700	8,500
Quarter Page	88 x 130	7,400	6,600	5,900
Double Page Spread	420 x 285	25,100	22,500	20,100

PREMIUM (US\$)

FULL COLOUR	AD SIZE (W X H) MM	1 X	4 X	7 X
Outside Back Cover	210 x 285	17,300	15,500	14,000
Inside Front / Back Cover	210 x 285	15,700	14,200	12,700

OTHERS

CREATIVE BUYS

Belly Band	US\$ 30,700
Rates are based on the usage of 157 gsm art paper, measuring 440 (W) X 80 (H) mm.	
4PP Cover Wrap	US\$ 67,300

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

INSERT

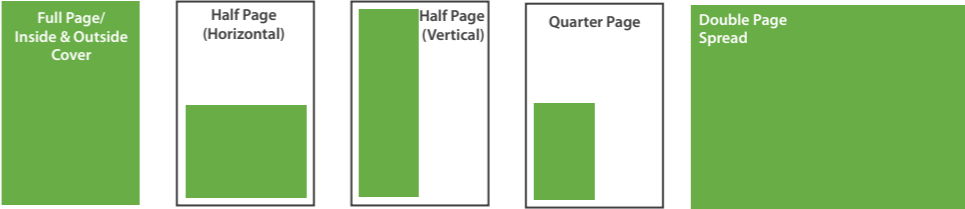
2 Page	US\$ 9,000
4 Page	US\$ 12,900
6 Page	US\$ 15,900
8 Page	US\$ 20,700

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\$ 16,600
2 Page	US\$ 25,500

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

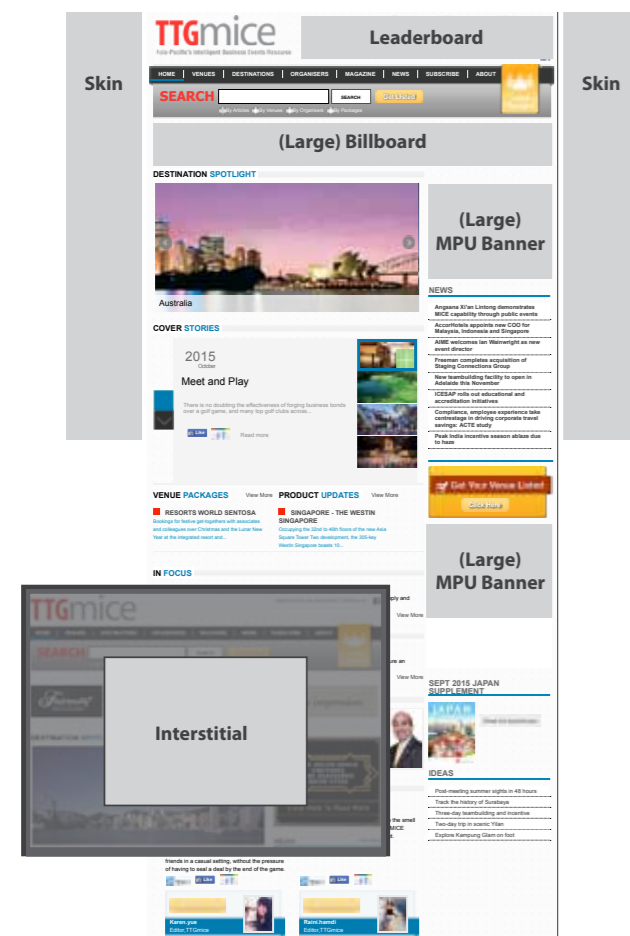
ONLINE

www.ttg mice.com (Website)

AD TYPE	AD SIZE (W X H) PX	RATE (US\$/MONTH)	SHARE OF VOICE
REGULAR			
Leaderboard	728 x 90	5,500	1/3
MPU Banner (With video option available)	300 x 250	5,500	1/3
Large MPU Banner	300 x 600	8,000	1/3
Billboard	970 x 90	8,000	100%

PREMIUM

Interstitial	640 x 400	10,000	100%
Large Billboard	970 x 250	10,000	100%
Skin	1690 x 1050	10,000	100%



For illustration purpose only

Sponsored Posts

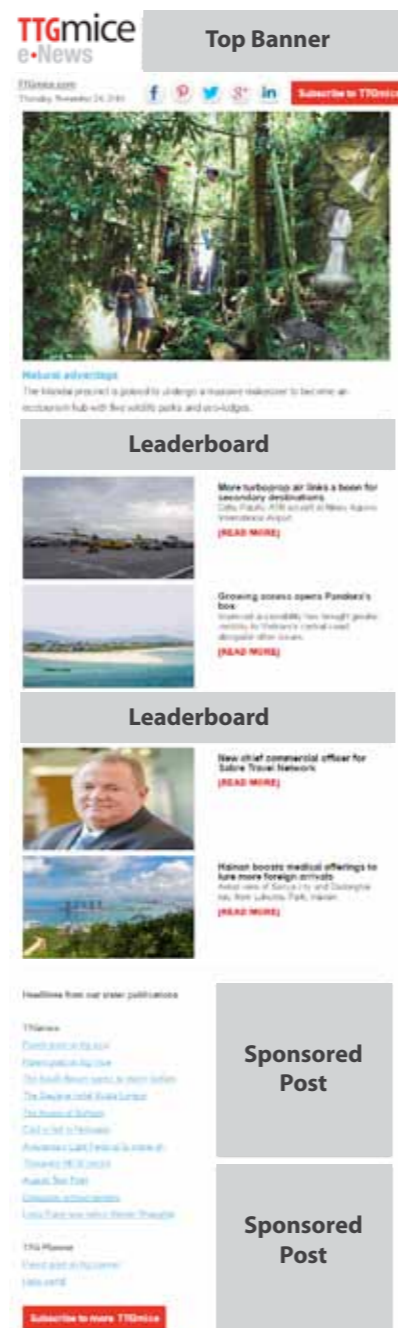
USD 3,000 / month

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.ttg mice.com and TTGmice e-News

TTGmice e-News (Via Email)

AD TYPE	AD SIZE (W X H) PX	RATE (US\$/WEEK)
Top Banner	468 x 60	2,000
Leaderboard	728 x 90	2,000



RATES AND SPECIFICATIONS

ONLINE

TTGmice DIGITAL



Push Mail



Landing Page



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:
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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

