

TTGmice

Asia's No. 1 magazine for meetings, incentives, conventions & exhibitions

TTGmice | Media Information 2010

Be Seen. Be Heard.

Be Connected with **TTGmice.**

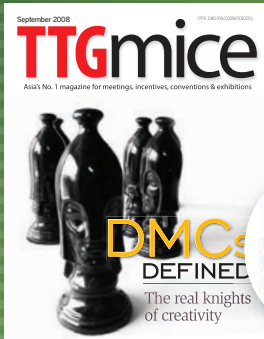
www.ttg-mice.com



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Asia's No. 1 magazine for meetings, incentives, conventions & exhibitions

Established in Singapore since 1974, TTG Asia Media Pte Ltd is the leading publisher and organiser of events in travel and tourism in the Asia-Pacific region. Its publications and trade shows provide the best access and solutions to marketing travel and tourism in Asia-Pacific.



MICE buyers, planners, decision-makers and corporate end users know the importance of staying on top of the latest happenings and offerings of the MICE industry. That is why each issue of TTGmice presents the latest and most comprehensive coverage on trend reports and vital issues that will help our readers with their MICE planning.



Awarded the
2009 PATA Gold Awards in the Travel Journalism – Industry Business Article category



Fresh Bytes!

Serving up the hottest issues, uncovering facts and truths that matter most. Investigative articles also allow corporate end users to voice out their opinions.

Trendspotting!

Destination reports arm readers with insider trade secrets that planners can use, coupled with ready facts and happenings through business angles and clear focuses of the lead's key sectors.

Talk of the trade: An exciting round up of critical but fair commentaries by our reporters and news issues in the region.

Case study: Offering up real lessons and ideas for readers.

Green: Devoted to highlighting practices and vital knowledge to the cause that the Asian MICE industry needs to know.

Technology: Conducting reviews of the latest technology available for MICE and analysing its impact on specific players.

Over coffee with....: Putting a human face to the business. Our reporters size up trade and corporate personalities in a snazzy and engaging interview.

Tittle Tattle: A lighthearted way of dishing out snippets of tasty news, hot off the industry's grapevine.

New!

Venue Check: We sniff out which tables are the hottest each month for your dining pleasure, and whether they live up to their hype for leisure and business functions.

Be Seen. Be Heard.
Be Connected with TTGmice.

The one stop vantage point for optimum advertising exposure and maximum impact. Reach out to 13,500 MICE planners and professionals. Be part of our Award winning magazine.

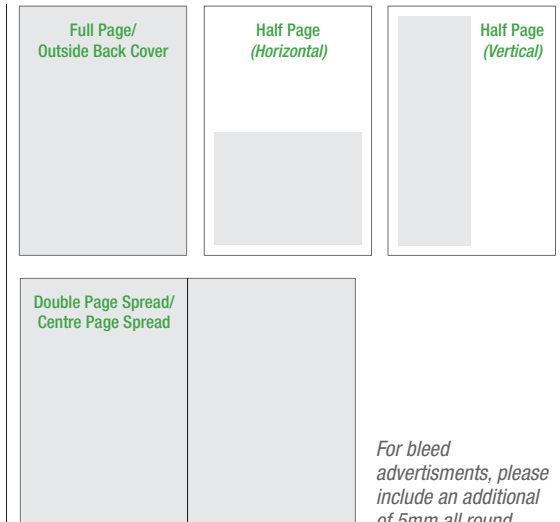
Media Rates (US\$) / Dimension | Advertising & Premium Positions | Others

Advertising

Full Colour	Ad size (H X W) mm	1x	4x	7x
Full Page	285 X 210	9,955	8,965	7,965
Half Page (Horizontal)	130 X 180	7,470	6,725	4,650
Half Page (Vertical)	263 X 88	7,470	6,725	4,650
Quarter Page	130 X 88	5,080	4,830	4,650
Double Page Spread	285 X 420	17,920	16,130	14,335

Premium Position

Full Colour	Ad size (H X W) mm	1x	4x	7x
Outside Back Cover	285 X 210	11,950	10,755	9,560
Inside Front Cover	285 X 210	10,950	9,890	9,310



All printed copies and artwork are to be supplied by client.



Inserts

2 Page	US\$ 6,240
4 Page	US\$ 9,020
6 Page	US\$ 11,060
8 Page	US\$ 14,200

Rates are based on the usage of 105gsm, A4-size paper.

Advertorials

1 Page	US\$ 11,450
2 Page	US\$ 18,320

Rates are inclusive of copy-writing, design, layout and media insertion charges.

Creative Buys

Belly Band	US\$ 20,000
4pp Cover Wrap	US\$ 32,000

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

Additional Charges

- Optional Advertisement Charges**
Guaranteed position - add 15%
- Colour Charges**
Standard second colour (process)
B&W rate + US\$ 660
Solid/ Special second colour
- Four colour (process)**
B&W rate + US\$ 1,650
Solid colours and metallic inks are available on request and are subject to premium charges.

Agency Commission

15% accredited on earned space rate and colour charge only. Insert charges are also agency commissionable.

Goods and Services Tax (GST) in Singapore

A GST may be applicable subject to the interpretation of the Singapore Tax Law.

TTGmice Planner | <http://planner.ttg-mice.com>



An annual exclusive and tailor-made guide all at your fingertips for buying and planning incentives, conventions, exhibitions and meetings in Asia-Pacific all year round.

This comprehensive compilation features a variety of Hotels, Unique Venues, Conventions, Conferences, Meetings & Exhibitions Organisers, and Destination Management Companies (DMCs).

Get listed for FREE!

Remain relevant and update your brand with us through our print and online services.

Enhanced listings!

Complement your listing and optimise your brand exposure with our enhanced advertising options.

Brand Endurance!

Publicity is retained throughout the year through our wide network distribution to all TTGmice readers, as well as bonus circulations at international and regional MICE events.

Advertising

Full Colour	Ad size (H X W) mm	Published Rates (US\$)
Full Page	287 X 205	11,000
Half Page (Horizontal)	130 X 185	7,500
Strip Ad	60 X 185	3,800
Enhanced Listing	80 X 185	2,800

Premium Positions

Full Colour	Ad size (H X W) mm	Published Rates (US\$)
Inside Front Cover	287 X 205	13,000
Inside Back Cover	287 X 205	12,500
Outside back Cover	287 X 205	14,500
Section Divider	287 X 205	16,300
Bookmark	160 X 60	7,000

Ad Material Submission

Electronic copy accepted only (Strictly Apple Macintosh application).
Files to be submitted in PDF (preferred), JPEG or TIFF.

File requirements:

- 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.

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 2972
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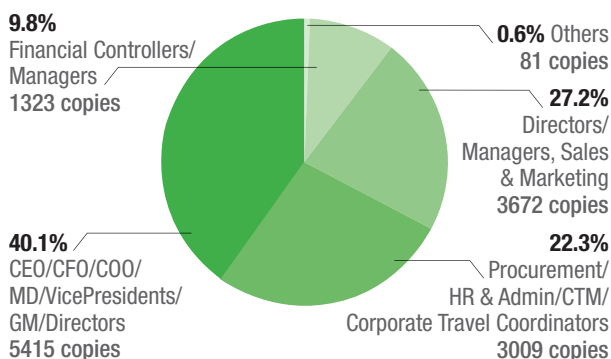
Circulation | 13,500 Per Issue



By Country

Singapore	28.2%	3806
Brunei/Malaysia	17%	2290
Thailand	4.1%	561
Indonesia	1.9%	258
Philippines	0.8%	110
Vietnam	0.8%	106
Cambodia/Laos/Myanmar	0.3%	32
Hong Kong	12.1%	1628
China/Macau	14.9%	2015
Japan	1.9%	255
Taiwan	3%	409
South Korea	2.2%	305
India	1.3%	175
Rest of South Asia	0.2%	26
Australia/NZ/Others	11.3%	1524
Total	100%	13500

By Job Function



By Industry

Corporate End Users	69.7%	
Manufacturing	9.7%	1310
Wholesale/Distribution/Retailer	9.0%	1215
Financial/Banking/Insurance	6.7%	905
Government	5.7%	770
Sales/Marketing	5.6%	756
Transport/Logistics	3.6%	486
Associations	2.5%	338
Information Technology (IT)	2.5%	338
Engineering/Construction	2.2%	297
Property Development/Real Estate	1.9%	257
Pharmaceutical/Health Services	1.8%	243
Education/Training/Research&Development	1.7%	229
Advertising/Broadcast	1.1%	149
Telecommunications	1.1%	149
Mining/Agriculture/Forestry	0.4%	54
Others	14.2%	1917
Industry Buyers	19.2%	
Corporate Travel Agencies	5.9%	796
Conference/Exhibition Organisers	4.3%	580
PR Consultancy/Event Management	3.7%	499
Destination Management Companies (DMCs)	3.1%	418
Venue Operators	1.7%	229
Incentives/Motivational Houses	0.5%	67
Industry Suppliers	11.1%	
Hotels	9.2%	1242
National Tourist Organisations (NTOs)/ Convention Visitors Bureaus (CVBs)	1.4%	189
Airlines	0.5%	67
Total	100%	13500

Note: Figures accurate as at time of print. With each successive period, circulation figures will vary.

Editorial Calendar | 2010

BONUS! Additional circulation at major regional and international travel trade shows.

February/March

Features : Australia/ Hong Kong/Japan/ Singapore

Special : Trends

BONUS : AIME, Melbourne, Australia, 2 - 3 Mar
ITB Berlin, Germany, 10 - 12 Mar

April

Features : China/ Indonesia/ South Korea/ Thailand

Special : Integrated Resorts

BONUS : IT&CM China, Shanghai, China, 7-9 Apr

May

Features : Macau/ Middle East/ Singapore/ Vietnam

Special : Food & Beverage

BONUS : ATM, Dubai, UAE, 4 - 7 May
IMEX, Frankfurt, Germany, 25 - 27 May

June

Features : China/ Hong Kong/ Philippines/ Taiwan

Special : Luxury MICE

July

Features : Australia/ Macau/ Malaysia/ South Korea

Special : Hotels

August

Features : India/ Indonesia/ Singapore/ Thailand

Special : 50 Incentive Ideas

September

Features : Hong Kong/ Macau/ South Korea/ Vietnam

Special : Convention Centres

BONUS : CIBTM, Beijing, China
PTM, Macau, 14 - 17 Sep

October

Features : China /Japan/ Malaysia/ Thailand

Special : DMCs

BONUS : ITCMA / CTW, Bangkok, Thailand, 5 - 7 Oct
ITB Asia, Singapore, 20 - 22 Oct

November

Features : Indochina/ Macau/ Singapore/ Taiwan

Special : Unique Venues

BONUS : WTM, London, UK, 8 - 11 Nov
EIBTM, Barcelona, Spain, 30 Nov - 2 Dec

December / January 2011

Features : China/ Malaysia/ Thailand

Special : Year-End Issue

Destination Features:

Australia Feb/Mar, Jul

China Apr, Jun, Oct, Dec/Jan

Hong Kong Feb/Mar, Jun, Sep

India Aug

Indochina Nov

Indonesia Apr, Aug

Japan Feb/Mar, Oct

Macau May, Jul, Sep, Nov

Malaysia Jul, Oct, Dec/Jan

Middle East May

Philippines Jun

Singapore Feb/Mar, May, Aug, Nov

South Korea Apr, Jul, Sep

Taiwan Jun, Nov

Thailand Apr, Aug, Oct, Dec/Jan

Vietnam May, Sep

Cover Stories:

Trends Feb/Mar

Integrated Resorts Apr

F&B May

Luxury MICE Jun

Hotels Jul

50 Incentives Ideas Aug

Convention Centres Sep

DMCs Oct

Unique Venues Nov

Official Show Dailies | 2010



IT&CM
MEET THE TRAVEL & CONVENTIONS, MEETINGS
China
中国(上海)国际奖励旅游
及大会博览会

IT&CM China
Shanghai, China • 7-9 April 2010
Bridging the Global MICE Business

IT&CMA Corporate Travel World
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA
CTW
Asia-Pacific

IT&CMA
Bangkok, Thailand • 5-7 October 2010
Redefining M.I.C.E in Asia

Exclusively distributed to all delegates attending the two major travel events dedicated to MICE exhibitions in Asia and China – Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Incentive Travel & Conventions, Meetings China (IT&CM China). Also, The Corporate Travel World Asia-Pacific (CTW) is a conference and exhibition that focus on the management of business travel and entertainment expenditure.

Capture key MICE decision-makers' and buyers' attention with our effective and targeted platform for your marketing messages today!

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where ideas inspire.
be part of us.

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