MEDIA KIT
2020
“hoteldesign is a welcoming source of inspiration for the hospitality industry with a clear focus on design. Readers can get a detailed impression of design concepts realized in different hotels. Especially for a hotel concept like 25hours, which is dominated by fresh ideas and customized solutions and which has a design-oriented target group, hoteldesign provides an insight into other innovative concepts.”

“We are constantly looking for unique and original ideas for our own design concepts. In particular, we love places with character and true soul. With every issue, hoteldesign provides new valuable information to answer the following questions: What are our competitors doing? Which are the major industry trends? Are there new products and technologies available on the market?”

“With its focus on the key developments in the hotel-sector, the ahgz has always been a compulsory reading for me. hoteldesign transports the ingenuity, creativity and individuality of our industry like no other magazine. Especially on weekends, I choose the titles that I really enjoy – hoteldesign and ahgz can always be found right on top of my stack.”

SOUND REASONS FOR CHOOSING HOTELDESIGN

CONTENTS
hoteldesign is hgz’s magazine for hotel construction, design and technology, wowing its audience with a unique mixture of topics that consist of photo spreads, reportages, hotel profiles and product innovations.

In each issue, hoteldesign thrills its audience with spectacular hotel (re)openings, inspires with design concepts of popular hotels and informs its readers in multifaceted focus topics inter alia on building technology, facilities and interior design concepts, sanitary and bathroom design as well as textile and furniture trends. The editorial staff department gets the industry’s creative minds into the magazine by conducting exciting interviews and portraying them.

From a visual point of view, hoteldesign fascinates by its long photo spreads in an extraordinary image quality, in terms of content by journalistically substantiated reportages.

The monthly newsletter with more than 7,400 recipients, daily updated online news and top-class events complete the magazine’s offer.

As to the content, the magazine features the following five chapters:

- **INSPIRATION:** innovative hotel designs from all over the world
- **FASCINATION:** current national and global hotel concepts as well as portraits of hip designers
- **DOSSIER:** comprehensive reports on priority themes
- **CONVERSION & MODERNISATION:** old house, new look – examples of up-to-date conversion projects
- **PRACTICE:** advice from experts and trade fair previews

1 Information supplied by publisher according to subscription file, October 2019
TARGET GROUP, CIRCULATION, DISTRIBUTION

The target group of hoteldesign:
- All persons and professional groups concerned with hotel design
- Hotel developers and investors
- Hoteliers
- Architects, interior and product designers, project managers and building contractors
- Consultants

Circulation analysis
Per issue, annual average
1st July 2018 to 30th June 2019:
- Distributed circulation incl. e-paper: 16,008

Distribution:
- Supplement to ahgz – Allgemeine Hotel- und Gastronomie-Zeitung
- Delivery to 1,000 industry-related architects and designers
- Distribution at relevant trade fairs and congresses (heimtextil, hotel design and technology congress, hotel expo, Internorga, hotelforum etc.)

Editorial calendar and time schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Deadline for ads and printing material</th>
<th>Topics</th>
<th>Permanent topics in each issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14.03.2020</td>
<td>10.02.2020</td>
<td>I Interior design and lighting concepts</td>
<td>I Room and bathroom design</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>I Renovation and modernisation</td>
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<td></td>
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<td></td>
<td></td>
<td>I Presentation of new products and innovations</td>
</tr>
<tr>
<td>2</td>
<td>20.06.2020</td>
<td>18.05.2020</td>
<td>I Sanitary and bathroom design</td>
<td>I Contract textiles, wall and floor coverings</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>I Exterior design</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17.10.2020</td>
<td>14.09.2020</td>
<td>I Building technologies</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>I Wellness and spa concepts</td>
<td></td>
</tr>
</tbody>
</table>
## Advertising Sizes and Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Type area sizes</th>
<th>Bleed sizes (plus 3 mm bleed allowance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>175 × 228 mm horizontal + 83 × 228 mm vertical</td>
<td>220 × 280 mm + 83 × 228 mm vertical</td>
</tr>
<tr>
<td></td>
<td>175 × 105 mm horizontal + 83 × 228 mm vertical</td>
<td>220 × 125 mm horizontal + 103 × 280 mm vertical</td>
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<tr>
<td></td>
<td>175 × 70 mm horizontal + 53 × 228 mm vertical</td>
<td>220 × 90 mm horizontal + 73 × 280 mm vertical</td>
</tr>
<tr>
<td></td>
<td>175 × 55 mm horizontal + 83 × 114 mm corner ad</td>
<td>220 × 75 mm horizontal + 103 × 134 mm corner ad</td>
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</tbody>
</table>

### Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Type area sizes</th>
<th>Bleed sizes</th>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>175 × 228 mm horizontal + 83 × 228 mm vertical</td>
<td>220 × 280 mm + 83 × 228 mm vertical</td>
</tr>
<tr>
<td>1/2 page</td>
<td>175 × 105 mm horizontal + 83 × 228 mm vertical</td>
<td>220 × 125 mm horizontal + 103 × 280 mm vertical</td>
</tr>
<tr>
<td>1/3 page</td>
<td>175 × 70 mm horizontal + 53 × 228 mm vertical</td>
<td>220 × 90 mm horizontal + 73 × 280 mm vertical</td>
</tr>
<tr>
<td>1/4 page</td>
<td>175 × 55 mm horizontal + 83 × 114 mm corner ad</td>
<td>220 × 75 mm horizontal + 103 × 134 mm corner ad</td>
</tr>
</tbody>
</table>

### Magazine Size

- Type area: 175 mm × 228 mm
- Bleed: 220 mm × 280 mm + 3 mm bleed on all outer edges

### Preferential placements

- 1/1 page on page 7, full bleed: 9,200 €
- 2nd and 4th cover page, full bleed: 9,600 €
- Inside back cover, full bleed: 9,200 €

### Special types of advertising

- Circle advertisement: Diameter: 53 mm - 785 €
- Island advertisement: Size: 175 mm × 55 mm - 4,083 €

### Loose inserts

- Maximum size: 175 × 228 mm
- Rate up to 25 g: 4,400 €
- Rate up to 50 g: 5,700 €

### Bound inserts (2 pages)

- Maximum size: 220 × 280 mm - 10,500 €

### Discounts

- Frequency scale: 3 times - 3 %
- 4 times - 5 %
- 12 times - 10 %

### Terms of payment

- Agency commission: 15 %
- VAT identification no. DE 813954290
- Net within 30 days after invoicing.
- A 3 % discount is given in case of prepayment or direct debit effected before date of publication.
- A 2 % discount is given in case of payment/direct debit within 10 days after invoicing.

### Bank account

- Frankfurter Sparkasse
- Frankfurt am Main
- Bank sort code: 500 502 01
- Account no.: 200 139 959
- SWIFT-BIC: HELADEF1822
- IBAN: DE48 5005 0201 0200 1399 59

All rates are shown net, the statutory VAT will be added if applicable.
hoteldesign is much more than a magazine! With our up-to-date online presence and a monthly newsletter, we offer you further attractive opportunities to address your target audience.

ONLINE PRESENCE

The wide-reaching opportunity to get your content to the intended audience! Each placement makes you benefit from online visibility at the hoteldesign channel of ahgz.de, Germany’s expert portal for the hotel and catering industry renowned for highest media reach.

<table>
<thead>
<tr>
<th>Advertorial</th>
<th>Advertorial + Gallery Sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial teaser incl. picture, headline, teaser text + link to extra web page with editorial look + banner at hoteldesign channel (350 x 250 pixel)</td>
<td>All advantages offered by the classic advertorial + your own online photo spread with 30 pictures max.</td>
</tr>
<tr>
<td><strong>1 term 4 weeks</strong></td>
<td><strong>1 term 4 weeks</strong></td>
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<tr>
<td>3,050 €</td>
<td>3,800 €</td>
</tr>
</tbody>
</table>
HOTELDESIGN NEWSLETTER

The monthly newsletter for hotel design, construction and technology is your direct way to reach more than 7,400 recipients from the industry! The hoteldesign newsletter is very well accepted; it has an opening rate of more than 70 % per mailing!

**Package 1**

- **1/1 page**
  - 220 × 280 mm*
  - 12,500 €
- **Medium Rectangle**
  - within the newsletter (300 x 250 px)
  - 600 €
- **Advertorial**
  - Advertorial teaser + link to extra web page (term 1 month)
  - 750 €

**Package 2**

- **1/2 page**
  - horizontal 220 × 125 mm*
  - 7,750 €
- **1/2 page**
  - vertical 103 × 280 mm*
- **Medium Rectangle**
  - within the newsletter (300 x 250 px)
  - 650 €
- **Advertorial**
  - Advertorial teaser + link to extra web page (term 1 month)
  - 650 €

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**Media Kit 2020**

- **A** Mega Ad
  - 728 × 250 px
  - 800 €
- **B** Medium Rectangle
  - 300 × 250 px
  - 600 €
- **C** Advertorial
  - Picture + teaser text, with editorial look
  - 728 × 90 px
  - 750 €
- **D** Bigsize-Banner
  - 728 × 90 px
  - 650 €

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**Publication frequency of the newsletter:** every first Friday of the month

**The rates are valid for one single placement in the hoteldesign newsletter**

Information supplied by publisher according to subscription file, October 2019
No matter if you wish to set the agenda by defining a topic, show your strengths or communicate innovations. Together, we will bring your story into a unique magazine, customized to your needs.

But this is only the beginning. Based on a common corporate publishing project, we will develop tailor-made solutions to support your communication.

With regard to every project, we strive to fulfil our claim: to show the unique character of your brand, to increase its emotional value by means of professional story-telling and to create added values for your target group. In this context, the high credibility ensured by the media brand ahgz is an undeniable asset.

On a regular basis, hoteldesign hosts top events that offer attractive sponsoring opportunities. They comprise amongst others trend tours at the heimtextil trade fair, the hotel design and technology congress and design talks.

Your advantages:
- First-class networking with major decision-makers of the industry
- International top speakers on stage
- Stylish ambiance in extraordinary locations
- Image transfer from the event to the sponsoring partners

For more detailed information and all dates, please visit: www.ahgz.de/events
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