

MEDIA KIT

# TTGmice

PLANNER 2023/2024



## Asia-Pacific's Intelligent Business Events Guide

HANDY • CONCISE • ENGAGING

[planner.ttg mice.com](http://planner.ttg mice.com)

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# TTGmice Planner 2023/2024

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 guide!



Simply register your company at [planner.ttgmmice.com](https://planner.ttgmmice.com) or email to [ttgmiceplanner@ttgasia.com](mailto:ttgmiceplanner@ttgasia.com) for this complimentary offer. Your listing will be available in our online directory 24/7.

\* Free listings in TTGmice Planner 2023/2024 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\*\*



ibtm<sup>®</sup> WORLD

ibtm<sup>®</sup> ASIA PACIFIC



and more!

\*\* 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.

Regular Listing		
Regular Listing		
PREMIUM LISTING		
Company Details	Photo	Photo
Statistics / Unique Selling Points	Photo	Photo
	Photo	Photo

## RATES AND AD SPECIFICATIONS

**EARLY BIRD RATES  
UNTIL 1 AUG 2023!**

### 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	3,000
Premium Listing	1 Logo, 3 Unique Selling Points, Listing of nearby attractions & 5 Photos	6,000	4,800

### ONLINE (WEBSITE ONLY)

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

Photo	Company Details
Regular Listing	





## AD SPECIFICATIONS

### DEADLINES

**Booking:** 1 Sept 2023  
**Material:** 15 Sept 2023

### 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, 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)