

www.ttgmerce.com

TTGmice

MEDIA KIT

2012

Asia-Pacific's
**Leading Meetings,
Incentives,
Conventions &
Exhibitions Resource**



TTG | Publishing
Travel Trade 

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

TTGmice



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

TTGmice is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media.

Our Multi-Media Products, Your Integrated Advertising Platform.

We bring the news to travel trade professionals in a variety of depth, coverage, and media. With these, you can formulate your comprehensive integrated advertising program by combining the different benefits of each media you would like to leverage on.

- TTGmice Print
 - TTGmice DIGITAL
 - www.ttg-mice.com
 - TTGmice e-Weekly
- Special Projects:**
 - TTGmice Planner
 - TTG Show Daily

TTGmice has its finger on the pulsating Asian MICE trade – it's the Asian MICE Street Journal.

Andy Michaels Lim | General Manager | Bonvo Travel

TTGmice is clearly Asia's No. 1 magazine, taking its innovative and creative content to the next level for every issue!

Karen Soo | Big Chief | MEP

Note: Figures accurate as at time of print. With each successive period, circulation figures will vary.



BONUS! Additional circulation at major regional and international travel trade shows.

February/March

Features : Hong Kong/Japan/Singapore
Special : Trends
BONUS : AIME, Melbourne, Australia (21-22 Feb)
 ITB Berlin, Germany (7-11 Mar)

April

Features : Australia/China/Indonesia South Korea
Special : Hotels & Resorts
BONUS : IT&CM China, Shanghai, China (17-19 Apr)

May

Features : Macau/Malaysia/Singapore/Thailand
Special : Food & Beverage
BONUS : ATM, Dubai, UAE (30 Apr-3 May)
 IMEX, Frankfurt, Germany (22-24 May)

June

Features : Brunei/China/Hong Kong/Taiwan
Special : Luxury MICE

July

Features : Macau/Middle East/South Korea/Vietnam
Special : Convention Venues

August

Features : India/Indonesia/Singapore/Japan
Special : Incentive Ideas

September

Features : Australia/Hong Kong/Malaysia/ South Korea
Special : CSR
BONUS : PTM, Manila, Philippines (25-28 Sep)

October

Features : China/Macau/Japan/Thailand
Special : MICE Destinations
BONUS : ITCMA / CTW, Bangkok, Thailand (2-4 Oct)
 ITB Asia, Singapore (17-19 Oct)

November

Features : Hong Kong/Indochina/Philippines/Singapore
Special : Teambuilding/Adventure
BONUS : EIBTM, Barcelona, Spain (29 Nov-1 Dec)

December / January 2013

Features : China/Malaysia/Taiwan/Thailand
Special : Year-End Issue

Destination Features:

Australia	Apr, Sep
Brunei	Jun
China	Apr, Jun, Oct, Dec
Hong Kong	Feb/Mar, Jun, Sep, Nov
India	Aug
Indochina	Nov
Indonesia	Apr, Aug
Japan	Feb/Mar, Aug, Oct
Macau	May, Jul, Oct
Malaysia	May, Sep, Dec
Middle East	Jul
Philippines	Nov
Singapore	Feb/Mar, May, Aug, Nov
South Korea	Apr, Jul, Sep
Taiwan	Jun, Dec
Thailand	May, Oct, Dec
Vietnam	Jul

Cover Stories:

Trends	Feb/Mar
Hotels & Resorts	Apr
F&B	May
Luxury MICE	Jun
Convention Venues	Jul
Incentives Ideas	Aug
CSR	Sep
MICE Destinations	Oct
Tearmbuilding/Adventure	Nov

Other Editorial Sections:

Case Study: Real lessons and ideas for readers to better plan their own events and incentives.

Destination Features: Insider trade secrets, ready facts and happenings through business angles and a clear focus on key sectors.

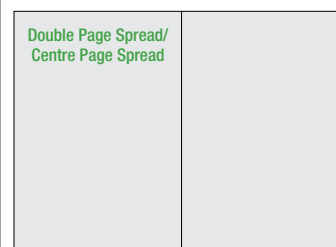
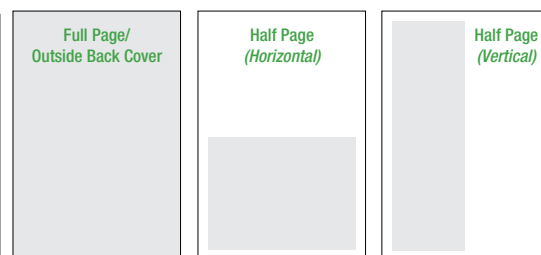
Venue Check: Reports that review whether the hottest tables live up to their type for both leisure and business functions.

Packages: Comprehensive information on the best deals in the industry.

Print Insertion Rates (US\$) / Dimensions | Advertising & Premium Positions

Advertising				
Full Colour	Size (W X H) mm	1x	4x	7x
Full Page	210 X 285	11,400	10,250	9,250
Half Page (Horizontal)	180 X 130	8,600	7,700	6,900
Half Page (Vertical)	88 X 263	8,600	7,700	6,900
Quarter Page	88 X 130	5,900	5,300	4,750
Double Page Spread	420 X 285	19,750	17,800	15,950

Premium Positions				
Full Colour	Size (W X H) mm	1x	4x	7x
Outside Back Cover	210 X 285	13,650	12,350	11,150
Inside Front Cover	210 X 285	12,450	11,350	10,250



For bleed advertisements, please include an additional 5mm all round

Print Insertion Rates / Dimension | Others



Inserts

2 Page	US\$ 7,150
4 Page	US\$ 10,350
6 Page	US\$ 12,650
8 Page	US\$ 16,300

Rates are based on the usage of 105gsm, A4-size paper.

Advertorials

1 Page	US\$ 13,100
2 Page	US\$ 20,900

Rates are inclusive of copy-writing, design, layout and media insertion charges.

Creative Buys

Belly Band	US\$ 24,200
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Rates are based on the usage of 157gsm art paper, measuring 70 H X 520 W (mm).

4pp Cover Wrap	US\$ 53,000
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Rates are based on the usage of 157gsm art paper, measuring the same dimension as the publication.

All printed copies and artwork are to be supplied by client.

Additional Charges

15% to be added for guaranteed position.

Agency Commission

15% accredited on earned space rate and colour charge only. Insert charges are also agency commissionable.

Goods and Services Tax (GST) in Singapore

A GST may be applicable subject to the interpretation of the Singapore Tax Law.

TTGmice Print | 13,500 Subscribers Monthly*



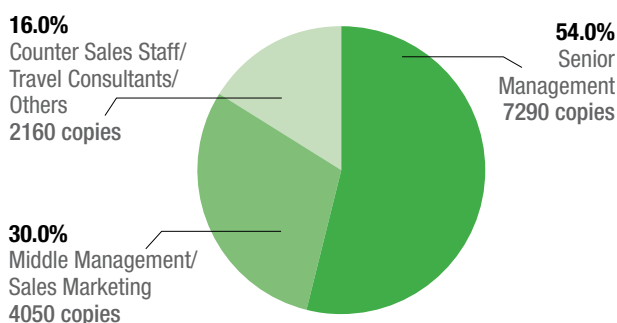
By Country

Singapore	26.0%	3519
Brunei/Malaysia	19.8%	2679
China/Macau	14.8%	2003
Hong Kong	10.8%	1455
Australia/NZ	8.3%	1128
Thailand	6.8%	914
South Korea	3.1%	412
Taiwan	2.6%	354
Japan	2.3%	307
Indonesia	1.6%	217
India	1.5%	200
The Philippines	0.9%	117
Vietnam	0.9%	120
Cambodia/Laos/Myanmar	0.3%	36
Rest of South Asia	0.2%	26
Others	0.1%	13
Total	100%	13500

By Industry

Corporate End Users	64.6%	8714
Advertising Agency	0.4%	57
Construction/Engineering	3.5%	479
Consultancy Firm	1.1%	147
Education/Training/Research & Development	1.7%	226
Finance/Banking/Insurance	6.2%	836
Government	1.4%	185
I.T Company	3.2%	427
Manufacturing	11.0%	1485
Marketing Company	1.4%	183
Media/PR	2.2%	293
Medical/Health Service	2.3%	316
Mining/Agriculture/Forestry	0.5%	70
Oil/Petroleum Company	2.6%	348
Property Development/Real Estate	1.8%	242
Telecommunications	2.0%	269
Trade Association	1.8%	249
Transportation	4.4%	590
Wholesaler/Distributor/Retailer	9.6%	1294
Other Business Services	7.5%	1018
Industry Buyers	21.4%	2886
Corporate Travel Agency	8.1%	1095
Destination Management Companies (DMCs)	2.8%	380
Event Management Company	3.5%	472
Incentives/Motivational House	0.6%	83
Professional Conference/Exh Organiser	4.6%	616
Venue Operator	1.8%	240
Industry Suppliers	14.0%	1900
NTO/CVB	1.8%	249
Hotel	11.9%	1610
Other Suppliers	0.3%	41
Total	100%	13500

By Job Function

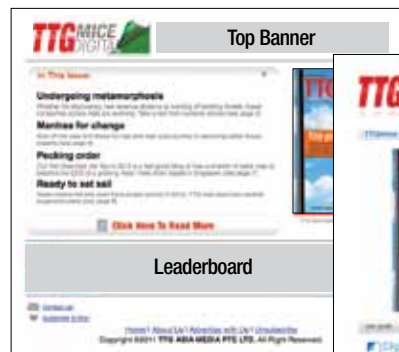




16,000 Subscribers Monthly

TTGmice DIGITAL is the e-version of print publication TTGmice that allows reading in online, mobile and desktop formats. This digital complement to TTGmice is distributed beyond Asia-Pacific to MICE professionals across diverse industry sectors worldwide.

Your advertisement in our print magazine enjoys this value-added circulation through TTGmice DIGITAL at no extra cost. Make your investment more effective by leveraging on the interactivity of our digital eMagazine.



TTGmice DIGITAL Push Email



TTGmice DIGITAL Landing Page

Location	Type	Size (W X H) px	Rate (US\$)
Inside TTGmice DIGITAL	Hyperlink to Website	NA	1,500
	Video Clip Insertion	NA	2,500
TTGmice DIGITAL Push Email	Top Banner	468 X 60	3,500
	Leaderboard	728 X 90	3,500
TTGmice DIGITAL Landing Page	Leaderboard	728 X 90	3,500

www.ttgmmice.com | 70,000 Impressions / Month

www.ttgmmice.com is the online news portal of TTGmice. The site offers on-demand access to a wealth of travel industry information and resources on the MICE market, anytime, 24/7.

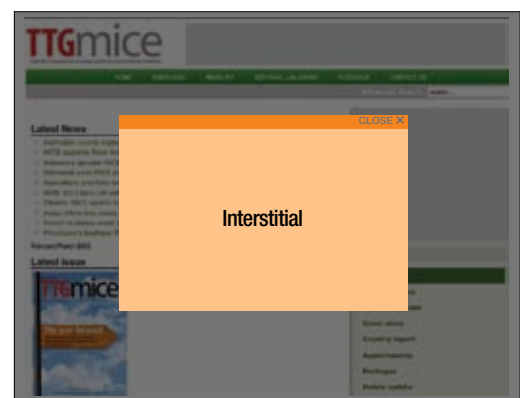
Regularly updated, ttgmmice.com grabs the continual attention of decision-makers across the world and keeps them coming back for more by providing:

1. The latest news on the Asia-Pacific MICE Industry
2. The access point to all our digital publications
 - Regular issues
 - Show dailies
3. Full articles from eWeekly bulletins
4. TTGmice Planner Online

Media Specifications / Rates

Ad Type	Ad Size (W X H) px	Ad Formats
Leaderboard	728 X 90	.gif, .jpg, .png
MPU Banner	300 X 250	.gif, .jpg, .png
Interstitial	640 X 400	.gif, .jpg, .png
MPU Video Banner	300 X 250	.flv

Ad Type	Max File Size	Rate (US\$/Month)
Leaderboard	200 KB	4,900
MPU Banner	200 KB	4,900
Interstitial	200 KB	7,000
MPU Video Banner	1.2 MB, 30 seconds	4,900



Billboard Banner spaces are also available. Contact us to find out more.

TTGmice e-Weekly

16,000 Subscribers Weekly

The TTGmice e-Weekly is an email bulletin containing bite-size highlights of the latest Asia-Pacific MICE news. It is sent weekly to the inboxes of corporate travel planners across the region and beyond.

Grab the attention of our readers by appearing in their inboxes, alongside the very latest industry happenings.

Media Specifications / Rates

Ad Type	Ad Size (W X H) px	Ad Formats
Top Banner	468 X 60	.gif, .jpg, .png
Leaderboard	728 X 90	.gif, .jpg, .png

Ad Type	Max File Size	Rate (US\$/Week)
Top Banner	40 KB	1,500
Leaderboard	40 KB	1,500



TTGmice Planner | <http://planner.ttg-mice.com>



TTGmice Planner is an annual directory of Asia-Pacific MICE product and service suppliers. Released every October, it is the region's most comprehensive guide for MICE organisers and planners. Its online counterpart, planner.ttg-mice.com, allows for easy, interactive searching.

Distinguish your brand and enhance your listing in the TTGmice Planner and enjoy greater mileage on your advertising spend as the planner is used throughout the year.

Listings in the TTGmice Planner and planner.ttg-mice.com are free.

Log on to planner.ttg-mice.com to add listings and edit your information.

Advertising: Media Specifications / Rates

Full Colour	Size (W X H) mm	Rate (US\$)
Full Page	205 X 287	11,000
Half Page (Horizontal)	185 X 130	7,500
Strip Ad	185 X 60	3,800
Enhanced Listing	185 X 80	2,800

Premium Positions: Media Specifications / Rates

Full Colour	Size (W X H) mm	Rate (US\$)
Inside Front Cover	205 X 287	13,000
Inside Back Cover	205 X 287	12,500
Outside back Cover	205 X 287	14,500
Section Divider	205 X 287	16,300
Bookmark	60 X 160	7,000

TTG Show Daily | Up to 30,000 Print Copies and 28,000 Digital Subscribers

Asia-Pacific Travel Industry's Leading Publisher in Live Event Coverage

The TTG Show Daily series delivers the freshest news, developments and insights from an Asia-Pacific perspective, live every day from participating major travel industry events around the world. Each TTG Show Daily is published by one or more relevant TTG Travel Trade Publishing core titles and distributed on-site at the event daily. All daily issues are also circulated in digital format, beyond the event grounds to industry readers of the regular titles.



ITB Berlin
• Germany
• 7-11 Mar 2012



IT&CM China
• Shanghai, China
• 17-19 April 2012



IT&CM India
• Delhi NCR, India
• 21-23 Aug 2012



PATA Travel Mart
• Manila, Philippines
• 25-28 Sep 2012



IT&CM Asia & CTW
• Bangkok, Thailand
• 2-4 Oct 2012



CTW
Asia-Pacific
Corporate Travel World



ITB Asia
• Singapore
• 17-19 Oct 2012



ATF
• Vientiane, Lao PDR
• 21-24 Jan 2013

Contact us to find out how to maximise the exposure you get from our special publications!

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Email:

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Corporate Website:

www.ttgasiamedia.com

Ad Material Submission

Electronic copy accepted only (Strictly Apple Macintosh application).

Print File Requirements:

Files to be submitted in PDF (preferred), JPEG or TIFF.

- Dimension** : Ensure correct ad dimension used.
Add 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.

Web File Requirements:

Files to be submitted in animated GIF, JPEG or PNG.

- Dimension** : Ensure correct ad dimension used.
- File Size** : Ensure file size does not exceed 200 KB.
- Images & Graphics** : RGB 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.

Ad Traffic Contact

Please send ad materials to mediabuy@ttgasia.com.

TTG Asia Media Pte Ltd

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



One Travel Trade Connection. Infinite Possibilities.

TTG Asia Media's Travel Trade Publishing group 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 and MICE 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 and TTG-BTmice China.



The Leading Travel and Tourism Publisher and Events Organiser In The Asia-Pacific

Established in 1974, TTG Asia Media is at the forefront of the Asia-Pacific travel and tourism industry. Its authority encompasses the leisure trade, corporate travel and MICE domains. Through its three business groups, the company publishes leading regional trade titles for the travel industry, Singapore maps and guides for inbound tourists and organises international trade events.

www.ttgasiamedia.com