

THE WORLD OF HOSPITALITY

Hotels, Bars & Restaurants

MEDIA PACK 2019



About Us

The World of Hospitality delivers breaking news on the topics that are shaping the modern hospitality sector.

Providing guidance and contacts for owners, operators and managers to help develop their business and achieve excellence.

The hospitality industry is undergoing a period of productive growth. Investment and development are at record breaking levels across the globe whether it is independently owned or internationally branded. New developments are setting the very highest design standards and existing owners are refurbishing to

remain competitive with the demands for creativity and luxurious interiors.

The publication is designed to inspire, excite and inform

Each issue features beautiful written articles from the worlds leading luxury hotels, fine-dining restaurants and bars at home or abroad. The issues also include comprehensive product galleries from the worlds leading manufacturers and service providers.

The World Of Hospitality is the perfect partner for companies looking to target key buyers and specifiers within the hospitality sector.

Exhibition Shortlist 2019

The World of Hospitality distributes many copies of the magazines at a number of related trade shows and exhibitions. Below is a list of some of the larger shows you will find us at.

- Hotel, Restaurant & Catering
- The Hotel, Catering and Retail Show
- The Restaurant Design Show
- Pub 19
- Manchester Furniture Show
- Independent Hotel Show
- Hotel Tech Live
- Coffee Culture
- Northern Restaurant & Bar
- Sleep & Eat
- Catering Equipment Expo

Circulation

Here at The World Of Hospitality, we have access to the largest unique circulation of crucial decision makers within the hospitality industry.

With a combined circulation of 89,496. This is broken down into perfect bound hard copies which are sent out, and digital editions which make their way into the key buyers personal inboxes each issue.

Circulation Breakdown

Bar & Club Owners and Operators – 12,794
Restaurant Owners & Operators – 19,447
Developers & Investors – 2,819
Interior Designers – 8,116
Architects – 8,548
senior executives at all major hotel groups – 2,843
Independent luxury and lifestyle hotels – 11,840
Purchasing & Procurement Departments – 17,270
4* 5* Hotels & Guest Houses – 5,821

Extra copies of the publication are distributed at hospitality conferences and leading trade fairs/ exhibitions worldwide.

Digital Advertising

Solus email – The World of Hospitality Email marketing is a powerful, cost effective and environmentally friendly form of online marketing. It is an easy way to communicate with your target audience, allowing you to track the success of your campaigns instantly, in real time.

Our Services

- Bespoke strategy development and planning
- Complete campaign management
- Database development
- Creative design of email templates
- Email database management
- Email delivery management
- Advanced reporting

Website Banner

With The World of Hospitality website receiving an average of 28,000 views per month, this is a great opportunity to take advantage of publishing your very own rotating or static web banner, which in turn will drive traffic directly through to your own website generating some fantastic enquiries. The banner will be published on our site for 12 consecutive months from the date of publishing.

Monthly Newsletter

Our monthly Newsletter targets tens of thousands of key buyers and specifiers within Hospitality industry. With each release receiving a fantastic response and a high amount of enquiries, this is certainly a worthwhile option of getting your product/service recognised with the correct audience. With such a large circulation of relevant readers, this form of advertising is definitely money well spent.

The overall benefits of the Newsletter Insertion:

- 1,000 words of text and a selection of images
- Direct hyperlink to your website (within 7 seconds, boosting your online visibility)
- Higher search rankings
- Read more link to view full release
- Release will be published on the home page of The World of Hospitality website
- Statistics supplied upon request
- Total Circulation of 76,962

Rates:

- Solus Email Campaign - £1,995.00
- Website Banner (12 months) - £895.00
- Monthly Newsletter - £295.00

Rates & Data

Magazine

The World Of Hospitality magazine is published on a bimonthly basis in the following order:

Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

If you wish for your artwork to be made up by our reprographics department, copy should be submitted two weeks prior to the publications print deadline.

Rates

Please find below the rate card of the areas of the magazine that can be bought to showcase your product or service for a bimonthly period. Whether it be a company editorial story or an advert, all are welcome within the issue for the provided rates.

| Size | Rate |
|--------------------|--------|
| Double Page Spread | £4,000 |
| A4 Page | £2,100 |
| Half Page | £1,400 |
| Quarter Page | £950 |
| Product Showcase | £225 |

Data

Below is the specifications for the size of adverts the are to be sent over already created. If you do not have a reprographics team this is not a problem. Including in our rates we provide a free of charge reprographics team with a 3 proof service so that the copy is produced right for you.

| Type | Area | Trim | Bleed |
|--------------------|---|---------------|---------------|
| Double Page Spread | 400mm x 277mm | 420mm x 297mm | 426mm x 303mm |
| A4 Page | 190mm x 277mm | 210mm x 297mm | 216mm x 303mm |
| Half Page | 180mm x 132mm | N/A | N/A |
| Quarter Page | 88mm x 132mm | N/A | N/A |
| Product Showcase | 1 colour image, 100-120 words of text, company logo and contact details | | |

All copy must be supplied as a high resolution PDF, JPG, TIFF, EPS, PSD or INDD file. If EPS, PSD or INDD files are supplied, the images and fonts used must be provided.



Contact Us

THE EDITORIAL TEAM

Editor: Simone Couture
editor@theworldofhospitality.com

Project/Feature Manager: Sam Farlen
projects@theworldofhospitality.com

THE SALES TEAM

Sales Director: Jamie Bullock
Email: jamie@theworldofhospitality.com
Tel: (+44) 020 7193 6579

Editorial Assistant: Amanda Martin
Email: amanda@theworldofhospitality.com
Tel: +44 (0)2032 908 847

Sales Executive: Gina Stefano
Email: gina@theworldofhospitality.com

THE ACCOUNTS TEAM

Accounts Department: Rachel Jackson
Email: accounts@theworldofhospitality.com
Tel: (+44) 020 7193 6579

CORPORATE

Publishing Director: Martin Holmes
martin@theworldofhospitality.com

Creative Director: Josh Holmes
josh@theworldofhospitality.com

B2B Digital Media Limited
Office 15, Second Floor, Innovation House, Discovery Park,
Ramsgate Road, Sandwich, Kent, CT13 9FD

Head Office: (+44) 01227 937174

