



Asia-Pacific's Leading Travel Trade Business Resource Since 1974

www.ttgasia.com



TTG | *Publishing*
Travel Trade 

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

TTG Asia



TTG Asia has been delivering incisive editorials and intelligence analysis on pertinent travel trade developments in the Asia-Pacific since 1974. Renowned for its award-winning journalism, this leading industry business resource is widely acclaimed by travel trade professionals as their preferred read. TTG Asia is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media.

We bring our readers a multi-dimensional perspective on the Asia-Pacific travel trade.
Let our multimedia platforms do the same for your brand.

We continually strive to keep industry professionals across the region always updated, wherever they are, on the latest Asia-Pacific travel trade news. With this in mind, we've expanded our offerings and they now boast a comprehensive spread of print and online products tailored to each travel professional's individual needs.

We take your brand's marketing needs equally seriously. Come on board and engage the industry on new dimensions with us.

PRINT

TTG Asia Print



ONLINE

TTG Asia DIGITAL



TTG Asia e-Daily

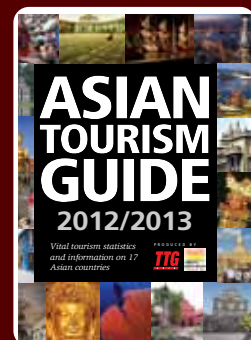


www.ttgasia.com



SPECIAL PROJECTS

Asian Tourism Guide



TTG Show Daily



TESTIMONIALS

TTG Asia Media is recognised for providing a wealth of information and opinions on the exciting and dynamic world of the Asia-Pacific travel trade. TTG Asia helps me keep abreast of the latest developments through thorough and unbiased reportage. MakeMyTrip, a young brand branching out into South-east Asian markets, welcomes the opportunities accorded to us by TTG Asia to share our views and opinions.

Deep Kalra, Founder & CEO, MakeMyTrip.com, India



TTG Asia is very informative. It has been a good guide on the travel industry since I started in the 1970s. It keeps me updated on what's happening in the marketplace, in terms of latest innovations, new hotels, news about current trends and about what's happening in Asia and the change of people within the industry.

Anthony Wong, PATA Chairman of Sustainability and Group Managing Director Asian Overland Services Tourism & Hospitality Group, Malaysia

TTG Asia provides a widely integrated platform for travel professionals as their preferred read. These materials deliver intelligence analyses which makes developing our travel business easier and more understandable for my colleagues and I.

Larry Lo, Managing Director, Westminster Travel, Hong Kong



TTG Asia manages to encapsulate solid intelligence, local market knowledge and timely communication in a truly professional style – making it the go-to publication for travel industry news and informed comment. TTG Asia is a really enjoyable read, whilst pulling no punches when it comes to hard-hitting facts and incisive reporting.

Richard R. Brouwer, CEO, Diethelm Travel Group, Thailand

TTG Asia is an agent of development, educating people in the tourism industry through accurate data, useful figures and updated information. I've read TTG Asia mostly daily for over 10 years now, and really like TTG Asia for its quality of news and its professional team in the field.

Budi Tirtawisata, Group CEO, Panorama, Indonesia



TTG Asia has certainly harnessed today's communication channels well. When we introduced TAcetre.com, TTG Asia helped us achieved maximum exposure in the region. Its interactive online tools enabled us to immediately feel market sentiment and response, and the objective approach in their editorials makes reading them a delight. Truly a media leader in our industry.

Boh Tuang Poh, Chairman, and Fred Seow, Vice President Marketing Asiatravel.com Holdings, Singapore



“ TTG Asia is undoubtedly the No. 1 travel professional publication in Asia. Need up-to-date, neutral, researched, reliable information? **Look no further. TTG Asia.** ”

Laurent Kuenzle, Group Managing Director, Asian Trails, Thailand



14,500 SUBSCRIBERS BI-WEEKLY

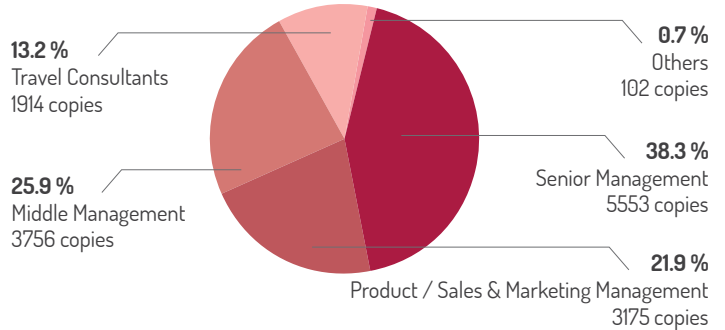
* BPA audited



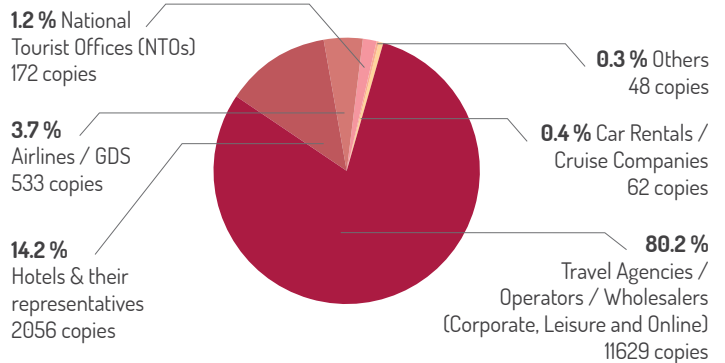
BY COUNTRY

Singapore	20.3 %	2946
China / Hong Kong / Macau	20.0 %	2909
Brunei / Malaysia	16.9 %	2444
Thailand	11.0 %	1597
India	10.5 %	1523
Indonesia	6.2 %	892
The Philippines	4.0 %	575
Japan	3.1 %	450
Vietnam	2.4 %	352
Australia	1.9 %	271
South Korea	1.0 %	147
Rest of South Asia	1.0 %	146
Cambodia / Laos / Myanmar	1.0 %	138
Taiwan	0.5 %	79
NZ / Others	0.2 %	31
TOTAL	100 %	14500

BY JOB FUNCTION



BY INDUSTRY



ENJOY COMPLIMENTARY DIGITAL CIRCULATION

Your advertisement in TTG Asia Print enjoys circulation through **TTG Asia DIGITAL** at no additional cost via the push-email to **28,000** subscribers.



EDITORIAL CONTENT 2013

MTH	DATE	DESTINATION	GUIDE	REPORT	BONUS CIRCULATION
JAN	11 Jan	India/Thailand	-	Sustainable Tourism	ATF, Vientiane, Laos (18-24 Jan)
	25 Jan	CLM	Online Travel Agents	Luxury Travel	-
FEB	8 Feb	China/Japan	Mid/Upscale Hotels	-	AIME, Melbourne, Australia (26-27 Feb)
	22 Feb	Indonesia/Singapore	-	Travel Distribution	ITB Berlin, Germany (6-10 Mar) GITF, Guangzhou, China (7-9 Mar)
MAR	8 Mar	Hong Kong/Malaysia	-	Sporting Events	HICAP Update, Singapore (12-13 Mar)
	22 Mar	Macau/Thailand	Airlines - Low-Cost Carriers	Beach Holidays	-
APR	5 Apr	China	Cruises - Ports of Call	Business Travel	IT&CM China, Shanghai, China (17-19 Apr)
	19 Apr	Vietnam	Agents' Websites	Adventure & Ecotourism	ATM, Dubai, UAE (6-9 May)
MAY	3 May	India/South Korea	-	Serviced Residences	-
	17 May	Taiwan/Philippines	Rail Travel	Integrated Resorts	-
	31 May	Australia/Brunei	Airlines - Fleets	Gourmet Travel	ITE, Hong Kong (13-16 Jun)
JUN	14 Jun	China/Middle East	Music & Arts Festivals	Design Hotels	-
	28 Jun	Singapore/Thailand	Hotels - Marketing Representation	Longhaul Travel	-
JUL	12 Jul	Hong Kong/Indonesia	Airports	Customised Travel	-
	26 Jul	CLM/Malaysia	-	Travel Distribution	-
AUG	9 Aug	China/India	-	Weddings & Honeymoons	IT&CM India, Delhi NCR, India (20-22 Aug)
	23 Aug	Japan	Luxury Hotels	Cruises	-
SEP	6 Sep	China/Singapore	Regional Airlines	Shopping	PTM, Chengdu, China (15-17 Sep)
	20 Sep	Hong Kong/Thailand	Serviced Residences	-	IT&CMA and CTW Bangkok, Thailand (1-3 Oct)
OCT	4 Oct	Indonesia/Macau	-	Integrated Resorts	HICAP, Hong Kong (16-18 Oct)
	18 Oct	Philippines/Vietnam	Economy Hotels	Business Travel	ITB Asia, Singapore (23-25 Oct) CITM, Kunming, China (24-27 Oct)
NOV	1 Nov	Malaysia/Maldives	Airlines - Network Development	Wellness Travel	-
	15 Nov	China	Cruise Lines	Longhaul Travel	-
	29 Nov	Thailand	GDS	Luxury Travel	-
DEC	13 Dec	FEATURE: Year-End Issue			

OTHER EDITORIAL SECTIONS:



Breaking News
Its context and significance to the industry.



Opinions
Including comments from our readers on ttgasia.com.



Tip Sheet
Business ideas and leads, case studies and expert advice.



View From the Top
The perspectives of industry movers and shakers.



Intelligence
Analyses, statistics and data that matter.

DESTINATIONS

Australia	31 May
Brunei	31 May
China	8 Feb, 5 Apr, 14 Jun, 9 Aug, 6 Sep, 15 Nov
CLM (Cambodia, Laos, Myanmar)	25 Jan, 26 Jul
Hong Kong	8 Mar, 12 Jul, 20 Sep
India	11 Jan, 3 May, 9 Aug
Indonesia	22 Feb, 12 Jul, 4 Oct
Japan	8 Feb, 23 Aug
Macau	22 Mar, 4 Oct
Malaysia	8 Mar, 26 Jul, 1 Nov
Maldives	1 Nov
Philippines	17 May, 18 Oct
Singapore	22 Feb, 28 Jun, 6 Sep
South Korea	3 May
Taiwan	17 May
Thailand	11 Jan, 22 Mar, 28 Jun, 20 Sep, 29 Nov
Vietnam	19 Apr, 18 Oct

GUIDES

AIRLINES	
Fleets	31 May
Low-cost Carriers	22 Mar
Network Development	1 Nov
Regional Airlines	6 Sep
AIRPORTS	
Airports	12 Jul
CRUISES & TRAINS	
Cruise Lines	15 Nov
Cruises - Ports of Call	5 Apr
Rail Travel	17 May
EVENTS	
Music & Arts Festivals	14 Jun
HOTELS & SERVICED RESIDENCES	
Economy Hotels	18 Oct
Hotels - Marketing Representation	28 Jun
Luxury Hotels	23 Aug
Serviced Residences	20 Sep
Mid/Upscale Hotels	8 Feb
TRAVEL DISTRIBUTION	
Agents' Websites	19 Apr
Global Distribution Systems (GDS)	29 Nov
Online Travel Agents	25 Jan

SPECIAL REPORTS

Adventure & Ecotourism	19 Apr
Beach Holidays	22 Mar
Business Travel	5 Apr, 18 Oct
Customised Travel	12 Jul
Cruises	23 Aug
Design Hotels	14 Jun
Gourmet Travel	31 May
Integrated Resorts	17 May, 4 Oct
Longhaul Travel	28 Jun, 15 Nov
Luxury Travel	25 Jan, 29 Nov
Serviced Residences	3 May
Shopping	6 Sep
Sporting Events	8 Mar
Sustainable Tourism	11 Jan
Travel Distribution	22 Feb, 26 Jul
Weddings & Honeymoons	9 Aug
Wellness Travel	1 Nov



PRINT INSERTION RATES (US\$) / DIMENSIONS

ADVERTISING

FULL COLOUR	SIZE (W X H) MM	1 X	6 X	12 X	25 X
Full Page	260 X 380	16,900	16,300	15,600	14,500
Junior Page	173 X 280	13,800	13,300	12,700	11,800
Half Page (Horizontal)	236 X 180	12,500	12,100	11,600	10,700
Half Page (Vertical)	114 X 356	12,500	12,100	11,600	10,700
Top / Centre Strip	236 X 90	10,300	9,950	9,500	8,800
Bottom Strip	236 X 90	9,100	8,800	8,400	7,900
Quarter Page	114 X 180	7,500	7,250	6,900	6,450
Quarter Page Island	133 X 180	10,300	9,950	9,500	8,800
Junior Page Spread	370 X 280	25,000	24,200	23,200	21,500
Double Page Spread	520 X 380	30,500	29,500	28,300	26,200

PREMIUM POSITIONS

FULL COLOUR	SIZE (W X H) MM	1 X	6 X	12 X	25 X
Full Page Ear Space	118 X 50	5,900	5,700	5,450	5,000
Front Page Horizontal Strip	236 X 90	12,200	11,800	11,300	10,450
Front Page Column	88 X 240	13,200	12,700	12,150	11,300
Outside Back Cover	260 X 380	18,500	17,850	17,100	15,900
Centre page spread	520 X 380	34,500	33,300	31,800	29,600

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

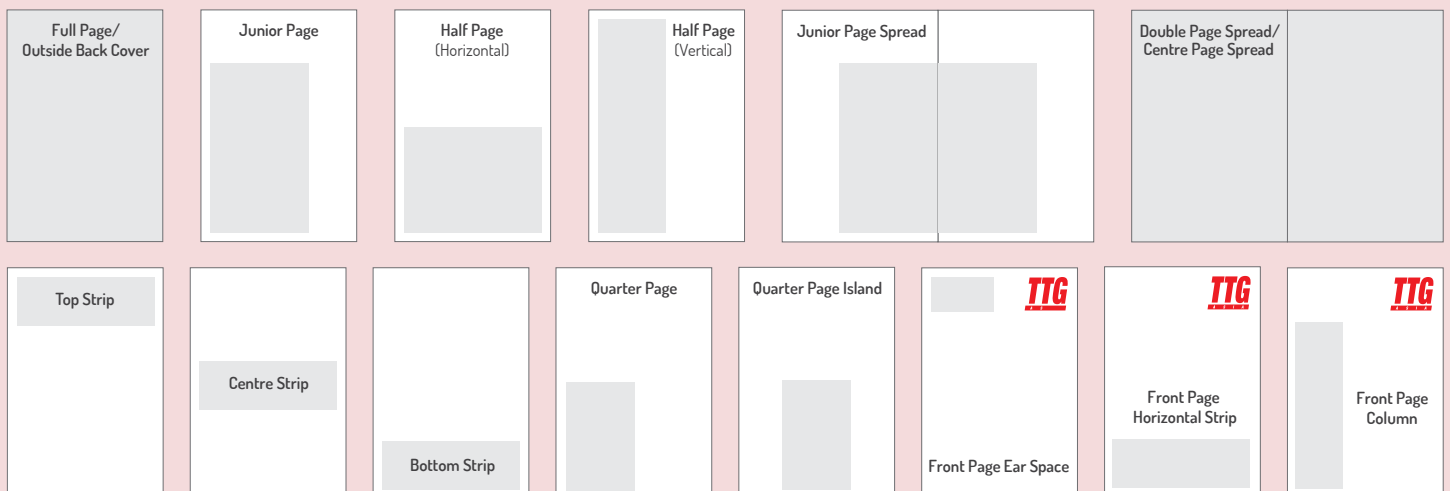
OTHERS

CREATIVE BUYS	
Belly Band	US\$ 24,200
Rates are based on the usage of 157gsm art paper, measuring 70 (H) X 520 (W) mm	
4pp Cover Wrap	US\$ 57,000
Rates are based on the usage of 157gsm art paper, measuring the same dimension as the publication	

INSERTS	
2 Page	US\$ 7,800
4 Page	US\$ 12,800
6 Page	US\$ 17,000
8 Page	US\$ 20,800
All printed inserts to be delivered to Singapore office, and all shipping charges borne by client. Rates are based on the usage of 128 gsm A4 art paper.	

ADVERTORIALS	
1 Page	US\$ 19,800
2 Page	US\$ 36,000
4 Page	US\$ 55,000
Rates are inclusive of copy-writing, 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.





200,000 BANNER IMPRESSIONS / MONTH
30,000 UNIQUE VISITORS / MONTH

www.ttgasia.com is the online news portal of TTG Asia, offering on-demand access to a wealth of Asia-Pacific travel industry information and resources, anytime, 24/7.

1. THE ACCESS POINT TO ALL OUR DIGITAL PUBLICATIONS

- Regular issues
- Show dailies
- Asian Tourism Guide

2. FULL ARTICLES FROM E-DAILY BULLETINS

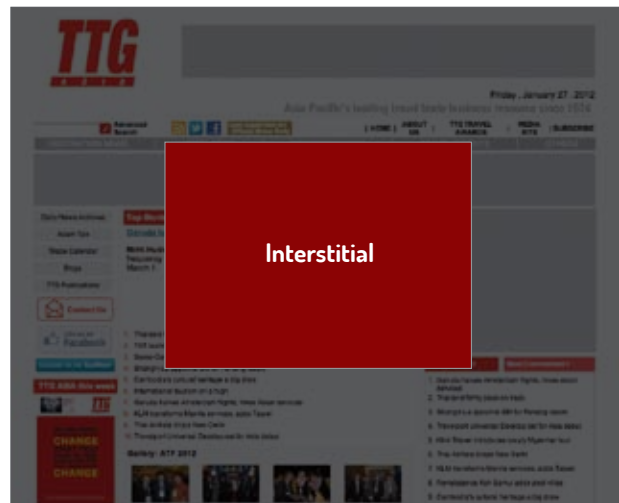
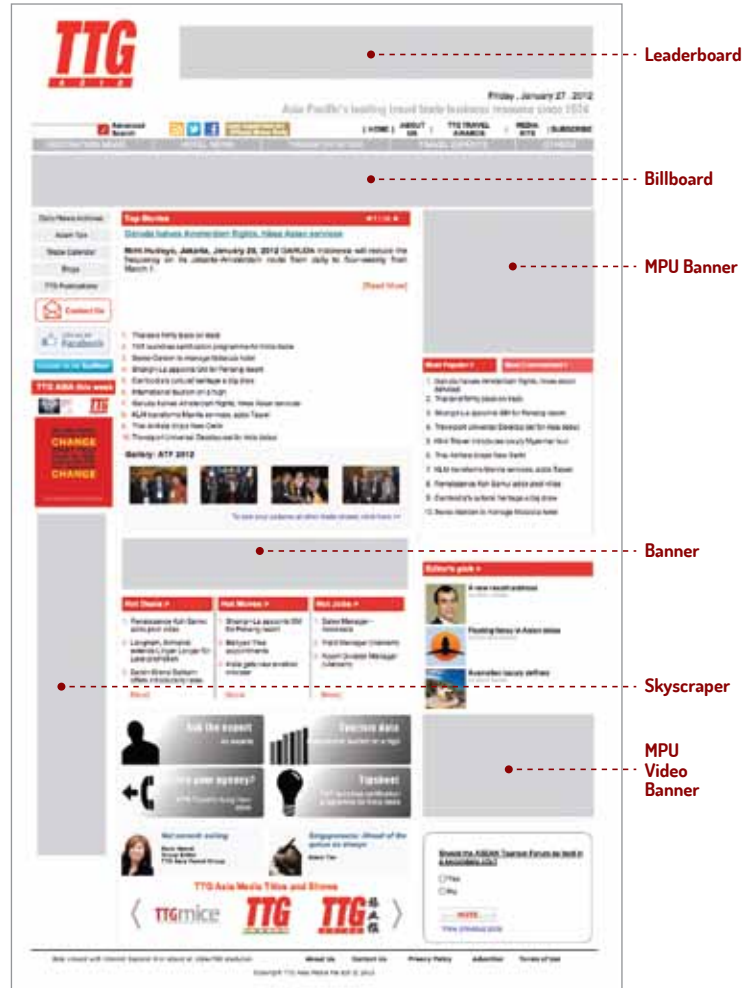
3. UNIQUE EDITORIAL CONTENT

- Ask the Expert
- Is This Your Agency
- Tourism Data
- Tip Sheet
- Top Stories
- Gallery
- Hot Deals
- Adam Tan
- Hot Moves and Hot Jobs

MEDIA SPECIFICATIONS / RATES

AD TYPE	AD SIZE (W X H) PX	RATE (US\$ / CPM)
Leaderboard	728 X 90	120
MPU Banner	300 X 250	120
Skyscraper	120 X 600	90
Banner	468 X 60	60
Interstitial	640 X 400	10,000 / month
Billboard	970 X 90	10,000 / month
MPU Video Banner	300 X 250	120

AD TYPE	MAX FILE SIZE	AD FORMATS
Leaderboard	100 KB	.gif .jpg .png
MPU Banner	100 KB	.gif .jpg .png
Skyscraper	100 KB	.gif .jpg .png
Banner	100 KB	.gif .jpg .png
Interstitial	200 KB	.gif .jpg .png
Billboard	200 KB	.gif .jpg .png
MPU Video Banner	1.2 MB, 30 Seconds	.swf



TOP UP 25% TO MAKE YOUR BANNERS EXPANDABLE ! CONTACT US TO FIND OUT MORE.



TTG Asia e-Daily



28,000 SUBSCRIBERS DAILY

The **TTG Asia e-Daily** is an email bulletin containing bite-size highlights of breaking Asia-Pacific travel trade news. It is sent every weekday to the inboxes of industry professionals 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\$)
Top Banner	40 KB	3,500 (10 business working days)
Leaderboard	40 KB	3,500 (10 business working days)



TTG Asia DIGITAL



28,000 SUBSCRIBERS BI-WEEKLY

TTG Asia DIGITAL is the e-version of print publication TTG Asia, that allows reading in online, mobile and desktop formats. This digital complement to TTG Asia is distributed beyond Asia-Pacific to travel trade professionals worldwide, and is hosted on the homepage of ttgasia.com.

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



TTG Asia DIGITAL



TTG Asia DIGITAL

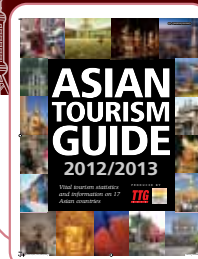


TTG Asia DIGITAL Landing Page

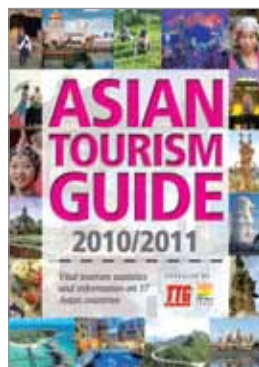
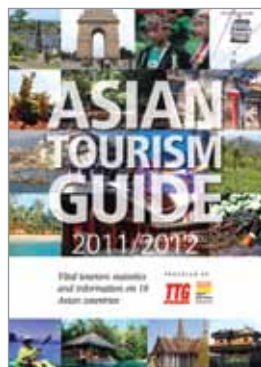
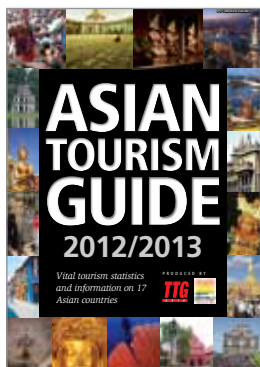
LOCATION	AD TYPE	SIZE (W X H) PX	RATE (US\$)
Inside TTG Asia DIGITAL	Hyperlink to Website	N/A	1,500
	Video Clip Insertion	N/A	2,500
TTG Asia DIGITAL Push Mail	Top Banner	468 X 60	3,500
	Leaderboard	728 X 90	3,500
TTG Asia DIGITAL Landing Page	Leaderboard	728 X 90	3,500



Asian Tourism Guide



20,500 PRINT COPIES & 28,000 DIGITAL SUBSCRIBERS



ISSUE DATE: DECEMBER 2013

Published annually, the **Asian Tourism Guide** is the travel trade's essential companion to planning Asian tour programmes, providing vital statistics, data and information on Asian countries. Used throughout the year by travel consultants and professionals, this TTG Asia special publication gives you more mileage for your advertising spend.

SPECIFICATIONS / RATES

AD TYPE	SIZE (W X H) MM	RATE (US\$)	EARLY BIRD RATE (US\$) (for bookings before 16 Sept 2013)
Full Page	205 X 287 (Trim Size)	16,900	14,350
Half Page (Horizontal)	185 X 130	12,500	10,600

*For Full Page advertisements, please include an additional bleed of 5mm all round



TTG Show Daily



UP TO 30,000 PRINT COPIES & 70,000 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. Being seen in our dailies is the optimal way for you to strengthen your presence and maximise exposure in front of all those high quality buyers at the tradeshow.



ATF
• Vientiane, Lao PDR
• 18-24 Jan 2013



ITB Berlin
• Germany
• 6-10 Mar 2013



IT&CM China
• Shanghai, China
• 17-19 Apr 2013



IT&CM India
• Delhi NCR, India
• 20-22 Aug 2013



PATA Travel Mart
• Chengdu, China
• 15-17 Sept 2013



IT&CMA and CTW
• Bangkok, Thailand
• 1-3 Oct 2013



ITB Asia
• Singapore
• 23-25 Oct 2013



ITB Asia
• Singapore
• 23-25 Oct 2013

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

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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.

Videos to be submitted in SWF format.

- 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:

TTG ASIA MEDIA PTE LTD

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ABOUT TTG Travel Trade Publishing



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, luxury travel, 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 Asia Luxury, TTG China, TTG India, TTGmice and TTG-BTmice China.

ABOUT TTG Asia Media



THE LEADING TRAVEL AND TOURISM PUBLISHER AND EVENTS ORGANISER IN THE ASIA-PACIFIC

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