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INSTITUTE OF
HOSPITALITY



2024 MEDIA PACK

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Institute
of Hospitality

INSTITUTE OF HOSPITALITY



The Institute of Hospitality is the global, professional body for the hospitality industry and a registered educational charity.

Representing over 16,000 members, from students, junior, middle, and senior managers, to senior executives and industry leaders across all disciplines and a diverse industry.

All our members achieve a professional grade based on their knowledge, expertise and experience in the hospitality industry, with the highest accolade being accepted into our College of Fellows.

Since 1938 we have won major awards for our work as a membership body including our Diversity & Inclusion initiatives.

Robert Richardson FIH MI, Chief Executive



**CLICK TO
READ THE
MAGAZINE**

OFFICIAL PUBLICATION OF



**Institute
of Hospitality**

CIRCULATION & AUDIENCE

TOTAL CIRCULATION

42,195

PRINT CIRCULATION

6,820

Mailed

25,345

Estimated passed on copies

DIGITAL CIRCULATION

10,030

AUDIENCE

The Institute of Hospitality Magazine distributes a total of **42,195 copies** three times per year.

An ambitious, talented and expert audience across the hospitality industry, which includes travel, tourism and leisure.

From hotels, restaurants, food service for businesses and education, prisons, higher education, clubs, education and entertainment, and covering disciplines including: Undergraduate students, Graduates, Apprentices, Junior, middle and senior-level managers, Senior lecturers/Heads of School, C suite executives, Managing Directors.

A SAMPLE OF WHO OUR READERSHIP INCLUDES:

 *Dorchester Collection*



THE PRINT MAGAZINE

The official global magazine of the Institute of Hospitality

3 ISSUES PER YEAR

32,165
Total

6,820
Mailed

25,345
Estimated passed
on copies



HIGH IMPACT CREATIVES

ADVERTORIALS



BELLY BAND

TIP ON

CONSECUTIVE STRIPS

FALSE FRONT COVER

FOUR PAGE COVER WRAP

ISSUE TAKE OVER

TEASER STRIPS



RATE CARD

PRINT 2024

FALSE FRONT COVER

£7,150

DOUBLE PAGE SPREAD

£4,350

FULL PAGE

£2,750

HALF PAGE

£1,825

THIRD PAGE

£1,375

QUARTER PAGE

£1,050

BELLYBAND INTO DPS

£8.8k

4 PAGE WRAP

£11k

DIE CUT FALSE FRONT

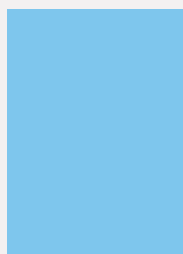
£9.9k

TECHNICAL SPECIFICATIONS

ALL OUR MAGAZINES ARE SET TO A4 - 210mm x 297mm

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.

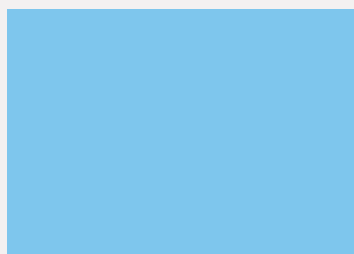


WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm

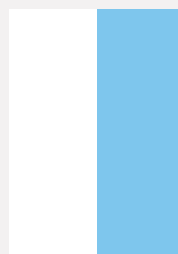


DPS PAGE

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



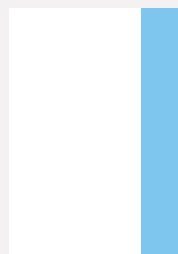
1/3 PAGE

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

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IoH MAGAZINE IS ONE OF THIRTEEN 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, H2O Publishing's 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.

