

M&C/ASIA

BY NORTHSTAR

MEDIA KIT 2025



**A STRONG VOICE FOR
THE MICE INDUSTRY**

WWW.MEETINGS-CONVENTIONS-ASIA.COM

CHAMPIONING TRAVEL

The leading global provider of trusted information and experiences for the audiences that drive the travel industry, delivering innovative and high-performing marketing solutions to the businesses seeking to engage them.

MARKETS COVERED

- ✓ Corporate Travel
- ✓ Retail Travel
- ✓ Meetings & Sports
- ✓ Hotel Investment
- ✓ Travel technology

BRANDS

An award-winning portfolio of the most trusted online and offline media brand for travel and meeting professionals.



M&C ASIA EVENTS

MC/ASIA CONNECTIONS

THE MEETINGS SHOW ASIA PACIFIC
Stella AWARDS MC/ASIA

TRAVEL WEEKLY ASIA EVENTS

CRUISEWORLD ASIA
A TRAVEL WEEKLY ASIA EVENT

CRUISEWORLD INDIA
A TRAVEL WEEKLY ASIA EVENT

CRUISEWORLD CHINA
中国邮轮峰会

CRUISEWORLD INDONESIA

CRUISEWORLD MALAYSIA

CRUISEWORLD HONG KONG
香港邮轮峰会

TRAVEL WEEKLY ASIA READERS' CHOICE AWARDS

57 YEARS OF PUBLICATION EXPERTISE

A strong and established voice in the MICE industry, M&C Asia garners an influential reach of over 24,000 readers. The platform focuses on providing the latest trends and best practices in successful meetings to meetings and event planners, including:



Conference & Exhibition Organisers



DMCs



Industry Planners



Associations



Corporations



Independent Planning Companies



M&C Asia helps MICE professionals select key suppliers, formulate and enforce effective policies and procedures to execute successful meetings with high ROIs.

MAGAZINES:

Showcase your brand with creative and impactful visuals, making a lasting impression in our digital and print editions.

E-NEWSLETTERS:

Your go-to source for the latest news and developments in the MICE industry, delivered directly to an engaged audience.

WEBSITE:

A fully integrated resource for miche professionals, featuring comprehensive venue listings, industry news, and a directory for events, conferences, and exhibitions.

QUARTERLY CIRCULATION IN ASIA PACIFIC



JAN-MAR 2024



APR-JUN 2024



JUL-SEP 2024



18,000+
Digital Magazine e-Subscribers



5,000+
Print per issue

INDUSTRY BREAKDOWN



JOB FUNCTION BREAKDOWN



FOR DIGITAL AND PRINT GEOGRAPHICAL BREAKDOWN, CONTACT
asia.editor@ntmlc.com

EDITORIAL CALENDAR 2025

| ISSUE | COVER STORY | DESTINATION FEATURES | BONUS DISTRIBUTIONS |
|-----------|--------------------------------------|-----------------------------------------------|--------------------------------------------------------------------------|
| Jan - Mar | Event Procurement | Hong Kong Singapore | The Meetings Show APAC, Singapore |
| Apr - Jun | Sustainability Corporate Meetings | Japan Taiwan Philippines | IMEX Frankfurt The Meetings Show, London |
| Jul - Sep | CVB Unique Venues | Thailand Macao Singapore | IMEX America, Las Vegas M&C Asia Connections M&C Asia Stella Award |
| Oct - Dec | Convention Centre Incentive Ideas | Korea Australia/New Zealand Middle-East | IBTM World, Barcelona |



EDITORIAL CONTENT



PLANNER'S PORTFOLIO

Keep up-to-date with meeting strategies and trends to build an impactful MICE environment.

HOT IDEA

From team bonding through scent-making to off-the-beaten-path incentive travel ideas, the Hot Idea segment helps you present impressive elements that seamlessly incorporate into, and outdoes your clients' MICE agenda.

COVER STORY

Our Cover Stories offer in-depth coverage of key industry topics, from data to sustainability. Gain insights directly from industry professionals as they share their perspectives and discuss how they incorporate these topics into their organisations.

FEATURE

Where M&C Asia features the main talking points, information, and updates in the industry.



CASE STUDY

Our Case Studies reveal the intricate details and firsthand experiences of planners at diverse events worldwide, offering valuable insights into successful event execution.



POST SHOW

With the multitude of event happenings, Post Show zooms into the rundown of specific business events around the globe.



VENUE HIGHLIGHT

Your guide to discovering the latest MICE venues and infrastructure worldwide, helping planners find the perfect location for their next event.



DESTINATION REPORT

Become the piece in Destination Reports and share what your country has to offer for meeting and incentive planners.

MAGAZINE ADVERTISING RATES

PRINT &
DIGITAL

**DOUBLE
PAGE**
430 x 270mm

**FULL
PAGE**
215 x 270mm

**ONE-THIRD PAGE
HORIZONTAL**
177 x 52mm

**HALF PAGE
HORIZONTAL**
177 x 110mm

**ONE-THIRD
PAGE VERTICAL**
52 x 225mm

**HALF PAGE
VERTICAL**
85 x 225mm

ADVERTISEMENT POSITION

1 X

4 X

Full Page

USD 12,500

USD 10,000

Half Page

USD 8,000

USD 7,000

One-Third Page

USD 6,000

USD 5,000

PREMIUM POSITION

1 X

4 X

Inside Front Cover

USD 14,000

USD 12,000

Outside Back Cover

USD 15,000

USD 13,000

Inside Back Cover

USD 13,000

USD 11,000

Double Page Spread

USD 22,500

USD 18,000

CREATIVE BUYS

1 X

Belly Band

Upon Request

- Note:
- Inserts rates are based on max 157gsm A4 size artpaper. Printed inserts to be delivered to our Singapore based distribution house.
 - For guaranteed position, a loading surcharge of 15% is applicable.

E-NEWSLETTER ADVERTISING RATES

BI-WEEKLY E-NEWSLETTER



18,000+

Asia Pacific Subscribers



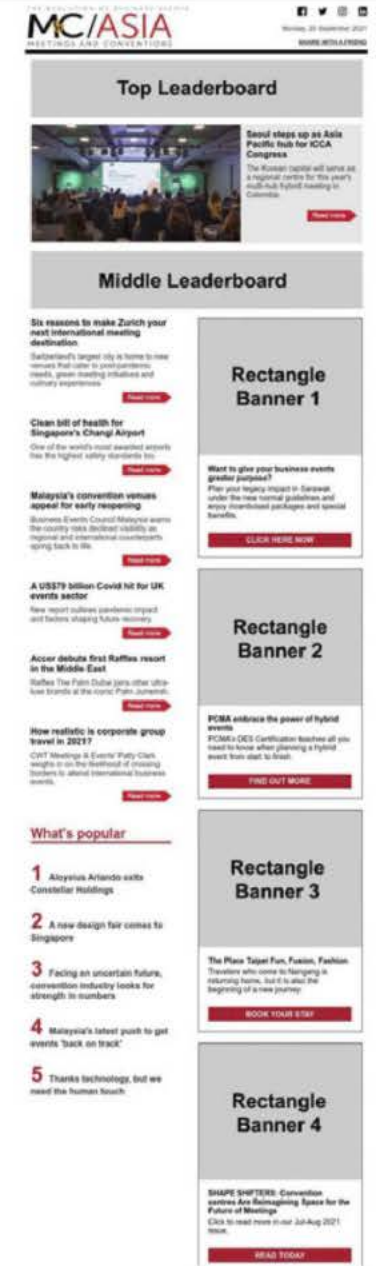
Published **twice a week**, M&C Asia's e-newsletters brings you industry updates, trends, venue highlights and best practices in meetings.

LEADERBOARD BANNERS

| | |
|---------------------------------------|----------------|
| Top/Middle Dimensions: 600 x 100px | USD 4,000/Week |
| Footer Dimensions: 600 x 100px | USD 2,500/Week |

RECTANGLE BANNERS TEXT + CTA BUTTON

| | |
|--------------------------------------------|----------------|
| Rectangle 1 / 2 Dimensions: 300 x 250px | USD 3,800/Week |
| Rectangle 3 Dimensions: 300 x 250px | USD 3,300/Week |
| Rectangle 4 Dimensions: 300 x 250px | USD 2,000/Week |



WEBSITE ADVERTISING RATES

The screenshot displays the MC/ASIA website interface with several advertising spots highlighted:

- Super Leaderboard/Billboard/Video Billboard:** Located at the top of the page.
- Latest News:** A grid of article thumbnails on the left side.
- Video Hosting:** A vertical sidebar on the right side.
- Rectangle Banner 1:** A horizontal banner below the video hosting section.
- Rectangle Banner 2 or Monster MPU or Video Monster MPU:** Another horizontal banner below the first one.
- In the Spotlight:** A section below the banners featuring a carousel of featured articles.
- Middle Leaderboard:** A horizontal banner below the 'In the Spotlight' section.
- Hotels & Resorts:** A section at the bottom left with multiple article thumbnails.
- Destinations:** A section at the bottom right with multiple article thumbnails.

MIDDLE LEADERBOARD

Dimensions: 728 x 90px | USD 4,500/Week

SUPER LEADERBOARD/BILLBOARD/VIDEO BILLBOARD

Super Leaderboard
Dimensions: 970 x 66px | USD 4,500/Week

Billboard
Dimensions: 970 x 250px | USD 5,500/Week

Video Billboard
Dimensions: 970 x 250px | USD 6,500/Week

* File Format MP4 (Duration: 15 secs max).

PUSH DOWN BANNER

Closed & Expanded
Dimensions: 970 x 66px or 970 x 250px | USD 6,500/Week

* Expanded only on the first page view of a user session (User Session: 15 mins).

VIDEO HOSTING

File Format MP4
Duration: 3 mins max | USD 5,000/Week

RECTANGLE BANNER 1 / 2

Dimensions: 300 x 250px | USD 4,000/Week

MONSTER MPU/VIDEO MONSTER MPU

Video Monster MPU
Dimensions: 300 x 600px | USD 6,000/Week

Monster MPU
Dimensions: 300 x 600px | USD 5,500/Week

ECLIPSE VIDEO

Super Leaderboard
Dimensions: 970 x 66px | USD 6,800/Week

* File Format MP4 4MB (Duration: 15 secs max).



OUR INTEGRATED MARKETING SOLUTIONS

Offering beyond prints and banners, our specialists will collaborate with you to develop appealing, informative, and carefully curated distribution schedules that engages your target audience and promotes your brand effectively.

DISTRIBUTION



Dedicated EDMs



Micro-Site Content



Sponsored Content



Destination Guides



Videos



Events

DEDICATED EDMS

The EDM features a large hero image of a Porsche car at night. Below it, the headline reads: "How Singapore revs up the Porsche Global Dealer Launch to electrifying new levels". The body text describes the event's scale and the brand's presence in Asia. Two smaller images show drone displays and a test track. A "READ MORE" button is at the bottom.

SPONSORED CONTENT



Step into the future in Dubai

Destinations



Philippines takes MICE 'to heart' with bold new strategy at MICECON

Events



Keep calm and meet at The Londoner Macao

Hotels



From boardrooms to beaches: A MICE delegate's memorable stay on Sentosa

MICE

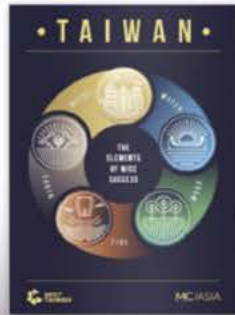
VIDEOS

MICRO-SITE CONTENT



DESTINATION GUIDES

Available in Print & Digital, M&C Asia's Destination Guides showcase your destination and/or venue, highlighting how it meets your client needs and reaching a wide audience within the travel trade industry.



EVENTS



ASIA'S LEADING MICE TRADE SHOW

The Meetings Show Asia Pacific (TMS APAC) is the leading MICE trade show in Asia Pacific, gathering event organisers and suppliers to connect, contract, and forge new partnerships within the global MICE industry. This annual event serves as a strategic hub for global connectivity, ensuring a vibrant environment for productive networking and collaboration among MICE professionals worldwide.



From the signature Hosted Buyer Programme to a dynamic MICE Exhibition, engaging Conference sessions, cutting-edge technology presentations, and personalised 1-to-1 meetings, attendees can expect unparalleled opportunities for networking, learning, and business growth.




Event Website



Event Photos



 The Meetings Show Asia Pacific 2024 Recap

EVENTS

M&C/ASIA CONNECTIONS

MAKING BUSINESS HAPPEN, YOUR GATEWAY TO MICE EXCELLENCE



M&C Asia Connections is an exclusive tabletop trade show that unites Asia's top suppliers and international buyers in MICE industry, creating impactful connections and collaboration. This results-driven event facilitates strategic alliances between our qualified buyers from associations, corporations, incentive houses, meeting planning companies, and esteemed suppliers from hotels, resorts, convention centres, and Destination Management Company (DMC).



1-to-1 Business Appointments & Conference Sessions



Familiarisation Trips & Site Inspection



Teambonding Activities & Cocktail Reception



Event Website



Event Photos



 M&C Asia Connections 2024 Recap

EVENTS

Stella AWARDS M&C/ASIA

HONOURING EXCELLENCE IN THE MEETINGS INDUSTRY

M&C Asia Stella Awards celebrates the resilience, dedication, and remarkable achievements within Asia's MICE industry.

This prestigious event recognises organisations who have made outstanding contributions and set new standards for growth, innovation, and best practices, driving the evolution and development of the MICE industry in Asia.



Award Categories 2024:

- ★ MICE Destination
- ★ Destination Partner
- ★ Convention Centre
- ★ Meetings Hotel
- ★ Integrated Resort
- ★ Sustainability

Finalists for each category are determined through an open nomination process, visit our website for more updates.



M&C Asia Stella Awards signify a notable recognition of excellence and a celebration of the dedication and innovation driving the MICE industry forward in Asia.




Event Website



Event Photos



 M&C Asia Stella Awards 2024 Recap