

INTEGRATED SOLUTIONS

MEDIA KIT



TTG Asia • TTGmice • TTG Asia Luxury
TRAVEL JOURNALISM
BUSINESS ARTICLE
11-Time Winner
PATA Gold Awards



TTG Asia
**FEATURE
OF THE YEAR**
MPAS Awards



**TRADE MEDIA
OF THE YEAR**
MPAS Awards



TTG associations
JOURNALISM EXCELLENCE
PRINT & ONLINE
Anak Sarawak Award



TTG's Solutions

Let 50 years of publishing strength be the backbone of your campaign. As the media authority of the region's travel industry, TTG's one-stop solutions offer infinite possibilities to connect your brand with your target audience, and make an impression. Come get creative and effective with us.





MEDIA PLACEMENTS

Keeping your brand at the forefront of travel trade professionals on a variety of platforms, mediums and frequencies





VISUAL CREATIVES

Expressing your brand story with captivating videos, stunning pictorials, clever infographics and other exciting visual content





ENGAGEMENT EVENTS

Connecting you to your target audience through captive, face-to-face in-person / virtual / hybrid events for that first-hand brand experience and personal touch



BRANDED CONTENT

Harnessing the best of our award-winning editorial and marketing prowess to conceptualise and articulate your brand's narrative towards your set goal



GAMIFICATION & CONTESTS

Creating interactive game plays for existing fans and would-be fans to engage and discover your brand, and kick-start mentions and conversations that continue even after the game is over





KNOWLEDGE SHARING

Spotlighting your brand as a domain expert, thought-leader and contributor towards the industry's pursuit of higher learning and peer sharing



Integrated Touchpoints

From Print to Web to Live Event Coverage, Special Issues & Events and Social Tech. TTG amplifies your brand seamlessly across our integrated multi-dimensional touchpoints, placing it at the forefront of travel industry professionals across the region and beyond.

AWARDS
Recognising the industry's best organisations twice a year in Asia-Pacific and Greater China

- awards.ttgasia.com
- awards.ttgchina.com

TTG SHOW DAILY

Live event coverage at major tradeshows

PRINT

In depth analysis and destination reports by award-winning editorial team. Strongest industry print readership across Asia-Pacific and Greater China

WEB

24/7 access to news and resources, anytime, anywhere

E-BOOK

Digital copies of print issues, circulated across the region to e-subscribers globally

SOCIAL TECH

Inspiring conversations and mentions in social spheres: LinkedIn, Facebook, Twitter, Instagram and WeChat

- **in** TTG Asia Media, TTG Asia, TTGmice
- **f** TTG Asia, TTGmice
- **tw** @TTG_Asia, @TTGmice
- **ig** @ttgasia, @ttgmice
- **we** TTG旅业报

NEWS INBOX

Up-to-date news and industry happens sent direct to industry professional email inboxes

SPECIAL ISSUES & EVENTS

TTG's special publication issues as well as engagement events are essential supplements that ride on specific interest sectors and agendas to target audience profiles relevant to these segments.

		PRINT	e-BOOK	WEB	NEWS INBOX
TTG Asia	6 issues	14,500 Asia-Pacific	40,000 globally	www.ttgasia.com	40,000 Inboxes 5 Days / Week
TTG China	11 issues	14,000 Greater China	34,100 globally	www.ttgchina.com	34,100 Inboxes 5 Days / Week
TTGmice	6 issues	13,500 Asia-Pacific	22,500 globally	www.ttgmice.com	22,500 Inboxes Tue and Thu
TTG-BTmice China	6 issues	19,658 Mainland China	38,000 globally	www.ttgbtmice.com	38,000 Inboxes Every Wed



Our Core Titles

Since 1974, our core titles have been widely acclaimed as the industry’s preferred read and chosen by advertisers as an effective marketing channel. Each title is a leader in its own domain with content tailored to the pulse of the Asia-Pacific, China or India markets. Several core titles feature dedicated annual editions and supplements in addition to its regulars. These spin-off publications have specific features and purpose that warrant a separate, customised issue, while reaching the same audiences as its core title.

- **Asian Tourism Expert Guide**
(Core Title: TTG Asia)
- **TTG Travel Awards Supplement**
(Core Title: TTG Asia)
- **TTG China Travel Awards Supplement**
(Core Title: TTG China)
- **TTGmice Planner**
(Core Title: TTGmice)
- **TTG-BTmice China Planner**
(Core Title: TTG-BTmice China)

LEISURE TRAVEL
TRADE



BUSINESS
EVENTS
& CORPORATE
TRAVEL



ASSOCIATIONS



LUXURY TRAVEL



LIVE AT INTERNATIONAL
TRADE EVENTS



For a full range of titles, publications and solutions available,
view our separate rates section.
ONE TRAVEL TRADE CONNECTION.
INFINITE POSSIBILITIES.

TTG Asia Reaches Subscribers In 24 Asia-Pacific Countries and Beyond

BY COUNTRY/ TERRITORY

ASIA-PACIFIC	%	14,500 PRINT+	46,460 SUBSCRIBERS
Singapore	20.0%	2,900	9,292
Malaysia	19.8%	2,871	9,199
Hong Kong & Macau	13.7%	1,993	6,365
India	12.5%	1,806	5,808
Thailand	11.8%	1,712	5,482
Indonesia	8.9%	1,291	4,135
Philippines	3.4%	493	1,580
China	2.4%	346	1,115
Japan & South Korea	2.0%	290	929
Vietnam	2.0%	290	929
Australia & New Zealand	1.0%	143	465
Taiwan	0.3%	42	139
Bangladesh, Bhutan, Brunei, Cambodia, Laos, Myanmar, Nepal, Pakistan and Sri Lanka	2.2%	323	1022

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY (60 COUNTRIES)

2,040 SUBSCRIBERS BASED OUTSIDE THE ASIA-PACIFIC

Argentina • Austria • Azerbaijan • Bahrain • Belgium • Brazil • Bulgaria • Canada • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Ireland • Italy • Israel • Kazakhstan • Kenya • Kuwait • Kyrgyzstan • Lebanon • Maldives • Malta • Mauritius • Mexico • Netherlands • Nigeria • Norway • Oman • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Slovakia • South Africa • Spain • Sweden • Switzerland • Tajikistan • Tanzania • Tunisia • Turkey • Turkmenistan • Ukraine • UAE • United Kingdom • Uruguay • Uzbekistan • USA

PRINT+
14,500
100% In Asia-Pacific



DIGITAL

40,000
Asia-Pacific + Global



BY INDUSTRY

80.7%
TRAVEL AGENCIES, OPERATORS & WHOLESALERS
11,701 Print copies
Corporate, Leisure and Online
39,140 subscribers

19.3%
TRAVEL SUPPLIERS
2,799 Print copies
Hotels & Their Representatives (13.9% | 2,016 copies)
Airlines & GDS (3.6% | 524 copies)
National Tourist Offices (NTOs) (1.2% | 175 copies)
Car Rental / Cruises (0.3% | 45 copies)
Others (0.3% | 39 copies)
9,360 subscribers



BY ROLE

38.1%
SENIOR MANAGEMENT
5,525 Print copies
General Manager • Director
CEO • COO • President • Vice-President • Chairman
18,479 subscribers

38.7%
MIDDLE MANAGEMENT
5,611 Print copies
Department / Functional Managers including Sales & Marketing
18,770 subscribers

23.2%
JUNIOR EXECUTIVES
3,364 Print copies
Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive
11,251 subscribers



BY RESPONSIBILITY



51.3%
INFLUENCE OR MAKE PURCHASE DECISIONS
7,439 Print copies
Why Is This Important?
Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.
24,880 subscribers



45.2%
MAKE RECOMMENDATIONS TO END CUSTOMER / CLIENT
6,555 Print copies
Why Is This Important?
A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients.
21,923 subscribers

TTG China

Reaches Subscribers In The Greater China Region and Beyond

读者遍及大中华地区及全球各国



BY TERRITORY
地区划分

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY
非大中华区订阅者均为电子版读者

- Australia • Brunei • Cambodia • Japan • Indonesia • Malaysia • Philippines • Singapore • South Korea • Thailand • UAE • Vietnam

CHINA 中国地区	%	14,000 PRINT+	41,500 SUBSCRIBERS
Northeast Province/ City 东北地区省份/ 城市			
Liaoning Province 辽宁省	2.3%	315	934
Heilongjiang Province 黑龙江省	1.5%	208	617
Jilin Province 吉林省	0.8%	106	314
North Province/ City 华北地区/ 城市			
Beijing City 北京市	9.9%	1,387	4,111
Hebei Province 河北省	3.2%	442	1,310
Tianjin City 天津市	1.8%	251	744
Shanxi Province 山西省	1.1%	154	457
Inner Mongolia Autonomous Region 内蒙古自治区	0.8%	115	341
Northwest Province/ City 西北地区省份/ 城市			
Shaanxi Province 陕西省	1.5%	214	634
Xinjiang Uyghur Autonomous Region 新疆维吾尔自治区	1.2%	173	512
Gansu Province 甘肃省	0.9%	126	374
Qinghai Province 青海省	0.6%	81	240
Ningxia Hui Autonomous Region 宁夏回族自治区	0.4%	62	184
East China Province/ City 华东地区省份/ 城市			
Shanghai City 上海市	10.6%	1,485	4,402
Jiangsu Province 江苏省	9.6%	1,341	3,975
Shandong Province 山东省	9.1%	1,277	3,785
Zhejiang Province 浙江省	7.0%	978	2,899
Anhui Province 安徽省	3.2%	452	1,340
Jiangxi Province 江西省	2.6%	370	1,097
Fujian Province 福建省	2.6%	369	1,094
Central South Province/ City 中南地区省份/ 城市			
Guangdong Province 广东省	10.5%	1,476	4,375
Hainan Province 海南省	1.7%	236	700
Hubei Province 湖北省	1.7%	236	700
Hunan Province 湖南省	1.4%	199	590
Guangxi Zhuang Autonomous Region 广西壮族自治区	1.2%	165	489
Henan Province 河南省	1.1%	155	459
Southwest Province/ City 西南地区省份/ 城市			
Sichuan Province 四川省	2.8%	390	1156
Yunnan Province 云南省	2.0%	275	815
Chongqing City 重庆市	1.8%	257	762
Guizhou Province 贵州省	0.5%	74	219
Tibet Autonomous Region 西藏自治区	0.5%	66	196
Others 其它			
Hong Kong 香港	2.6%	358	1061
Taiwan, Macao 台湾、澳门	1.5%	207	614

PRINT 实体印+

14,000

100% In Greater China 大中华地区



DIGITAL 电子版

34,100

China + Global 中国及全球



BY INDUSTRY
按行业划分

86.5% TRAVEL AGENCIES, OPERATORS & WHOLESALERS
旅行社、旅游业务经营与批发商

12,110 Print copies

Corporate, Leisure and Online 旅游公司、休闲旅游和在线旅游服务

36,763 subscribers

13.5% TRAVEL SUPPLIERS
旅游服务供应商

1,890 Print copies

Hotels & Their Representatives 酒店及其代理机构 (8.3% | 1,164 copies) • National Tourist Offices (NTOs) 国家旅游局 (2.5% | 350 copies) • Airlines & GDS 航空公司和GDS (0.9% | 124 copies) • Car Rental / Cruises 汽车租赁/邮轮公司 (0.3% | 42 copies) • Others 其他 (1.5% | 210 copies)

5,737 subscribers

BY ROLE
按职衔划分

50.8% SENIOR MANAGEMENT
高级管理

7,112 Print copies

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

21,590 subscribers

38.7% MIDDLE MANAGEMENT
中级管理

5,418 Print copies

Department / Functional Managers including Sales & Marketing 部门/业务经理包括市场销售

16,448 subscribers

10.5% FRONTLINE EXECUTIVES
业务执行

1,470 Print copies

Travel Consultant Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive Marcoms Executive 旅行顾问 • 酒店、机票预订人员及主管 • 销售职员 客户主管 • 市场传讯主管

4,462 subscribers

BY RESPONSIBILITY
按职责划分

82.9% INFLUENCE OR MAKE PURCHASE DECISIONS
影响或决定采购计划

11,606 Print copies

Why Is This Important? 为何此项重要? Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner. 您的品牌 / 产品可接触到有影响力和决定权的相关专业人士

35,232 subscribers

17.1% MAKE RECOMMENDATIONS TO END CUSTOMER / CLIENT
向终端客户/顾客推荐

2,394 Print copies

Why Is This Important? 为何此项重要? A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients. 读者深入了解您的品牌/产品后, 可向其顾客和客户做更好的推介

7,268 subscribers




TTG India

Reaches e-Subscribers in 25 Cities Across India and Beyond

BY TERRITORY

INDIA	%	22,900 e-SUBSCRIBERS
New Delhi	17.5%	4,008
Mumbai	16.7%	3,820
Chennai	7.3%	1,672
Bengaluru	6.5%	1,489
Hyderabad	5.7%	1,305
Kolkata	4.5%	1,030
Srinagar	4.2%	960
Trivandrum	4.0%	916
Gurgaon	3.4%	777
Ahmedabad	3.0%	687
Goa	2.8%	640
Kochi	2.5%	570
Pune	2.3%	527
Jaipur	2.1%	481
Chandigarh	2.0%	460
Uttrakhand	2.0%	458
Amritsar	1.8%	412
Bhopal	1.6%	370
Himachal Pradesh	1.6%	366
Indore	1.5%	346
Jalandhar	1.5%	345
Uttar Pradesh	1.5%	343
Odisha	1.4%	320
Nagpur	1.3%	301
Truchurapalli	1.3%	297



DIGITAL

43,400

India + Global

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY (77 COUNTRIES)

Argentina • Armenia • Austria • Azerbaijan • Bahrain • Bangladesh • Belgium • Bhutan • Brazil • Brunei • Cambodia • Canada • China • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Hawaii • Hong Kong • Indonesia • Ireland • Israel • Italy • Japan • Kazakhstan • Kenya • Kuwait • Laos • Lebanon • Macau • Malaysia • Malta • Mauritius • Mexico • Myanmar • Nepal • Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Philippines • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Singapore • Slovakia • South Africa • South Korea • Spain • Sweden • Switzerland • Taiwan • Tanzania • Thailand • Tunisia • Turkey • Ukraine • UAE • United Kingdom • Uruguay • USA • Vietnam

20,500

SUBSCRIBERS BASED OUTSIDE INDIA

BY INDUSTRY

85.0%

INDUSTRY BUYERS

36,890 e-Subscribers

Travel Agencies (Corporate, Leisure and Online), Operators, Wholesalers (67.5% | 29,295 copies) • Destination Management Companies (10.4% | 4,514 copies) • Event Management Companies, Professional Conference and Exhibition Organisers (7.1% | 3081 copies)


15.0%

TRAVEL SUPPLIERS

6,510 e-Subscribers

Hotels & Their Representatives (9.3% | 4,036 copies) • National Tourist Offices (NTOs) (2.0% | 868 copies) • Airlines & GDS (1.9% | 825 copies) • Others (1.8% | 781 copies)

BY ROLE




58.5%

SENIOR MANAGEMENT

25,389 e-Subscribers

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




31.8%

MIDDLE MANAGEMENT

13,801 e-Subscribers

Department / Functional Managers including Sales & Marketing




9.7%

JUNIOR EXECUTIVES

4,210 e-Subscribers

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

BY RESPONSIBILITY



86.0%

INFLUENCE OR MAKE PURCHASE DECISIONS

37,324 e-Subscribers

Why Is This Important?

Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.



14.0%

MAKE RECOMMENDATIONS TO END CUSTOMER / CLIENT

6,076 e-Subscribers

Why Is This Important?

A good understanding of your brand/ offering allows our subscribers to promote it better to their end customers and clients.

12 | TTG Publishing Travel Trade

Integrated Solutions Kit | 13

TTG INDIA

TTGmice Reaches Subscribers in 24 Asia-Pacific Countries and Beyond

BY COUNTRY/ TERRITORY

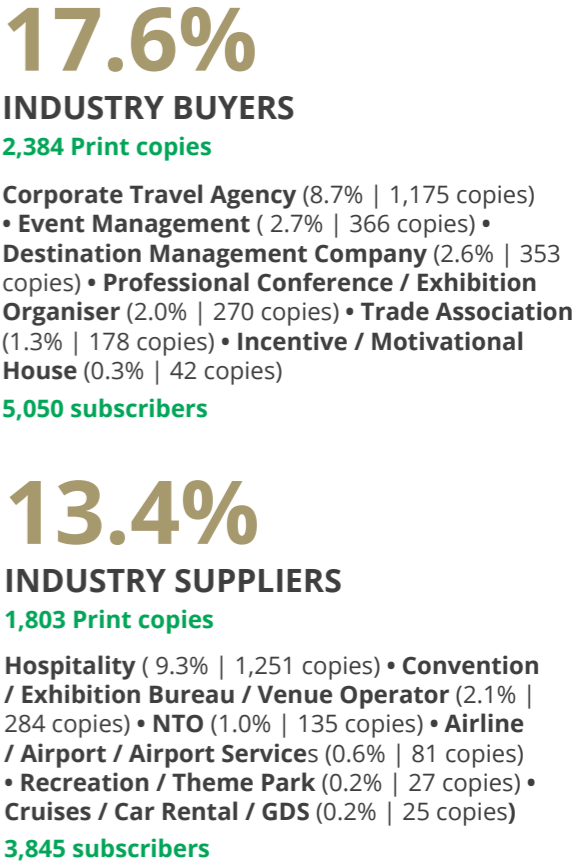
ASIA-PACIFIC	%	13,500 PRINT+	28,330 SUBSCRIBERS
China	25.7%	3,468	7,280
Singapore	19.9%	2,682	5,638
Malaysia	18.0%	2,437	5,099
Hong Kong & Macau	11.8%	1,587	3,343
Thailand	11.2%	1,511	3,173
South Korea	3.9%	522	1,105
Japan	2.1%	290	595
India	1.6%	212	453
Australia & New Zealand	1.4%	195	397
Indonesia	1.2%	167	340
Taiwan	1.1%	149	312
Vietnam	0.9%	119	255
Philippines	0.7%	91	198
Bangladesh, Bhutan, Brunei, Cambodia, Laos, Myanmar, Nepal, Pakistan and Sri Lanka	0.5%	70	142

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY (30 COUNTRIES)

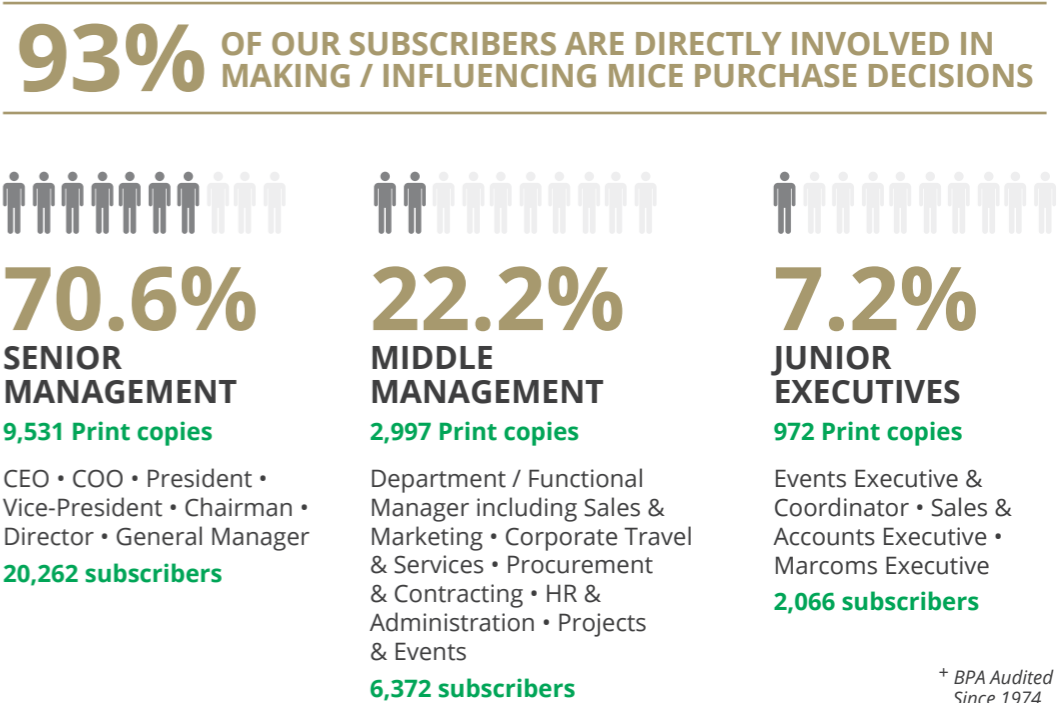
Argentina • Austria • Belgium • Canada • Costa Rica • Czech Republic • Egypt • Finland • France • Germany • Guam • Iceland • Ireland • Italy • Mauritius • Mexico • Oman • Portugal • Qatar • Russia • Saudi Arabia • South Africa • Spain • Switzerland • Tanzania • Tunisia • Turkey • UAE • United Kingdom • USA



BY INDUSTRY



BY ROLE



TTG-BTmice China

Reaches Subscribers In The Greater China Region and Beyond
读者遍及大中华地区及全球各国

BY
TERRITORY
按地区划分

ADDITIONAL
GLOBAL
TERRITORIES
REACHED
DIGITALLY
非大中华区
订阅者均为
电子版读者

- Australia • Brunei
- Cambodia •
- Japan • Indonesia
- Malaysia •
- Philippines •
- Singapore • South
- Korea • Thailand •
- UAE • Vietnam

CHINA 中国地区	%	19,658 PRINT	46,780 SUBSCRIBERS
Northeast Province/ City 东北地区省份/ 城市			
Liaoning Province 辽宁省	2.1%	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	23.2%	4,563	10,525
Tianjin City 天津市	2.2%	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	23.9%	4,700	10,846
Shandong Province 山东省	4.0%	779	1,797
Jiangsu Province 江苏省	3.3%	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	15.8%	3,107	7,170
Henan Province 河南省	1.7%	339	782
Hubei Province 湖北省	1.7%	330	761
Hunan Province 湖南省	1.5%	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	2.8%	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
Others 其它			
Hong Kong 香港	1.9%	370	1845
Taiwan, Macao 台湾、澳门	1.1%	218	935

PRINT 实体印
19,658
100% In
Greater China
大中华地区



DIGITAL 电子版
38,000
China + Global
中国及全球



BY
INDUSTRY
按行业划分

80.3%
CORPORATE END USERS
企业用户

15,786 Print copies

Manufacturing 制造业 (23.5% | 4620 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% | 2,319 copies) • Finance/Banking/Insurance 金融/银行/保险 (9.7% | 1,906 copies) • Transportation 交通运输 (7.5% | 1,474 copies) • Wholesalers/Distributors/Retailers 批发/分销/零售商 (6.7% | 1,317 copies) • IT & Telecommunications IT公司/电信 (5.8% | 1,140 copies) • Construction, Engineering, Oil, Petroleum 建筑/工程/油/石油 (4.6% | 904 copies) • Medical & Healthcare Services 医疗/保健服务 (4.0% | 786 copies) • Government 政府 (2.9% | 570 copies) • Electricity, Water, Gas 水, 电, 气 (1.3% | 255 copies) • Advertising Agencies, Media, PR & Marketing 广告代理/媒体/公关/市场营销 (1.2% | 240 copies) • Mining, Agriculture & Forestry 采矿/农业/林业 (1.1% | 216 copies) • Property Development & Real Estate 物业发展/房地产 (0.2% | 39 copies)

37,564 subscribers

16.1%
INDUSTRY BUYERS
业内买家

3,164 Print copies

Corporate Travel and Travel Management 旅游管理与商务旅游公司 (10.1% | 1,985 copies) • Event Management & Professional Conference Organiser 活动与会议主办机构 (3.2% | 629 copies) • Trade Associations 行业协会 (2.8% | 550 copies)

7,532 subscribers

3.6%
INDUSTRY SUPPLIERS
业内供应商

708 Print copies

Hotels 酒店及代表 (2.3% | 452 copies) • NTO (0.5% | 99 copies) • Airline 航空公司 (0.4% | 79 copies) • Car Rental/GDS/Cruises 汽车租赁, GDS, 邮轮 (0.2% | 40 copies) • Conventions/Exhibition Bureau 大会/展览局 (0.1% | 19 copies) • Venue Operators 场所的经营者 (0.1% | 19 copies)

1,684 subscribers



BY ROLE
按职衔划分

48.7%
SENIOR
MANAGEMENT
高级管理

9,573 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

22,782 subscribers

38.1%
MIDDLE
MANAGEMENT
中级管理

7,490 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, 采购和订购, 人事及行政, 计划及活动

17,823 subscribers

13.2%
FRONTLINE
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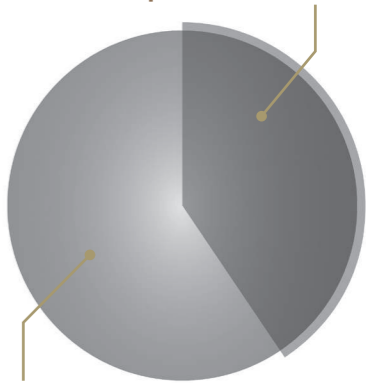
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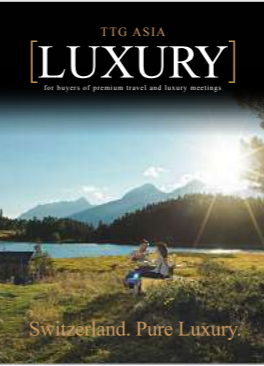
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