TTG BT. mice
企业旅游报 CHINA

2018 Media Kit

The Leading Business Travel And
MICE Resource For The China Market
中国市场企业旅游业界媒体领导品牌

www.ttgbtmice.com

Extend your reach with our multi-dimensional channels

选择我们的多层推广渠道，提高您的品牌知名度

TTG-BTmice China is the market's leading resource for domestic and international business travel and MICE developments relevant to China. Delivered in simplified Chinese, TTG-BTmice China is a key read by Corporate Travel and MICE professionals across diverse industries throughout China.

TTG-BTmice China 企业旅游报是报道国内外商务旅游市场和中国会奖市场的领先媒体，内容横跨海内外会奖和商旅市场的相关资讯，以简体字形式印制，为在华企业及会奖旅游专家提供重要的参考信息。

Annual TTG China Travel Awards
TTG中国年度旅游大奖

Recognising the Best of Greater China's Travel Industry since 2008
嘉许大中华地区旅游业卓越成就

TTG-BTmice China DIGITAL 电子版

Reaching 35,930 e-Subscribers
发送至35,930订阅者

TTG-BTmice China 实体版

6 Issues A Year 一年6刊
19,070 Copies Across China
19,070份横跨中国地区

TTG-BTmice China e-Weekly 电子报

Once A Week to 35,930 Inboxes
每周发送至35,930电子邮箱

TTG Show Daily 展会日报

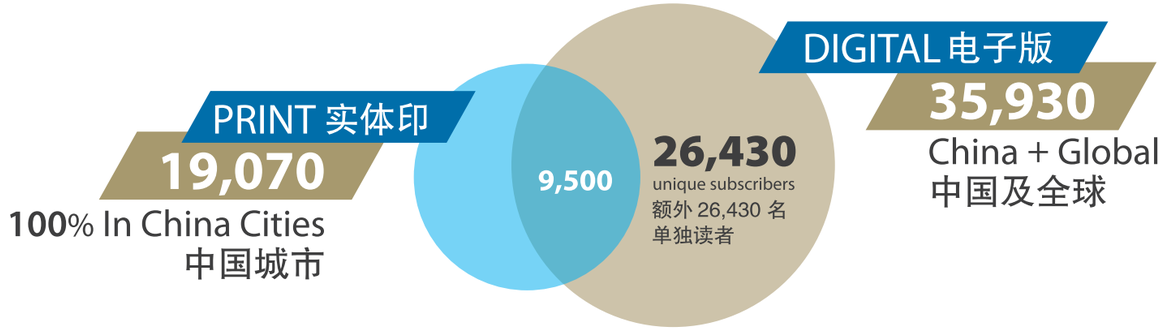
Live Event Coverage at Major Tradeshows
主要展会新闻资讯

www.ttgbtmice.com

24/7, Access Anytime, Anywhere
全天候，随时随地接入

TTG-BTmice China Reaches **45,500** Subscribers* In China and Beyond

TTG-BTmice China 在29个中国地区及全球拥有 **45,500** 名读者*



BY TERRITORY 按地区划分

Mainland China
中国地区

	%	19,070 PRINT	44,000 SUBSCRIBERS*
Northeast Province/ City 东北地区省份/ 城市			
Liaoning Province 辽宁省	2.2%	420	970
Heilongjiang Province 黑龙江省	1.1%	208	480
Jilin Province 吉林省	0.6%	112	258
North Province/ City 华北地区省份/ 城市			
Beijing City 北京市	23.9%	4,563	10,525
Tianjin City 天津市	2.3%	439	1,013
Hebei Province 河北省	1.4%	275	635
Shanxi Province 山西省	0.7%	130	300
Northwest Province/ City 西北地区省份/ 城市			
Shaanxi Province 陕西省	1.0%	191	441
Gansu Province 甘肃省	0.5%	90	208
Qinghai Province 青海省	0.2%	30	66
Ningxia Hui Autonomous Region 宁夏回族自治区	0.1%	17	36
Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区	0.1%	10	30
East China Province/ City 华东地区省份/ 城市			
Shanghai City 上海市	24.6%	4,700	10,846
Shandong Province 山东省	4.1%	779	1,797
Jiangsu Province 江苏省	3.4%	656	1,514
Zhejiang Province 浙江省	2.4%	463	1,068
Fujian Province 福建省	2.2%	424	978
Jiangxi Province 江西省	0.6%	115	265
Anhui Province 安徽省	0.5%	94	217

Central South Province/ City 中南地区省份/ 城市			
Guangdong Province 广东省	16.3%	3,107	7,170
Henan Province 河南省	1.8%	339	782
Hubei Province 湖北省	1.7%	330	761
Hunan Province 湖南省	1.6%	299	690
Guangxi Zhuang Autonomous Region 广西壮族自治区	1.2%	230	531
Hainan Province 海南省	0.9%	173	399
Southwest Province/ City 西南地区省份/ 城市			
Sichuan Province 四川省	2.9%	554	1,278
Chongqing City 重庆市	0.7%	135	311
Yunnan Province 云南省	0.5%	96	221
Guizhou Province 贵州省	0.5%	91	210

Additional Global Territories Reached DIGITALLY
非大中华区订阅者均为电子版读者

Australia • Brunei • Cambodia • Japan • Hong Kong • Macau • Malaysia • Philippines • Singapore • South Korea • Taiwan • Thailand • UAE • Vietnam

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows
您的品牌和产品信息也可在年度展会上向与会者推介

AIME Melbourne, Australia · BITE · GITF Guangzhou International Travel Fair · CITM · ITB Asia · ITB Berlin · ITB China · IT&CM Asia Incentive Travel & Conventions, Meetings · CTW Asia-Pacific Corporate Travel World · IT&CM China 国际会奖旅游 | Incentive Travel & Conventions, Meetings · CTW China 国际商旅大会 · International Travel Expo Hong Kong · and more!

BY INDUSTRY 按行业划分

80.3%
Corporate End Users 企业用户
15,313 Print copies

Manufacturing 制造业 (23.5% | 4,480 copies) • **Consultancy Firm / Education/Training/Research & Development/ Other Business Services** 顾问公司/教育/培训/研究开发/其他商务服务 (11.8% | 2,250 copies) • **Finance / Banking / Insurance** 金融/银行/保险 (9.7% | 1,850 copies) • **Transportation** 交通运输 (7.5% | 1,430 copies) • **Wholesalers/ Distributors/ Retailers** 批发/分销/零售商 (6.7% | 1,277 copies) • **IT & Telecommunications** IT公司/电信 (5.8% | 1,109 copies) • **Construction, Engineering , Oil, Petroleum** 建筑/工程/油/石油 (4.6% | 877 copies) • **Medical & Healthcare Services** 医疗/保健服务 (4.0% | 762 copies) • **Government** 政府 (2.9% | 553 copies) • **Electricity, Water, Gas** 水，电，气 (1.3% | 247 copies) • **Advertising Agencies, Media, PR & Marketing** 广告代理/媒体/公关/市场营销 (1.2% | 228 copies) • **Mining, Agriculture & Forestry** 采矿/农业/林业 (1.1% | 210 copies) • **Property Development & Real Estate** 物业发展/房地产 (0.2% | 40 copies)

36,536 subscribers

16.1%
Industry Buyers 业内买家
3,070 Print copies

Corporate Travel and Travel Management 旅游管理与商务旅游公司 (10.1% | 1,926 copies) • **Event Management & Professional Conference Organiser** 活动与会议主办机构 (3.2% | 610 copies) • **Trade Associations** 行业协会 (2.8% | 534 copies)

7,326 subscribers

3.6%
Industry Suppliers 业内供应商
687 Print copies

Hotels 酒店及代表 (2.3% | 438 copies) • **NTO** (0.5% | 95 copies) • **Airline** 航空公司 (0.4% | 76 copies) • **Car Rental / GDS / Cruises** 汽车租赁, GDS, 邮轮 (0.2% | 38 copies) • **Conventions/Exhibition Bureau** 大会/展览局 (0.1% | 25 copies) • **Venue Operators** 场所的经营者 (0.1% | 15 copies)

1,638 subscribers

BY ROLE 按职衔划分

91.3% of our Subscribers are directly involved in making / influencing **MICE purchase decisions**
91.3% 的订户具有有影响力和会奖商务旅游采购决定权

48.7%
Senior Management 高级管理
9,287 Print copies

CEO • COO • President • Vice-President • Chairman • Directors • General Manager
首席执行官 • 首席运营官 • 总裁 • 副总裁 • 董事长 • 总监 • 总经理

22,159 subscribers

38.1%
Middle Management 中级管理
7,265 Print copies

Department/Functional Managers including Sales & Marketing • Corporate Travel & Services • Procurement & Contracting • HR & Administration • Projects & Events
部门/业务经理包括市场销售, 企业旅游, 采购和订约, 人事及行政, 计划及活动

17,336 subscribers

13.2%
Frontline Executives 业务执行
2,518 Print copies

Events Executive and Coordinator • Sales & Accounts Officer • Marcoms Executive
活动策划主管及协调员 • 销售职员及客户主管 • 市场传讯主管

6,005 subscribers

** Unique Print and DIGITAL subscribers*

PRINT EDITORIAL CALENDAR 2018

市场焦点时间表

MONTH 月份	DOMESTIC DESTINATION 国内景点介绍	INTERNATIONAL DESTINATION 国际景点介绍	SPECIAL REPORT 专题报导	BONUS CIRCULATION 额外发行
JAN / FEB 一 / 二月	Guangzhou / Shenzhen 广州 / 深圳	Hong Kong / Malaysia 香港 / 马来西亚	Travel Insurance / Airlines 旅游保险 / 航空公司	**ATF** (Chiang Mai, Thailand / 22-26 Jan) **AIME** (Melbourne, Australia / 20-21 Feb) **GITF** (Guangzhou, China / 1-3 Mar) **ITB Berlin** (Berlin, Germany / 7-11 Mar)
MAR / APR 三 / 四月	Shanghai / Suzhou 上海 / 苏州	Macau / Hawaii / USA 澳门 / 夏威夷 / 美国	Business Hotels / Corporate Meetings 商务酒店 / 商务会议	**IT&CM China and CTW China** (Shanghai, China / 20-22 Mar) **CXSRITE** (Xi'an, China / 22-24 Apr) **ITB China** (Shanghai, China / 16-18 May)
MAY / JUN 五 / 六月	Beijing / Tianjin / Sanya 北京 / 天津 / 三亚	Singapore / Korea 新加坡 / 韩国	Service Apartment /Technology 服务式公寓 / 科技	**ITE** (Hong Kong / 14-17 Jun)
JUL/ AUG 七 / 八月	Pearl River Delta / Xiamen 珠江三角洲 / 厦门	Macau / Australia / New Zealand 澳门 / 澳大利亚 / 新西兰	Business Center / Corporate Cards 商务中心 / 公司信用卡	**PTM** (Lankawi, Malaysia / 12-14 Sep) **IT&CMA and CTW Asia-Pacific** (Bangkok, Thailand / 18-20 Sep)
SEP / OCT 九 / 十月	Shanghai / Chongqing / Chengdu 上海 / 重庆 / 成都	Hong Kong / Europe 香港 / 欧洲	Business Hotel / Spa 商务酒店 / 水疗	**ITB Asia** (Singapore / 17-19 Oct) **CITM** (Shanghai, China / 16-18 Nov)
NOV / DEC 十一 / 十二月	Beijing / Dalian / Qingdao 北京/ 大连 / 青岛	Singapore / Japan / Thailand 新加坡 / 日本 / 泰国	Service Apartment / Corporate Meetings 服务式公寓 / 商务会议	

Subject to change

PRINT RATES AND SPECIFICATIONS

广告报价单与规格 / 实体印

ADVERTISING 广告 (US$ 美元)

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	1 X	3 X	6 X
Full Page 整页	266 X 355	13,900	13,300	12,700
Junior Page 小全页	179 X 250	12,000	11,700	11,300
Half Page (Horizontal) 半页(横版)	240 X 160	10,700	10,100	9,600
Half Page (Vertical) 半页(竖版)	118 X 330	10,700	10,100	9,600
Quarter Page 1/4页	118 X 160	7,800	7,400	7,200
Junior Page Spread 小全页式跨页	384 X 250	25,800	24,800	23,900
Double Page Spread 全页跨页	532 X 355	29,700	28,600	27,600
Centre Page Spread 中间跨页	532 X 355	32,700	30,900	29,500
Front Page Strip (Horizontal) 封面(横版)	240 X 80	11,400	10,800	10,100
Outside Back Cover 封底	266 X 355	16,600	16,000	15,100

OTHERS (US$ 美元)

CREATIVE BUYS 创意广告位

Belly Band 封条	US$ 29,500
Rates are based on the usage of 157 gsm art paper, measuring 532 (W) X 70 (H) mm	
2pp Cover Wrap 封皮	US$ 42,900
4pp Cover Wrap 封皮	US$ 64,200

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

INSERTS 插页

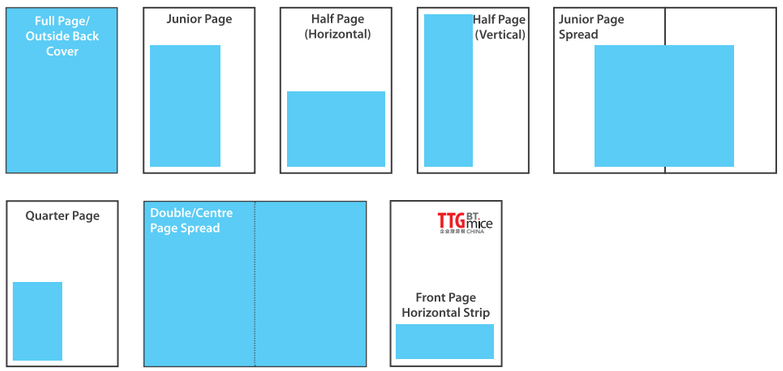
2 Page 页	US$ 11,000
4 Page 页	US$ 16,900
6 Page 页	US$ 23,300
8 Page 页	US$ 27,300

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

ADVERTORIALS 软文广告

1 Page 页	US$ 16,000
2 Page 页	US$ 31,200
4 Page 页	US$ 50,000

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.



Additional Charges
额外费用
15% to be added for guaranteed position.
保证位置需添加15%

Booking Deadline
广告预订截止日期
4 weeks prior to issue date.
发行日期前4周

Material Deadline
广告材料提交截止日期
3 weeks prior to issue date.
发行日期前3周

ONLINE RATES AND SPECIFICATIONS

广告报价单与规格 / 在线

www.ttgbtmice.com

AD TYPE	AD SIZE (W X H) PX	RATE (US$/MONTH)	SHARE OF VOICE
REGULAR			
Leaderboard 旗帜	728 x 90	4,000	1/3
MPU Banner 方状 *(With video option available)*	300 x 250	4,000	1/3
Large MPU Banner 大方状	300 x 600	5,000	1/3
Billboard 广告牌	970 x 90	5,000	100%
PREMIUM			
Interstitial 弹出广告	640 x 400	6,000	100%
Large Billboard 大广告牌	970 x 250	6,000	100%
Skin 两侧广告	1690 x 1050	6,000	100%

HOT JOBS 热门职位

Rates upon request 欢迎查询价格

- **Use this platform to attract quality candidates from the industry**
  利用这个平台吸引行业优质人才
- **Expand your current candidate pool**
  扩展您当前的候选人

TTG-BTmice China e-Weekly 电子报 (Via Email)

AD TYPE	AD SIZE (W X H) PX	RATE (US$ /WEEK)
Top Banner 横幅	468 x 60	2,000
Leaderboard 旗帜	728 x 90	2,000

Sponsored Posts 赞助帖子 USD 3,000 / month

Featured along fresh news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.
Includes impressions on both www.ttgbtmice.com and TTG-BTmice China e-Weekly

让您精心策划的内容每天无处不在的与最新的消息捕获的读者的目光。通过这个高度灵活的平台，您可以决定如何展示你的内容：新闻发布，信息图表，视频或更多。
包括www.ttgbtmice.com和 TTG-BTmice China电子报上传。

ONLINE RATES AND SPECIFICATIONS

广告报价单与规格 / 在线

TTG-BTmice China DIGITAL 电子版

Push Mail

Landing Page

BUNDLE PACKAGE AT US$ 15,000 INCLUDES:
$15,000美元配套包括

	SIZE (W X H) PX
Sponsored Post in Push Mail 赞助广告位置	NA
Top Banner in Push Mail 电子版邮件推送横幅	468 X 60
Leaderboard in Push Mail / Landing Page 电子版邮件推送旗帜 / 电子版着陆页旗帜	728 X 90

eBOOK ONLY AD INSERTION 电子书广告 — 1 Week Lead Time Only! 一周后可刊登

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	1 X	3 X	6 X
Full Page 整页	210 x 285	9,800	9,400	8,900
Double Page Spread 全页跨页	420 x 285	20,800	20,100	19,400

AD MATERIAL SUBMISSION

Electronic copy accepted only (Strictly Macintosh application).

Print / Digital File Requirements

Files to be submitted in press quality PDF files with crop marks & bleeds.

Dimension : Ensure correct ad dimension used. 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)

• 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.

Web File Requirements

Dimension : Ensure correct ad dimension used.
Format : TTG-BTmice e-Weekly (JPEG)
Website (JPEG, GIF and HTML5)
File Size : TTG-BTmice e-Weekly (Max 90KB), Website (Max 100KB)
Images & Graphics: RGB colour mode

Ad Traffic Contact

Please send ad materials to:
TTG Asia Media (Ad Admin Department)
Cheryl Lim
T (65) 6395 7540 • **E** cheryl.lim@ttgasia.com

TTG ASIA MEDIA Offices

SINGAPORE
TTG Asia Media
1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
T (65) 6395 7575
F (65) 6536 0896

HONG KONG
TTG Asia Media
8/F, E168, 166-168 Des Voeux Road Central,
Sheung Wan, Hong Kong
T (852) 2237 7272
F (852) 2237 7227

traveltradesales@ttgasia.com

www.ttgasiamedia.com

Representatives

CHINA
(Shanghai / Beijing)
T (86) 150 0022 5637

GLOBAL Media Representatives

AUSTRALIA
Zorka Sipkova
Publisher's Internationale
Level 1, 97 Pacific Highway
North Sydney, NSW AUS 2060
T (61-2) 8298 9310
M (61-431) 954 610
F (61 2) 9252 2022
E zorka.sipkova@pubintl.com.au

INDIA
Meena Chand
Adcom International
608, Deep Shikha, Rajendra Place
New Delhi 110 008, India
T (91-11) 2576 7014
M (91) 98101 55960
F (91-11) 2574 2433
E adcomint@gmail.com

ITALY
Barbara Rebora
Italian Exhibition Group Spa (TTG Italia)
Foro Buonaparte
74-20121 Milano, Italy
T (39-02) 8068 9242
F (39-02) 8068 9250
E barbara.rebora@iegexpo.it

JAPAN
Michiko Kawano
Pacific Business Inc.
Kayabacho 2-chome Bldg, 2-4-5,
Kayabacho Nihonbashi Chuo-ku
Tokyo 103-0025, Japan
T (81-3) 3661 6138
F (81-3) 3661 6139
E kawano-pbi@gol.com

SOUTH KOREA
SS Song
First Media Services Corp.
#1514, Hwang Hwa B/D, 320,
Gangnam-daero, Gangnam-gu,
Seoul, Korea 06252
T (82-2) 363 3591
M (82) 10 5234 3590
F (82-2) 738 7970
E fmsc3590@gmail.com
fmsc@unitel.co.kr

SPAIN
Luis Andrade
Lucia Andrade
Luis Andrade International Media
C / Alfredo Marquerie, II
28034 Madrid, Spain
T (34-659) 181252
F (34-650) 360726
E landrade@luisandrade.com
luciaandrade@luisandrade.com

SRI LANKA
Vijitha Yapa
Vijitha Yapa Associates
16, Claessen Place
Colombo 5, Sri Lanka
T (94-11) 255 6600
M (94) 777 317400
F (94-11) 259 4717
E vijiyapa@gmail.com

TAIWAN
Virginia Lee
Shirley Shen
Kitty Luh
Spacemark Media Services
6F-1, No. 305, Sec. 3
Zhong Xiao East Road
106 Taipei, Taiwan
T (886-2) 2751 6007
F (886-2) 2751 6105
E smedia@ms5.hinet.net

THAILAND
Anchana Nararidh
Absolute Communications Co., Ltd.
170/19 8th Floor, Ocean Tower 1
Soi Sukhumvit 16 (Sammitr)
New Ratchadapisek Road, Klongtoey
Klongtoey, Bangkok 10110, Thailand
T (66-2) 258 4423-25
M (66-89) 111 2334
F (66-2) 258 4426
E anchana@abcom.co.th

THE PHILIPPINES
Eduardo S. Bassig
ESB Marketing Services
63 Labo Street, Sta. Mesa Heights
Quezon City, The Philippines
T (63-2) 244 0927
M (63) 928 759 9481
E edbassig@gmail.com

UNITED KINGDOM
Chris Cutler
TTG Media Limited
Friars House
160 Blackfriars Road
London SE1 8EZ
England, United Kingdom
T (44-20) 3714 4102
E ccutler@ttgmedia.com

TTG | Publishing Travel Trade

One Travel Trade Connection. Infinite Possibilities.

TTG Travel Trade Publishing 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, corporate travel, MICE and luxury travel 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 China, TTG India, TTGmice, TTG-BTmice China, TTGassociations, TTG Asia Luxury and TTG Show Daily.

TTG Asia Media下属的Travel Trade Publishing公司自1974起，开始创办亚太地区旅游业最有影响力的系列出版物。其采用的一站式纸媒和网络刊物组合涉及休闲旅游、商务旅行、会奖旅游和豪华游领域，读者覆盖各个领域的关键决策者、有影响力的人和专业人士。

公司的系列刊物受到广泛赞誉，成为业内首选读物，并且因其有效的营销作用受到广告商青睐。

电子杂志的读者遍及全世界，主要刊物有TTG Asia、TTG China、TTG India、TTGmice、TTG-BTmice China、TTGassociations、TTG Asia Luxury和TTG Show Daily。

TTG Travel Trade Publishing is a Business Group of TTG Asia Media

Our extensive global network includes
TTG Czech Republic, TTG Italia, TTG MENA, TTG Nordic, TTG Russia & TTG UK

TTG | Publishing Travel Trade

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

One Travel Trade Connection. Infinite Possibilities.