



TTGassociations

2017
Media Kit

The Intelligent Resource To
Association Meetings In Asia-Pacific

www.ttgassociations.com

Extend your reach with our multi-dimensional channels

TTGassociations is in response to the rise of Asia-Pacific association meetings, and the growing importance of associations in this region. Brought to you by the same award-winning TTGmice editorial team, TTGassociations will arm association professionals with intelligent know-how on running successful regional and international meetings in Asia-Pacific.

TTGassociations Print

4 Issues A Year.
2,000 Copies Across Asia-Pacific

TTGassociations DIGITAL

Reaching 3,500 e-subscribers



TTGassociations Reaches Association Buyers Across Asia-Pacific and Beyond

BY COUNTRY/TERRITORY

| Asia-Pacific | % | 2,000 PRINT |
|--------------------------------------|-------|-------------|
| Singapore | 19.3% | 389 |
| Australia | 15.5% | 309 |
| Malaysia | 9.6% | 193 |
| China | 7.8% | 157 |
| Japan | 7.5% | 150 |
| Hong Kong | 7.5% | 149 |
| Thailand | 7.1% | 142 |
| South Korea | 5.1% | 102 |
| India | 4.4% | 89 |
| Philippines | 4.1% | 83 |
| Taiwan | 3.1% | 62 |
| Indonesia | 2.8% | 57 |
| New Zealand | 1.9% | 37 |
| Vietnam | 1.5% | 30 |
| Macau | 1.0% | 19 |
| Brunei, Cambodia, Laos and Sri Lanka | 1.8% | 32 |

Additional Territories Reached Digitally

Bangladesh • Canada • Germany • Italy • Nepal • Oman • Pakistan • Qatar • South Africa • United Arab Emirates

BY INDUSTRY

65%
Associations and Association Management Companies
1,314 Print Copies

20%
Professional Conference Organisers
399 Print Copies

15%
CVBs, NTOs and DMCs
287 Print Copies

PRINT 2,000 | 100% in Asia-Pacific

DIGITAL 3,500 | Asia-Pacific + Global

ROLE

75.1%
Senior Management
1,502 Print Copies

General Manager • Director • CEO • COO • President • Vice-President • Association Chairman

19.6%
Middle Management
392 Print Copies

Association Planners and Department / Functional Manager including Sales & Marketing, Projects & Events

5.3%
Junior Executives
106 Print Copies

Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive

Reaching Readers Beyond Our Regular Subscribers At These Annual Tradeshows



and more!

| MONTH | GUIDE TO | DESTINATIONS | BONUS CIRCULATION* |
|-------|--------------------|---|---|
| JAN | Congress Cities | Australia Hong Kong Japan Singapore | ATF (Singapore, 16-20 Jan) SATTE (New Delhi, India, 15-17 Feb) AIME (Melbourne, Australia, 21-22 Feb) GITF (Guangzhou, China, 23-25 Feb) ITB Berlin (Berlin, Germany, 8-12 Mar) IT&CM China and CTW China (Shanghai, China, 21-23 Mar) |
| APR | Unique Venues | China Indonesia South Korea | ATM (Dubai, UAE, 24-27 Apr) WTTC (Bangkok, Thailand, 26-27 Apr) MEA (Sydney, Australia, 30 Apr-2 May) ITB China (Shanghai, China, 10-12 May) IMEX Frankfurt (Frankfurt, Germany, 16-18 May) ITE (Hong Kong, 15-18 Jun) |
| JUL | Hotels | Macau Malaysia New Zealand Philippines | Singapore MICE Forum (Singapore, 27-28 Jul) ACTE Conference (Tokyo, Japan, 22-23 Aug) PTM (Macao, 13-15 Sep) IT&CMA and CTW Asia-Pacific (Bangkok, Thailand, 26-28 Sep) |
| OCT | Convention Centres | India Taiwan Thailand | IMEX America (Las Vegas, America, 10-12 Oct) HICAP (Hong Kong, 18-20 Oct) CITM (Kunming, China, 20-22 Oct) ITB Asia (Singapore, 25-27 Oct) ibtm World (Barcelona, Spain, 28-30 Nov) |

*Subject to change

ADVERTISING (US\$)

| FULL COLOUR | AD SIZE (W X H) MM | 1 X | 2x | 4x |
|------------------------|--------------------|--------|-------|-------|
| Full Page | 210 x 285 | 6,200 | 5,500 | 5,100 |
| Half Page (Horizontal) | 180 x 130 | 4,600 | 4,100 | 3,800 |
| Half Page (Vertical) | 88 x 263 | 4,600 | 4,100 | 3,800 |
| Quarter Page | 88 x 130 | 3,700 | 3,300 | 3,000 |
| Double Page Spread | 420 x 285 | 10,700 | 9,400 | 8,800 |
| Outside Back Cover | 210 x 285 | 7,400 | 6,500 | 6,100 |
| Inside Front Cover | 210 x 285 | 7,000 | 6,200 | 5,800 |

OTHERS

SUPPLEMENTS from US \$15,000

Starting rates for 2pp and above. Rates are inclusive of copy-writing, design, layout and media insertion charges.

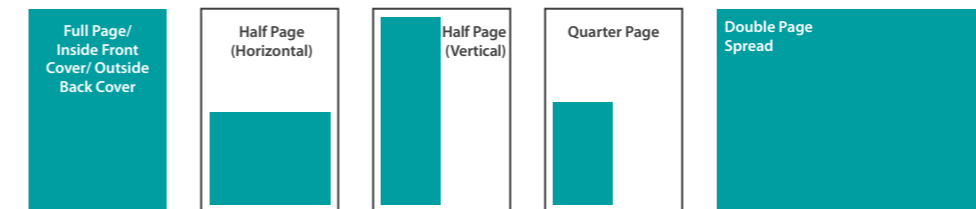
INSERTS from US \$8,400

Starting rates for 2pp and above. All printed inserts are to be delivered to Singapore office and all shipping charges are to be borne by client. Rates are based on the usage of 105 gsm, A4 size paper.

Additional Charges
15% to be added for guaranteed position.

Booking Deadline
6 weeks prior to issue date.

Material Deadline
5 weeks prior to issue date.



AD MATERIAL SUBMISSION

Electronic copy accepted only (Strictly Macintosh application).

Print 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.

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

Our extensive global network includes

TTG Central Europe, TTG Hungary, TTG Italia, TTG MENA, TTG Nordic, TTG Poland, TTG Russia, TTG Poland & TTG UK

