

MEDIA KIT

# TTGmice

PLANNER 2025/2026



Asia-Pacific's  
Intelligent Business  
Events Guide

Publishing in  
Nov/Dec 2025

HANDY • CONCISE • ENGAGING  
[planner.ttg mice.com](http://planner.ttg mice.com)

# TTGmice Planner 2025/2026

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](http://planner.ttgmic.com) or email to [ttgmiceplanner@ttgasia.com](mailto:ttgmiceplanner@ttgasia.com) for this complimentary offer. Your listing will also be available in our online directory 24/7.

\* Free listings in print TTGmice Planner 2024/2025 are subject to publisher's approval

**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\*\*



\*\* Bonus circulation (print/digital) is dependant on how the event will be organised, e.g. virtual, physical or hybrid. Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

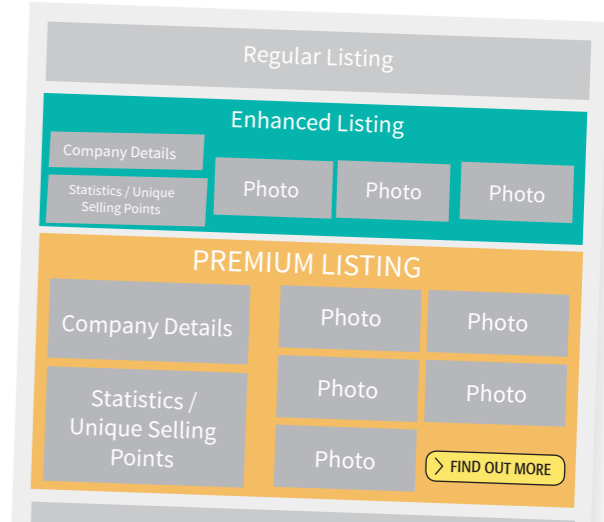


## ENHANCE YOUR FREE LISTING

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

EARLY BIRD RATES UNTIL 1 AUG 2025!

### 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

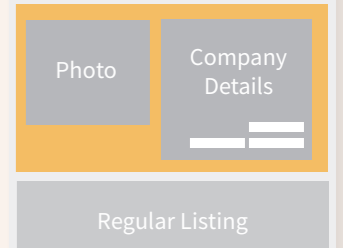
### UNIQUE LISTING

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"> <li>• Top results in relevant searches</li> <li>• Highlighted listing in colour</li> <li>• Additional action buttons to view packages and RFP</li> </ul>	500/month

### ONLINE PRIORITY LISTING



## AD SPECIFICATIONS

### DEADLINES

**Booking: 2 Sept 2025**

**Material: 16 Sept 2025**

### AD TRAFFIC CONTACT

Please send ad materials to:

**Cheryl Lim**

Email: [cheryl.lim@ttgasia.com](mailto: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: Email and 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

### ENQUIRIES

#### SINGAPORE

Email: [traveltradesales@ttgasia.com](mailto:traveltradesales@ttgasia.com)



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