

# MICE WORLD

MANAGING, MEASURING & MASTERING EVENTS

MEDIA KIT 2014

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**“DESIGNED WITH ASIA’S  
BUSINESS-EVENT BUYERS’  
MARKET IN MIND.”**



## MICE World: Managing, Measuring and Mastering Events

### USHERING IN A NEW ERA FOR ASIA'S BUSINESS-EVENT MEDIA LANDSCAPE

After three successful years of covering Asia's event marketing industry, *Marketing Events* magazine has undergone a bold metamorphosis and reimagining as *MICE World* magazine, the definitive title not only for event marketers, but now for all corporate event planners and decision makers in Asia's MICE community.

*MICE World* magazine has been designed with Asia's business-event buyers market in mind – these are the region's event organisers, event planners, event agencies, corporate buyers, procurement decision makers, board meeting ICs, and heads of incentive travel. *MICE World* expands upon the finest elements of *Marketing Events* magazine but takes it much further when it comes to providing practicable and actionable intelligence for Asia's MICE fraternity.

*MICE World* magazine is devoted to meetings, incentives, conferences and exhibitions of all varieties in Asia. From press conferences and product launches to AGMs and stakeholder meetings, briefings and seminars, conferences and summits, exhibitions and road shows, training sessions and off-sites, and incentives and corporate travel, *MICE World* magazine is a one-stop shop for Asia's MICE professionals.

*MICE World* magazine explores all aspects of planning, organising, measuring and running outstanding events. Its focus is on providing the region's corporate event planners with the tools they need to deftly and elegantly put together successful event programmes time and time again. With a massive circulation of 15,807 copies and 51,157 readers, *MICE World* magazine has the largest circulation and readership of any events industry magazine in Asia, bar none.

*MICE World* magazine is read by those leading the charge in Asia's business-event industry – the event planners and organisers that delight in experimenting with new destinations, venues, formats, and innovative technologies. Our readers turn to *MICE World* as a primary source of intelligence, insight and inspiration.

What crucially distinguishes *MICE World* from other event industry titles is our exceptional access to Asia's largest community of business-event buyers, making *MICE World* the very best way to reach business-event organisers and planners across the region.

*MICE World* magazine is published by Lighthouse Independent Media, one of Asia's foremost business publishers with regional titles including *Marketing* magazine, *Advertising + Marketing* magazine, *Human Resources* magazine and *Procurement Asia* magazine.

# CONTENT

*MICE World* content is designed to help Asia's corporate event buyers make the most informed decisions on destinations, venues, catering, budgets, timelines, event partners and vendor selection, as well as to provide them with the latest information on trends and developments, technologies and the people shaping the MICE sector at large.

*MICE World* magazine targets individual buyers across Asia with a content mix that's truly unique – a combination of educational articles, weighty reports, inspiring case studies, in-depth and forward-looking industry analysis, and big-name interviews with practitioners and experts.

The content is both thought-provoking and informative, offering a complete 360-degree

view of event planning, management and execution to bring intelligence, insight and inspiration to business-event organisers across the region.

## Intelligence

Through its news pages, *MICE World* informs business-event organisers in Asia of the new developments, products and services at their disposal – new venue options, new vendor choices, new service offerings and new tech products.

## Insight

Through its opinion, case study, and features pages, *MICE World* provides business-event organisers in Asia with the analysis, insights and trends they need to fully understand not just what is happening in the industry, but

why it happened and what the implications are for the future.

## Inspiration

The most effective way to learn is through the experiences and opinions of one's peers. *MICE World* provides business-event organisers with a constant stream of ideas throughout the magazine; practical, trustworthy and reliable nuggets which can be adapted to their future events.

What's more, with an important and growing readership in China, *MICE World* magazine is fully bilingual – presenting stories and articles in both English and simplified Chinese. No other industry publication is as committed to the China market.

**NOW TRENDING** SOUTH KOREA



Conrad Seoul will feature include two large ballrooms, meeting rooms for up to 200 guests, and an outdoor garden. It will occupy one of the three towers of the redeveloped International Finance Centre in Haeundae Business District adjacent to the Cinemas, a luxury retail shopping mall and the Seoul subway system. It will also be the luxury hotel component of the Haeundae and Dongsan International Airport.

Aside from Seoul, Busan will also be seeing a new hotel development by guest facilities. Park Hyatt will be opening a property on a 100-acre site adjacent to Haeundae Beach in 2014 offering approximately 170,000 sqm of space with 500 guestrooms and 600 suites. Park Hyatt Busan will be part of a mixed-use development of guest competing three residential towers, and a retail complex with a shopping mall. This will be Park Hyatt's second property after Park Hyatt Seoul.

Guest Facilitator, Haeundae, plans to increase its offering by building a second hotel next to the existing one by 2014.

**SOUTH KOREA NOW TRENDING**



"South Korea is one of the most unique places simply because of its rich modern landscape."  
— Linda Lee, CEO of ABBOTT FINANCIAL

South Korea is one of the most unique places simply because of its rich modern landscape. Linda Lee, CEO of ABBOTT FINANCIAL, shares her insights on the country's economic growth and the potential for MICE events.

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**DIFFERENT LIGHT**

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## QUARTERLY EDITIONS OF MICE WORLD MAGAZINE INCLUDE:

**Small Bites:** *MICE World's* expert editorial team delivers the need-to-know industry news to Asia's MICE community. It offers a superb round-up of the most interesting and pertinent industry happenings; from new venues, products and innovative tech, to exciting events and key people moves. Its easily digestible, short and snappy nature makes Small Bites the perfect quick-read.

**Opinion:** *MICE World* asks senior industry personalities to share their perspectives on a recent trend or burning MICE sector issue.

**Profile:** *MICE World* gets up close and personal with Asia's leading industry figures, exploring their world, their challenges, and their achievements. Profile provides a powerful lens to view these individuals, their career and their underlying business ethos as they share their story with the MICE community.



**Case Study:** The peer voice in *MICE World* is a feature throughout the magazine, and will be most visible in the Case Study section. *MICE World* contains case studies that are written from the perspective of the event planner, and which highlight the key points: a) the objective of the event; b) why a particular format/destination/venue was selected; c) what the operational and logistical considerations were; d) which vendors were used, and e) what the results were.

**Now Trending:** Explores and promotes Asia-Pacific destinations as places for regional and international events, meetings and incentives travel. It provides event planners with information on the locale, culture, infrastructure, air access, top venues and meeting spaces, as well as relevant event and incentives ideas for them to consider.

**Front & Centre:** *MICE World* deep-dives into the key topics shaping the industry across Asia and globally, with considered analysis and expert opinion backed by research. These in-depth reports help Asia's corporate clients and event planners navigate changing market conditions, and equip them with the understanding they need to stay at the forefront of the industry.

**My Event Checklist:** Offers a handy insider's view of an event planner's process and event checklist. It details the working timeline, suppliers, vendors, venue and destination choices, explores the creative concepts and how they came to be, highlights what contingency planning went into the event,

as well as how budgets were managed and maximised throughout. In essence, it is a valuable how-to guide that helps Asia's corporate event planners fine-tune their own event planning processes.

**Next Stop:** Highlights an up-and-coming MICE destination in the region and details why corporate event planners and organisers need to know about it. No worthy destination goes unnoticed as *MICE World* travels the region in search of new and exciting destinations with often-unique itinerary options.

**Venue Spotlight:** Shines a light on new and exciting venues across the region. It provides a practical overview of the "spotlight venue", detailing its amenities, accommodation options, meetings and ballrooms specs, available technology, access, proximity to key local sites, airports, leisure experiences & restaurants. This section is paid advertorial written by *MICE World's* experienced journalists and provides a powerful platform for venues to showcase their meetings and event spaces in splendid detail.

**Industry Supplier Listings:** Every edition of *MICE World* magazine has a useful supplier listing that details some of Asia's top corporate event suppliers – from event management services to catering, photographers, entertainment, models, and gifts and premiums, among others. For suppliers, this is an opportunity to have your information handily available to Asia's event planners whenever your services may be required.

# GOOD VENUES GUIDE



In addition to publishing quarterly editions, *MICE World* also publishes Asia's most comprehensive coverage of the venues market in our annual directory – the *Good Venues Guide*. Now in its eighth year the *Good Venues Guide* features over 4,000 hotels, restaurants, bars and unique venues in over 18 countries across Asia. The directory also includes listings of event agencies, technical suppliers, and other vendors, making the *Good Venues Guide* an indispensable event planning tool for corporate event decision makers across the region. And with an expanded circulation of 40,000 copies there is truly no better way to promote your venue or service than in the *Good Venues Guide*.

## KEY FEATURES

- + Over 4,000 hotels, bars, restaurants and unique venues – all geared to corporate events.
- + Easy to navigate, with at-a-glance information on every hotel, bar and restaurant listed.
- + Comprehensive coverage of the venue markets in Australia, Brunei, Cambodia, China, Hong Kong, Indonesia, Laos, Malaysia, Singapore, Thailand, the Philippines, Vietnam, and more.
- + Massive circulation & readership of over 40,000 copies and 200,000 readers throughout Asia.

The *Good Venues Guide* provides all the details for event planners to shortlist suitable venues and book their space. For venues, getting featured prominently in *MICE World* magazine's *Good Venues Guide* ensures that the people who decide which venues are used for corporate events will shortlist your venue.

All venues geared towards corporate events are offered a free basic entry in the *Good Venues Guide*. This includes:


- + Venue name
- + Address & contact information
- + Number of function rooms
- + Capacity of the largest function room


In addition to the information contained in the basic entry, all venues can upgrade their entry to stand out from the crowd, attract greater attention and give Asia's event planners more reasons to shortlist their particular venue. Upgrades include:

- + Venue description
- + Corporate logo
- + Photographs
- + Client testimonials

For premium-venue owners that require maximum impact, the *Good Venues Guide*'s display advertising rates offer particularly good value for money.

# E-NEWSLETTER






**RAFFLES EYES HAINAN**  
Raffles Hainan is slated to open in Clearwater Bay on Hainan Island. Sandra Qin, director of sales and marketing for Raffles Hainan Raffles Hotels and Resorts.

[read more](#)

SUBSCRIBE JOBS EVENTS


26 MAY 2014

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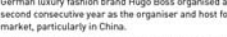
**Trade event for MRO sector this year**  
Aviation industry event MRO Asia Conference & Exhibition will be co-hosted by Singapore Expo and Max Atria from 29-31 October for the first time this year.

[read more](#)



**MARKETING THE SPARK AWARDS 2014**  
FOR MEDIA EXCELLENCE  
ENTRY DEADLINE: 5 JUNE

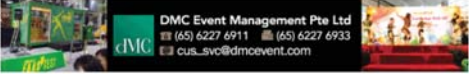
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**Hugo Boss guns for China market**  
German luxury fashion brand Hugo Boss organised a fashion show in Shanghai on 30 May. This was Boss' second consecutive year as the organiser and host for the event as it looks to cement its brand in the Asian market, particularly in China.

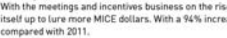
[read more](#)

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**DMC Event Management Pte Ltd**  
(65) 6227 6911 (65) 6227 6933  
cus\_svc@dmcevent.com

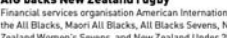
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**Galaxy Macau to attract MICE business**  
With the meetings and incentives business on the rise in Macau, integrated resort Galaxy Macau is setting itself up to lure more MICE dollars. With a 94% increase in MICE revenue in the first three quarters of 2012 compared with 2011.

[read more](#)


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**AIG backs New Zealand rugby**  
Financial services organisation American International Group (AIG) is backing six New Zealand rugby teams: the All Blacks, Maori All Blacks, All Blacks Sevens, New Zealand Black Ferns (women's fifteens), New Zealand Women's Sevens, and New Zealand Under 20 as part of a five-and-a-half year agreement.

[read more](#)

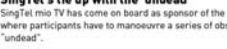
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**SingTel tie up with the 'undead'**  
SingTel mio TV has come on board as sponsor of the 'Race the Dead' event, a five-kilometre obstacle course where participants have to manoeuvre a series of obstacles while traversing through the event filled with the 'undead'.

[read more](#)

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**Volkswagen drives Sochi Olympics**  
The Volkswagen Group in Russia will be the official car partner for the Sochi 2014 Olympic and Paralympic Winter Games. The brand will sponsor 3500 Volkswagen, Audi, Škoda and Volkswagen commercial vehicles for the Sochi 2014 organising committee.

[read more](#)

MICE World Weekly delivers news and analysis affecting the MICE industry across the region.

The MICE World Weekly e-news bulletin is the voice of event planners and decision makers across Asia. It is emailed to over 51,000 registered subscribers in Asia every Friday.

For business-event buyers, MICE World Weekly's easily digested collection of concise, snappy news items is the perfect on-the-move read to keep the MICE community in Asia abreast of all the important developments in the sector.

MICE World Weekly meets the needs of corporate event planners through time-sensitive updates of new and upcoming venues, featured destinations, information on regional events, and legislation or policies affecting the region.

The newsletter also contains case studies of recently concluded events and interviews with event planners, organisers and

hospitality experts to provide peer learning experiences that help readers achieve their objectives and add bottom-line value to their organisations.

For suppliers and advertisers that want to reach Asia's business-event planners, MICE World Weekly is the obvious first choice.

## MICE WORLD WEEKLY DISTRIBUTION:

COUNTRY BREAKDOWN	
Australia	1,013
Brunei	31
Cambodia	43
China	4,040
Hong Kong	7,346
India	984
Indonesia	459
Japan	32
Laos	14
Macau	88
Malaysia	11,939
Myanmar	23
New Zealand	111
Philippines	3,844
Singapore	19,909
South Korea	190
Taiwan	202
Thailand	669
Vietnam	250
<b>Total Distribution</b>	<b>51,187</b>

## DISTRIBUTION STRATEGY

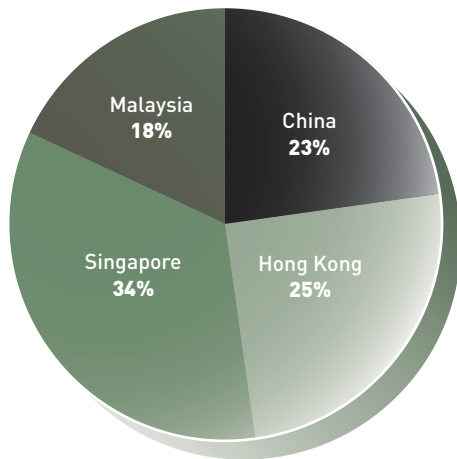
MICE World Weekly is a subscription product distributed free of charge to qualified business-event buyers and influencers in Asia who have completed the online subscription form in the past 12 months. MICE World Weekly is only sent to current and active subscribers who want to receive and read the email bulletin.

# AUDIENCE DATA

MICE World is a controlled circulation title, which means it is only distributed to qualified corporate event planners and influencers, who have actively completed the registration form within the past 12 months. In order to qualify, readers must be decision makers that are involved in planning or organising meetings, events, conferences, or incentives travel.

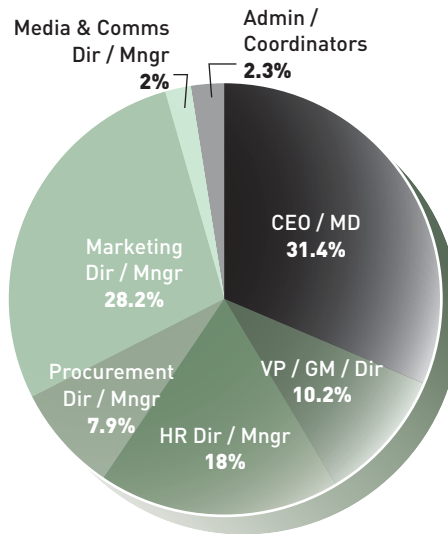
## Circulation by Country

**TOTAL: 15,807**



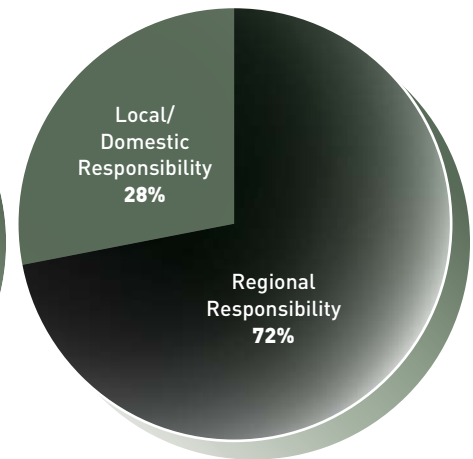
## Circulation by Job Function

**TOTAL: 15,807**



## Circulation by Geographic Responsibility

**TOTAL: 15,807**



## CIRCULATION BY INDUSTRY TOTAL: 15,807

Agriculture, Forestry, Mining	0.6%
Arts & Entertainment	1%
Automotive	1.6%
Banking, Finance & Insurance	6.4%
Business & Professional Services	10.8%
Consumer Products	8.3%
Event Management Companies	1.7%
Government, Education & Training	4.6%
Hospitality	9%
Industry Associations	0.5%

IT & Telecommunications	6.6%
Marketing Services & Advertising Agencies	11.6%
Media Companies	7%
Medical & Healthcare	2.5%
Other	10.9%
Professional Conference & Exhibition Organisers	0.6%
Property, Construction & Utilities	6%
Public Relations & Media Agencies	5%
Retail	3.3%
Travel & Tourism	2%



# ADVERTISING RATES

MICE World magazine provides a powerful environment for reaching, engaging and influencing Asia's business-event planners and organisers. Our advertising platforms offer an unrivalled opportunity for venues, suppliers and solution providers to connect with the people that matter most to their businesses – corporate event planners.

## MICE WORLD MAGAZINE

Frequency: 4 editions per year

Advertising Sizes	Rates
Double Page Spread	US\$15,500
Full Page	US\$9,450
Half Page	US\$6,050
Third Page	US\$4,500
Quarter Page	US\$3,250
Double Page Strip	US\$4,750
Single Page Strip	US\$2,500

Creative Buys	Rates
Cover Wrap (4pp)*	US\$35,000
Inside Front Cover Gatefold (3pp)*	US\$27,500
False Cover (2pp)*	US\$23,000
Cover Onsert*	US\$17,500
Carrier Sheet (Black & White)	US\$3,000
Loose/Bound Insertion Fee^ (← 4pp) per 1,000 pcs	US\$350
Loose/Bound Insertion Fee^ (→ 4pp) per 1,000 pcs	US\$400

\* Production costs are included. Paper density is 157gsm.

^ Production costs are not borne by MICE World. Minimum of 10,000 pcs.

Premium Positions	Rates
Outside Back Cover	US\$12,500
Inside Front Cover	US\$11,500
Inside Back Cover	US\$10,500

## MICE WORLD WEEKLY E-NEWSLETTER

MICE World Weekly goes out once a week to 51,187 subscribers across the region.

Advertorial	Rates
1 Page	US\$12,000
2 Page	US\$18,500

Banner Position	Weekly Rate	Monthly Rate
Big Square	US\$1,250	US\$4,650
Top Banner (P1)	US\$800	US\$2,800
Second Banner (P2)	US\$650	US\$2,400
Third Banner (P3)	US\$450	US\$1,700
Fourth Banner (P4)	US\$400	US\$1,140

Advertorial rates are inclusive of copywriting, design and layout in accordance with the MICE World advertorial template and style guide. The client has full control over the advertorial text and images.

### Additional Information:

- Booking deadlines are 4 weeks prior to publication dates.
- Material deadlines are 3 weeks prior to publication dates.
- Agency commission of 15% is applicable to print and digital bookings.

# ADVERTISING SPECIFICATIONS

## PRINT ADS

### Material Specifications

Advertisement	Bleed (mm)	Trim (mm)	Type (mm)
Double Page Spread*	430mm (w) x 290mm (h)	420mm (w) x 280mm (h)*	390mm (w) x 241 mm (h)
Full Page	220mm (w) x 290mm (h)	210mm (w) x 280mm (h)	183mm (w) x 241mm (h)
Half Page (Vertical)	Not Applicable	89.5mm (w) x 240mm (h)	Not Applicable
Half Page (Horizontal)	Not Applicable	183mm (w) x 118.5mm (h)	Not Applicable
Third Page (Horizontal)	Not Applicable	183mm (w) x 80mm (h)	Not Applicable
Quarter Page (Vertical)	Not Applicable	42.7mm (w) x 240mm (h)	Not Applicable
Quarter Page (Horizontal)	Not Applicable	183mm (w) x 60mm (h)	Not Applicable
Single Page Strip (Horizontal)	Not Applicable	183mm (w) x 30mm	Not Applicable
Double Page Strip (Horizontal)	430mm (w) x 30mm (h)	420mm (w) x 30mm	Not Applicable
Cover Wrap (4pp)#	215mm x 3.5mm x 215mm (w) x 290mm (h)	210mm x 3.5mm x 210mm (w) x 280mm (h)	200mm x 3.5mm x 200mm (w) x 260mm
Inside Front Cover Gatefold (3pp)	430mm (w) x 290mm (h) + 220mm (w) x 290mm (h)	420mm (w) x 280mm (h) + 210mm (w) x 280mm (h)	390mm (w) x 241 mm (h) + 183mm (w) x 241mm (h)
False Cover (2pp)#	215mm x 3.5mm (w) x 290mm (h)	210mm x 3.5mm (w) x 280mm (h)	200mm x 3.5mm x 260mm (h)
Cover Onsert	215mm x 3.5mm (w) x 110mm (h)	210mm x 3.5mm (w) x 100mm (h)	Not Applicable
Carrier Sheet (Black & White)	Not Applicable	107mm (w) x 138mm (h)	Not Applicable

\* Avoid text on 20mm at middle binding portion of Double Page Spread.

# For cover wrap & false front cover, artwork needs to include MICE World's masthead.

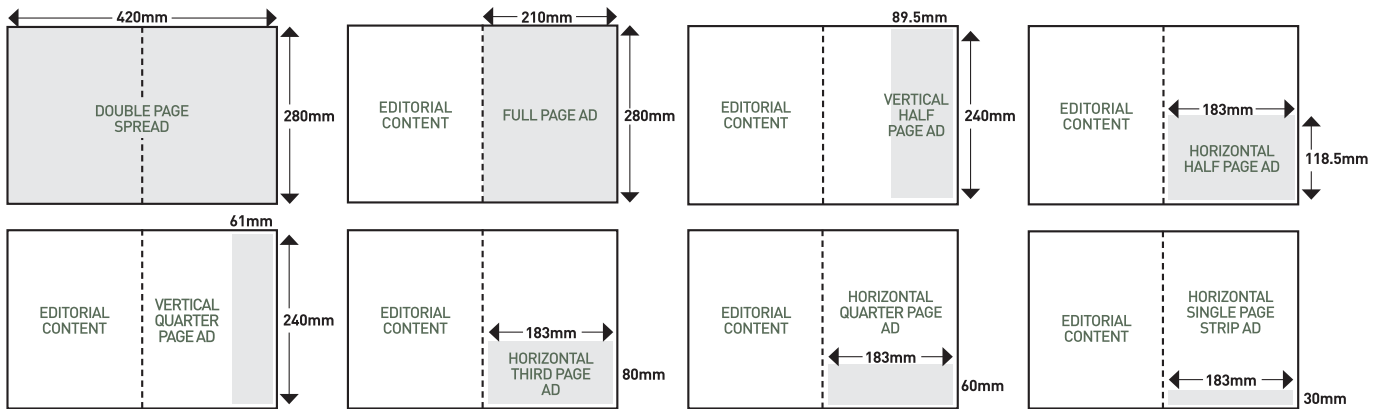
**Please Note:** Bleed is only applicable to Full Page advertisements and larger. Fractional advertisements will fit within the trim dimensions.

## ADVERTORIALS

1-Page Advertorial	2-Page Advertorial
→ 400-500 words copy	→ 800-1,000 words copy
→ 3-4 images / infographics / tables	→ 6-8 images / infographics / tables

**Please Note:** All images supplied should be high-resolution (300DPI).

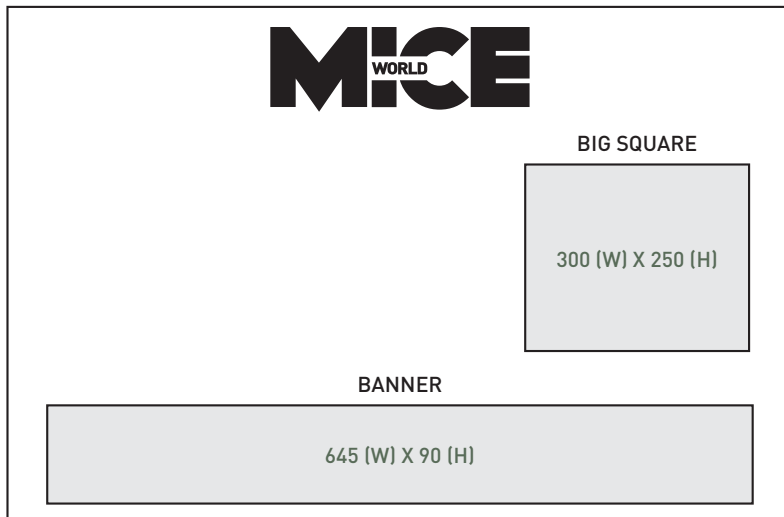
The *MICE World* team will assist in laying out advertorial content in keeping with the *MICE World* advertorial template and style guide. Advertorial bookings include copywriting services, design and layout. There are up to two rounds of corrections for each advertorial, with any additional corrections charged at US\$100 per change.



## E-NEWSLETTER

Ad Unit	Dimensions	File Type	Loops	Max File Size
Banner	645 (w) x 90 (h)	.gif or .jpg	3	100KB
Big Square	300 (w) x 250 (h)	.gif or .jpg	3	100KB

## E-NEWSLETTER FORMAT



**Please Note:** If the banners are white, they must have a 1-pixel border all the way round. Please adhere to our Mechanical Requirements before sending us your file(s). Contact your account manager if you require any more information.

# MICE

WORLD

MANAGING, MEASURING & MASTERING EVENTS

*MICE World* is published by Lighthouse Independent Media.

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**Hong Kong:** 1F Wui Tat Centre, 55 Connaught Road West, Sheung Wan, Hong Kong. Tel: +852 2861-1882 Fax: + 852 2861-1336