

cei



2010年媒体资料册

亚洲企业会奖行业权威刊物



2000年10月创刊号



如今的 CEI Asia

创刊十周年的 CEI Asia 是区内企业会奖行业的权威刊物，也是创刊时间最长的会奖行业杂志，登记索阅发行量达1万册。自2000年以来，本刊每年出版十期，为亚洲企业会奖活动策划者和决策者提供由专家撰稿的高品质刊物、网站和年度名录。

我们的 Venue 名录介绍亚洲奖励旅游和商务活动的最佳目的地，提供最权威、最详尽的相关资讯。

- 独立：** CEI Asia 为编辑信誉设定标杆
- 专业：** CEI Asia 撰稿人均会为会展奖旅行业专业记者
- 针对性强：** CEI Asia 的目标受众是客户和会奖活动策划人，而非旅游业
- 领先市场：** CEI Asia 完全为索阅读者发行，广告业务市场份额独占鳌头
- 负责：** CEI Asia 是会展奖旅行业唯一一家真正实施环保政策*的权威杂志

*纸张来源于经森林管理委员会认可的优良经营森林及其它受控源。

VENUE FOCUS

SHANGHAI
Crown Plaza Lake Meilan Shanghai
 Tel: +86 21 59 03 0388
 www.crownplaza.com
 Crown Plaza Lake Meilan Shanghai is offering overnight meeting packages for USD40 per person. Maximum of 9 people, valid Sunday on Wednesday.

SHANGHAI
Grand Bangkok
 Tel: +86 21 59 99 9922
 www.grandhotels.com/bangkok
 Grand Bangkok is offering complimentary full-day meeting package for residential groups. Package is US\$90 per person including accommodation, breakfast, buffet lunch, view coffee breaks and standard traditional entertainments.

SHANGHAI
Marina Mandarin
 Tel: +86 21 54 64 1002
 www.marina-hotels.com
 Marina Mandarin is offering full-day meeting packages for US\$90 per person for groups booking a minimum of five rooms. Package includes view coffee breaks and lunch in a hotel restaurant.

Hong Kong
Kowloon Shangri-La is offering residential meeting packages for US\$100 per person based on single occupancy. Offer includes private group check-in with welcome drinks, coffee breaks and fruit, buffet breakfast, government internet access and weekend get-go. Full-day meeting package includes use of LCD projector and screen, welcome coffee and tea, view coffee breaks with refreshments and lunch in the function room or La Cour. Minimum of 10 people.

HOTEL BRIEFS
Centara Hotels and Resorts is launching two new properties in Thailand. **Shriender-Sea Resort and Villas** on the island of Koh Samui and the nearby **Centara Paraty Resort** take the ground to 72 properties.

Sheraton Jilin Hotel will open in September in the Shandong capital of China, east coast. The 445-room hotel is part of a new development in the eastern district. 4,300 sqm of meeting space.

Park Hotel Clarke Quay has opened in Singapore. The five-story hotel has 238 guestrooms, equipped with an all-day restaurant with 400 seats.

Brigitte Marriot Hotel Melbourne has opened in the city's Chinatown business district. The convention hotel has 370 rooms and 6,000 sqm of meeting and banquet space, including a grand ballroom, six meeting rooms and four restaurants.

Junmah Ai An will open in China 2009 as part of a large mall complex. The hotel will have 220 guestrooms and function space for 1,400 delegates.

Jinshan Park Ball has opened 2.5 km from and has 400-room plus villas.

Holiday Inn Golden Mile Hong Kong in Kowloon has opened in China. A traditional hotel is expected.

Pullman Shanghai at Shuncheon has opened 77 Horizon Club guestrooms and 24 suites across levels 23 to 29.

Baron Tang Hongkong in Chaiwan has opened in October within Kowloon's Western Park. The 727 rooms and villas start at US\$200.

VENUE FOCUS
 Tel: +86 21 59 03 0388
 www.cei.asia.com

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HOTEL BRIEFS
Pullman Guangzhou Bayan Airport is located in the brand's first airport hotel in Asia. Located a three-minute walk from the departure terminal, the 460-room hotel has 12 meeting spaces and breakout areas with iPads and coffee machines.

Sea View Hotel will open its second Hong Kong hotel, **East**, in January 2010 as part of a new development in the eastern district. The Upper House opens at Pacific Plaza this October.

The 1901 Suites Melbourne South Wharf has opened in the Australian city's new convention center. Reservations for partners include personalized event web pages and air coffee provided on-site.

The 177 Suites Sheraton Chongqing Hotel will open in the northern district 17 July in 2010.

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MACAU
Mano Fisherman's Wharf is offering full-day meeting packages for US\$100 per person. Package includes choice of Continental breakfast and one coffee break or two coffee breaks, and Chinese or Western breakfast. Equipment includes LCD projector and screen, podium, two wireless microphones and four wireless microphones, DVD player, television, meeting room internet access, wireless and Bluetooth. Add dinner for US\$40 per person. Minimum of 10 people.

HO CHI MINH CITY
Movenpick Hotel Saigon
 Tel: +84 23 244 2121
 www.movenpick-hotels.com
 Movenpick Hotel Saigon is offering full-day meeting package for US\$160 per person for groups booking a minimum of six rooms. Equipment, coffee breaks and lunch are included.

SINGAPORE
Sheraton Towers Singapore
 Tel: +65 673 1688
 www.sheratontowers.com
 Sheraton Towers Singapore is offering full-day three-room meeting package for US\$160 per person. Offer includes light breakfast, view coffee breaks and executive tea lunch. Tea, coffee and LCD projector are included. Minimum of 10 people.

SHANGHAI
Le Royal Meridien Shanghai
 Tel: +86 21 510 9595
 www.lesmeridien.com
 Le Royal Meridien Shanghai is offering full-day meeting packages for US\$160 per person. Package includes two view coffee breaks and lunch in a hotel restaurant. Groups with a minimum of 10 people can also choose Chinese or their country. Western tea lunch in a Chinese room. Equipment includes LCD projector with screen, two microphones, flipchart and overhead. Amenities include push, pencils, water and mints. Half-day package is US\$90 per person.

RAJAH ANSON HOTEL
Rajah Anson Hotel
 Tel: +65 673 2261 6200
 www.rajahhotels.com
 Rajah Anson Hotel is offering residential meeting packages for US\$140 per person. Offer includes hand set, mobile phone, view coffee break, and LCD projector for single occupancy.

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 www.cei.asia.com

THAILAND

These day event Pollutec Asia 2009 was attended by 10,000 visitors, including 500 international participants



Bangkok hosts environment event

World renewable energy congress chooses Thailand

Dated: March 16/18/19, Asia 2009
World: English International Trade
Exhibitor: Green Tech (ICT)
Organizer: IBM Asia (Thailand)
Deadline: 10/2009
Date: May 20-23

THE BRIEF
 Enrich Vietnam, Asia today is an exhibition dedicated to environmental protection and pollution control technology. The aim of the event was to connect exhibitors and delegates working in the environmental protection industry.

EXECUTION
 Enrich covered three important areas: Renewable Energy, which focused on clean sustainable technology such as solar, wind and hydro power; Energy and Water, which provided interesting applications; and Enrich Pollution, which focused on the latest environmental technology to control and eliminate pollution and improve energy conservation.

CHALLENGES
 In spite of the economic downturn, turnout was positive with many visitors interested in a typical feature of the event was a seminar on 'Energy Saving for Industrial Factories'. Presentations on the latest energy saving technology as well as success stories were given by top speakers from King Mongkut's University of Technology Thonburi.

COMMENT
 Northern Thailand's general manager-operations of IBM Asia, says "Enrich is more than just another exhibition. Over the past 10 years, the show has become a high point in the world's new environment. The Thai government has taken a positive stance here and the country is more recognized as one of the most environmentally progressive in the region."

"Thailand continues to embrace many joint programs and to support Renewable Energy Plan is committed to helping the industry despite the current recession."

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内容

每一期 CEI Asia 的内容均包括区内目的地、各种奖励活动和会议设施的基本信息。杂志栏目包括：评论、个案研究、专题报道、特别报道、最新资讯和访谈等，有助于读者为活动规划作出迅速决策。我们还定期为亚太地区100多家酒店、度假村、会议中心和旅游组织刊发广告。

风格

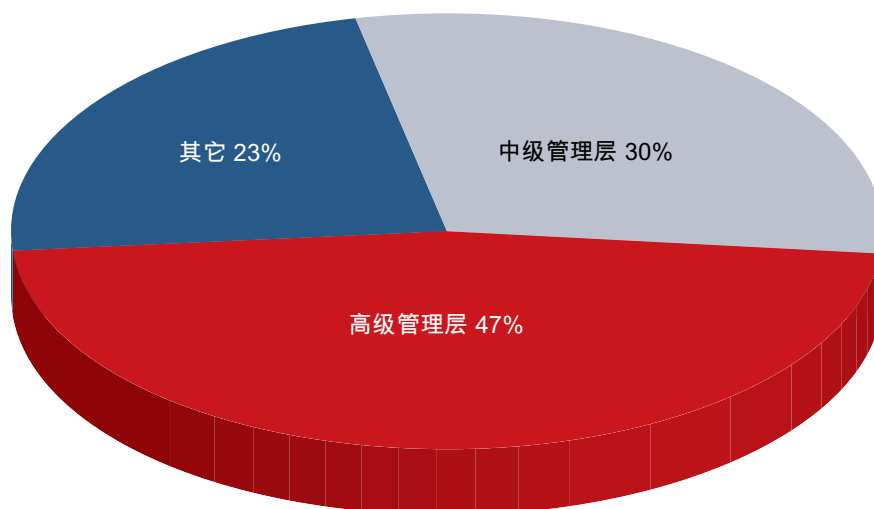
CEI Asia 的读者主要为进行会展旅营销预算的客户，我们始终从买家的视角介绍会展旅行业。会展旅策划者和买家工作繁忙，惜时如金，因此我们在撰文时尽量做到言简意赅，清晰明了。我们努力帮助读者依据自己的品牌价值，在预算范围内举办一场最专业、最令人难忘、且最具成本效益的会议和奖励活动。

合资格注册读者

作为亚洲领先的会展奖旅行业杂志，我们始终对读者进行审慎遴选。新读者需填写一张注册表（见对页），方能索阅本刊。我们首先要确认他们是决策者，对选择具有影响力，或者是亚太地区会奖活动的策划者和组织者。这种双向交流使我们知道读者的姓名、电邮地址、职务、所属公司和预算范围。同时，这也确保 *CEI Asia* 的广告始终能精准触达目标受众。

我们的发行量定期经媒体发行认证公司BPA认证，最新审计显示，*CEI Asia* 发行量为1万册。最近六周内，又有1,000位读者注册索阅 *CEI Asia*，表明本刊提供的亚太会展奖旅市场资讯公正可信，能满足市场需求。目前，本刊的数据库涵括最全面的亚太地区会展奖旅活动买家、策划者和有影响力人士的最新信息。

读者的职务级别



高级管理层

区域销售及营销总监
首席执行官/首席营销官/首席财务官/副总裁/
董事长
营销总监/传讯总监
销售及营销总监
总经理
常务董事
合伙人
出版商
区域总经理/副总裁/常务董事
副总裁
企业传讯主管
营销/创意主管

中级管理层

客户经理/广告经理
品牌/传讯经理
业务开发经理
会议活动经理
企业传讯经理
财务/人力资源经理
营销及传讯经理
业务/运营经理
项目经理
销售经理

其它

客户主任/主管
分析师/助理
业务主任
会议活动统筹人
业务顾问
助理顾问
高级顾问
设计师
市场传讯主任
营销主任/主管
销售及营销统筹人/主管
传讯及营销专家



CEI Asia 网站采用用户友好界面，方便读者阅读。网站提供最新资讯和存档专题报道，以及评论、访谈和区域个案研究等栏目。网站还为浏览者提供区内最新会议方案以及 CEI Asia 独家研究，其中包括年度行业调查。

- 独特用户群达83,689人（2009年全年）
- 月均网页浏览量为30,856次（2009年全年）
- 横幅广告位置：告示牌发布于 CEI Asia 标志的下方；中等矩形广告发布右侧栏

在线会场聚焦

网站开设的这个特别版面有偿刊发来自亚太地区高端会场的最新会议方案一览表。表上的每项，我们都要求客户对会议方案做出描述，并提交一张会场布置的照片，每个方案会载于一期CEI Asia 每周电子期刊（见上图）中，并在网站上的会场聚焦栏内保留一个月。

CEI Asia 电子期刊

CEI Asia 电子期刊每周发行一期，向读者介绍区内的重大会展奖旅活动资讯，包括不在杂志上刊发的电子期刊独家资讯。

- 发行频率：每周一期
- 数据库中用户人数：14,800人（截至2010年1月）
- 目标受众：会议策划者、企业旅游策划者、行政助理
- 横幅广告位置：电邮告示牌发布于 CEI Asia 标志的下方，通过电子期刊定期刊发

特别机会



行业调查和奖项

CEI Asia 行业调查和奖项被公认为业内信誉度最高的研究，涉及面也最为广泛，对业内各方均大有帮助。我们将企业决策者的观点作为行业调查的唯一依据，因此调查素质无与伦比，堪称业界标杆。

我们利用在线问卷调查，询问读者的预算支出，并了解他们对亚太地区最佳目的地、旅游组织、酒店、度假村和会议中心意见。

行业调查结果和获奖者名单刊登在CEI Asia 一月刊，因此，读者常常将一月刊保存下来，以备年内查询，这为广告客户提供了绝佳的机会。

特别报道

对于复杂的主题或值得关注的目的地，我们会不时给予特别报导，以飨读者。在这些情况下，我们会推出16-32页的特别报道，详细探索主题内容。近期的特别报道包括上海世博会、酒店品牌和我们编制的中国会展奖旅行业发展年度报告。

软文

如要采用效果更佳的新稿方式来发布信息，例如详细介绍新设施和目的地活动方案，软文则是理想之选。软文也适合发布有关多处场地、目的地和地区的复杂信息。CEI Asia 软文*由业内资深记者根据客户的纲要和品牌形象，依照一个特定模板精心撰写而成。至于软文的文本和图片，则由客户全权决定。

价格为每页广告费加上撰写、设计和排版费。

澳大利亚旅游局、喜达屋酒店、新加坡丽嘉登美年酒店、香港旅游发展局及北京东方君悦大酒店近期均在CEI Asia 发布了软文。

*所有软文均清楚标示为‘广告推广’



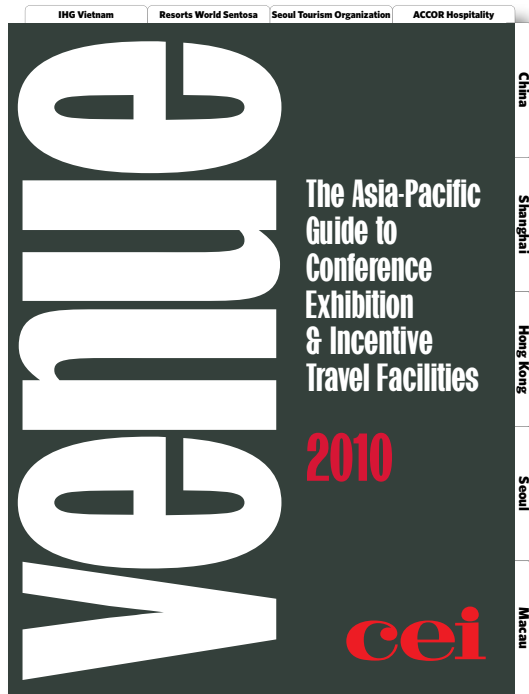
赞助特刊

客户赞助一期 CEI Asia 特刊，即可尊享编辑以生化妙笔撰写的精彩文章，同时可全权决定最终文本、图片和排版。特刊的基本内容为八页（包括封面），由我们的记者依据赞助商的纲要执笔写成。文本和图片由赞助商全权决定。然后，我们会在获得赞助商的许可后，邀请其它客户在特刊中发布广告。每额外增刊一页广告，我们便相应地增加一页文章。

特刊是 CEI Asia 的一个组成部分。赞助商还可收到1,000份印刷本。特刊可翻译为任何语言。

最近，我们已为首尔、澳门、新加坡、韩国和澳大利亚的旅游组织出版了赞助特刊。

*所有赞助特刊均清楚标示为‘赞助’



Venue 自2004年起每年发行一期，介绍区内最热门的企业会议奖旅游目的地，是此方面最权威的资料来源。名录向 CEI Asia 所有注册读者发送。

Venue 载有亚太地区数千处活动场所，为选择目的地、酒店、会展中心及独特场所的策划者提供宝贵资料。

Venue 还可在关键时刻影响购买决策。照片、标志及附加信息可提升场地的吸引力，需另外付费。

为了最大限度提升广告效果，Venue 还提供特殊的广告机会，包括光面卡纸模切书签和手工制作的索引插页。这些品质上乘的插页可以让一个会展组织或会场在竞争中脱颖而出，传递出更具影响力的信息。

Venue 中的所有名录另载于 www.venue-directory.asia。网站不仅将广告客户列入区内主要会展奖旅资源，更有助于提升客户的曝光率。

借助 Venue，广告信息可触达亚洲最重要的企业活动买家，广告效力可保持整整一年。

CEI Asia 优势无与伦比

✓ 创刊时间最长

CEI Asia 于2000年创刊
TTG MICE于2005年创刊
MIX于2007年创刊

✓ 发行频率最高

CEI Asia 每年发行十期
TTG MICE每年发行九期
MIX每年发行六期

✓ 经审计索阅发行量最高

经BPA审计，CEI Asia 索阅发行量为100%
经BPA审计，TTG MICE非索阅发行量为41%
MIX未经审计

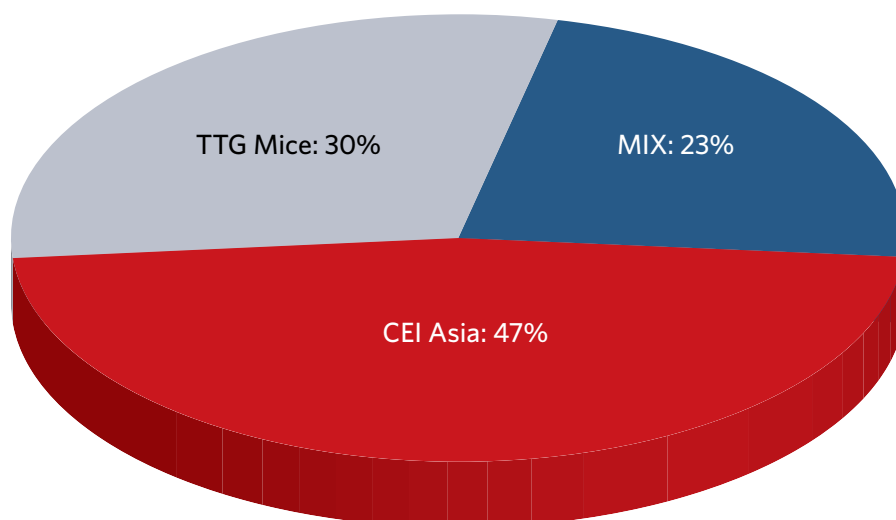
✓ 2009年11月刊

CEI Asia 一个别索阅发行量为1万份
TTG Mice 一个别索阅发行量为7,160份，非索阅发行量为5,557份

✓ 会展奖旅游行业的首选

创刊十年来，选择 CEI Asia 的广告客户显著增多，广告页数也远远多于竞争对手。亚太地区的国家旅游组织、会展中心、酒店集团及酒店定期在 CEI Asia 发布广告。

广告页的市场份额



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