



HOSPITALITY

style

NEWLY EXPANDED FOR 2010

style *and* substance
in a truly integrated print|web brand

HOSPITALITY style

Hospitality Style's strategically designed, complementary channels will maximize your reach to the top-level design buyers for hotels, restaurants, spas, casinos, cruise ships, night clubs and event/senior living projects.

print

The new *Hospitality Style* magazine is a quarterly, oversized (10x12), high-impact Idea Book with beautiful photography and an inspirational focus on projects from across all sectors of the hospitality spectrum. With large graphics, cutting-edge design and precise text, this trend-driven art book will be a reference point for designers with a far more appealing shelf-life than traditional hospitality magazines.

In Every Issue

CASE STUDIES | The projects reign supreme—the bulk of each *Hospitality Style* will be photo essays of the most interesting, beautiful and relevant hospitality projects to date.

THE HS INTERVIEW | A provocative conversation with one of the biggest stars in the hospitality design universe.

PRODUCT SHOWROOMS | Multiple sections per issue, each one casting a gorgeous spotlight on the latest, greatest products in a particular category. Planned for 2010/11:

Spring | Carpets and rugs; lighting; technology

Summer | Furniture, indoor and outdoor; casegoods; fixtures

Fall | Fabrics; surfaces; wall coverings

Winter | Flooring; bath and spa; amenities

RESOURCE GUIDES | Every project featured in the issue includes an accompanying suppliers' list. Opportunities available for paid enhanced listings (talk to your account rep for details).

Deadlines

Spring Issue
02.08.10

Summer Issue
04.07.10

Fall Issue
08.05.10

Winter Issue
11.09.10

expertise

Mary Scoviak, Editor

Mary Scoviak is a 20-year veteran of hospitality journalism and the former design editor of *Hotels* magazine and the hospitality supplements in *Interior Design*. Scoviak initiated *Hotels'* design coverage and brought the trendsetting work of industry giants such as Philippe Starck, Rockwell Group, Dale Chihuly, Todd Oldham and Jeffrey Bilhuber to the attention of hoteliers in more than 160 countries. She brings a literal world of experience with her globe-spanning resource base of interior designers, architects, interior architects, landscape designers and lighting designers.



our readers

74% of HS readers are owners, partners or directors

83% have a new or renovation project scheduled for the next 12 months

58% specify or purchase \$1 million worth of goods annually

FOR MORE INFORMATION, CONTACT:



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Territory: National Accounts

online

HospitalityStyle.com

HospitalityStyle.com gives you more content, fresher insight and a smart, stylish design unparalleled in this industry.

- daily breaking news and relevant statistics
- weekly perspectives/blogs from *Hospitality Style* editors and other design insiders
- exclusive feature stories and case studies (beyond simple slide shows)
- up-to-the-minute new products and industry happenings

There's no web site for hospitality designers quite like this. And no better match for your integrated marketing strategies.

Hospitality Style PULSE E-Newsletter

With a new weekly frequency and more headlines from every sector of hospitality design, the PULSE e-newsletter is fast becoming the trusted source for industry news.

The PULSE isn't just an e-newsletter—it's the digital component of a *Hospitality Style* subscription. While the magazine emphasizes beautiful photography and inspiring design, the PULSE delivers a quick study of industry trends and exceptional projects, personalities and products.

Web Events

Hospitality Style's customized webinars and podcasts give advertisers an opportunity to engage and educate design professionals on a particular topic, product or service. See page 3 for details.

rates and specs

Print Display Advertising

FOUR-COLOR RATES/4 QUARTERLY ISSUES

	1X	3X	6X	9X	12X	18X
Full Page	\$6,205	\$5,497	\$5,111	\$4,986	\$4,772	\$4,545
2/3 Page	\$5,204	\$4,637	\$4,329	\$4,229	\$4,058	\$3,876
1/2 Page	\$4,553	\$4,079	\$3,821	\$3,736	\$3,593	\$3,441
1/3 Page	\$3,703	\$3,348	\$3,156	\$3,093	\$2,986	\$2,873
1/4 Page	\$3,327	\$3,026	\$2,862	\$2,809	\$2,718	\$2,622
Product Spotlight	\$1,400	\$1,300	\$1,200	\$1,150	\$1,100	\$1,000

PRODUCT SPOTLIGHT AD

DESIGN YOUR OWN AD

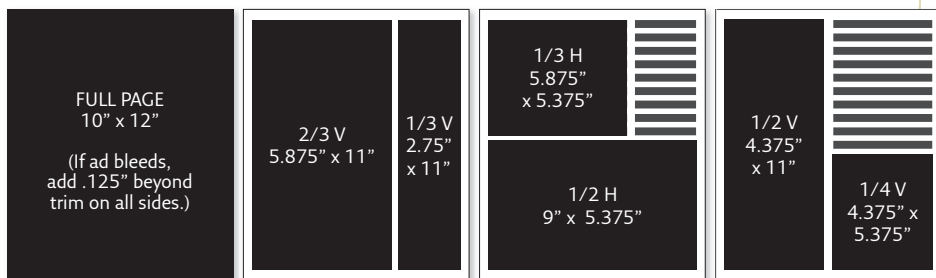
- Ad must fit in a finished space of 2.875" x 4.625"
- Provide as a digital file

WE DESIGN YOUR AD

- Provide us with one product shot as a digital file (digital pictures need to be 300 DPI and sized to 2.625" x 2.5")
- We also need up to 100 words of ad copy which includes your contact information

ADDITIONAL INFO

All ads are printed in four-color. See display rate chart above for pricing.



E-Newsletter Advertising

	1X	6X	12X	24X	36x	48x
[1] Skyscraper 120 x 600 px	\$1,200	\$1,075	\$1,000	\$900	\$800	\$700
[2] Standard Banner 468 x 60 px	\$600	\$535	\$500	\$450	\$400	\$350
[3] Banner 468 x 60 px	\$550	\$485	\$450	\$400	\$350	\$325
[4] Square Button 125 x 125 px	\$300	\$270	\$250	\$225	\$200	\$175

1] Primary Sponsor 2] Secondary Sponsor 3] Standard Banner 4] Headlines Section Sponsor

Web Display Advertising

EXCLUSIVE CHANNEL SPONSORSHIP

The most comprehensive advertising opportunity on HospitalityStyle.com. Channel sponsors receive exclusive advertising on pages in the sponsored channel, plus a run-of-site banner for site-wide exposure.

Included with each sponsorship:

- **LARGE LEADERBOARD BANNER** (728x90 pixels) appearing at the top of all sponsored channels. Sponsor may rotate up to five different animated banners at any time in this position.
- **ADDITIONAL STANDARD BANNER** (468x60 pixels) in sponsored channel.
- **SPONSOR LOGO** (180x150 pixels) and up to 10 text links OR a full medium rectangle banner (300x250 pixels) in the channel sponsor position.
- **ONE STANDARD BANNER** (468x60 pixels) additionally placed as a HospitalityStyle.com run-of-site banner.

\$11,400/year

\$ 950/month

BANNER ADS

Your ad rotates through all available pages, including the home page, Design Galleries, Hot Topics, Products and other prominent, high-traffic areas.

Standard Banner	468 x 60 pixels	\$350/month
Wide Skyscraper	160 x 600 pixels	\$750/month
Leaderboard Banner	728 x 90 pixels	\$1,200/month
Medium Rectangle	300 x 250 pixels	\$1,400/month

SPONSORED LINKS

Place your link and one line of descriptive text on each page of the site.

\$225/month

Web Events

WEBINARS

Hospitality Style offers webinars customized to your needs. From single-sponsor webinars with content you provide, to highly visible placements in content programmed by our staff, these webinars are designed to keep your prospects up-to-date with the latest trends, technologies, materials and innovations in hospitality design. Various sponsorships are available. Contact your account manager for details.

PODCASTS

Our Digital Audio Q&As create a professional interview about your products and services. A simple 30-minute phone conversation can be transformed into an engaging interview targeting your key audience. An editor with an industry background conducts the conversation and edits it to express your point clearly and concisely. The Q&A will be promoted through the Hospitality Style PULSE E-Newsletter, posted on HospitalityStyle.com for one year and made available for use on your own site.

\$2,995 podcast (audio only)

\$4,995 podcast with images



CONNECTING BUYERS AND SELLERS SINCE 1906

DESIGN GROUP: Hospitality Style | Package Design Magazine | VMSD

SIGNAGE & GRAPHICS GROUP: The Big Picture | Screen Printing Signs of the Times | Signs of the Times and Screen Printing en español

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