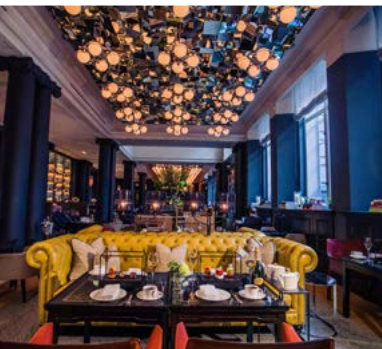


# THE WORLD OF HOSPITALITY

Hotels, Bars & Restaurants

MEDIA PACK



## 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 World of Hospitality 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.

## Exhibitions

On top of our unique circulation, The World of Hospitality distributes additional copies of the magazine at a number of relevant trade shows and exhibitions. As events change and are added to each year, please contact our sales department for a list of events we are attending with our upcoming issues.

## Digital Edition

On top of the printed edition, The World of Hospitality can be read online via three major online platforms.



## 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 are sent directly into the inboxes of key buyers 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 unique visitors 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 products or services 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, boosting your online visibility  
Higher search rankings  
Read more link to view full release  
Your release will be published on the home page of The World of Hospitality website and across our social media channels  
Statistics supplied upon request  
Total Circulation of 89,496

### 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 bi-monthly 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 design department, copy should be submitted two weeks prior to the publications print deadline.

### Rates

Please find below the rates and sizes in the magazine that can be bought to showcase your product or service for a bi-monthly period. Whether it be a company editorial story or 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 that are to be sent over already created. If you do not have a design team this is not a problem. Including in our rates we provide a free of charge design 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

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