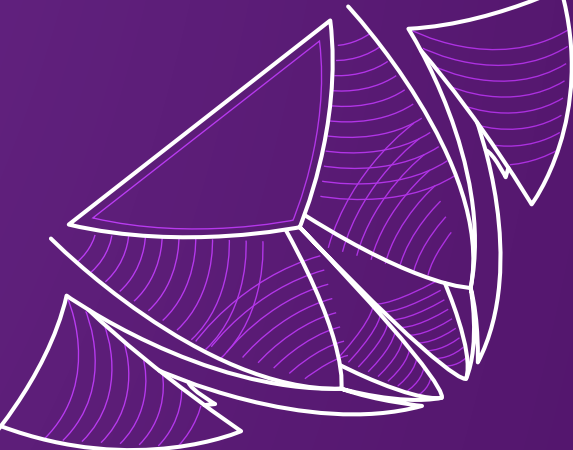
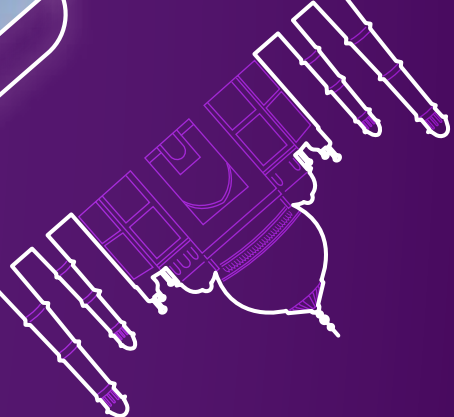




# The Leading Business Resource for India's Travel Trade and MICE Industry

[www.ttgindia.travel](http://www.ttgindia.travel)



**TTG** | *Publishing*  
**Travel Trade**

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



TTG India is tailored to India's burgeoning market, with a dedicated pulse on its travel trade and MICE industry. This newest addition in TTG's series of leading business resource titles delivers incisive editorials and geographically tailored intelligence analysis on India's domestic, inbound and outbound developments to travel trade professionals across the country. TTG India is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media.

We bring our readers a multi-dimensional perspective on India's travel trade 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 Indian travel trade 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.

## PRINT

### TTG India Print



## ONLINE

### TTG India DIGITAL



## SPECIAL PROJECTS

### TTG Show Daily



[www.ttgindia.travel](http://www.ttgindia.travel)



#### Destination Reports

Get the updates on products that matter in helping you package the best inbound and domestic tours to Indian destinations. Featuring the latest developments in the destination's tourism sector and unbiased reviews of new tourism offerings.



#### Analysis

Leaving no stones unturned, we examine and dissect the various issues affecting the Indian tourism industry and its stakeholders.



#### Outbound Features

An essential guide to packaging tours to destinations keen on tapping the Indian market. Keep abreast with the latest products that will dazzle and entice the Indian traveler and learn a thing or two from NTO-suggested itineraries for your clients.



#### TTGmice India

Taking a leaf from sister publication, TTGmice, we include a dedicated section on the fast-growing and ever lucrative Indian MICE inbound and outbound sectors. Contains ideas on products, services and strategies to make your MICE business flourish.



#### Special Guide

A guide specially prepared to thrill and lead you in the discovery of various travel market niches and segments ranging from Cruises to Adventure Travel. We've got them all!

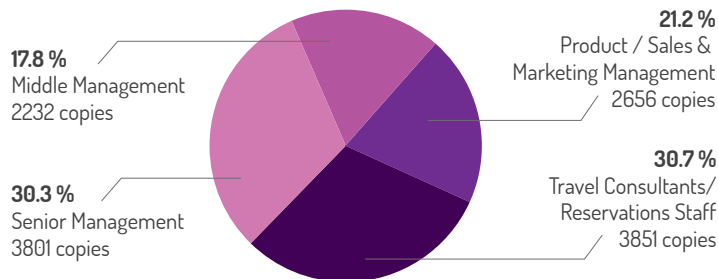


**12,540** SUBSCRIBERS BI-MONTHLY

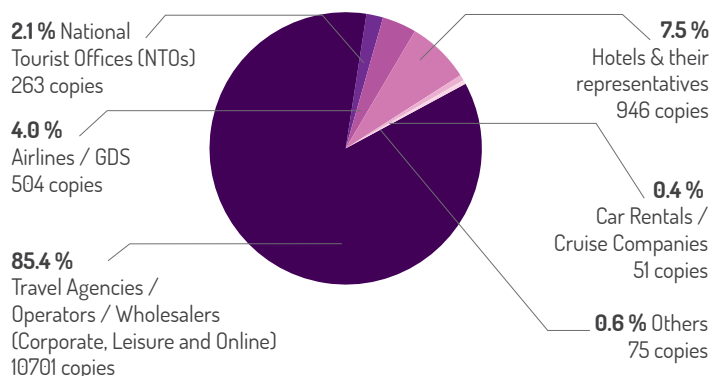
### BY CITY

|                  |              |               |
|------------------|--------------|---------------|
| New Delhi        | 17.5 %       | 2195          |
| Mumbai           | 16.7 %       | 2096          |
| Chennai          | 7.3 %        | 917           |
| Bengaluru        | 6.5 %        | 813           |
| Hyderabad        | 5.7 %        | 714           |
| Kolkata          | 4.5 %        | 566           |
| Srinagar         | 4.2 %        | 526           |
| Trivandrum       | 4.0 %        | 501           |
| Gurgaon          | 3.4 %        | 426           |
| Ahmedabad        | 3.0 %        | 378           |
| Goa              | 2.8 %        | 351           |
| Kochi            | 2.5 %        | 311           |
| Pune             | 2.3 %        | 289           |
| Jaipur           | 2.1 %        | 264           |
| Chandigarh       | 2.0 %        | 252           |
| Uttrakhand       | 2.0 %        | 252           |
| Amritsar         | 1.8 %        | 226           |
| Bhopal           | 1.6 %        | 203           |
| Himachal Pradesh | 1.6 %        | 200           |
| Indore           | 1.5 %        | 189           |
| Jalandhar        | 1.5 %        | 188           |
| Uttar Pradesh    | 1.5 %        | 187           |
| Odisha           | 1.4 %        | 176           |
| Nagpur           | 1.3 %        | 161           |
| Trichurapalli    | 1.3 %        | 159           |
| <b>TOTAL</b>     | <b>100 %</b> | <b>12,540</b> |

### BY JOB FUNCTION



### BY INDUSTRY



**ENJOY COMPLIMENTARY DIGITAL CIRCULATION**  
Your advertisement in TTG India Print enjoys circulation through **TTG India DIGITAL** at no additional cost.

## EDITORIAL CONTENT 2013

| ISSUE              | REGIONAL DESTINATIONS | OUTBOUND                 | SPECIAL GUIDE (OUTBOUND) | BONUS CIRCULATION   |
|--------------------|-----------------------|--------------------------|--------------------------|---|
| FEBRUARY / MARCH   | Hyderabad<br>Chennai  | Indonesia<br>Japan       | Weddings & Honeymoons    | <b>AIME</b> , Melbourne, Australia (26-27 Feb)<br><b>ITB Berlin</b> , Germany (6-10 Mar)  |
| APRIL / MAY        | Odisha<br>New Delhi   | Singapore<br>Hong Kong   | Shopping                 | <b>IT&amp;CM China</b> , Shanghai, China (17-19 Apr)<br><b>ATM</b> , Dubai, UAE (6-9 May)<br><b>IMEX</b> , Frankfurt, Germany (21-23 May)<br><b>ITE</b> , Hong Kong (13-16 Jun) |
| JUNE / JULY        | Rajasthan<br>Kashmir  | Macau<br>Thailand        | Longhaul Travel          | -   |
| AUGUST / SEPTEMBER | Kolkata<br>Kerala     | China<br>Malaysia        | Medical Tourism          | <b>IT&amp;CM India</b> , Delhi NCR, India (20-22 Aug)<br><b>PTM</b> , Chengdu, China (15-17 Sep)<br><b>IT&amp;CMA and CTW</b> , Bangkok, Thailand (1-3 Oct)                     |
| OCTOBER / NOVEMBER | Mumbai<br>Gujarat     | Hong Kong<br>South Korea | Cruising                 | <b>ITB Asia</b> , Singapore (23-25 Oct)<br><b>CITM</b> , Kunming, China (24-27 Oct)   |
| DECEMBER / JANUARY | Bengaluru<br>Goa      | Philippines<br>Macau     | Theme Parks              | <b>ATF 2014</b> , Malaysia<br><b>SATTE 2014</b> , New Delhi, India<br><b>HIFI 2014</b> , New Delhi, India   |

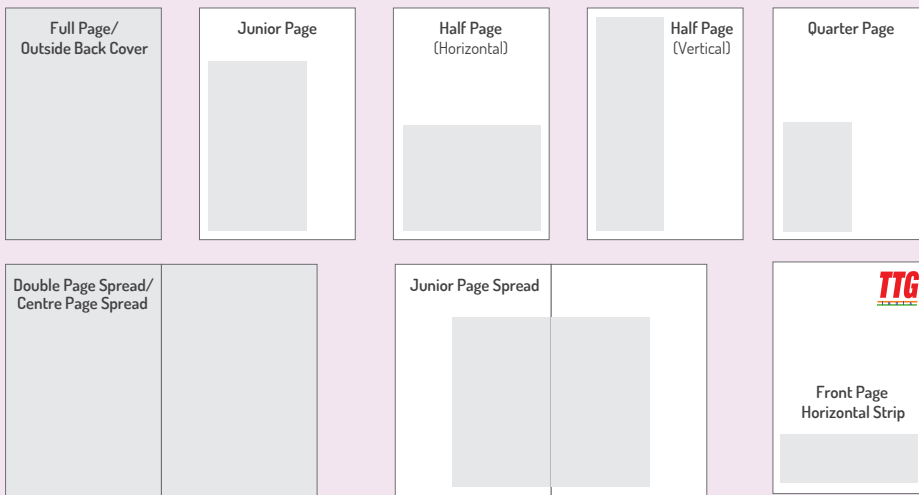


## PRINT INSERTION RATES (US\$) / DIMENSIONS

### ADVERTISING

| FULL COLOUR                 | SIZE (W X H) MM | 1 X    | 3 X    | 6 X    |
|-----------------------------|-----------------|--------|--------|--------|
| Full Page                   | 260 X 380       | 11,290 | 10,490 | 10,160 |
| Junior Page                 | 173 X 280       | 9,030  | 8,390  | 8,120  |
| Half Page (Horizontal)      | 236 X 180       | 8,640  | 8,030  | 7,780  |
| Half Page (Vertical)        | 114 X 356       | 8,640  | 8,030  | 7,780  |
| Front Page Horizontal Strip | 236 X 90        | 8,620  | 8,010  | 7,750  |
| Quarter Page                | 114 X 180       | 6,450  | 5,990  | 5,800  |
| Junior Page Spread          | 370 X 280       | 16,610 | 15,430 | 14,940 |
| Double Page Spread          | 520 X 380       | 20,760 | 19,290 | 18,670 |
| Outside Back Cover          | 260 X 280       | 13,540 | 12,580 | 12,180 |
| Centre Page Spread          | 520 X 380       | 22,570 | 20,970 | 20,300 |

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



### OTHERS

#### CREATIVE BUYS

|   |             |
|---|-------------|
| Belly Band  | US\$ 20,220 |
| Rates are based on the usage of 157gsm art paper, measuring 70 (H) X 520 (W) mm |             |
| 2pp Cover Wrap  | US\$ 29,380 |
| 4pp Cover Wrap  | US\$ 44,060 |

#### INSERTS

|        |             |
|--------|-------------|
| 2 Page | US\$ 7,130  |
| 4 Page | US\$ 10,210 |
| 6 Page | US\$ 14,190 |
| 8 Page | US\$ 16,620 |

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

#### ADVERTORIALS

|        |             |
|--------|-------------|
| 1 Page | US\$ 13,010 |
| 2 Page | US\$ 24,870 |
| 4 Page | US\$ 42,130 |

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.



## 40,000 SUBSCRIBERS BI-MONTHLY



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

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



# www.ttgindia.travel



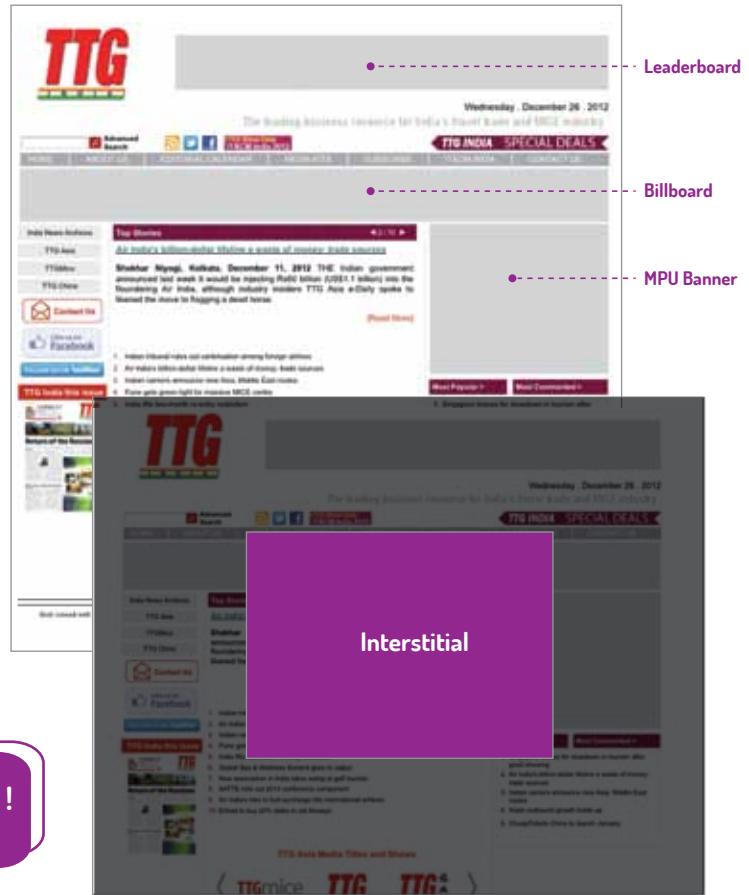
**www.ttgindia.travel** is the online news portal of TTG India. The site offers on-demand access to a wealth of travel industry information and resources on the Indian market, anytime, 24/7. Regularly updated, ttgindia.travel grabs the continual attention of decision-makers across the world and keeps them coming back for more by providing:

1. THE ACCESS POINT TO ALL OUR DIGITAL PUBLICATIONS
2. SPECIAL DEALS AND PACKAGES

## MEDIA SPECIFICATIONS / RATES

| AD TYPE          | AD SIZE (W X H) PX | RATE (US\$/MONTH) |
|------------------|--------------------|-------------------|
| Leaderboard      | 728 X 90           | 4,000             |
| MPU Banner       | 300 X 250          | 4,000             |
| Interstitial     | 640 X 400          | 8,000             |
| Billboard        | 970 X 90           | 8,000             |
| MPU Video Banner | 300 X 250          | 4,000             |

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



|  |   |   |  |  |  |  |
|--|---|---|--|--|--|--|
| <br><b>ATF</b><br>• Vientiane, Lao PDR<br>• 18-24 Jan 2013 | <br><b>ITB Berlin</b><br>• Germany<br>• 6-10 Mar 2013 | <br><b>IT&amp;CM China</b><br>• Shanghai, China<br>• 17-19 Apr 2013 | <br><b>IT&amp;CM India</b><br>• Delhi NCR, India<br>• 20-22 Aug 2013 | <br><b>PATA Travel Mart</b><br>• Chengdu, China<br>• 15-17 Sept 2013 | <br><b>IT&amp;CM Asia and CTW</b><br>• Bangkok, Thailand<br>• 1-3 Oct 2013 | <br><b>ITB Asia</b><br>• Singapore<br>• 23-25 Oct 2013 |
|--|---|---|--|--|--|--|

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

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www.ttgasiamedia.com

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E smakin@ttgdigital.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.

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



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**

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](http://www.ttgasiamedia.com)

TTG India is very respected for its insightful views and in-depth analyses of the Indian travel industry. The magazine covers topics that are relevant and provides us with a perspective on the changing face of the industry. I recommend this publication for key decision makers as well as front-line staff for a ringside view of the travel industry.

**Peter Kerkar, Director, Cox & Kings Ltd.**

With TTG India also taking a similar prominence as TTG Asia, we are happy to engage on a regular basis. We gain from their relevant editorial content and reach, which has helped us tremendously to launch our Private Travel (high-end tailor made journeys) & MICE outbound verticals in India.

**Vikram Madhok, Managing Director, Abercrombie & Kent India Pvt. Ltd.**

TTG Asia Media is well-recognised for providing a wealth of information and opinions on the exciting and dynamic world of travel trade in the Asia-Pacific region. TTG India helps us keep abreast of the latest developments through thorough and unbiased reportage.

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

TTG India and Asia are arguably the most respected Travel Industry publications in Asia. With more in-depth coverage of the Indian Travel industry over the last 2 years, it has become more interesting & newsworthy. I enjoy the perspective from the point of view of eminent Travel professionals, giving an insight into real life situations and projections for the future. The special offers from the hospitality industry, for the Travel Trade, are very tempting.

**Manoj Saraf, Managing Director, Gainwell Travel & Leisure**

I enjoy reading TTG India owing to its spread of content in relevance to the travel industry. The brand itself speaks for its authenticity since it has been publishing newsworthy editorials and trade analysis for countless years now. The online publication is a complete read in itself and is easily accessible for times when most of us travel.

**Dipak Deva, CEO Destination Management, India & South Asia, Kuoni Destination Management**

“TTG India has been analyzing and highlighting latest happenings in the travel industry.

**This responsible media resource would hold the industry together to achieve admirable heights.”**

**E.M.Najeeb, Chairman & Managing Director, ATE Group of Companies**