

# TTGmice

2013  
Media Kit

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

[www.ttg-mice.com](http://www.ttg-mice.com)



**TTG** | Publishing  
Travel Trade 

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



TTGmice is dedicated to delivering pertinent insights on Asia-Pacific's MICE developments. Its award-winning editorials and intelligence analyses make 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.

We bring our readers a multi-dimensional perspective on the Asia-Pacific 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 Asia-Pacific's latest MICE industry news. With this in mind, we've expanded our offerings and they now boast a comprehensive spread of products across media, tailored to each MICE 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

TTGmice Print



## ONLINE

[www.ttgmice.com](http://www.ttgmice.com)



TTGmice e-Weekly



## SPECIAL PROJECTS

TTGmice Planner



TTG Show Daily





\* BPA audited



## 13,500 SUBSCRIBERS MONTHLY

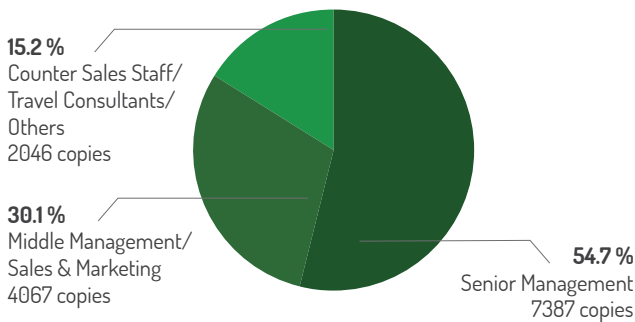
### BY COUNTRY

Singapore	25.9%	3502
Malaysia/Brunei	19.3%	2599
China/Macau	16.8%	2264
Hong Kong	10.3%	1385
Australia/New Zealand	8.1%	1100
Thailand	6.6%	895
South Korea	3.1%	412
Taiwan	2.1%	330
Japan	2.1%	289
Indonesia	1.6%	216
India	1.5%	200
Vietnam	0.9%	116
The Philippines	0.8%	112
Cambodia/Laos/Myanmar	0.6%	39
Rest of South Asia	0.2%	28
Others	0.1%	13
<b>TOTAL</b>	<b>100%</b>	<b>13,500</b>

### BY INDUSTRY

<b>Corporate End Users</b>	<b>65.7%</b>	<b>8896</b>
Advertising Agency	0.5%	67
Construction/Engineering	3.7%	495
Consultancy Firm	1.0%	137
Education/Training/R&D	1.5%	208
Finance/Banking/Insurance	6.8%	913
Government	1.5%	208
I.T. Company	3.3%	448
Manufacturing	12.3%	1671
Marketing Company	1.4%	188
Media/PR	1.9%	257
Medical/Health Service	2.6%	350
Mining/Agriculture/Forestry	0.7%	88
Oil/Petroleum Company	2.8%	380
Property Development/Real Estate	1.7%	235
Telecommunications	2.0%	269
Trade Association	1.7%	232
Transportation	4.2%	575
Wholesaler/Distributor/Retailer	9.4%	1275
Other Business Services	6.7%	900
<b>Industry Buyers</b>	<b>20.6%</b>	<b>2762</b>
Corporate Travel Agency	7.7%	1034
Destination Management Companies (DMC)	3.1%	416
Event Management Company	3.4%	464
Incentives/Motivational House	0.4%	48
Professional Conference/Exhibition Organiser	4.4%	589
Venue Operator	1.6%	211
<b>Industry Suppliers</b>	<b>13.7%</b>	<b>1842</b>
NTO/CVB	1.9%	252
Hotel	11.1%	1501
Other Suppliers	0.7%	89
<b>TOTAL</b>	<b>100%</b>	<b>13,500</b>

### BY JOB FUNCTION



### ENJOY COMPLIMENTARY DIGITAL CIRCULATION



Your advertisement in TTGmice Print enjoys circulation through **TTGmice DIGITAL** at no additional cost via the push-email to **16,000 subscribers**.



## EDITORIAL CONTENT 2013

ISSUE	FEATURES	SPECIAL	BONUS CIRCULATION
<b>FEBRUARY/ MARCH</b>	Hong Kong/Japan Singapore	Trends	<b>AIME</b> , Melbourne, Australia (26-27 Feb) <b>ITB Berlin</b> , Germany (6-10 Mar) <b>GITF</b> , Guangzhou, China (1-3 Mar)
<b>APRIL</b>	Australia/China Indonesia/South Korea	Hotels & Resorts	<b>IT&amp;CM China</b> , Shanghai, China (17-19 Apr)
<b>MAY</b>	Macau/Malaysia Singapore/Thailand	Food & Beverage	<b>ATM</b> , Dubai, UAE (6-9 May) <b>IMEX</b> , Frankfurt, Germany (21-23 May)
<b>JUNE</b>	Brunei/Sri Lanka Hong Kong/Taiwan	Events Entertainment	<b>ITE</b> , Hong Kong (13-16 Jun)
<b>JULY</b>	Macau/Japan South Korea/Vietnam	Convention Venues	
<b>AUGUST</b>	India/Indonesia Singapore/Middle East	Incentive Ideas	<b>IT&amp;CM India</b> , Delhi NCR, India (20-22 Aug)
<b>SEPTEMBER</b>	Australia/Hong Kong Malaysia/South Korea	Integrated Resorts	<b>PTM</b> , Chengdu, China (15-17 Sep)
<b>OCTOBER</b>	China/Macau Japan/Thailand	MICE Destinations	<b>IT&amp;CMA and CTW</b> , Bangkok, Thailand (1-3 Oct) <b>ITB Asia</b> , Singapore (23-25 Oct) <b>CITM</b> , Kunming, China (24-27 Oct)
<b>NOVEMBER</b>	Cambodia, Laos, Myanmar, Vietnam Hong Kong / Philippines / Singapore	Teambuilding/Adventure	<b>EIBTM</b> , Barcelona, Spain (26-28 Nov)
<b>DECEMBER/ JANUARY</b>	China/Malaysia Taiwan/Thailand	Year-End Issue	<b>ATF</b> , Malaysia

## DESTINATIONS

<b>Australia</b>	Apr, Sep
<b>Brunei</b>	Jun
<b>Cambodia, Laos</b>	Nov
<b>Myanmar, Vietnam</b>	
<b>China</b>	Apr, Oct, Dec
<b>Hong Kong</b>	Feb/Mar, Jun, Sep, Nov
<b>India</b>	Aug
<b>Indonesia</b>	Apr, Aug
<b>Japan</b>	Feb/Mar, Jul, Oct
<b>Macau</b>	May, Jul, Oct
<b>Malaysia</b>	May, Sep, Dec
<b>Middle East</b>	Aug
<b>Philippines</b>	Nov
<b>Singapore</b>	Feb/Mar, May, Aug, Nov
<b>South Korea</b>	Apr, Jul, Sep
<b>Sri Lanka</b>	Jun
<b>Taiwan</b>	Jun, Dec
<b>Thailand</b>	May, Oct, Dec
<b>Vietnam</b>	Jul

## COVER STORIES

<b>Trends</b>	Feb/Mar
<b>Hotels &amp; Resorts</b>	Apr
<b>Food &amp; Beverage</b>	May
<b>Events Entertainment</b>	Jun
<b>Convention Venues</b>	Jul
<b>Incentive Ideas</b>	Aug
<b>Integrated Resorts</b>	Sep
<b>MICE Destinations</b>	Oct
<b>Teambuilding/Adventure</b>	Nov

## 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 hype for both leisure and business functions.



### Packages

Comprehensive information on the best deals in the industry.





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

### ADVERTISING

FULL COLOUR	SIZE (W X H) MM	1 X	4 X	7 X
Full Page	210 X 285	12,300	11,000	9,900
Half Page (Horizontal)	180 X 130	9,200	8,200	7,300
Half Page (Vertical)	88 X 263	9,200	8,200	7,300
Quarter Page	88 X 130	6,300	5,600	5,000
Double Page Spread	420 X 285	21,300	19,100	17,100

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

### PREMIUM

FULL COLOUR	SIZE (W X H) MM	1 X	4 X	7 X
Outside Back Cover	210 X 285	14,700	13,230	11,900
Inside Front Cover	210 X 285	13,400	12,000	10,800

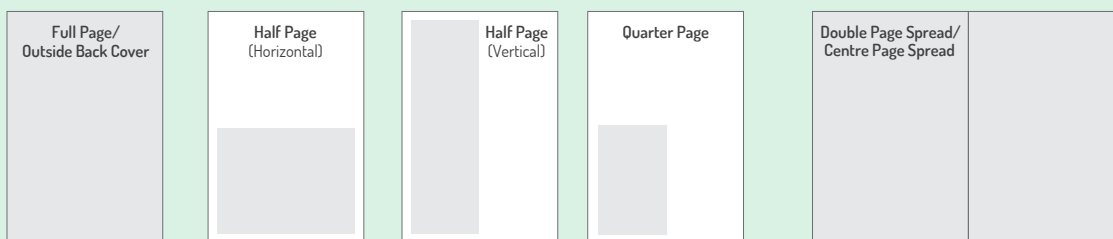
### OTHERS

CREATIVE BUYS	
Belly Band	US\$ 26,000
Rates are based on the usage of 157gsm art paper, measuring 420 (W) x 70 (H) 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\$ 7,700
4 Page	US\$ 11,000
6 Page	US\$ 13,600
8 Page	US\$ 17,600
All printed inserts are to be delivered to Singapore office, and all shipping charges borne by client. Rates are based on the usage of 105gsm, A4 size paper.	

ADVERTORIALS	
1 Page	US\$ 14,100
2 Page	US\$ 22,500
Rates are inclusive of copy-writing, design, layout and media insertion charges.	

- 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.
- BOOKING DEADLINE** | 4 weeks prior to issue date.
- MATERIAL DEADLINE** | 3 weeks prior to issue date.



Congratulations to the TTGmice team for another year of relevant and comprehensive coverage of the global MICE industry's latest developments delivered concisely. Please continue to bring us the news, views and knowledge that keeps your readers informed, entertained and empowered.

**Daniel Chua, Managing Director, AONIAMICE, Singapore**

TTGmice is a must-read for all MICE planners. I've managed to obtain new incentive ideas and hotel and destination updates from TTGmice. I always look forward to reading the Cover Story.

**ET Quah, Owner, Feature Tour Sdn Bhd, Malaysia**

“Innovative and up to the minute stories and articles make TTGmice a special read. **I learn something new every issue.**”

**Jenny May, Managing Director, THE Destination Management Company, Hong Kong**



**www.ttg mice.com** is the online news portal of TTGmice. The site offers on-demand access to a wealth of Asia-Pacific MICE industry information and resources, anytime, 24/7.

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

## 1. ONLINE MICE VENUES AND SERVICES DIRECTORY

- Listings for venues and other MICE services
- Discounts and packages
- Reviews from industry peers

## 2. THE ACCESS POINT TO ALL OUR DIGITAL PUBLICATIONS

- Regular issues
- Show dailies

## 3. FULL ARTICLES FROM E-WEEKLY BULLETINS

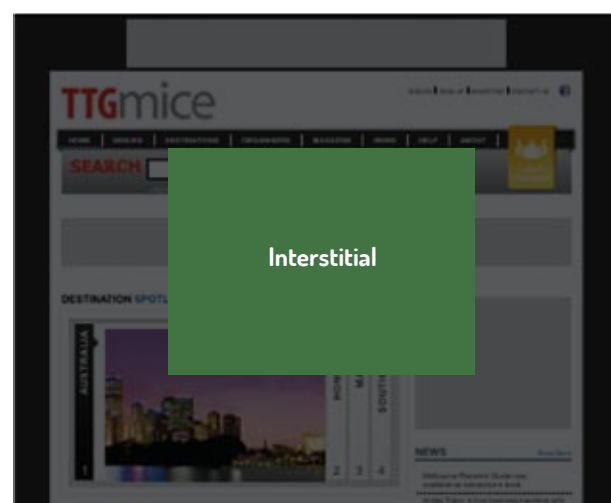
### ENJOY A FREE ONLINE LISTING FOR YOUR PRODUCT!

Venues and MICE services in the Asia-Pacific enjoy free listings on ttgmice.com. Simply sign up for an account, fill in the details on our website and they will be added upon approval.

## MEDIA SPECIFICATIONS / RATES

AD TYPE	AD SIZE (W X H) PX	RATE (US\$ / MONTH)
Leaderboard	728 X 90	4,900
MPU Banner	300 X 250	4,900
Interstitial	640 X 400	7,000
Billboard	970 X 90	7,000
MPU Video Banner	300 X 250	4,900

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.**



# TTGmice e-Weekly



**16,000** SUBSCRIBERS DAILY

The **TTGmice e-Weekly** is an email bulletin containing bite-size highlights of breaking Asia-Pacific MICE news. It is sent weekly 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\$ / WEEK)
Top Banner	40 KB	1,500
Leaderboard	40 KB	1,500



# TTGmice List Rental



UP TO **16,000** SUBSCRIBERS



Our extensive database of subscribers places us in the perfect position to help you get your message out to a desirable audience made up of decision-making MICE planners and corporate end users buying into the Asia-Pacific. Our sales team will work closely with you to ensure that your advertising dollar is maximised by **tailoring our database to your specific needs based on region, industry, and job function.**

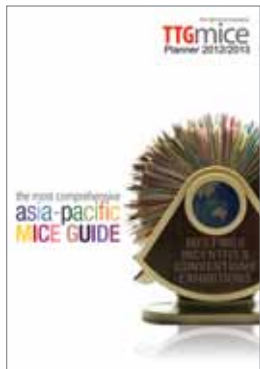
Rates vary based on industry and region selected. Contact our sales representatives to find out more!



# TTGmice Planner



**13,500** SUBSCRIBERS



## ISSUE DATE: OCTOBER 2013

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.

We offer free listings for MICE products and services in each year's edition of the TTGmice Planner. To have your product or service listed for free in the TTGmice Planner 2013/2014, simply sign up and enter your product/service profile on [ttgmice.com](http://ttgmice.com) by 12 July 2013. Your listing will be included in the print TTGmice Planner 2013/2014 for free (subject to publisher approval).

Go on to 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.

## ADVERTISING

AD TYPE	SIZE (W X H) MM	RATE (US\$)	EARLY BIRD RATE (US\$)
Full Page	205 X 287	12,100	9,680
Half Page (Horizontal)	185 X 130	8,300	6,640
Strip Ad	185 X 60	4,200	3,360
Enhanced Listing	185 X 80	3,100	-

## PREMIUM

AD TYPE	SIZE (W X H) MM	RATE (US\$)	EARLY BIRD RATE (US\$)
Inside Front Cover	205 X 287	14,300	11,440
Inside Back Cover	205 X 287	13,700	10,960
Outside Back Cover	205 X 287	16,000	12,800
Section Divider	205 X 287	18,000	14,400
Bookmark	60 X 160	7,700	6,160

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



### ENJOY A COMPLIMENTARY PREMIUM LISTING ON TTMICE.COM WHEN YOU BOOK A SPACE IN THE TTMICE PLANNER 2013/2014

Enhance your listing in the TTGmice Planner 2013/2014 and we'll stretch your advertising dollar by upgrading your listing on [ttgmice.com](http://ttgmice.com) to a premium one for free. Your listing will then be highlighted and listed right at the top of the search results for venues in your destination.



Premium Listing



# 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.

## 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!

# TTG ASIA MEDIA Offices

## SINGAPORE

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## Email:

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## Corporate Website:

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## TTGmice Sales Representatives

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### SPAIN (BARCELONA)

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E cgarcia@luisandrade.com

### SPAIN (MADRID)

##### Luis Andrade

Luis Andrade International Media  
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F (34-91) 441 6549  
E landrade@luisandrade.com

### SRI LANKA

##### Vijitha Yapa / Albador Cader

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International Advertising Division  
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##### Virginia Lee / Shirley Shen / Kitty Luh

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### THAILAND

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##### Sheryl Makin

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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



## 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)

