

MEDIA KIT 2017/2018

TTGmice

PLANNER 2017/2018



**Asia-Pacific's
Intelligent
Business
Events Guide**

HANDY • CONCISE • ENGAGING

planner.ttg mice.com

TTGmice Planner 2017/2018 PRINT

Kept and referenced throughout the year by key MICE influencers and decision-makers of major industry events, this essential guide is the contact point connecting your brand to MICE professionals helping you generate and convert more sales leads throughout the year.

FREE LISTING FOR ALL!

Be at the fingertips of quality buyers
in our annual print guide*!



Simply register your company at planner.ttgmic.com for this complimentary offer. Your listing will also be available in our online directory 24/7.

*Free listings in print TTGmice Planner 2017/2018 are subject to publisher's approval

PRINT REACH +22,500 more digitally

13,500 MICE Professionals across Asia-Pacific



70.6%

Senior Management

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

22.2%

Middle Management

Functional Managers including
Sales & Marketing, Corporate
Travel and Service • Procurement &
Contracting • HR & Administration •
Projects & Events

7.2%

Junior Executives

Events Executive & Coordinator
• Sales & Accounts Executive •
Marcoms Executives



69%

Corporate End Users across all industries

17.6%

Industry Buyers

Corporate Travel, Events &
Destination Management
• Professionals Conference &
Exhibition Organisers • Trade
Associations • Incentive Houses

13.4%

Industry Sellers

Hotels • Airlines and Airports •
GDS • Convention/Exhibition
Bureau and Venue Operators •
Cruises

ADDITIONAL MILEAGE | BONUS CIRCULATION



and more!

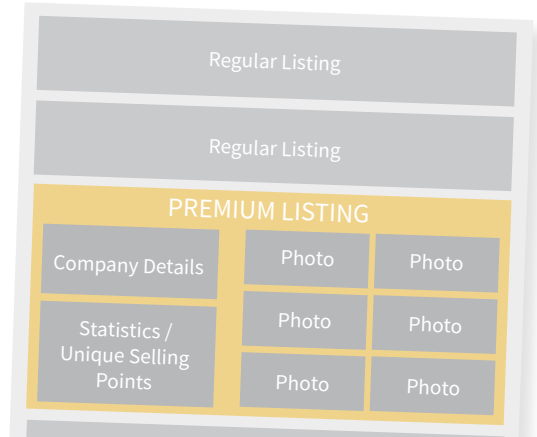


ENHANCE YOUR FREE LISTING

Capture the attention of key MICE professionals with your advertising campaign

Make a BIGGER impact and impression on MICE professionals who matter by enhancing your presence with quality ad spaces.

Be at the top of mind in every planning or decision-making process and create more business opportunities for your brand.



RATES AND AD SPECIFICATIONS

**PROMO RATES
UNTIL 12 JULY 2017!**

REGULAR

Ad Type	Size (W x H)mm	Rates (US\$)	Early Bird Rate
Full Page	205 x 287	12,700	10,100
Half Page (Horizontal)	185 x 130	8,700	6,900
Strip Ad	185 x 70	4,400	3,500

PREMIUM

Ad Type	Size (W x H)mm	Rates (US\$)	Early Bird Rate
Inside Front Cover	205 x 287	15,000	12,000
Inside Back Cover	205 x 287	14,300	11,400
Outside Back Cover	205 x 287	16,800	13,400
Section Divider	205 x 287	18,900	15,100
Bookmark	60 x 160	8,000	6,400

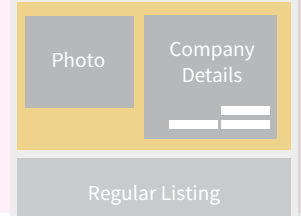
UNIQUE LISTING

Ad Type	Includes	Rates (US\$)	Early Bird Rate
Enhanced Listing	1 Logo, Listing of nearby attractions & 3 Photos	3,200	2,500
Premium Listing	1 Logo, 3 Unique Selling Points, Listing of nearby attractions & 5 Photos	6,000	4,800

ONLINE

Ad Type	Includes	Rates (US\$)
Online Priority Listing	<ul style="list-style-type: none"> • Top results in relevant searches • Highlighted listing in colour • Additional action buttons to view packages and RFP 	500/month

ONLINE PRIORITY LISTING





AD SPECIFICATIONS

DEADLINES

Booking: 25 July 2017
Material: 8 August 2017

AD TRAFFIC CONTACT

Please send ad materials to:
Cheryl Lim
Tel: (65) 6395 7540
Fax: (65) 6536 0896
Email: cheryl.lim@ttgasia.com

AD MATERIAL SUBMISSION

Electronic Copy Accepted Only

- Strictly Apple Macintosh application.
- Files are 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. (inaccurate 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.

CONTACT US

ADVERTISING ENQUIRIES

SINGAPORE

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GENERAL ENQUIRIES

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