



2011 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	Destination Features		Special Features	Booking Deadline	RELEVANT DATES
February	BRUNEI MACAU CHINA	HONG KONG SINGAPORE	LUXURY INCENTIVE PROPERTIES	14 Jan-11	Feb 2-8 Chinese New Year Feb 15-16 AIME, Melbourne Mar 1-3 CONFEX, London Mar 9-13 ITB, Berlin
March	KOREA TAIWAN THAILAND	MALAYSIA VIETNAM	MAJOR SPORTING EVENTS	18 Feb-11	Mar 24-26 Guangzhou International Travel Fair Mar 25-27 IRB Hong Kong Rugby Sevens
April	BALI SINGAPORE AUSTRALIA	CHINA HONG KONG	ENTERTAINMENT PARKS	18 Mar-11	Mar 27 F1 Australia Grand Prix Mar 28-30 GIBTM, Abu Dhabi Apr 10 F1 Malaysia Grand Prix Apr 10-12 PATA 60th Anniversary Conference, Beijing
May	CHINA BORNEO CAMBODIA	MACAU KOREA	GOLF RESORTS	15 Apr-11	Apr 13-15 IT&CM, Shanghai Apr 13-15 COTTM, Beijing Apr 13-15 Thai New Year
June	SINGAPORE QATAR VIETNAM	HONG KONG MALAYSIA	HI-TECH VENUES CHINA REPORT	20 May-11	Apr 17 F1 China Grand Prix Apr 22-25 Easter Apr 23-26 PATA Travel Mart, New Delhi
July/ August	KOREA SARAWAK TAIWAN	JAPAN PHILIPPINES	CONVENTION CENTRES	01 Jul-11	May 3-5 Japan Golden Week May 24-26 IMEX, Frankfurt May 25 Arabian Travel Market, Dubai Jun 6 Hong Kong Dragon Boat Festival
September	CHINA SINGAPORE HONG KONG	BINTAN MACAU	UP AND COMING CHINA CONVENTION CENTRES	19 Aug-11	Jun 9-12 ITE, Hong Kong Jun 13-16 ALTM, Shanghai Jul 1 Hong Kong SAR Establishment Day
October	MALAYSIA AUSTRALIA VIETNAM	CHINA THAILAND		16 Sep-11	Aug 1-30 Ramadan Aug 9 Singapore National Day Aug 30-Sep 1 CIBTM, Beijing Sep 25 F1 Singapore Grand Prix
Venue 2012 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.			17 Jun-11 (Listings) 02 Sep-11 (Advertising)	Oct 1-7 China Golden Week Oct 4-6 IT&CMA, Bangkok Oct 11-13 IMEX Americas, Las Vegas Oct 19-21 ITB Asia, Singapore
November/ December	KOREA TAIWAN SINGAPORE	CHINA HONG KONG MACAU		04 Nov-11	Oct 30 F1 India Grand Prix Nov 7-10 World Travel Market, London Nov 17-21 F3 58th Macau Grand Prix Nov 29-Dec 1 EIBTM, Barcelona
January 2012	INDUSTRY AWARDS 2012 We publish the results from our research into the current Asia MICE business and we announce the winners of the CEI Asia Industry Awards.			09 Dec-11	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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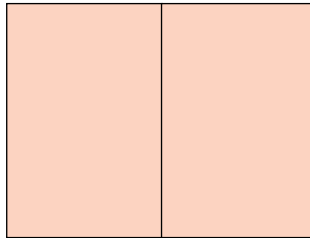
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Double-page spread

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Trim size: 420mm x 276mm
Bleed size: 426mm x 282mm

Number of Insertions

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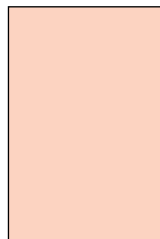


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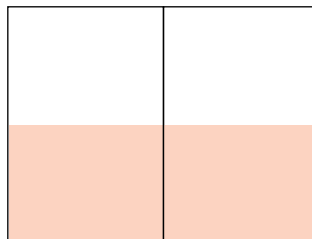
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Bleed size: 216mm x 282mm

Half-page spread

Type area: 394mm x 126mm
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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.

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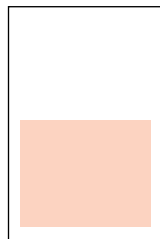
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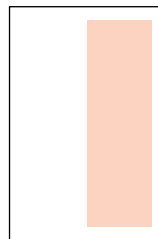
Type area: 90mm x 250mm

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