

TTG Show
Daily



ITB
China

10-12 May 2017

Shanghai World Expo and Exhibition Center

上海世博展览馆

Shanghai | China

上海 | 中国

THE ONLY OFFICIAL SHOW DAILY
OF ITB CHINA 2017

ITB国际旅游交易会唯一官方日报

Bilingual ENG/CH Content 中英双语

43 years
of publishing
strength

Award-winning
& authoritative editorial team

9,000 Print Copies on site +
70,000 e-copies
across China, Asia-Pacific & Globe

3 **ISSUE DAYS**
10, 11 & 12 May



ITB China, modelled after its successful Berlin and Asia-Pacific edition, is designed to connect the Chinese buyers with the international travel industries. This event serves as an important marketplace to foster business connections, learn from industry peers and network within China's unique and dynamic landscape.

ITB China 是以成功的柏林和亚太版本为模型，旨在将中国旅游业与国际旅游业联系起来。这一盛事为重要的商界活动以促进业务联系，亦是业内同行共聚一堂，探索中国广阔旅游市场的良好契机。

Reach out to ITB China Delegates with TTG Show Daily now!

- 1** The **award-winning editorial and pictorials** makes it a must-read for all delegates to gather the show's updates and happenings.
 TTG Show Daily是双语版的官方展会日刊，实时报道展会的最新资讯和新闻事件，其报道和图片备受好评，是**所有与会者不可或缺的读物**，可使您的品牌立刻吸引国内外的广大目标受众!
- 2** With **9,000 print copies** circulated across fairgrounds, official venues and hotels, your brand is guaranteed to stand out among key delegates and buyers throughout the show.
 我们的刊物在展厅、官方指定场所和酒店共分发**9,000份**，因此，您的品牌定会得到重要客户的关注，**留下最深刻的印象**，吸引与会代表走近您的展台，进行面对面的交流。
- 3** Your advertising mileage does not ends here. Enjoy **bonus circulation to 70,000 e-subscribers** as we connect your brand to trade members globally, **generating business opportunities beyond the trade show.**
 我们还拥有**70,000名**电子杂志订阅者，可将您的品牌信息传递给更多的业内人士，让您的品牌走向世界各地，并且在展会结束之后产生更持久的影响，**创造更多的商业机会。**



• • • • • Rates & Ad Spaces • • • • •

15% OFF | Till 1 March 2017!

Circulation: 9,000 print copies on site + 70,000 e-copies
Publication Dates: 10, 11 & 12 May 2017

Deadlines:
 Booking: 3 April 2017
 Material: 17 April 2017

Ad Material Submission
 Cheryl Lim
 (65) 6395 7540
 cheryl.lim@ttgasia.com

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. (inexact size/scaling will result in compromised quality)
 • Fonts & Images: Files are to be embedded with fonts and images.
 • Images & Graphics: Images are to be in high resolution (at least 300dpi). 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.

Full Colour Ad	Ad Size (WxH) mm	Normal Rates (US\$)	Early Bird Rates (US\$)
Full Page	260 x 380	17,300	14,705
Junior Page	173 x 280	13,200	11,220
Half Page (Horizontal)	236 x 180	12,700	10,795
Quarter Page	114 x 180	8,800	7,480
Front Page Horizontal Strip	236 x 90	13,200	11,220
Double Page Spread	520 x 380	33,000	28,050

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

• • • • • Contact Us • • • • •

Advertising Enquiries

Hong Kong & Macao | Chimmy Tsui | (852) 2237 7282 or (86) 15000225637 | chimmy.tsui@ttgasia.com
Beijing | Emily Zhang | (86) 1381 0116 979 | emily.zhang@ttgasia.com
Shanghai | Angela Cai | (86) 1367 1742 417 | angela.cai@ttgasia.com
Singapore | Shirley Tan | (65) 6395 7535 | shirley.tan@ttgasia.com

