



# hotel management international

The hospitality sector continues to grow year-on-year as competition drives standards of service and amenities higher.

*Hotel Management International* ensures that the most influential decision-makers in the industry are kept abreast of the latest strategic and technological developments by exploring the most up-to-date ideas, opinions and solutions.

Published since 1996, this leading quarterly publication serves the needs of the world's hotel industry and related services, bringing together current knowledge and informed opinion on key issues including hotel investment, business management and development, design, maintenance, IT, food and beverage, and personnel.

*Hotel Management International* is supported by [www.hmi-online.com](http://www.hmi-online.com), ensuring your products and services receive plenty of exposure.



An official  
publication of  
the European  
Hotel Managers  
Association

Event partner



# Readership

We continue to invest heavily in the circulation of *Hotel Management International* and have created a powerful international readership. Our database of key decision-makers in the hotel industry accounts for approximately 80% of all purchasing authority.

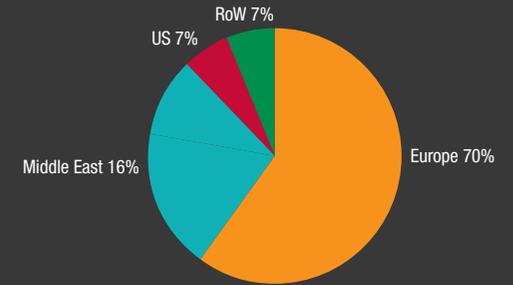
*Hotel Management International* has an ABC-audited average net circulation of 10,811 and a projected readership of over 67,500 (publishers' survey). *Hotel Management International* reaches a target audience of industry peers with the highest levels of purchasing and decision-making power.



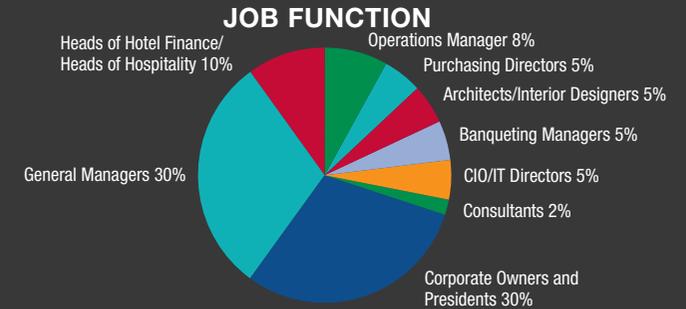
Member of the  
Audit Bureau of  
Circulations



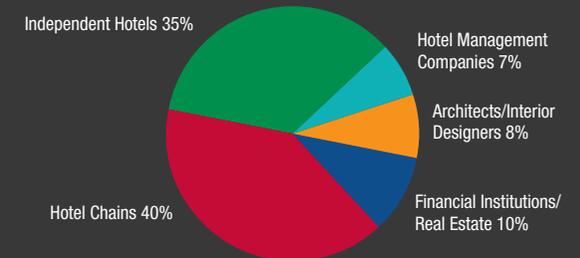
## GEOGRAPHICAL BREAKDOWN



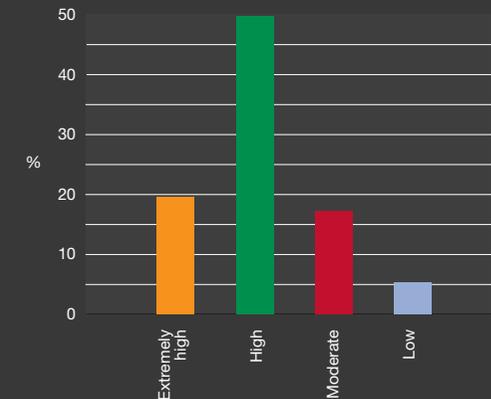
## JOB FUNCTION



## TYPE OF ORGANISATION



## WHAT LEVEL OF PURCHASING INVOLVEMENT DO YOU HAVE?





## Digital edition

20,000 copies will be sent via email to senior decision-makers who buy, specify and recommend products at major companies worldwide.

## High impact

Your advert will be placed in an environment in which the reader already has an interest and that will stimulate a strong impulse to buy. However, the real value comes when major decision-makers suddenly find a focused journal, specifically dedicated to their needs, that they can easily share with their peers and teams.

The digital edition will provide links to your website, which will allow instant access or ordering. In addition, your advertisement or editorial can be enhanced with animation or video for greater impact and response.

## Search engine friendly

The digital edition of *Hotel Management International* will be indexed by leading search engines, providing yet another way to draw readers to your advertisement. Readers looking for specific information will arrive at the digital magazine page as easily as at a website.

### Advert sizes

- Banner (468×60 pixels)
- Mini tower (120×300 pixels)
- Spotlight (120×60 pixels)

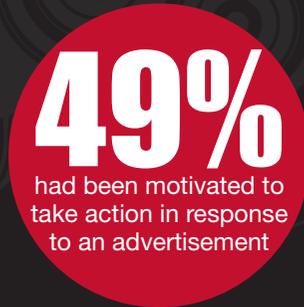
### Production details

All adverts must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats.

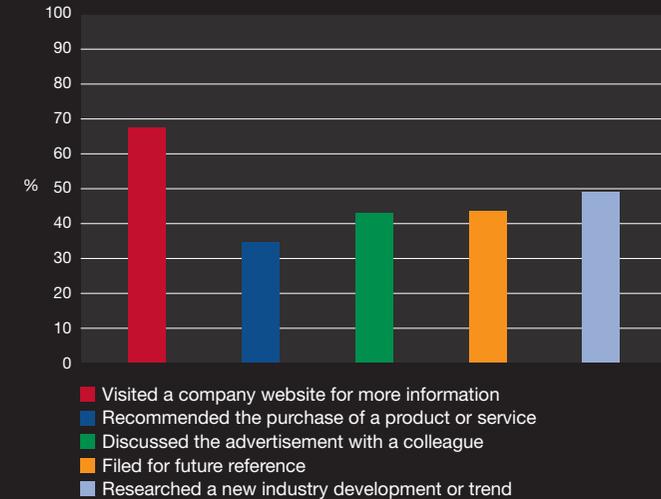
# Benefits of advertising

In our annual readership survey, *Hotel Management International* invited readers to complete a short questionnaire telling us who they are, what their level of responsibility is, how often they use the publication, what they liked about it, and to include any other comments. The findings highlighted the following benefits of the publication:

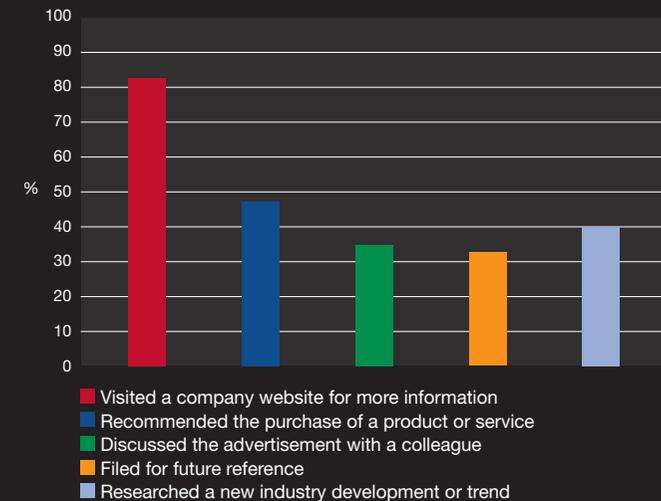
- 99% of participants stated that they believed *Hotel Management International* to be a reliable source of information, with 43% having sourced a supplier or vendor via the publication in the last 12 months.
- 35% recommended the purchase of a product or service as a result of an article read in *Hotel Management International*.
- 83% of our readers will visit a company website for more information as a result of an advertisement. Significantly, nearly half of those who were driven to take action due to an advertisement did so by recommending the purchase of a product or service. This figure equates to 25% of all participants.
- 49% of participants have been motivated to take action in response to an advertisement in the publication; 67% stated that they had been motivated to take action in response to an article.



WHAT FORM DID THIS ACTION TAKE? (Articles)



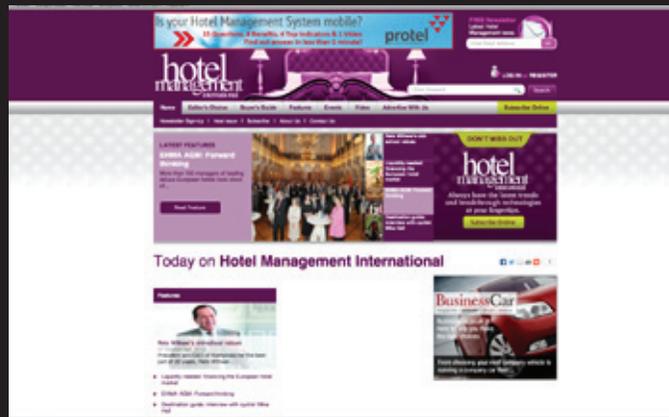
WHAT FORM DID THIS ACTION TAKE? (Advertisements)



# Online

Hotel Management International is supported by [www.hmi-online.com](http://www.hmi-online.com), which enables easy and thorough communication, and brings together a global community of industry professionals and a wealth of market knowledge.

- **Products and services:** details of leading suppliers and service providers, with full company profiles
- **Events:** a comprehensive listing of industry-specific conferences, tradeshows and exhibitions for site users to plan ahead
- **Editor's choice:** remain up to date with the latest happenings in the industry



# Advertising rates



	x1	x2	x3	x4
Full page	£6,500	£5,850	£5,525	£4,875
Double-page spread	£10,500	£9,450	£8,925	£7,875
Half page	£4,500	£4,050	£3,825	£3,375
Outside back cover	£8,900	£8,010	£7,565	£6,675
Inside front cover DPS	£11,900	£10,710	£10,115	£8,925
Inside front cover	£7,900	£7,110	£6,715	£5,925
Inside back cover	£7,900	£7,110	£6,715	£5,925

## SPECIAL OPTIONS (POA)

- 1,400-word case study/ editorial/interview
- 600-word case study/ editorial/interview
- Carrier sheet (a quarter-page advertisement on the address sheet that accompanies all reader copies)



## HMI CONTACTS

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