

TTG^{BT}mice

Business Travel • meetings, incentives, conventions & exhibitions

企业旅游报 C H I N A

2013

Media Kit

The Leading Business Travel and MICE Resource for The China Market

大中华市场 企业旅游业界 媒体领导品牌

www.ttgbtmice.com



TTG | Publishing
Travel Trade

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

TTG-BTmice China



TTG-BTmice China is the market's leading resource for domestic and international business travel and MICE developments relevant to China. Delivered in simplified Chinese, TTG-BTmice China is a key read by Corporate Travel and MICE professionals across diverse industries throughout China.

TTG-BTmice China is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media.

TTG-BTmice China 企业旅游报是报导国内外商务旅游市场和会奖市场的领先媒体,内容横跨海内外会奖和商旅市场的相关资讯,以简体字形式印制,为在华企业及会奖旅游专家提供重要的参考信息。

TTG-BTmice China企业旅游报为TTG亚洲媒体集团旗下事业体 – TTG Travel Trade Publishing 的出版品之一。

We bring our readers a multi-dimensional perspective on the China business travel and MICE industry.

Let our multimedia platforms do the same for your brand.

We continually strive to keep industry professionals across the region updated, wherever they are, on the latest China business travel and MICE industry 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.

我们为读者提供多维视角以观察大中华地区企业旅游业界。

通过TTG的多媒体平台,更好地服务于您的品牌推广。

我们持续致力于保持整个区域的行业专家们无论身处何地都能不断更新以获取大中华地区企业旅游业界的最新资讯。秉承这种信念,我们进一步拓展了服务范围,为各位旅业专家个人所需而量身定制的印刷和在线产品。

我们同样重视您的品牌营销需求。让我们携起手来,共同开创行业发展的新局面。

PRINT

TTG-BTmice China Print



ONLINE

TTG-BTmice China DIGITAL



SPECIAL PROJECTS

TTG Show Daily





18,980 SUBSCRIBERS BI-MONTHLY

Breakdown in China

Beijing 北京市	4720	24.9%
Shanghai 上海市	4672	24.6%
Guangdong 广东省	3078	16.2%
Shandong 山东省	787	4.1%
Jiangsu 江苏省	646	3.4%
Sichuan 四川省	557	2.9%
Zhejiang 浙江省	461	2.4%
Tianjin 天津市	430	2.3%
Liaoning 辽宁省	424	2.2%
Fujian 福建省	409	2.2%
Hubei 湖北省	335	1.8%
Henan 河南省	318	1.7%
Hebei 河北省	280	1.5%
Guangxi 广西省	236	1.2%
Heilongjiang 黑龙江省	200	1.1%
Shanxi 陕西省	194	1.0%
Hunan 湖南省	175	0.9%
Shanxi 山西省	135	0.7%
Chongqing 重庆市	128	0.7%
Hainan 海南省	126	0.7%
Jilin 吉林省	121	0.6%
Jiangxi 江西省	113	0.6%
Gansu 甘肃省	101	0.5%
Yunnan 云南省	97	0.5%
Anhui 安徽省	90	0.5%
Guizhou 贵州省	89	0.5%
Xinjiang 新疆	22	0.1%
Qinghai 青海省	19	0.1%
Ningxia 宁夏	17	0.1%
Total 总计	18980	100%



Corporation 企业观点

MICE and business travel management experts share their views on the key developments and trends in the marketplace.

企业会奖及差旅管理策略与趋势分析。



Special Reports 专题报告

Exclusive reports on major MICE events across China. 会奖及差旅市场重大活动或特殊专辑报导。

By Industry

Manufacturing 制造业	2993	15.8%
Electronics/ Computers/Hardware/ Software 电子/计算机/软硬件	2781	14.7%
Finance/ Banking/ Insurance 财务/银行/保险	2449	12.9%
Government/ Associations 政府/协会	2111	11.1%
Wholesaler/ Retailer 批发/零售	2059	10.8%
Travel Management Companies/ Agencies 旅游管理公司/代理	1790	9.4%
Education/ Medical Health 教育/药品	1593	8.4%
Telecommunications/ Transportation 电讯/运输	1321	7.0%
Chemical/ Petroleum 化工/石油	943	5.0%
Construction/ Engineering 建筑/工程	532	2.8%
Media/ Advertising/ PR 媒体/广告公司/公关公司	408	2.1%
Total 总计	18980	100%

By Job Function

CEOs / MDs / GMs / VPs / Directors 执行长/行政总裁/总经理/副总裁 /总监	6079	32.0%
Procurement Heads / HR & Admin Managers / Executive Secretaries 采购主管/人事及行政经理/行政秘书	5518	29.1%
Corporate Travel Managers / Consultants / Coordinators 企业旅游经理/顾问/联络人	2829	14.9%
Sales / Marketing / Directors / Managers 销售市场总监/经理	2477	13.1%
Financial Controllers / Managers 财务总监/经理	1864	9.8%
Others 其他	213	1.1%
Total 总计	18980	100%



Deal 特惠集锦

The hottest packages Chinese travel suppliers are offering. 国内及国际市场供应商特惠项目汇编。



Travel Shows 展会报导

On key MICE and business travel exhibitions in China. 区域内会奖相关展会实况报导。



Destination Features 国内及国际市场报导

The foremost facts and issues surrounding domestic and international destinations with focus on key sectors. 焦点报导及分析国内外的主要旅游景点的发展近况。



EDITORIAL CONTENT 2013 TTG-BTMICE CHINA 企业旅游报2013专题时间表

MONTH 月份	DOMESTIC DESTINATION REPORT 国内景点介绍	INTERNATIONAL DESTINATION REPORT 国际景点介绍	SPECIAL REPORT 专题报道	BONUS CIRCULATION 额外发行
Jan / Feb 一、二月	Guangzhou / Shenzhen 深圳 / 广州	Singapore / Hong Kong 新加坡 / 香港	Travel Insurance / Airlines 旅游保险 / 航空公司	-
Mar / Apr 三、四月	Shanghai / Suzhou 上海 / 苏州	Macau / Malaysia / Hawaii 澳门 / 马来西亚 / 夏威夷	Business Hotels / Corporate Meetings 商务酒店 / 商务会议	IT&CM China GITF
May / Jun 五、六月	Beijing / Tianjin / Sanya 北京 / 天津 / 三亚	Korea / Taiwan / USA 韩国 / 台湾 / 美国	Serviced Apartments / Technology 服务式公寓 / 科技	ITE-MICE BITE
Jul / Aug 七、八月	Pearl River Delta / Xiamen 珠江三角洲 / 厦门	Macau / Australia / New Zealand 澳门 / 澳大利亚 / 新西兰	Business Centers / Corporate Cards 商务中心 / 公司信用卡	IT&CM India
Sep / Oct 九、十月	Shanghai / Chongqing / Chengdu 上海 / 重庆 / 成都	Hong Kong / Europe / Singapore 香港 / 欧洲 / 新加坡	Business Hotels / Spas 商务酒店 / 水疗	IT&CMA and CTW ITB Asia / CITM
Nov / Dec 十一、十二月	Beijing / Dalian / Qingdao 北京 / 大连 / 青岛	Japan / Thailand 日本 / 泰国	Serviced Apartments / Corporate Meetings 服务式公寓 / 商务会议	-

PRINT INSERTION RATES (US\$) / DIMENSIONS 广告报价单 (US\$ 美元)

ADVERTISING

FULL COLOUR	SIZE (W X H) MM	1X	4X	8X
Full Page 全页	266 X 355	11,230	10,800	10,260
Junior Page 小全页	179 X 250	9,820	9,500	9,180
Half Page (Horizontal) 半页(横式)	240 X 160	8,640	8,200	7,770
Half Page (Vertical) 半页(长条式)	118 X 330	8,640	8,200	7,700
Quarter Page 1/4页	118 X 160	6,260	5,940	5,720
Junior Page Spread 小全页式跨页	384 X 250	20,950	20,190	19,440
Double Page Spread 全页跨页	532 X 355	24,080	23,220	22,400
Centre Page Spread 中间跨页	532 X 355	26,560	25,160	23,970
Front Page Strip (Horizontal) 封面	240 X 80	9,280	8,740	8,200
Outside Back Cover 封底	266 X 355	13,500	12,960	12,310

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

OTHERS

CREATIVE BUYS

Belly Band US\$ 23,970

Rates are based on the usage of 157gsm art paper, measuring 70 (H) X 520 (W) mm

2pp Cover Wrap US\$ 34,880

4pp Cover Wrap US\$ 52,270

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

INSERTS

2 Page US\$ 8,850

4 Page US\$ 13,710

6 Page US\$ 18,900

8 Page US\$ 22,140

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

ADVERTORIALS

1 Page US\$ 12,960

2 Page US\$ 25,270

4 Page US\$ 40,600

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.





TTG-BTmice China DIGITAL

TTG-BTmice China DIGITAL is the e-version of print publication TTG-BTmice China, that allows reading in online, mobile and desktop formats.

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

TTG-BTmice China 电子杂志是 TTG-BTmice China 企业旅游报的电子版，读者可通过电脑桌面或其它移动终端实现在线阅读。

您在实体印刷杂志上所刊登之广告可享有TTG-BTmice China旅业报电子杂志的免费加值发行服务。通过电子杂志的互动交流，可大幅提升您的广告效益。



TTG -BTmice China DIGITAL



TTG-BTmice China DIGITAL Landing Page

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



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 TTG Travel Trade Publishing 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 tradeshows.

TTG一系列的展会日报在全球各主要旅业活动中发行，每日提供最新展会信息及亚太区域观点。每份展会日报皆由TTG辖下之一份或多份相关媒体的编辑群合力制作，且每日发行。所有展会日报亦会发行电子版，将信息传递予展会以外的一般读者。



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



CIW
• 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



TTGmice



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

Established in 1974, TTG Asia Media is at the forefront of the Asia-Pacific travel and tourism industry. Its authority encompasses the leisure trade, luxury travel, 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

