

# Hospitality Interiors

Media Pack 2010-11



# Hospitality Interiors

Despite the challenging economic climate, during 2010-11 the hospitality industry continues to develop with investment in hospitality across the spectrum – here in the UK and around the world. The industry continues to demonstrate an impressive capacity for creativity and reinvention which raises expectations still higher, and Hospitality Interiors (HI) fulfills a desire for up-to-the-minute information in this competitive sector.

The hospitality industry is a complex and multi-tiered business. Owners, investors, developers, architects, interior designers, contractors, consultants and suppliers are all vital to realise the ambitions of a given project.

From hotels and restaurants to bars and clubs, HI covers the complete range of products and solutions for this dynamic marketplace. Our brand encompasses a skillfully presented magazine and a creative website featuring unique content.

HI is the only solely dedicated platform designed for those involved in the interiors supply chain with hospitality owners, architects, interior designers and key influencers among the readership groups.

As such, HI is an ideal platform for businesses and brands aiming for the hospitality sector with innovative and design-led solutions.

*The only magazine dedicated to interiors for the hospitality industry...*



*Hotels*



*Restaurants*



*Pubs & Bars*



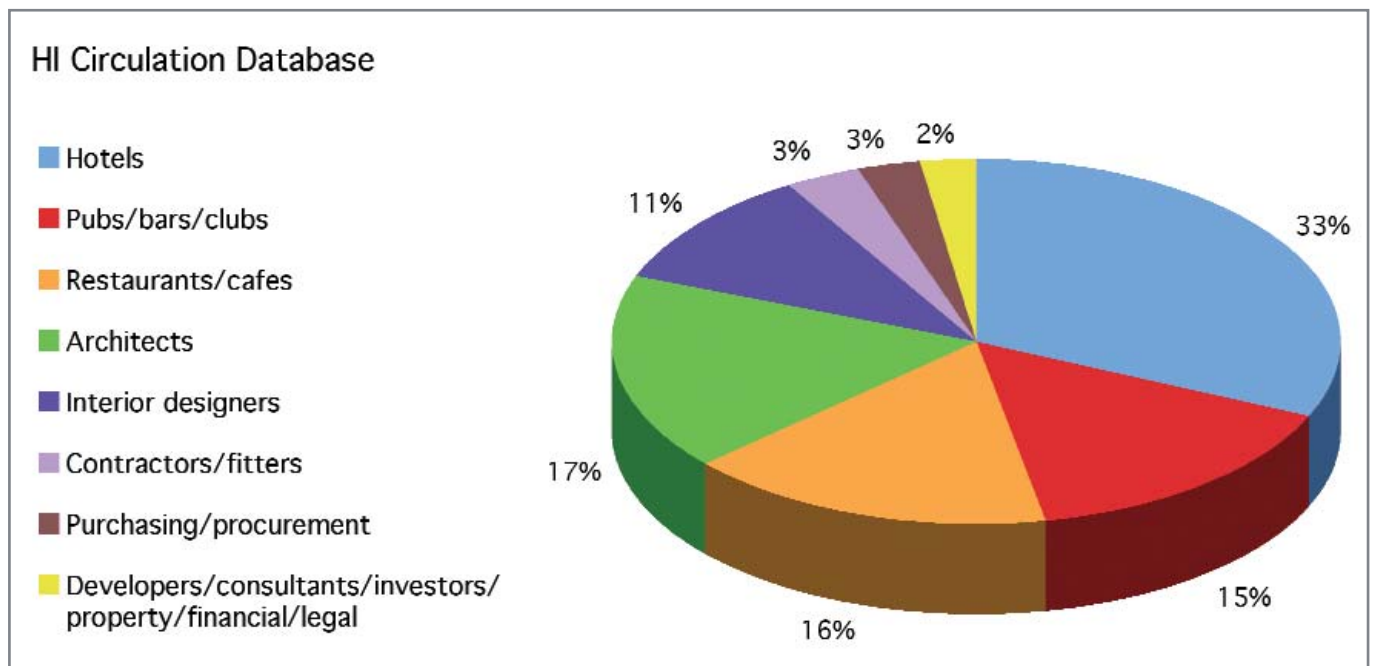
*Clubs*

# Circulation

Hospitality Interiors' readership database currently numbers 15,804. The circulation of the magazine is maintained at 7750 and is made up of a mix of subscribers and controlled-circulation copies mailed to named individuals. The circulation is based on the original magazine's database which has been fully cleansed, plus it has been augmented by brand new data specified and purchased this year.

In addition, additional copies of HI are distributed at key hospitality and design events. Event circulation varies from 200-2000 copies depending on the event(s).

- **hotels: 4984** (independents 4120, groups 864)
- **pubs, bars and clubs: 2438** (independents 2357, groups 81)
- **restaurants and cafes: 2595** (independents 2523, groups 72)
- **architects: 2750**
- **interior designers: 1666**
- **others: 1371**
  - contractors and fitters 538
  - purchasing and procurement companies 387
  - developers, consultants and investors 294
  - property, financial and legal services 152



# Readership

The HI readership encompasses all those involved in the design, creation and management of hospitality premises.

- hospitality business owners
- hospitality business managers
- architects
- interior designers
- space planners
- designers
- consultants
- contractors and shopfitters
- specifiers
- purchasing managers
- procurement managers
- technical services providers

# Editorial content

With an experienced team of four journalists from across the interiors sector, Hospitality Interiors will leave no stone unturned to create a high quality read with great production values and a cultured graphical approach. The editorial team will identify and track down inspiring projects, companies, products and services.

## Features & Events

### HI 31 - September/October 2010 issue

FEATURES: Pub and Bar Furniture, Lighting, Audio-Visual Equipment

PREVIEWS: Sleep, Abitare, SIA, Equip'hotel, Interieur Kortrijk, High Point, Meubelbeurs, Index

EDITORIAL deadline: Monday 1st September

BOOKING DEADLINE: Friday 3rd September

AD COPY DEADLINE: Friday 10th September

PUBLISHED: Friday 30th September

### HI 32 - November/December 2010 issue

FEATURES: Restaurant and Cafe Furniture, Fabrics and Wallcoverings, Bath and Spa, Surfacing

PREVIEWS: Interiors Birmingham, IMM, Heimtextil, ARC, Meuble Paris, Maison+Objet

EDITORIAL deadline: Monday 1st November

BOOKING DEADLINE: Friday 5th November

AD COPY DEADLINE: Friday 12th November

PUBLISHED: Friday 30th November

### HI 33 - January/February 2011 issue

FEATURES: Outdoor Furniture, Flooring, Art and Photography

PREVIEWS: Surface Design Show, Interiors UAE, ZOW, Cevisama, Ambiente, Stockholm

EDITORIAL deadline: Friday 7th January

BOOKING DEADLINE: Wednesday 14th January

AD COPY DEADLINE: Friday 14th January

PUBLISHED: Monday 31st January

### HI 34 - March/April 2011 issue

FEATURES: Lobby/Reception Furniture, Security Technology, Hardware and Fittings

PREVIEWS: iSalone, High Point, Proposte, Hotel Show

EDITORIAL deadline: Monday 1st March

BOOKING DEADLINE: Friday 4th March

AD COPY DEADLINE: Friday 11th March

PUBLISHED: Thursday 31st March

### HI 35 - May/June 2011 issue

FEATURES: Guest Room Furniture, Tiling, Pool and Gym, Software

PREVIEWS: TBC

EDITORIAL DEADLINE: Tuesday 3rd May

BOOKING DEADLINE: Friday 6th May

AD COPY DEADLINE: Friday 13th May

PUBLISHED: Thursday 31st May

### HI 36 - July/August 2011 issue

FEATURES: Club Interiors, Soft Furnishings, Eco-friendly Solutions

PREVIEWS: Copenhagen, Meuble Paris, Maison+Objet, National Floor Show, Harrogate

Flooring, Abitare Il Tempo, Decosit, 100% Design-Decorex-Tent-Focus, Meuble Habitat Valencia, Cersaie

EDITORIAL deadline: Friday 1st July

BOOKING DEADLINE: Tuesday 5th July

AD COPY DEADLINE: Wednesday 13th July

PUBLISHED: Thursday 29th July

## Regular Sections

**NEWS** Industry news, Business, People, Companies

**HI5** The ultimate specifier's guide: five of the best new products this month

**PLANS** A look at project announcements at the earliest stage

**PROJECTS** A comprehensive and detailed overview of significant hospitality projects

**REVIEWS** Reviews of newly finished hospitality facilities

**HOTEL / RESTAURANT AND CAFE / PUB, CLUB AND BAR** Three sections dedicated to new services plus applicable profiles and updates

**FURNITURE / FLOORING / DECORATION** Three sections dedicated to new services plus applicable profiles and updates

**FITTINGS AND MATERIALS** Products, Services, Profiles and Updates

**TECHNOLOGY** Products, Services, Profiles and Updates

**EVENTS** Previews or reviews of key hospitality-related events

**COLUMNS** Perspective (in News), Backstage (facing IBC)

# Advertising rates

## Standard positions

Double page spread .....	£2995
Full Page .....	£1795
Half Page .....	£995
Design File .....	£285

• All rates are for digital artwork supplied. Alternatively, we can design and produce advertising on your behalf at a cost of £100 per page.

## Premium options

Front Cover Package .....	£4195
• Front cover image, inside front cover, Design File x6	
Gatefold Front Cover Package .....	£8195
• Three page gatefold front plus inside front cover, Design File x6	
1st Double Page Spread .....	£3695
2nd Double Page Spread .....	£3495
1st Full Page .....	£2095
2nd Full Page .....	£1995
Outside Back Cover .....	£2295
Inside Back Cover .....	£1895
Design File x6 .....	£1000
Guaranteed right hand page .....	space + 15%

## Editorial Inclusion – Profiles/Updates

Three Page Run .....	£1800
• Up to 15 images plus 1000-1500 words, in our house style	
Double Page Spread .....	£1200
• Up to 10 images plus 500-1000 words, in our house style	
Full Page .....	£700
• Up to 5 images plus 300-500 words, in our house style	
Single image .....	£125
• 1 images plus 75 words, in our house style	

## Advertorial rates

Full page advertorial .....	£500
Double page spread advertorial .....	£900

## Inserts

Up to A4, <10g .....	£150 per thousand
• Heavier weights catered for, call for details.	

# Typical advertisers

With its high quality production values and first-rate content, HI will create a positive impression for your products, services and brands.

Advertisers' products typically include:

- furniture
- beds and bedding
- bathrooms
- flooring and tiling
- surfacing materials
- fabrics and wallcoverings
- lighting
- audio-visual systems
- technology
- decorative accessories
- artwork and photography
- hardware and fittings

# Deadlines

HI 31 - September/October  
 EDITORIAL: Monday 1st September  
 ADVERTISING: Friday 3rd September

HI 32 - November/December  
 EDITORIAL : Monday 1st November  
 ADVERTISING: Friday 5th November

HI 33 - January/February  
 editorial: Friday 7th January  
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HI 34 - March/April 2011 issue  
 EDITORIAL: Tuesday 1st March  
 ADVERTISING: Friday 4th March

HI 35 - May/June 2011 issue  
 EDITORIAL: Tuesday 3rd May  
 ADVERTISING : Friday 6th May

HI 36 - July/August 2011 issue  
 EDITORIAL: Friday 1st July  
 ADVERTISING: Tuesday 5th July

# Useful information

- For all bookings, a signed order will be required.
- All rates are for digital artwork supplied. Alternatively, we can design and produce advertising on your behalf at a cost of £100 per page.
- All advertising is positioned run of paper and will be carried on either left or right hand pages.
- Series bookings: for a 3x series booking, a discount of 15% is applied; for a 6x series, a discount of 30% is applied.
- All schedules are contracted and cancellations will result in scheduled discounts being reapplied and reinvoiced.
- Front cover package: clients' cover straplines under editorial control using our fonts, strictly no logos, other content lines will also be used. Front cover image needs to be portrait in orientation.
- All advertising rates printed are for full colour only, from supplied digital copy.
- Images should be saved as high resolution JPEG files, EPS or TIFF files at a minimum of 300 DPI.
- Advertisements must be supplied electronically as a high resolution PDF, the following can also be accepted: Quark, Photoshop, Illustrator or InDesign.
- Advertorials allow for user-generated copy. We will however appraise it for standard editorial rules such as spelling, unnecessary capitalisation, defamatory content, etc.

# Technical information

Advertising area	Size (h x w)	Type area (h x w)	Bleed (h x w)
Double page spread	297 x 432mm	277 x 412mm	303 x 438mm
Full page	297 x 216mm	277 x 196mm	303 x 222mm
Half page portrait	260 x 92mm	–	–
Half page landscape	128 x 188mm	–	–
Design File	82 x 58mm	–	–

## Special positions

Front cover package*	303 x 222mm	297 x 216mm	–
Inside front cover	303 x 222mm	297 x 216mm	277 x 196mm

## Other options

Outserts and inserts =/ < A4 in size. Weigh the product and call for details.

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## Contacts

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