



MEDIA KIT

**TTG**mice

PLANNER 2020/2021

Asia-Pacific's  
Intelligent  
Business  
Events Guide

HANDY • CONCISE • ENGAGING

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

# TTGmice

PLANNER 2020/2021

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) for this complimentary offer. Your listing will also be available in our online directory 24/7.

\* Free listings in **print** TTGmice Planner 2020/2021 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 Executive

**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

## BONUS CIRCULATION



**ibtm<sup>®</sup> WORLD**

**ibtm<sup>®</sup> ASIA PACIFIC**



**ITB  
ASIA**



**ITB  
BERLIN**



**ITB  
CHINA**





# 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 forefront of every decision-making process and create more business opportunities for your brand.



## RATES AND SPECIFICATIONS

**Early Bird Rates Until  
24 AUGUST 2020!**

### 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



**Regular Listing**



# AD SPECIFICATIONS

## 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.

## Deadlines

**Booking:** 1 October 2020

**Material:** 16 October 2020

## Ad Traffic Contact

Please send ad materials to:

**Cheryl Lim**

Tel: (65) 6395 7540

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

## CONTACT US

## Enquiries

**Singapore**

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**Travel Trade**

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