

# HQ MEDIA PACK 2019

The official publication of the



Institute  
of **Hospitality**

H<sub>2</sub>O  
Publishing



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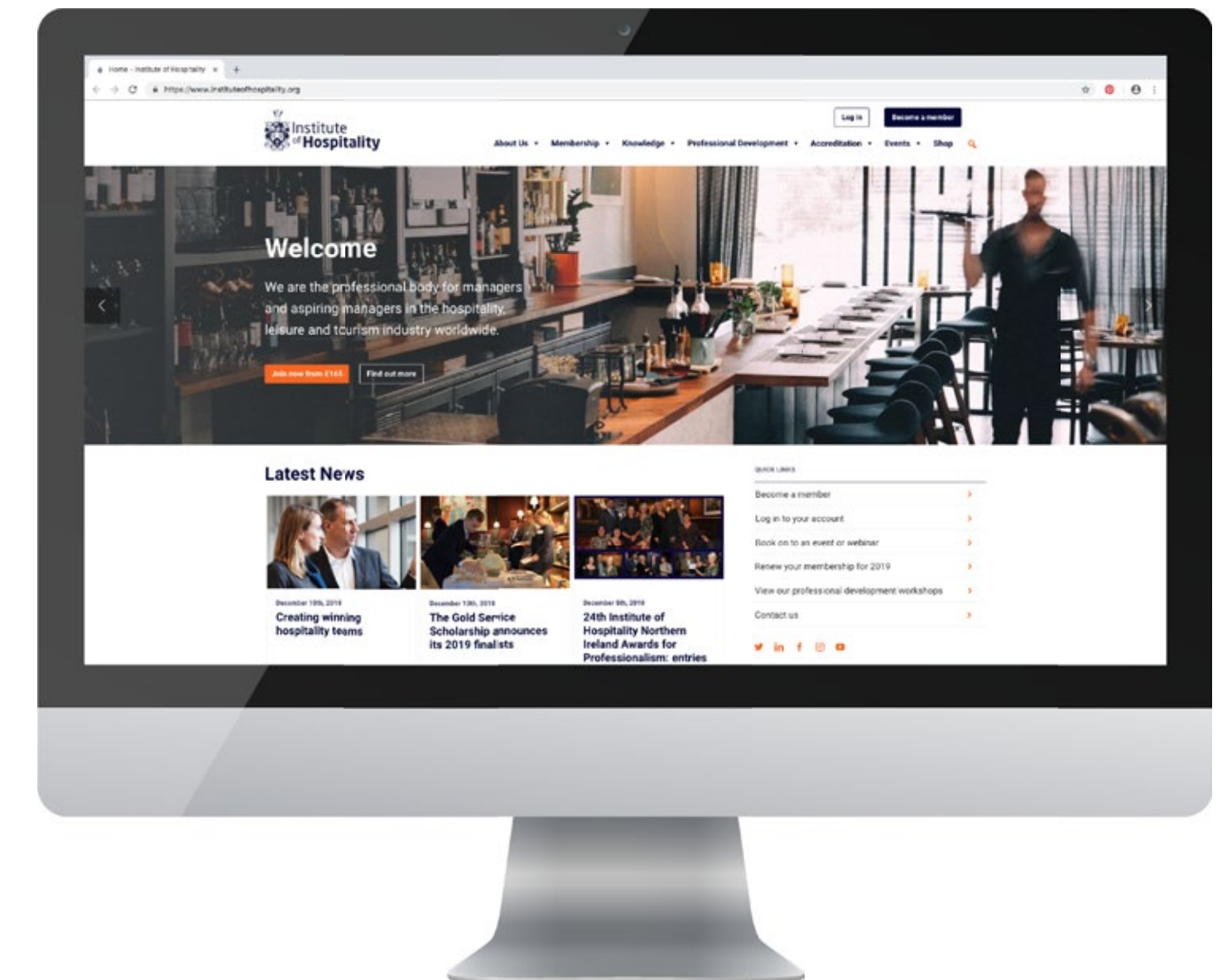
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# HQ: Hospitality Quarterly is the official publication of the Institute of Hospitality.

The Institute of Hospitality is the professional body for managers working in the hospitality, leisure and wider tourism industry. We have members working in every sector of the industry and in over 100 countries around the world.

Published quarterly, the magazine provides authoritative editorial on the latest news and developments that are critical to the industry.



Institute  
of **Hospitality**



# CIRCULATION & AUDIENCE

CIRCULATION  
OF OVER **50K**  
MEMBERS AND  
READERS

## PRINT CIRCULATION

8,032

## WEBSITE

**MONTHLY  
VISITORS: 10,495**

**MONTHLY PAGE  
VIEWS: 37,220**

## DIGITAL CIRCULATION

**TOTAL: 44,137**



## AUDIENCE

HQ magazine distributes a total of 52,169 copies quarterly to senior management across the spectrum of the hospitality industry.

Covering all facets from general managers, to purchasing and owners of independent hospitality locations.

## A SAMPLE OF SOME OF OUR MEMBERS:

|                                    |                             |                            |                               |
|------------------------------------|-----------------------------|----------------------------|-------------------------------|
| Alpha LSG UK                       | Four Seasons Hotel          | Pennyhill Park Hotel & Spa | The Ritz London               |
| BaxterStorey                       | Galvin Restaurants          | Preferred Hotels           | Sodexo                        |
| Belmond Le Manoir aux Quat'Saisons | Hilton Hotels               | Radisson Edwardian Hotels  | University College Birmingham |
| Bespoke Hotels                     | Hyatt                       | Redefine BDL Hotels        | University of Reading         |
| Champneys                          | IHG                         | Rocco Forte Hotels         | Vacherin Limited              |
| Conrad St James                    | Jurys Inn                   | Royal Automobile Club      | Village Hotels                |
| Copthorne Hotels                   | Marriott                    | Royal Garden Hotel         | Welcome Break Group           |
| Corinthia Hotel London             | Millennium Hotels & Resorts | Select Service Partner     | Whitbread                     |
| Crowne Plaza                       | Novotel                     | The Bloomsbury Hotel       | WSH                           |
| De Vere                            | One Aldwych                 | The Dorchester             | Wyboston Lakes                |
| Elior                              | Oxford Brookes University   | The Goring                 |                               |
| Exclusive Hotels                   | Park Plaza                  | The National Trust         |                               |



# PRINT THE MAGAZINE



**52,169**  
TOTAL CIRCULATION

**4**

ISSUES PER YEAR

“

I THOUGHT THE ARTICLE ON FOOD WASTE REALLY HIGHLIGHTED THE SIGNIFICANT IMPACT IT HAS ON THE ENVIRONMENT. THE RESOURCES IN THE ARTICLE SUCH AS THE WRAP TOOLKIT WILL HELP US WHEN PRIORITISING IMPLEMENTATION OF NEW INITIATIVES. STRATEGIES FOR REDUCING, REUSING AND RECYCLING WASTE ARE VITAL FOR PROFITABILITY IN THE LONG RUN AND THIS ARTICLE GAVE A LOT OF FOOD FOR THOUGHT.

”

**MARK FIELD FIH, OPERATIONS DIRECTOR,**  
VICTORY SERVICES CLUB, LONDON



# PRINT STAND OUT DESIGN





# PRINT ENGAGING CONTENT

### REDUCING FOOD WASTE



Another controversial source of waste is food. As a chef, you know that food is a precious resource. It's not just about the taste, but also about the cost. If you're not careful, you can end up with a lot of food that's thrown away. This is not only wasteful, but it's also bad for the environment. So, how can you reduce food waste? There are several ways you can do this. One of the most important is to make sure you're not over-ordering. If you have a good idea of how much food you need, you can avoid ordering too much. Another way is to make sure you're using all the food you do order. If you have a lot of food that's going to go to waste, you can donate it to a food bank or a charity. This is a great way to help people in need, and it can also help you reduce your food waste. Finally, you can also try to make sure you're not throwing away food that's still good to eat. If you have a lot of food that's going to go to waste, you can try to make it into something else. For example, if you have a lot of vegetables that are going to go to waste, you can try to make a soup or a salad. This is a great way to use up food that's about to go to waste, and it can also help you reduce your food waste.

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### WHERE DOES FOOD WASTE COME FROM?

There are many examples of businesses making significant savings by proactively tackling production waste. Morris and the team have found that by reducing food waste, they can save a lot of money. This is a great way to reduce your food waste, and it can also help you save money. So, how can you reduce food waste? There are several ways you can do this. One of the most important is to make sure you're not over-ordering. If you have a good idea of how much food you need, you can avoid ordering too much. Another way is to make sure you're using all the food you do order. If you have a lot of food that's going to go to waste, you can donate it to a food bank or a charity. This is a great way to help people in need, and it can also help you reduce your food waste. Finally, you can also try to make sure you're not throwing away food that's still good to eat. If you have a lot of food that's going to go to waste, you can try to make it into something else. For example, if you have a lot of vegetables that are going to go to waste, you can try to make a soup or a salad. This is a great way to use up food that's about to go to waste, and it can also help you reduce your food waste.

### YOUR BUSINESS IS FOOD... DON'T THROW IT AWAY!

Many hospitality businesses are making significant savings by reducing their food waste. It's time for the entire industry to follow suit. Ben Walker MHI reports from an Institute of Hospitality roundtable discussion in association with WRAP.

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### A NEW FUTURE FOR THE INSTITUTE'S QUALIFICATIONS

The Institute has formed an exciting new partnership with the Confederation of Tourism and Hospitality (CTH) to deliver Institute of Hospitality qualification to ever-increasing numbers in the UK and across the world. CTH's director Simon Cleaver provides the details.

### WHAT NEW DEVELOPMENTS IN QUALIFICATION CAN WE SEE?

The Institute of Hospitality is a leading provider of qualifications for the hospitality industry. It has a long history of providing high-quality qualifications that are recognized by employers and universities. The Institute is now working with the Confederation of Tourism and Hospitality (CTH) to deliver its qualifications to a wider range of people. This is a great opportunity for the Institute to reach more people and to provide them with the qualifications they need to succeed in the hospitality industry. The Institute is also working on developing new qualifications that will be relevant to the future of the industry. This is a great way to ensure that the Institute's qualifications are always up-to-date and relevant to the needs of the industry.

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### ASSET MANAGEMENT

## HOLDING ONTO HOTEL VALUES

UK hotel transactions have been booming, as strong performance has bolstered asset values. Rising costs are putting this at risk. Katherine Doggrell reports



The hotel industry has been a hot topic in the news recently. With the UK economy showing signs of recovery, the hotel industry has been booming. This is a great sign for the industry, as it shows that there is still a demand for hotels. However, there are also some risks to this boom. One of the biggest risks is rising costs. As the cost of building and operating hotels increases, it can put a strain on the industry. This is a concern for investors and for the industry as a whole. So, how can the industry stay on top of these risks? There are several ways you can do this. One of the most important is to make sure you're not over-investing. If you have a good idea of how much you can afford to spend, you can avoid over-investing. Another way is to make sure you're using all the resources you have. If you have a lot of resources that are going to go to waste, you can try to make them into something else. For example, if you have a lot of money that's going to go to waste, you can try to invest it in something else. This is a great way to use up resources that are about to go to waste, and it can also help you reduce your costs. Finally, you can also try to make sure you're not throwing away resources that are still good to use. If you have a lot of resources that are going to go to waste, you can try to make them into something else. For example, if you have a lot of money that's going to go to waste, you can try to invest it in something else. This is a great way to use up resources that are about to go to waste, and it can also help you reduce your costs.

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### Re-writing the rule book

In a highly distinguished career, Sue Williams FHI M has resurrected historical properties such as Cliveden to the delight of modern guests. Equally importantly, she has nurtured countless talented young hoteliers and chefs. She speaks to HQ about her career and the exciting times we live in



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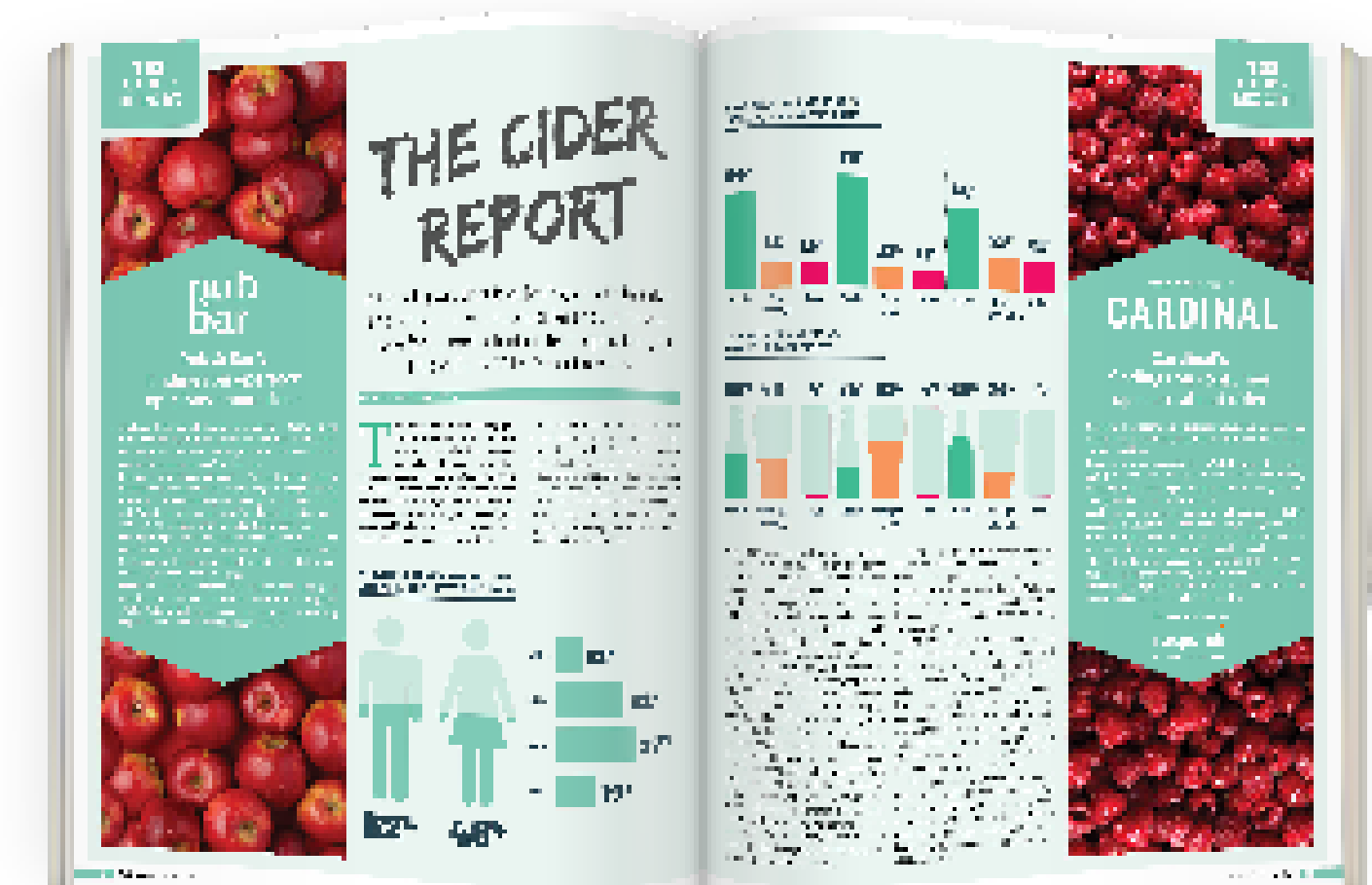
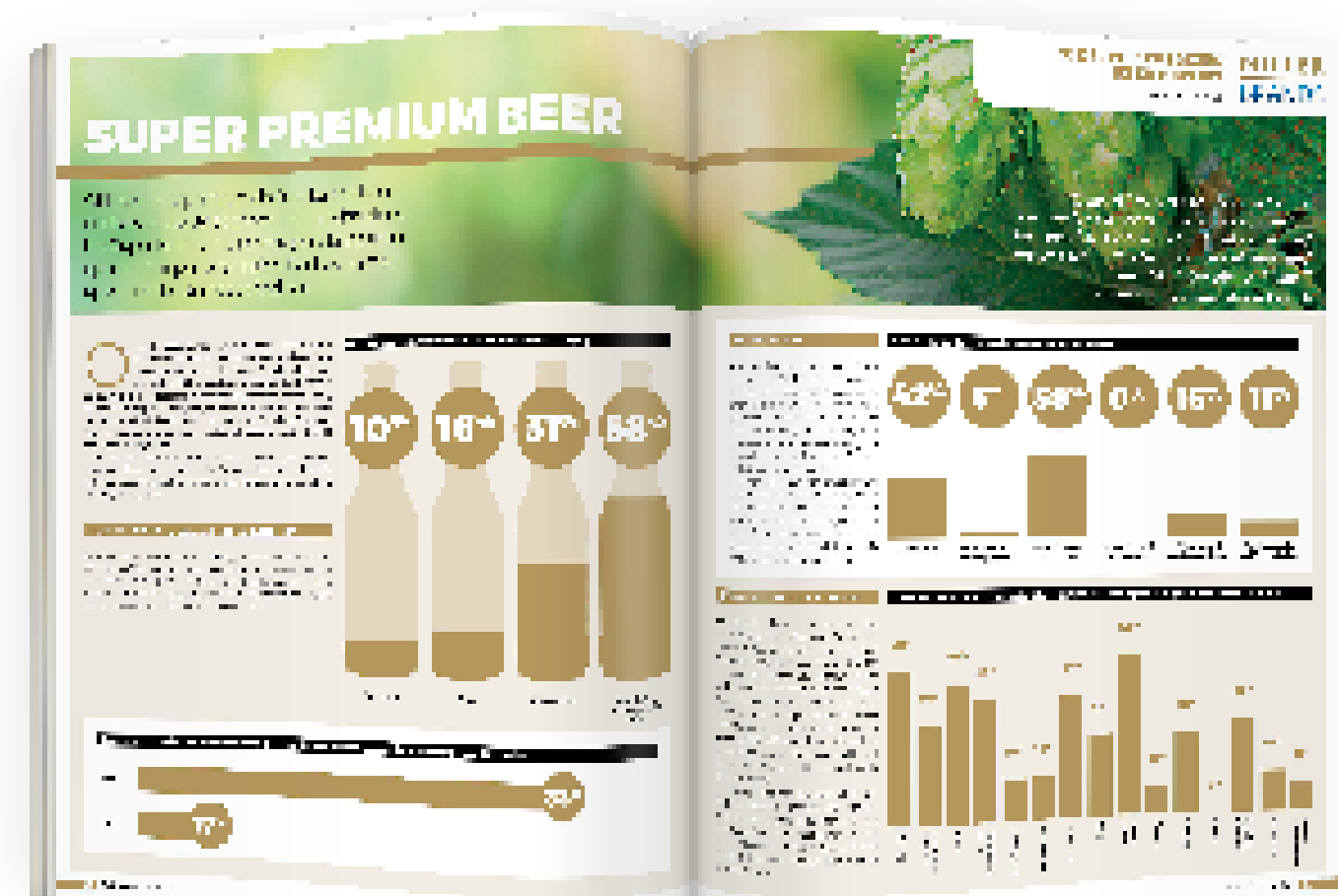
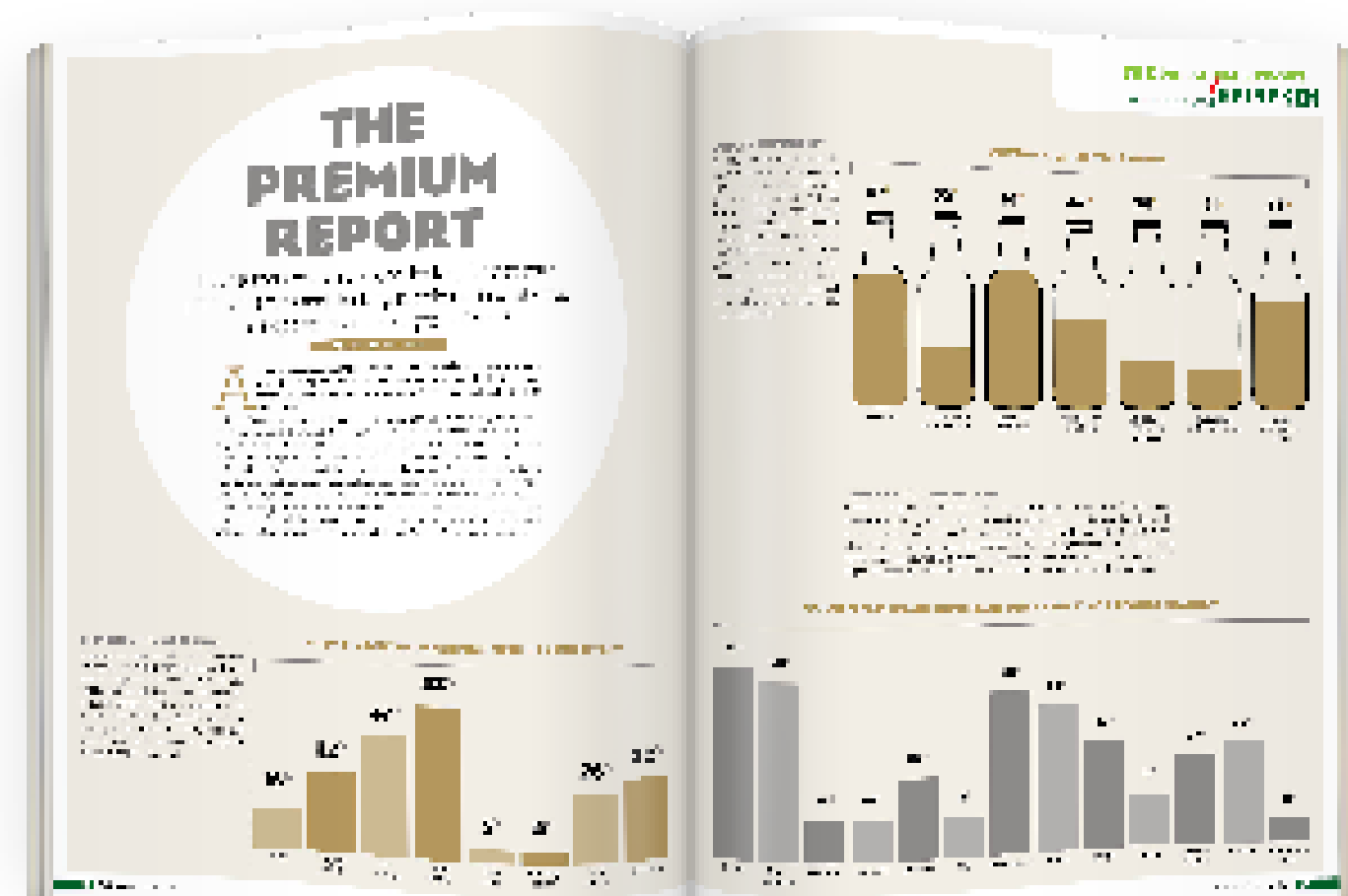


# HIGH IMPACT CREATIVES ENHANCING YOUR PRESENCE

## FALSE FRONT COVER



## SHARE YOUR INDUSTRY REPORTS - EXAMPLES SHOWN FROM PUB & BAR MAGAZINE





# HIGH IMPACT CREATIVES

ADVERTORIALS

CONTACT  
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MORE  
OPTIONS

H<sub>2</sub>O  
Publishing



ROLL  
FOLD

FOUR PAGE  
COVER  
WRAP

BRANDED  
POLYWRAP

GATE  
FOLD

BELLY  
BAND

BARN  
DOOR

TIP  
ON

TEASER  
STRIP

TEXTURE  
FOIL  
FINISHES

BOUND IN  
PRE-PRINTS



# DIGITAL

MONTHLY  
VISITORS:

10,495

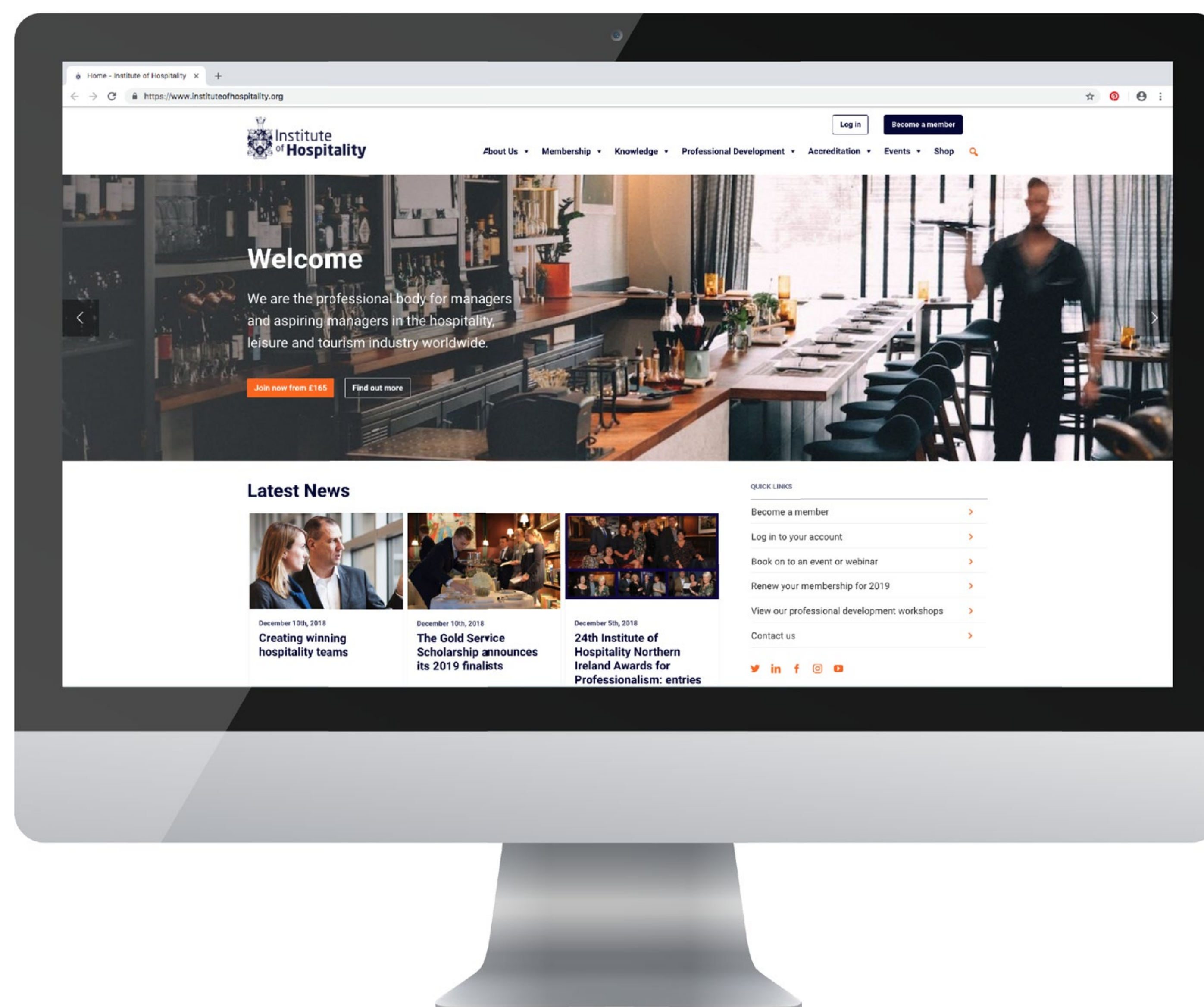
MONTHLY  
PAGE VIEWS:

37,220

DIGITAL  
CIRCULATION

44,137

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# **HQ Magazine** is one of **sixteen** industry leading foodservice titles produced by **H2O Publishing**.

We provide engaging and trusted editorial across a range of key verticals including; education, hospitals, restaurants, contract catering and many more.

As well as publishing and direct marketing, our expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.



# FEATURES LIST

## HQ 2019

### **SPRING 2019**

- *Combi Ovens, Grills & Barbeques*
- *Soft Drinks, Juices, Smoothies & Water*
- *Epos, Apps & Payments*

### **SUMMER 2019**

- *Cleaning, Hygiene & Food Safety*
- *Kitchen & Restaurant Design*
- *Restaurant Show Previe*

### **AUTUMN 2019**

- *Warewashing*
- *Tableware & Glassware*
- *Hospitality Recruitment*

### **WINTER 2019**

- *Hot Beverages (Tea & Coffee)*
- *Refrigeration*
- *Finance Options*



# RATE CARD PRINT 2019

FALSE FRONT COVER

**£6,500**

DOUBLE PAGE SPREAD

**£3,950**

FULL PAGE

**£2500**

HALF PAGE

**£1,650**

THIRD PAGE

**£1,250**

QUARTER PAGE

**£950**

BELLYBAND INTO DPS

**£12K**

4 PAGE WRAP

**£13K**

DIE CUT FALSE FRONT

**£15K**



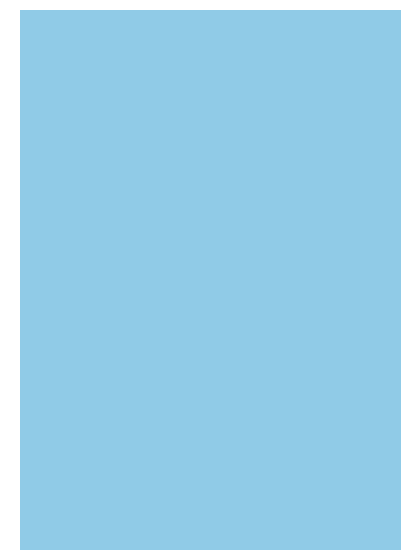
# TECHNICAL SPECIFICATIONS

## MAGAZINE SET TO A4

All page information, including images, EPS and text should be:  
**SUPPLIED ONLY IN CMYK MODE, NOT RGB.**

No Pantone colours or 5th colour specials to be used.

No colour profiles saved within image – i.e. colour management or ICC profiles.



### WHOLE PAGE

**Bleed:** H = 303 mm x W = 216mm

**Trim:** H = 297 mm x W = 210 mm

**Type:** H = 268 mm x W = 196 mm

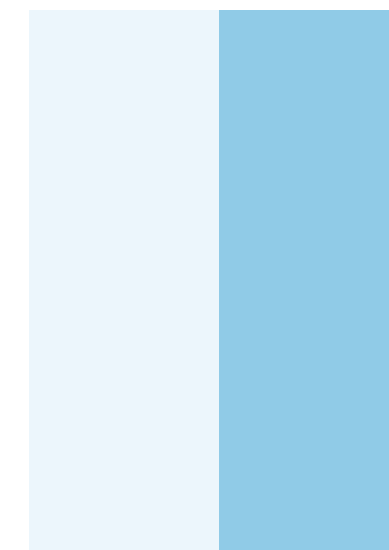


### DPS PAGE

**Bleed:** H = 303 mm x W = 426 mm

**Trim:** H = 297 mm x W = 420 mm

**Type:** H = 268 mm x W = 396 mm



### 1/2 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 111 mm

**Trim:** H = 297 mm x W = 105 mm

**Type:** H = 268 mm x W = 91 mm

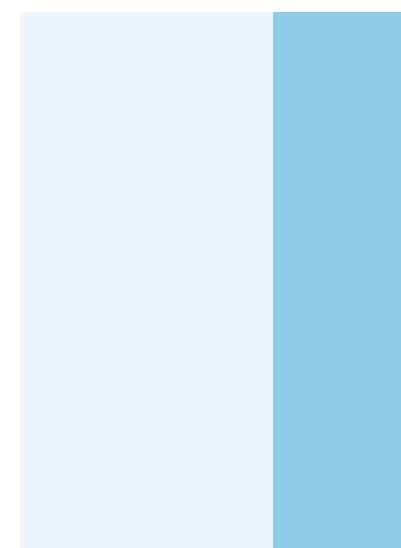


### 1/2 PAGE HORIZONTAL

**Bleed:** H = 154.5 mm x W = 216 mm

**Trim:** H = 148.5 mm x W = 210 mm

**Type:** H = 134 mm x W = 186 mm



### 1/3 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 76 mm

**Trim:** H = 297 mm x W = 70 mm

**Type:** H = 287 mm x W = 60 mm

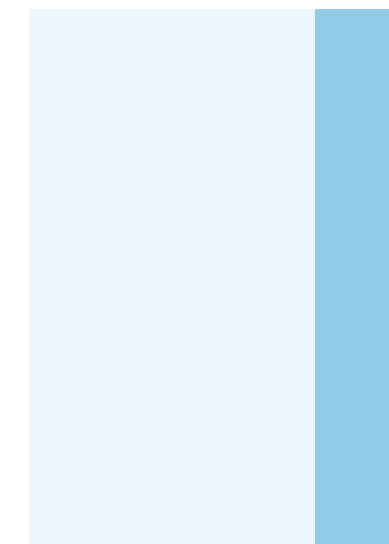


### 1/3 PAGE HORIZONTAL

**Bleed:** H = 101 mm x W = 216 mm

**Trim:** H = 95 mm x W = 210 mm

**Type:** H = 79 mm x W = 190 mm



### 1/4 PAGE VERTICAL

**Bleed:** H = 303 mm x W = 49 mm

**Trim:** H = 297 mm x W = 43 mm

**Type:** H = 268 mm x W = 37 mm



### 1/4 PAGE HORIZONTAL

**Bleed:** H = 80 mm x W = 216 mm

**Trim:** H = 74 mm x W = 210 mm

**Type:** H = 67 mm x W = 186 mm

# CONTACTS

**DON PHARES**  
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**EDITORIAL ENQUIRIES**

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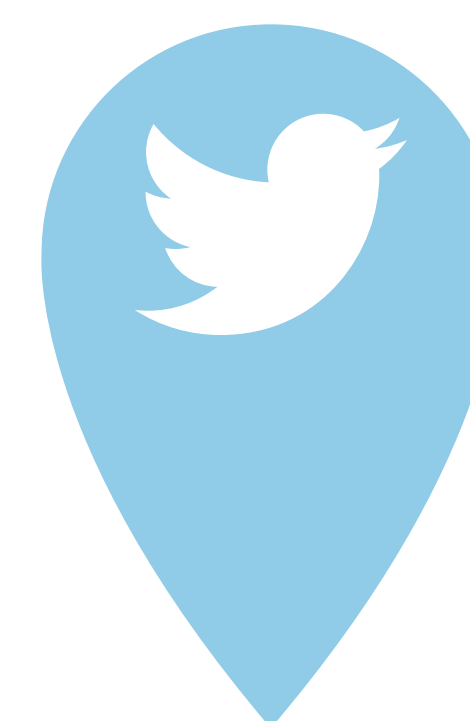
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