

HOSPITALITY

www.instituteofhospitality.org

THE MAGAZINE FOR HOSPITALITY MANAGEMENT PROFESSIONALS

ISSUE 16 DECEMBER 09

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The Jobs Market in 2010

New Skills Required?

Stamp out Fraud

Protect your Profits and your Reputation

Discounts

Pricing Strategies on the Way Up

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About us

Hospitality is the Institute of Hospitality's professional management magazine, mailed quarterly to its members and to non-member subscribers. With a circulation of more than 10,000 for each issue and a pass-on value of 40% ensuring readership is even greater, Hospitality magazine has a unique ability to capture the attention of senior managers and directors active in all sectors of hospitality.

The Hospitality magazine is available in a modern online format. Each edition will be available on our website for one year hence giving a longer life to each advertisement. This version of the magazine is available to our many thousands of student members.

The online version is fully searchable and any advertisement with email and web links is clickable. We can provide statistics such as the number of people who have viewed your ad online.

69% of our readers are senior decision makers

Research has shown that over 40% of our readers circulate their copy to colleagues giving advertisers access to a greatly extended audience.

Hospitality magazine works hard to report on innovation, winning business techniques, industry trends and developments from all sectors of the hospitality industry, both in the UK and internationally. It is a leading source of intelligent discussion on the most pressing issues facing today's managers and their workforces.

Leading features incorporate exclusive interviews with inspirational entrepreneurs, workable examples of successful management practice, legislative advice and challenging roundtable debates on topics including technology, education, CSR and recruitment. These run alongside quarterly news round-ups, events listings and announcements.

Extra copies of Hospitality magazine are distributed during key events, including Hotelympia, The Hospitality Show, ScotHot and Caffe Culture, as well as at all Institute of Hospitality events.



Audience

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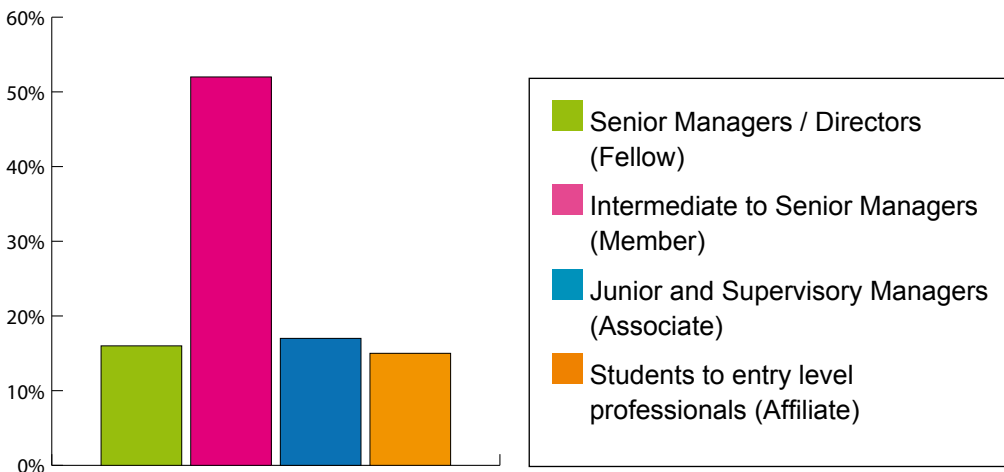
Contact Us

Audience

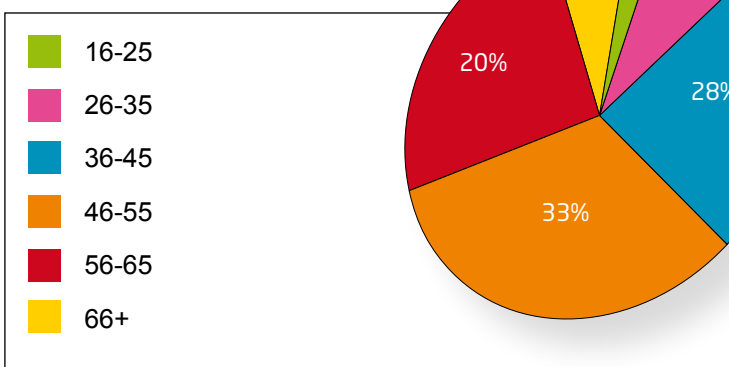
Main Membership sectors



Employment Positions



Member age groups



Display Press Advertising

Rates	DPS colour	Inside front / back cover	Full page colour	Half page colour
1 Advert	£3650.00	£3000.00	£2250.00	£1450.00

* Package deals available

Mechanical Data

Hospitality magazine prefers to receive artwork via e-mail or CD. For details, please contact the editor on **+44 (0)20 8661 4906** or e-mail editor@instituteofhospitality.org. Digital material must be accompanied by an exact colour proof. Hospitality magazine cannot accept responsibility for digital files supplied without proofs. All file elements must be present and in the correct format.

The accepted file format is Pass4Press PDF. All files must be saved as CMYK. PDF files are accepted as high resolution at 300dpi, with fonts embedded in CMYK. We cannot take responsibility for colour content of any RGB files supplied.

Any bleed adverts must include the bleed in the PDF created, live area adverts as per size specified with crop marks in position. Adobe Acrobat Distiller version 5 is acceptable. Please note PDFs should not be created using PDF writer.

Hospitality magazine will not alter or change any advertising artwork supplied incorrectly. It is the responsibility of the advertiser to ensure the specifications are adhered to. If there are any questions regarding the specs or data supply, please contact the editor on **+44 (0)20 8661 4906**.

Publication dates

Hospitality magazine is produced four times a year:

- **March**
- **September**
- **June**
- **December**

The magazine mails towards the middle of the months listed. Final copy deadline is **4 weeks** prior to mailing. Final bookings must be received **5 weeks** prior to the publication mailing.

Please contact the editor on **+44 (0)20 8661 4906** or e-mail editor@instituteofhospitality.org for specific issue dates and deadlines.

You may also like to consider button and banner advertising within our monthly html e-mail news bulletin, eNews. See page 6 for rates.

Advertisement Sizes

Double Page Spread (DPS)

Bleed	303 x 426mm
Trim	297 x 420mm
Type	270 x 390mm

Full Page

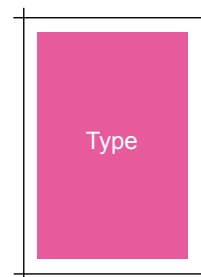
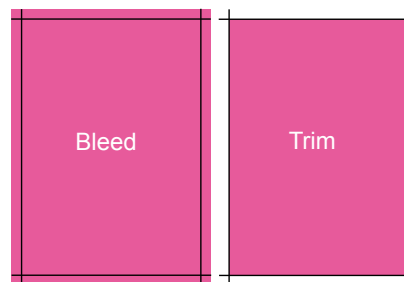
Bleed	303 x 216mm
Trim	297 x 210mm
Type	270 x 180mm

Half Page Horizontal

Bleed	141 x 216mm
Trim	135 x 210mm
Type	115 x 180mm

Half Page Vertical

Bleed	303 x 107mm
Trim	297 x 104mm
Type	270 x 94mm



Inserts and Tip Ons

Rates	
Loose insert as an outsert	£65 per 1000
Loose insert	£95 per 1000
Bellyband wrapped around magazine	£254 per 1000
Bellyband to open on a specific page*	£290 per 1000
Tip on a specific page*	£349 per 1000

*excludes cost of advertisement

Inserts

Total required for full run UK 10,000.

Minimum size for loose insert 210 x 148mm.

Maximum weight for insert 20g (there is an additional charge for inserts weighing over 20g).

Maximum size for loose insert inside the magazine portrait 277 x 190mm.

Maximum size for loose insert inside the magazine landscape 190 x 277mm.

Maximum size for loose insert outside the magazine portrait 297 x 210mm.

Maximum size for loose insert outside the magazine landscape 210 x 297mm.

Inserts can be either single leaf or a maximum of 8pp.

Please ensure that the insert has a closed long edge to enable the enclosing machine to grip the item and insert it into the polywrap or magazine. We can accommodate alternatively shaped leaflets, but they have to be inserted by hand and there is an additional charge for this.

Tip ons

The minimum size for the tip on is 75 x 75mm.

The maximum size is 200 x 150mm (portrait) and 150 x 200mm (landscape).

The maximum paper weight is 350gsm and the minimum paper weight is 100gsm.

We can accept Post-it notes as tip ons. We must see a sample of the tip on before you go to print to ensure that it can be applied.

Please supply 200 overs.

Bellybands

Polythene bands to be supplied on a continuous loop which is a suitable size to fit around the magazine (430mm).

If the polythene band is affixed to a specific page, then it needs an additional 100mm in length to fold round. The minimum size of the width of the bellyband is 100mm. The maximum width is 130mm.

Paper band sizes should be long enough to fit around the magazine at 430mm with an extra 75mm overlap. The paper band needs to be scored in four places to aid the wrapping process. If the bellyband is affixed to a specific page then it needs an additional 100mm in length and again it would need to be scored. Depth of the bellyband is between 100 and 130mm. Paper weights should be between 170gsm and 220gsm.

Supply 200 overs.

Samples

Samples must be received at the Institute of Hospitality before you go ahead and print your insert or bellyband to ensure the weight and size of material is correct.

All insert bookings are provisional until a sample is received and approved by the Institute of Hospitality.

Address for receipt of samples is: **The Editor, Institute of Hospitality, Trinity Court, 34 West Street, Sutton, Surrey, SM1 1SH.**

Online Marketing Services

The average UK web user spent more than 56 hours surfing the internet in December 2009, according to research by Nielsen Online. If you and your company are not tapping into the opportunities the web brings, you may as well be invisible. It remains one of the most influential methods of engaging your consumer.

Promote your brand, event or special offer to our niche audience of hospitality professionals, with affordable and prominent banner or button advertising. We will work with you to find the best solution for your needs.

In addition, all elements of advertising through the Institute's website and e-mail newsletter are entirely measurable. Our ability to monitor hit rates and click throughs means you're able to obtain tangible feedback on your marketing campaigns, making web advertising a real value-for-money solution.

Rates for web advertising

Banner
£450 per month

Rates for eNewsletters

The Institute's e-mail news bulletins are mailed to more than 15,000 of our members and contacts.

Button
£150 per month

Artwork specifications

All adverts must be in gif format and must not exceed 25KB in size. If the advert features alternating images, this must be limited to four frames.

Pixel dimensions:

Banner	Button
468 x 60	120 x 90



Features

Hospitality magazine's editorial does not run to a fixed schedule and for this reason we do not produce a forward features list.

What we are able to advise is that for each of the four issues produced through the year, we operate within a framework of regular themes:

Leadership
Management
Recruitment
Customer Service
Human Resources
Marketing
Education
Technology
Business Innovation
Events Diary

The Editor is happy to receive your ideas and press releases at **editor@instituteofhospitality.org** or they can be contacted on **+44 (0)20 8661 4906**.

Please note that Hospitality magazine does not run editorial in conjunction with advertising and we do not conduct reviews on, or endorsement of products or companies. We will, however, always consider the opportunity to invite our advertising clients to offer quotes and commentary within articles, as and when their area of expertise is relevant to the topic being covered.

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Hospitality magazine is published by

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