



2010 FEATURES

Advertisers can place pages in any of these features. Also, excellent advertisement positions are available each month in the News, Venue Focus, Case Studies and Analysis sections.

Issue	Features		Special Report	Booking Deadline	RELEVANT DATES
February	THAILAND AUSTRALIA SINGAPORE	HONG KONG MACAU		22-Jan-10	Feb 11 Japan Foundation Day; Feb 13-19 Chinese New Year; Feb 26 Birth of the Prophet
March	KOREA MALAYSIA	TAIWAN CHINA		19-Feb-10	Mar 2-3 AIME, Melbourne; Mar 10-14 ITB, Berlin; Mar 25-27 Guangzhou International Travel Fair; Mar 29-31 GIBTM, Abu Dhabi
April	BALI VIETNAM SINGAPORE	HONG KONG SYDNEY		19-Mar-10	April 2-5 Easter; April 7-9 IT&CM, Shanghai; April 13-15 Thai New Year; April 28-30 COTTM, Beijing
May	CHINA MACAU	BORNEO ABU DHABI		23-Apr-10	May 1-Oct 31 Expo 2010 Shanghai; May 3-5 Japan Golden Week; May 4-7 Arabian Travel Market, Dubai; May 25-27 IMEX, Frankfurt
June	THAILAND SOUTH AFRICA	HONG KONG SINGAPORE	CHINA (in English and Chinese)	21-May-10	Jun 10-13 ITE MICE, Hong Kong; Jun 14-17 ALTAM, Shanghai; Jun 25-27 Beijing International Tourism Expo, Beijing
July/August	KOREA JAPAN MALAYSIA	CONVENTION CENTRES		9-Jul-10	Jul 1 Hong Kong SAR Establishment Day; Aug 9 Singapore National Day; Aug 11-Sep 9 Ramadan; Aug 17 Indonesian Independence Day; Aug 31 Malaysia Independence Day
September	CHINA VIETNAM SINGAPORE	MACAU HONG KONG		20-Aug-10	Aug 31-Sep 2 CIBTM, Beijing; Sep 2 Vietnam National Day; Sep 14-17 PATA Travel Mart, Macau
Venue 2011 Directory	The most authoritative, detailed and thorough source of information about our region's top destinations for incentive travel and business events. The basic listing is free and there are enhancement options to attract the attention of readers via images and extra information.			18 June-10 (Listings) 3 Sept-10 (Advertising)	
October	MALAYSIA DUBAI	AUSTRALIA PHILIPPINES		17-Sep-10	Oct 1-7 China Golden Week; Oct 5-7 IT&CMA, Bangkok; Oct 10 Taiwan National Day; Oct 20-22 ITB Asia, Singapore; Oct 23-26 ICCA, Hyderabad
November/ December	KOREA CHINA BALI	THAILAND SINGAPORE		12-Nov-10	Nov 30-Dec 2 EIBTM, Barcelona
January 2011	INDUSTRY AWARDS 2011 We publish the results from our research into the current Asia MICE business and we announce the winners of the CEI Asia Industry Awards.			10-Dec-10	Dec 20 Macau SAR Establishment Day; Dec 25 Christmas

This schedule is subject to change at the editor's discretion. A detailed synopsis will be provided in advance of every issue. For further information and to book advertising, please contact the advertising department.

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Advertising Rates (US\$)

Effective January 2010

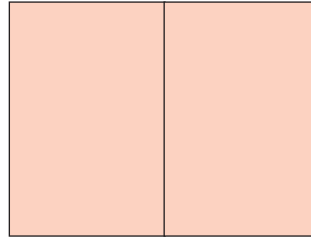
Measurements are width x height

Double-page spread

Type area: 394mm x 250mm
Trim size: 420mm x 276mm
Bleed size: 426mm x 282mm

Number of Insertions

1x	3x	6x	10x
21,445	18,230	17,155	15,080



Full page bleed

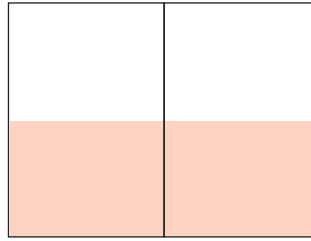
Type area: 184mm x 250mm
Trim size: 210mm x 276mm
Bleed size: 216mm x 282mm

Half-page spread

Type area: 394mm x 126mm
Trim size: 420mm x 139mm
Bleed size: 426mm x 145mm



Full page bleed



Half-page spread

Number of Insertions

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11,395	9,690	9,120	7,980

* Please do not place any text outside the type area.

Half page horizontal

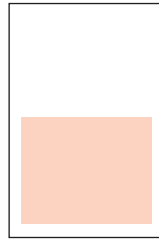
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Half page vertical

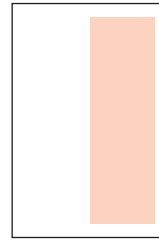
Type area: 90mm x 250mm

Number of Insertions

1x	3x	6x	10x
7,980	6,775	6,275	5,585



horizontal



vertical

Special positions

Outside Back Cover	+20%
Inside Front Cover	+20%
All others including solus	+15%

Inserts, bellybands, cover wraps, etc

Further information on request

Agency Commission

15% to recognised agencies

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Digital Advertising Specification

Our magazines are produced using CTP technology and we require advertising files in a specific print-ready PDF file format.

PDF Format: Advertisers should submit PDF, PDF/X-1a, or PDF/X-3 files that are prepared for press-optimized printing in CMYK, with fonts embedded. Also, please ensure the following when creating the pdf;

■ **Printer Marks:** PDF files should include crop marks, bleed marks, registration marks, colour bars and page information. Please allow a minimum of 4 millimeter bleed.

■ **Photos:** 300 dpi, actual size; CMYK colour model; .TIF or .EPS format; no JPEG compression.

■ **Line Art / Text:** 600 dpi minimum; CMYK colour model; .EPS or .TIF format with colour preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

■ **Colour Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colours should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one colour with a required value over 85% should be made solid.

■ **Colour Mode:** Advertisements should be converted to CMYK prior to submission as colour shifts may occur. Advertisements received in RGB colour will be converted to CMYK, and Haymarket will not accept responsibility for colour inaccuracies as a result.

■ **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

■ **Lettering:** Reproduce all reverse lettering with a minimum of colours. Avoid type smaller than 8 point with fine serifs.

Files in other formats

We prefer not to be sent files in other formats, and charge a US\$50 per page for PDF creation if files are sent in original layout format. Haymarket Media will not accept responsibility for any inaccuracies during PDF creation.

Accepted applications

We only accept advertising layouts created in either QuarkXPress™, Adobe InDesign® or Adobe Illustrator®. If submitting application files, please provide all supporting graphics and fonts.

Hard Proofs

A digital halftone proof is required if press colour matching is required. These must be supplied 7 days prior to publication. The proof must be generated from the file provided, it must be 100% of final size and be a true representation of the file. If a proof is not supplied, Haymarket Media Ltd will not take responsibility for any colour inaccuracies.

Storage Media

■ Mac or PC formatted CD

■ FTP Upload: Address: ftp.media.com.hk
Username: ceisales
Password: Please contact your sales person for password.

Material Deadline

7 days prior to publication

Notice of Cancellation

8 weeks before publication date

Covers - 9 weeks before publication date