



Excellence in connecting the hospitality community



Hotel Business is designed to keep our industry abreast of the ever-changing landscape, with a clear focus on what property owners and managers need to maximize the value of their assets.

We provide best practices, industry expertise and real-world business applications to create tools for our audience—from brands to brokers—to succeed in their businesses. *Hotel Business* takes a thought-leadership approach to its content, consulting with leading industry executives to create a print and online community that fosters knowledge, engagement and trust.

Hotel Business is always at your fingertips, breaking news, covering on-the-scene events and reporting on the pulse of the industry. By connecting with our readers on all platforms—print, digital, social and in-person—we keep the decision-makers in the industry informed and current on all things hospitality. Moreover, *Hotel Business* provides networking opportunities and exclusive hospitality insight with our in-person Roundtable Series and virtual Hot Topics events.

The top industry professionals, including hotel brand executives, hotel ownership groups, property management companies, purchasing executives, financial institutions and more, turn to *Hotel Business* first to learn about the latest news and most talked-about topics.



Anywhere & Everywhere You Are.



HOTEL BUSINESS AT A GLANCE

Edited for top industry decision-makers to keep their finger on the pulse of the hospitality industry with the latest news, in-depth reporting and the most talked-about topics.

Readership Profile: C-Suite decision-makers serving the Hospitality/Lodging Industry, Multi-Unit Owners/Operators/Developers/Franchisees, Management Companies, Hotel Brand Headquarters and Regional Offices.

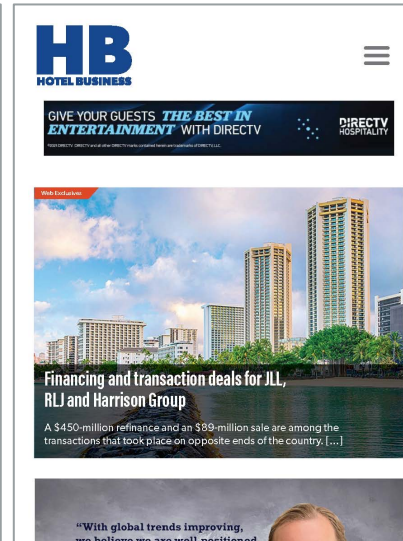
Also served are Architecture/Interior Design Firms, Construction Companies as well as Purchasing Companies, Financial Companies, and others allied to the field.



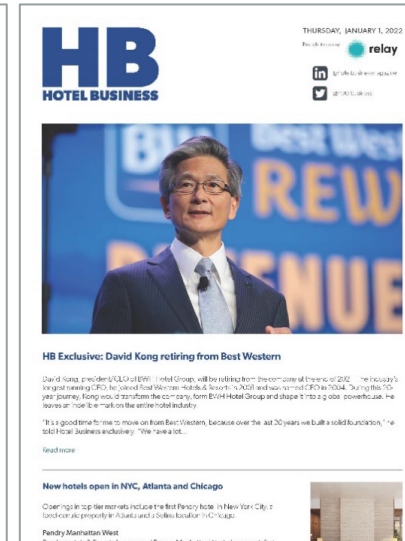
40,000
subscribers



800,000
page views per month



50,000
unique users



30,000
subscribers



@hotelbusinessmagazine



@hotelbusiness

Anywhere & Everywhere You Are.



IS THE CLEAR INDUSTRY LEADER

#1

Editorial content I trust the most 60% v 10%

industry authority 56% v 11%

Turn to First 63% v 9%

Best Information to Run my Business Effectively 56% v 13%

source used in making business decisions 51% v 26%

in comprehensive coverage of the hospitality industry 57% v 11%

Net Promoter Score of 57 (70/17/13)

Source: Harvey Reader Preference Study 2021

Anywhere & Everywhere You Are.

90%

of readers have taken one or more of the following actions:

Referred an article or ad to colleague

Used ideas found in articles or ads

Saved/distributed an article for reference

Visited a website

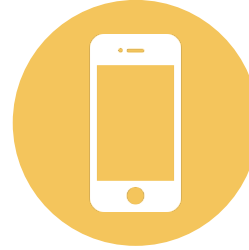
Recommended the purchase of a product or service

Purchased a product or service

Contacted an advertiser



Website



Mobile



Digital Edition

PAGE
VIEWS

>800,000

>51,000

UNIQUE
VISITORS

>90,000

>29,000

VISITOR
SESSION TIME

> 20 minutes

CIRCULATION

60,000

THEY TURN TO HOTEL BUSINESS FIRST



“*Hotel Business* helps me stay ahead of the curve with news and information.”

—Christopher J. Nassetta
President & CEO
Hilton



“*Hotel Business* understands our industry, our brand and our hoteliers. Its writers have their fingers on the pulse of what matters at every level of the hospitality trade.”

—David Kong
President & CEO
Best Western
Hotels & Resorts



“*Hotel Business* gives me pertinent news and information in a timely manner. That's more important now than ever before.”

—Eric Danziger
CEO
Trump Hotels



“The hospitality industry is very competitive and losing touch is not an option for rapidly growing brands like ours. As a celebrated source of truth, *Hotel Business* makes staying informed simple.”

—Ryan Rivett
President & CEO
My Place Hotels

THEY TURN TO *HOTEL BUSINESS* FIRST



“*Hotel Business* is a must-read for our organization. Their writers are always the first to report the latest trends and news stories, and know what’s important for the growth of our business.”

—Jay Stein
Chief Executive Officer
Dream Hotel Group



“The quality and presentation of the content is succinct and timely. The *Hotel Business* editorial staff’s knowledge and passion for the hospitality industry is reflected in every issue.”

—Bruce White
Chairman & CEO
White Lodging
Services Corp.



“The minute I pick up the publication I am excited about the new revelations I will experience. Reading *Hotel Business* allows me to speak with authority about current trends and key people in hospitality.”

—Richard P. Millard
Highgate



“*Hotel Business* gives me the information I need to get deals done.”

—Jim Merkel
President & CEO
Rockbridge Capital

ISSUE	DEPARTMENTS	SPECIAL FEATURES	BONUS DISTRIBUTION
January Space: Dec. 14 Materials: Dec. 16	Supply Side: Bedding & Linens Technology: Guest-facing Policies & Procedures: Insurance/Liability Amenities	Branding Market Watch Operations Health & Wellness	2022 Industry Outlook ALIS
February Space: Jan. 24 Materials: Jan. 26 Shop Talk* Space: Jan. 24 Materials: Jan. 26	Supply Side: HVAC Solutions Technology: Revenue Management Design: Renovations Sustainability Global View	Guest Services Best Practices Food & Beverage Business & Leisure	Advertorial Opportunity Shop Talk Supplement: Your Products, Your Story Hunter Investment Conference
March Space: Feb. 23 Materials: Feb. 25	Supply Side: Laundry Technology: TV Content Solutions Policies & Procedures Amenities Branding	Market Watch Operations Health & Wellness Trend Watch	Brokers Report AAHOA Convention

ISSUE	DEPARTMENTS		SPECIAL FEATURES	BONUS DISTRIBUTION
April Space: March 25 Materials: March 29	Supply Side: HVAC Solutions Technology: Infrastructure Design: New-Builds Sustainability Global View	Guest Services Best Practices Food & Beverage Business & Leisure	Management Company Report & Listing	HD Expo
May Space: April 21 Materials: April 25	Supply Side: Bedding & Linens Technology: Guest-facing Policies & Procedures: Insurance/Liability Amenities Branding	Market Watch Operations Health & Wellness Trend Watch	Construction Report	NYU Conference
June Space: May 20 Materials: May 24	Supply Side: Minibars Technology: Operations Design: Landscaping Sustainability Global View	Guest Services Best Practices Food & Beverage Business & Leisure		HITEC

ISSUE	DEPARTMENTS	SPECIAL FEATURES	BONUS DISTRIBUTION
July Space: June 21 Materials: June 23	Supply Side: Laundry Technology: Revenue Management Policies & Procedures Amenities Branding	Market Watch Operations Health & Wellness Trend Watch	Mid-Year Outlook NABHOOD
August Space: July 21 Materials: July 25 Tech Supplement* Space: July 19 Materials: July 23	Supply Side: HVAC Solutions Technology: Infrastructure Design: Conversions Sustainability Global View	Guest Services Best Practices Food & Beverage Business & Leisure	Owners & Developers Report & Listing REIT Report Advertorial Opportunity Technology Solutions Supplement
September Space: Aug. 22 Materials: Aug. 24 Shop Talk* Space: Sept. 22 Materials: Sept. 24	Supply Side: Bedding & Linens Technology: Revenue Management Policies & Procedures Amenities Branding	Market Watch Operations Health & Wellness Trend Watch	Brands Report & Listing Franchise Fees Update The Lodging Conference

ISSUE	DEPARTMENTS		SPECIAL FEATURES	BONUS DISTRIBUTION
October Space: Sept. 21 Materials: Sept. 23 Shop Talk* Space: Sept. 19 Materials: Sept. 21	Supply Side: Laundry Technology: Guest-facing Design: Adaptive-reuse Sustainability Global View	Guest Services Best Practices Food & Beverage Business & Leisure	Sources of Funding Report Advertorial Opportunity Shop Talk Supplement: Your Products, Your Story	HX: The Hotel Experience BDNY
November Space: Oct. 21 Materials: Oct. 25	Supply Side: Bedding & Linens Technology: Operations Policies & Procedures: Insurance/Liability Amenities Branding	Market Watch Operations Health & Wellness Trend Watch	Five to Watch	
2023 Green Book Space: Nov. 18 Materials: Nov. 22	Industry Overview & Analysis Looking Ahead to 2023			

SPONSORED CONTENT

Hotel Business' sponsored digital content program lets advertisers align with topical industry content that informs and engages the digital reader. Positions include placement in the Front Page and Category sections of hotelbusiness.com. Sponsored content campaigns include scheduled news posts to keep the content fresh and extend the advertising exposure. Sponsored content posts are permanently accessible in the hotelbusiness.com archives.

Exclusivity: Max (3) advertisers
\$1,500/week

HOME PAGE TAKEOVER

This dynamic opportunity includes two 300x600 units, two 970x250 units and a background color to match your campaign. Upon page load, all positions will be displayed simultaneously. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per month
\$8,000/month

CATEGORY TAKEOVER

This is your opportunity to sponsor industry news categories on hotelbusiness.com. Upon page load, all positions will be displayed simultaneously with the sponsor ad. Campaigns connect to a supplied link.

Exclusivity: Max (1) advertisers per category
728x90 and 300x600 Banners: \$5,000/month



THURSDAY, JANUARY 1, 2022

 @hotelbusnews
 @hotelbusinessonline



HB Exclusive: David Kong retiring from Best Western

David Kong, president/CEO of BWI Hotel Group, will be retiring from the company at the end of 2021. The industry's longest running CEO, he joined Best Western Hotels & Resorts in 2001 and was named CEO in 2004. During this 20-year journey, Kong would transform the company from BWI Hotel Group and shape it into a global powerhouse. He leaves an indelible mark on the entire hotel industry.

"It's a good time for me to move on from Best Western, because over the last 20 years we built a solid foundation," he told Hotel Business exclusively. "We have a lot..."

[Read more](#)

New hotels open in NYC, Atlanta and Chicago

Openings in top-tier markets include the first Pendry hotel in New York City, a food-centric property in Atlanta and a Selina location in Chicago.



LEADERBOARD

This eye-catching sticky position sits atop each page within hotelbusiness.com. Campaigns are randomly drawn and connect to a supplied link.

Exclusivity: Max (6) advertisers
728x90 Leaderboard Banner: \$2,500/month

SUPER LEADERBOARD

This expanded leaderboard sits under the "popular articles" section within each page of hotelbusiness.com. Campaigns are randomly drawn and connect to a supplied link.

Exclusivity: Max (6) advertisers
970x90 Super Leaderboard Banner: \$3,000/month

VERTICAL RECTANGLE (POSITION 1)

This impactful position is located above the fold and in the "main" content regions of each page of hotelbusiness.com. Campaigns are randomly drawn and connect to a supplied link.

Exclusivity: Max (6) advertisers
300x600 or 160x600 Banner: \$3,500/month

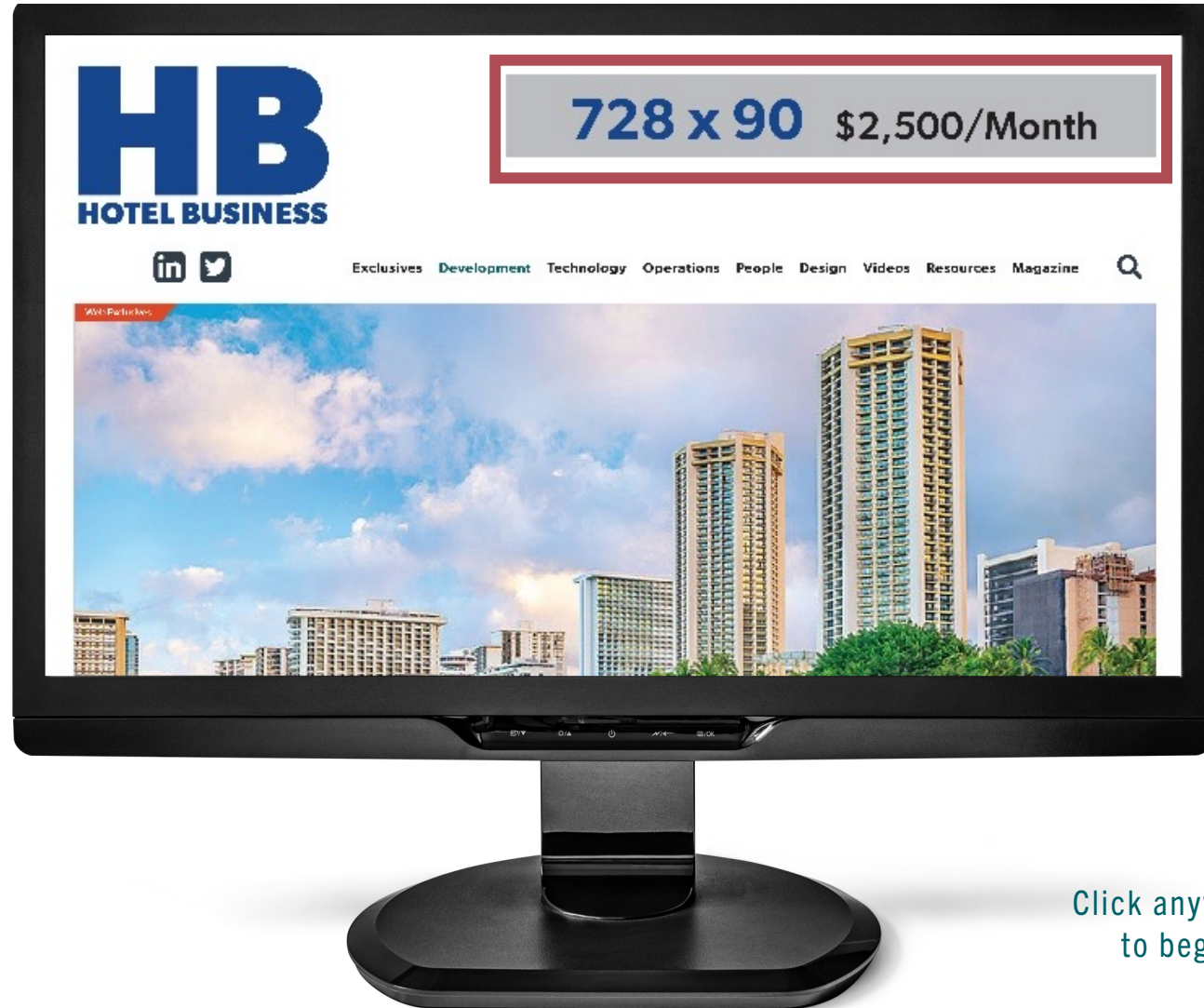
VERTICAL RECTANGLE (POSITION 2)

This impactful, sticky position is located under the "popular articles" section and in the content regions of each page of hotelbusiness.com. Campaigns are randomly drawn and connect to a supplied link.

Exclusivity: Max (6) advertisers
300x600 or 160x600 Banner: \$3,500/month



HOTELBUSINESS.COM ADVERTISING POSITIONS

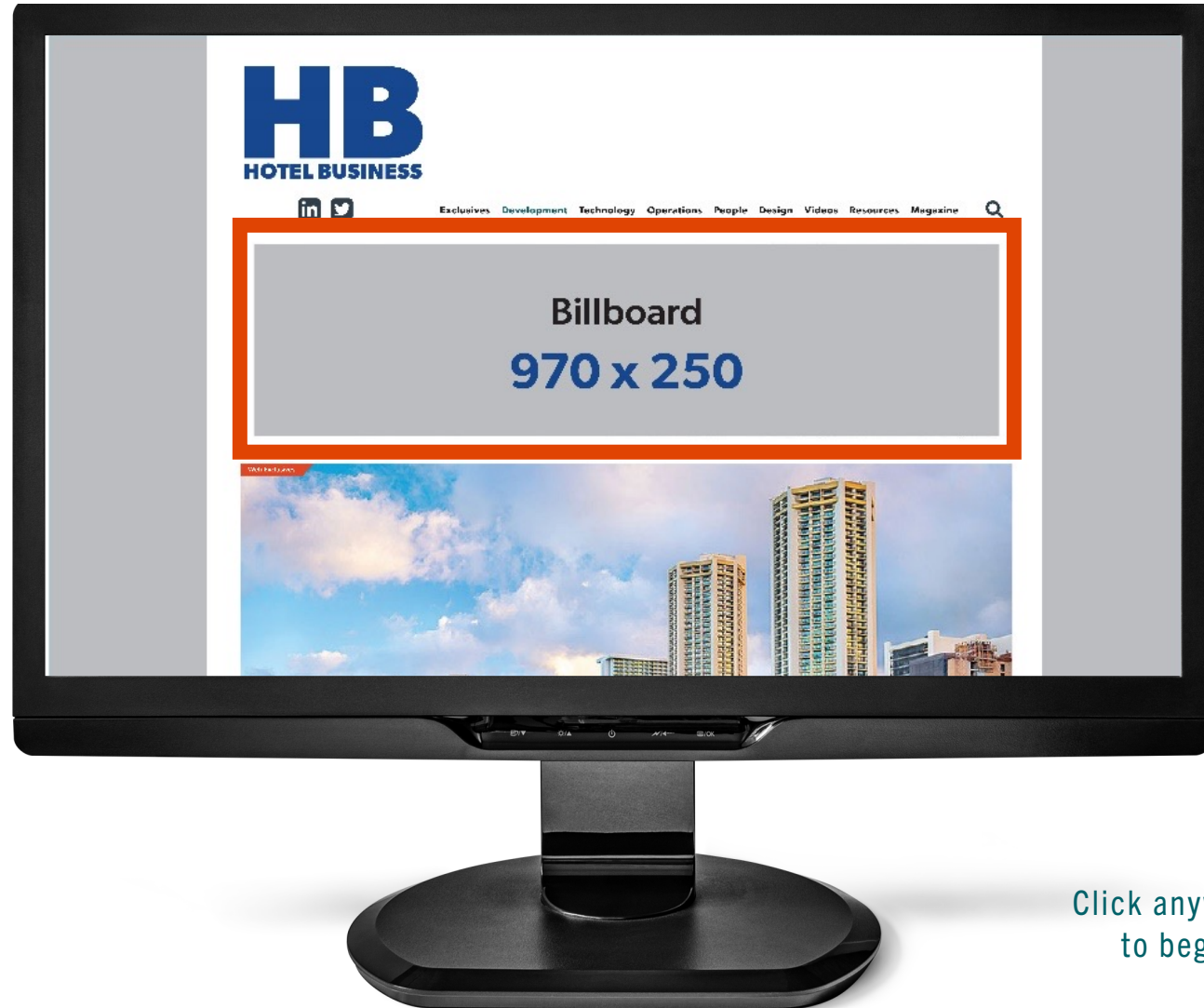


Click anywhere on the screen
to begin the animation

Anywhere & Everywhere You Are.



HOTELBUSINESS.COM HOMEPAGE TAKEOVER POSITIONS



Click anywhere on the screen
to begin the animation

Anywhere & Everywhere You Are.



EMAIL OPPORTUNITIES & SPONSORSHIPS

Daily Newsletter

Be the exclusive sponsor of the *Hotel Business* Daily Newsletter one day per week for one month. Advertisers receive one sponsored post within each newsletter, a 300x250 ad position and sponsorship logo signage positioned at the top of each email. Campaigns connect to a supplied link.

Exclusivity: Max (5) advertisers
per week, exclusive days
\$3,500/month

Custom Eblast

Deliver your custom message to the industry's top decision-makers.

\$4,000/E-blast

Beyond The Boardroom Newsletter

An inside look at the humanitarian efforts of the hospitality industry, highlighting the people and companies endeavoring to make a world of difference in their communities and beyond. Sponsorship includes a 300x250 ad position and sponsorship logo signage positioned at the top of this quarterly newsletter. In addition, sponsors receive one sponsored content headline. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per quarter
\$3,500/quarter

Health & Wellness Newsletter

Covering fitness programs, innovations, and branded experiences. Sponsorship includes a 300x250 ad position and sponsorship logo signage positioned at the top of this quarterly newsletter. In addition, sponsors receive one sponsored content headline. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per quarter
\$3,500/quarter

Technology Update Newsletter

The industry's latest tech innovations and products. Sponsorship includes a 300x250 ad position and sponsorship logo signage positioned at the top of this quarterly newsletter. In addition, sponsors receive one sponsored content headline. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per quarter
\$3,500/quarter

Industry Update Newsletter

Providing quarterly stats and reports on the state of the hospitality industry. Sponsorship includes a 300x250 ad position and sponsorship logo signage positioned at the top of this quarterly newsletter. In addition, sponsors receive one sponsored content headline. Campaigns connect to a supplied link.

Exclusivity: (1) advertiser per quarter
\$3,500/quarter

Custom Topic Newsletter

Work with the edit team to create a custom topic newsletter.

[Call for details](#)

Hotel Business To Go Sponsorship

Be an exclusive sponsor of Hotel Business ToGo, a revolutionary way to experience Hotel Business magazine. Whether in the office or on the go, our new platform allows readers to access our digital edition right from their favorite device in a user-friendly way. Read the magazine, share stories and always be connected to the latest news.

[Call for sponsorship details](#)



Anywhere & Everywhere You Are.



Hot Off The Press

Coinciding with and correlating to each issue of Hotel Business is a Hot Off The Press video, previewing for our readers what they can expect to find in that edition.

Be the exclusive sponsor for a single issue of Hot Off The Press or sponsor the entire year. Points of distribution include hotelbusiness.com, HB To Go, e-blast to the entire HB digital community, Vimeo, YouTube, *Hotel Business* Daily Newsletter and social media.

\$1,000 per month



Off The Cuff

Be the next executive to go Off The Cuff with *Hotel Business*. We all know the great business minds of the industry executives we cover daily, but here, we've decided to highlight a lighter side. Hospitality is an industry of people—so let's get to know our people a little better in a spontaneous, fun and informal way.

Points of distribution include hotelbusiness.com, e-blast to the entire *Hotel Business* digital community, Vimeo, YouTube, *Hotel Business* Daily Newsletter and social media. Links will be provided to the sponsor to use on their video platforms.

\$2,000 per video



Exclusive Digital Conference Coverage

Be the exclusive sponsor of all conference video coverage and one post-conference recap e-blast produced by *Hotel Business*.

Four (4) videos will be produced featuring industry executives discussing the major issues facing our industry today on-site at the conference.

Points of distribution include hotelbusiness.com, e-blast to the entire *Hotel Business* digital community, Vimeo, YouTube, *Hotel Business* Daily Newsletter and social media. Links will be provided to the sponsor to use on their video platforms.

\$4,000



Custom Video

Hotel Business will work with you to produce a dynamic custom video highlighting your business.

Call For Details & Rates



Trade Show Booth Video

Highlight your latest products with a trade show booth video and make the most of your exhibit investment.

Points of distribution include hotelbusiness.com, Vimeo, YouTube, *Hotel Business* Daily Newsletter and social media. Links will be provided to the sponsor to use on their video platforms.

Video: \$1,000
Video and Distribution: \$2,000



Hosted and sponsored by
R20KBRIDGE



One Investment, Months of Visibility

In-person networking opportunities, combined with event web and print coverage, generate extensive exposure for Roundtable hosts & sponsors.

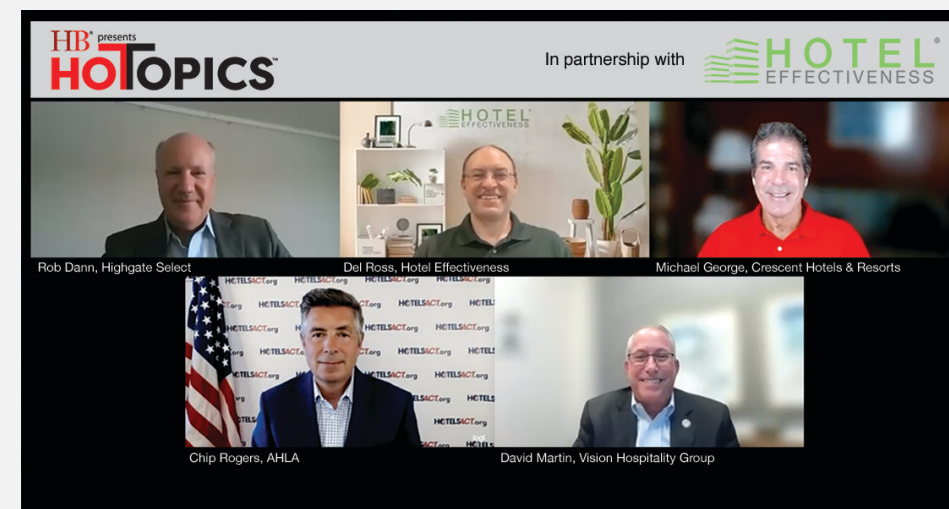
Hotel Business Roundtables are intimate-sized educational & networking events held nationally throughout the year. Depending on the topic, each event brings together top-level executives as a single-focus group or a mix of disciplines and experts—owners, operators, lenders, asset managers, brokers, purchasers, designers, brands, etc. In addition to editorial support in Hotel Business, extensive coverage, including event web stories, photo slide shows and video interviews are posted on hotelbusiness.com.

Let us help you create your own custom Roundtable.

Call For Details & Rates



INDUSTRY-LEADING DISCUSSIONS



Hotel Business brings the industry together in this virtual forum with formats such as Town Halls, One-on-Ones, Panel Discussions and Leadership Lessons: The Power Hour. Sponsor one of these live, high-level discussions in 2021. Each session is covered on multi-platforms; digital, social and print. Sponsor receives signage on all pre-event collateral and post-event coverage.

Call For Details & Rates

Anywhere & Everywhere You Are.



ADVERTISING SIZES & RATES

TRIM SIZE: 10" X 13 1/8"

PUBLICATION AD SIZES

LIVE AREA: Keep live matter 1/4" away from all trim edges.

Full Page - Bleed

Live.....	9 1/2" x 12 3/8"
Trim.....	10" x 13 1/8"
Bleed.....	10 1/4" x 13 3/8"

Full Page - Non-bleed..... 9 1/2" x 12 3/8"

Half Page Vertical

Live.....	4" x 12 3/8"
Trim.....	4 1/2" x 13 1/8"
Bleed.....	4 3/4" x 13 3/8"

Half Page Vertical - Non-bleed..... 4" x 12 1/2"

Half Page Horizontal

Live.....	9 1/2" x 6"
Trim.....	10" x 6 3/8"
Bleed.....	10 1/4" x 6 5/8"

Half Page Horizontal - Non-bleed..... 9 1/2" x 6"

Full Page Spread

Live	19 1/2" x 12 3/8"
Trim.....	20" x 13 1/8"
Bleed.....	20 1/4" x 13 3/8"

Cover Tip, Gatefold, Cover Wrap: Contact the Production Department for specs - DianeC@hotelbusiness.com

COLOR NET RATES*

AD Size	1X	4X	8X	12X
Full Page Spread	16,415	14,652	13,200	12,000
Full Page	8,206	7,326	6,600	6,000
Half Page	5,470	4,884	4,400	4,000

**Add 25% of space rate for conference editions, premium positions, and far-forward placements.*

CUSTOM PUBLISHING

For inserts, cover wraps, gatefolds and additional opportunities, call for details.

INSERTS, BLEED OR OVERSIZED

For multi-page insert space cost contact publisher. No charge for bleed or oversized.

RATE POLICY

Rate based on a non-cancellable contract. If cancelled, ads run would be short-rated to the nearest earned frequency based on the rate card.

Special positions are non-cancellable within 90 days of ad space closing.

TERMS AND CONDITIONS

Net due thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

FILE TRANSFER (FOR PRINT)

Send files via E-mail (files less than 20 mb):

Attn: Diane Costanza: DianeC@hotelbusiness.com

Upload files: <https://ads.hotelbusiness.com> accessible via your web browser.

No ID & password needed. Please EMAIL Diane once ad has completed uploading.



ADVERTISING SPECIFICATION

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS: The original ad layout document, fonts and images accompanied by a press-ready PDF file.

Preferred Applications: Adobe InDesign CC.

Others: Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: All ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files cannot be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

UNACCEPTABLE DIGITAL FILE FORMATS: All digital Microsoft files: Word, Excel, PowerPoint, etc.

COLOR SPECS:

- All images, backgrounds & copy must be CMYK. Ads received in RGB and spot color format will be returned to advertiser for revision. To avoid over-saturation, the combined value of CMYK values should not exceed 300% (i.e., C=100, M=100, Y=50, K=50).

IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
 - 1200 dpi for Line Art. 300 dpi for Gradients.
 - Set the vector balance to 100% vector.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with advertiser's name and issue date, NOT "HOTEL BUSINESS."
- All Digital files MUST be sent complete. If files are incomplete you will be contacted. HOTEL BUSINESS assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. HOTEL BUSINESS is not responsible for the final outcome of digital files created on PC.

ACCEPTABLE COLOR PROOFS: A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by a color proof.

PRODUCTION WORK: If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be deleted.



CONTACTS

SALES CONTACTS

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MikeR@hotelbusiness.com

Susan McDonald, Sales Manager, Classifieds

Phone: (631) 246-9300 ext:224

PRODUCTION CONTACTS

PRINT ADVERTISING

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DianeC@hotelbusiness.com

DIGITAL ADVERTISING

Kathleen Branda, Digital Ad Ops Manager

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KathleenB@hotelbusiness.com