

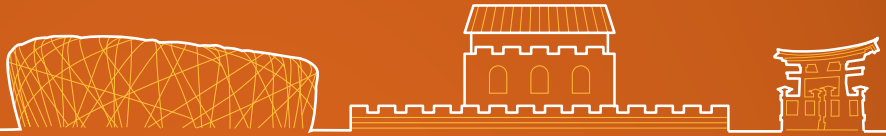
The Leading Travel Trade Business Resource For The Greater China Market

大中华市场旅游业界
媒体领导品牌

www.ttgchina.com



TTG China



TTG China is dedicated to the unique dynamics of the travel trade industry in the Greater China market. Delivered in simplified Chinese, this leading industry business resource is highly regarded by the region's travel trade professionals for its incisive editorials and geographically tailored intelligence analysis on domestic, inbound and outbound developments.

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

TTG China 旅业报是大中华地区旅游业界的发展驱动引擎。这是一份深受区域内旅游业界所肯定的旅业专业媒体，由于精准报道中国旅游产业脉动及对国内、入境、出境等发展的精辟分析，以简体发行的TTG China旅业报早已成为行业领先的市场信息来源。

TTG China旅业报是由TTG亚洲媒体有限公司所属之TTG Travel Trade Publishing 发行。

We bring our readers a multi-dimensional perspective on the Greater China travel trade.

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 Greater China 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.

我们为读者提供多维视角以观察大中华地区旅游业界。

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 China Print



SPECIAL PROJECT

TTG Show Daily



ONLINE

TTG China DIGITAL



www.ttgchina.com

TTG China e-Daily





14,000 SUBSCRIBERS MONTHLY

* BPA audited

BY PROVINCE/CITY

CHINA 中国大陆 95.89 % 13425

Northeast Province/ City 东北地区省份/ 城市

Liaoning Province 辽宁省 0.71 % 99

Heilongjiang Province 黑龙江省 0.29 % 41

Jilin Province 吉林省 0.14 % 20

North China Province/ City 华北地区省份/ 城市

Beijing City 北京市 9.64 % 1350

Tianjin City 天津市 1.84 % 258

Shanxi Province 山西省 0.34 % 47

Hebei Province 河北省 0.30 % 42

Inner Mongolia Autonomous Region 内蒙古自治区 0.16 % 23

Northwest Province/ City 西北地区省份/ 城市

Shanxi Province 陕西省 2.36 % 330

Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区 0.31 % 44

Gansu Province 甘肃省 0.31 % 43

Qinghai Province 青海省 0.19 % 26

Ningxia Hui Autonomous Region 宁夏回族自治区 0.09 % 13

East China Province/ City 华东地区省份/ 城市

Shanghai City 上海市 11.95 % 1673

Jiangsu Province 江苏省 10.39 % 1454

Zhejiang Province 浙江省 8.06 % 1128

Shandong Province 山东省 7.78 % 1089

Fujian Province 福建省 3.07 % 430

Anhui Province 安徽省 2.19 % 307

Jiangxi Province 江西省 1.99 % 278

Central South Province/ City 中南地区省份/ 城市

Guangdong Province 广东省 12.01 % 1682

Henan Province 河南省 5.07 % 710

Hubei Province 湖北省 4.67 % 654

Hunan Province 湖南省 3.63 % 508

Guangxi Zhuang Autonomous Region 广西壮族自治区 2.11 % 296

Hainan Province 海南省 1.22 % 171

Southwest Province/ City 西南地区省份/ 城市

Yunan Province 云南省 2.52 % 353

Chongqing City 重庆市 1.70 % 238

Sichuan Province 四川省 0.49 % 68

Guizhou Province 贵州省 0.20 % 28

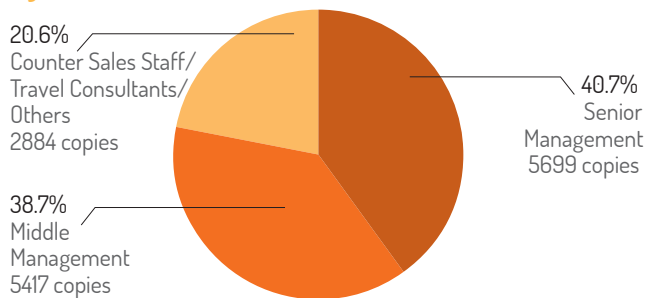
Tibet Autonomous Region 西藏自治区 0.16 % 22

HONG KONG 香港 3.01 % 422

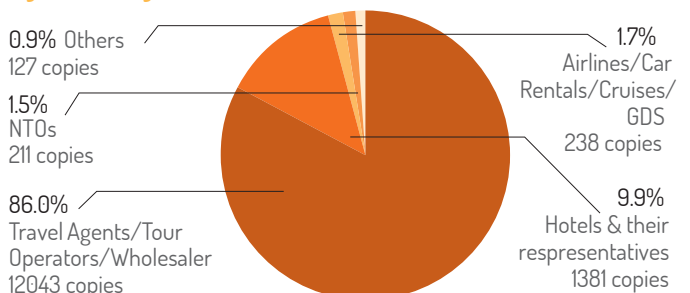
TAIWAN, MACAU, OTHERS 台湾、澳门、其他 1.10 % 153

TOTAL 总计 100 % 14,000

By Job Function



By Industry





EDITORIAL CONTENT 2013 TTG China 旅业报2013专题时间表 (实体印刷)

| 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 |
|----------------------------|--|---|----------------------------|---|
| JANUARY/FEBRUARY 一月, 二月 | Shanghai / Chengdu 上海 / 成都 | Dubai / Macau 迪拜 / 澳门 | GDS 全球配销系统 | ATF, Vientiane, Laos (18-24 Jan) AIME, Melbourne, Australia (26-27 Feb) ITB Berlin, Germany (6-10 Mar) |
| MARCH 三月 | Hainan / Chongqing 海南 / 重庆 | Europe / Hong Kong 欧洲 / 香港 | Resort 度假村 | GITF, Guangzhou, China (7-9 Mar) |
| APRIL 四月 | Guangzhou / Shenzhen 广州 / 深圳 | Singapore / Vietnam 新加坡 / 越南 | Golf 高尔夫球 | IT&CM China, Shanghai, China (17-19 Apr) |
| MAY 五月 | Suzhou / Wuxi 苏州 / 无锡 | Malaysia / Japan 马来西亚 / 日本 | Cruise 邮轮 | |
| JUNE 六月 | Beijing / Tianjin 北京 / 天津 | Macau / Taiwan 澳门 / 台湾 | Theme Park 主题公园 | ITE, Hong Kong (13-16 Jun) BITE, Beijing, China (21-23 Jun) |
| JULY 七月 | Nanjing / Hangzhou 南京 / 杭州 | Australia / Indonesia 澳大利亚 / 印尼 | Serviced Apartment 服务公寓 | |
| AUGUST 八月 | Dalian / Qingdao 大连 / 青岛 | Malaysia / Brunei 马来西亚 / 文莱 | Business Travel 商务旅游 | IT&CM India, Delhi NCR, India (20-22 Aug) |
| SEPTEMBER 九月 | Shanghai / Wuhan 上海 / 武汉 | Hong Kong / Canada 香港 / 加拿大 | GDS 全球配销系统 | PTM, Chengdu, China (15-17 Sep) |
| OCTOBER 十月 | Pearl River Delta 珠江三角洲 | Singapore / Korea 新加坡 / 韩国 | Cruise 邮轮 | IT&CMA and CTW Bangkok, Thailand (1-3 Oct) ITB Asia, Singapore (23-25 Oct) CITM, Kunming, China (24-27 Oct) |
| NOVEMBER 十一月 | Beijing / Xian 北京 / 西安 | Hawaii / Thailand / Macau 夏威夷 / 泰国 / 澳门 | Business Travel 商务旅游 | |
| DECEMBER 十二月 | Harbin / Shenyang 哈尔滨 / 沈阳 | USA / India 美国 / 印度 | Year End 年终特辑 | |

OTHER EDITORIAL SECTIONS 其它重点内容：



Marketing Insight 市场透视

Analysis of various marketing and development strategies from a focused business angle.

收集与分析产业行销策略，切入不同角度，反映各方意见。



People 高端观点

Exclusive interviews with China's travel industry leaders where they share their views on the Chinese travel market.

业界高端管理人士专业分享，提供其对产业发展、市场脉动、未来趋势等方面之精辟分析。



Travel Shows 旅展报导

Essential highlights and features of the most prestigious domestic and international travel fairs.

深入国内外重要旅展，为读者挖掘展览会之精华及重要商机。



ENJOY COMPLIMENTARY DIGITAL CIRCULATION

Your advertisement in TTG China Print enjoys circulation through **TTG China DIGITAL** at no additional cost via the push-email to **20,000 subscribers**.

您在TTG China旅业报上刊登的广告将享有不另行收费、随附TTG China 旅业报电子版发行之优惠，通过主动推送式无线电子邮件服务(push-email)向二万订户发送。





PRINT INSERTION RATES (US\$) / DIMENSIONS

广告报价单 (US\$ 美元)

ADVERTISING

| FULL COLOUR | SIZE (W X H) MM | 1 X | 4X | 8 X |
|--------------------------------------|-----------------|--------|--------|--------|
| Full Page 全页 | 260 X 380 | 14,470 | 13,820 | 13,170 |
| Junior Page 小全页 | 173 X 280 | 11,010 | 10,580 | 10,150 |
| Half Page (Horizontal) 半页(横式) | 236 X 180 | 10,580 | 10,150 | 9,720 |
| Half Page (Vertical) 半页(长条式) | 114 X 356 | 10,580 | 10,150 | 9,720 |
| Quarter Page 1/4页 | 114 X 180 | 7,450 | 7,120 | 6,800 |
| Junior Page Spread 小全页式跨页 | 370 X 280 | 20,520 | 19,650 | 18,790 |
| Double Page Spread 全页跨页 | 520 X 380 | 27,640 | 26,240 | 24,840 |
| Centre Page Spread 中间跨页 | 520 X 380 | 30,880 | 29,590 | 28,290 |
| Front Page Strip (Horizontal) | 236 X 90 | 11,010 | 10,580 | 10,150 |
| Outside Back Cover 封底 | 260 X 380 | 17,280 | 16,520 | 15,870 |

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

OTHERS

CREATIVE BUYS

Belly Band US\$ 25,700

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

2pp Cover Wrap US\$ 37,800

4pp Cover Wrap US\$ 54,000

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

INSERTS

2 Page US\$ 9,180

4 Page US\$ 13,060

6 Page US\$ 18,140

8 Page US\$ 21,160

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

ADVERTORIALS

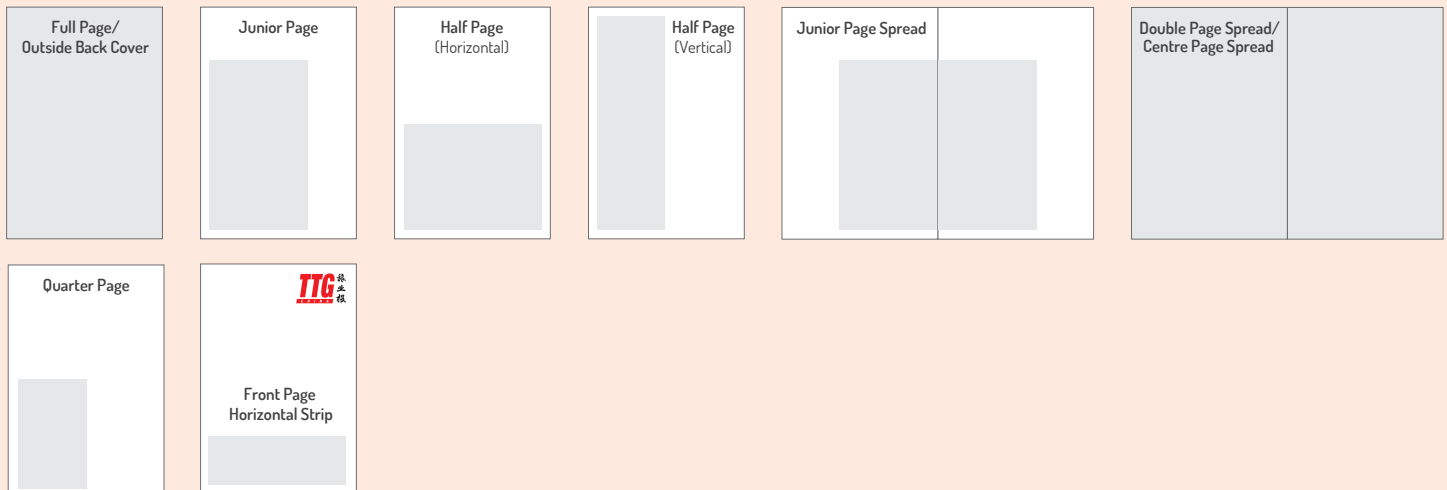
1 Page US\$ 16,630

2 Page US\$ 31,750

4 Page US\$ 53,560

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.





10,000 UNIQUE VISITORS / MONTH

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

www.ttgchina.com是TTG China在线新闻服务入口。这里提供广泛的旅业信息，是通往大中华旅游市场的重要渠道，且全年无休。

1. THE ACCESS POINT TO ALL OUR DIGITAL PUBLICATIONS

连结我们所有的电子刊物

- Regular issues 定期刊物
- Show dailies 展会日报

2. FULL ARTICLES FROM E-DAILY BULLETINS

TTG CHINA 电子报完整内容

3. UNIQUE EDITORIAL CONTENT

专为网站所规划之内容

- 高端观点
- 旅游统计
- 业者有话要说
- 案例分享
- 焦点新闻
- 热门精选及人才看过来

MEDIA SPECIFICATIONS / RATES

| AD TYPE | AD SIZE (W X H) PX | RATE (US\$ / MTH) |
|------------------|--------------------|-------------------|
| Leaderboard | 728 X 90 | 5,000 |
| MPU Banner | 300 X 250 | 5,000 |
| Skyscraper | 120 X 600 | 5,000 |
| Banner | 468 X 60 | 5,000 |
| Interstitial | 640 X 400 | 8,000 |
| Billboard | 970 X 90 | 10,000 |
| MPU Video Banner | 300 X 250 | 5,000 |

| 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.



20,000 SUBSCRIBERS DAILY



The TTG China e-Daily is an email bulletin containing bite-size highlights of breaking travel trade news in the Greater China market. It is sent every weekday to the inboxes of industry professionals in the market.

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

TTG China电子报是通过电子邮件传播大中国旅游业界的新闻要点，为大中国市场的旅游业界的亮点。

TTG China电子报每日提供当天大中华地区旅游业界焦点信息摘要，每周一至周五，天天发送至区域内旅业专家的电子信箱。通过出现在电子信箱里的实时报道，紧紧抓住读者们的目光。

MEDIA SPECIFICATIONS / RATES

| AD TYPE | AD SIZE (W X H) PX | RATE (US\$) |
|-------------|--------------------|---------------------------------|
| Top Banner | 468 X 60 | 1,500 (5 business working days) |
| Leaderboard | 728 X 90 | 1,500 (5 business working days) |

| AD TYPE | MAX FILE SIZE | AD FORMATS |
|-------------|---------------|------------------|
| Top Banner | 100 KB | .gif, .jpg, .png |
| Leaderboard | 100 KB | .gif, .jpg, .png |



20,000 SUBSCRIBERS MONTHLY



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

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

TTG China 旅业报电子杂志为TTG China 旅业报的电子版，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 China 旅业报电子杂志的免费增值发行服务。通过电子杂志的互动交流，可大幅提升您的广告效益。



TTG China DIGITAL



TTG China DIGITAL Push Email



TTG China DIGITAL Landing Page

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

| LOCATION | AD TYPE | MAX FILE SIZE | AD FORMATS |
|--------------------------------|----------------------|---------------|------------------|
| Inside TTG China DIGITAL | Hyperlink to Website | N/A | N/A |
| | Video Clip Insertion | 1.2 MB, 30s | .gif, .jpg, .png |
| TTG China DIGITAL Push Email | Top Banner | 100 KB | .gif, .jpg, .png |
| | Leaderboard | 100 KB | .gif, .jpg, .png |
| TTG China DIGITAL Landing Page | Leaderboard | 100 KB | .swf |



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 tradeshow.

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。

BE SEEN WITH US AT THE FOLLOWING SHOWS!



ASEAN Tourism Forum 2013

Vientiane, Lao PDR | 18-24 June 2013

Issue Dates: 21, 22, 23, 24 January 2013

Circulation: 12,000 print copies over 4 days



ITB Berlin 2013

Berlin, Germany | 6-10 March 2013

Issue Dates: 6, 7, 8 March 2013

Circulation: 30,000 print copies over 3 days



IT&CM China 2013

Shanghai, China | 17-19 April 2013

Issue Dates: 17, 18, 19 April 2013

Circulation: 9,000 print copies over 3 days



IT&CM India 2013

Delhi NCR, India | 20-22 August 2013

Issue Dates: 20, 21, 22 August 2013

Circulation: 6,000 print copies over 3 days



IT&CMA and CTW 2013

Bangkok, Thailand | 1-3 October 2013

Issue Dates: 1, 2, 3 October 2013

Circulation: 9,000 print copies over 3 days



PATA Travel Mart 2013

Chengdu, China | 15-17 September 2013

Issue Dates: 15, 16, 17 September 2013

Circulation: 9,000 print copies over 3 days



ITB Asia 2013

Singapore | 23-25 October 2013

Issue Dates: 23-25 October 2013

Circulation: 9,000 print copies over 3 days

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

Ad Admin Department

1 Science Park Road #04-07 The Capricorn
Singapore Science Park II Singapore 117528
Tel: (65) 6395 7575 • Fax: (65) 6536 0896
Email: cheryl.lim@ttgasia.com

ABOUT TTG Travel Trade Publishing



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

TTG 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

