

Hotel & Motel Management

hotelworld
NETWORK



2009 Media Planner

january – april

ISSUE DATE	January	February	March	April
AD CLOSE	December 15	January 14	February 10	March 11
MATERIAL CLOSE	December 22	January 21	February 18	March 18
Special Reports	Real Estate Development & Investments Report	Security & Safety Report; HotelWorld Expo & Conference Preview	International Franchising Report; Management Companies Report	Hotel Brand Report; Bedding Trends Report; Hotel Broker Report
Research/Top Lists		Top Limited Service Hotel Chains	Top Management Companies	Top Hotel Brokers
Hot Products	Mattresses	Furniture: Outdoor Casual Furniture; Lamps/Lighting	Transportation Services; Ice Machines	Housekeeping/Maintenance; Exercise & Athletic Equipment
Technology	Locks: Source Guide	Energy Management; Broadband	Property Management Systems; Electronic Locks	Televisions
FF&E	Fitness Center/Spa	Softgoods: Bedding; Ice Machines	Carpet; Guestroom Lighting	Bathroom Design; Flooring
Hotel Operations	Televisions	Laundry; Foodservice Operations	Insurance; ADA Compliance	HVAC/PTAC Systems Maintenance; Coffee Services
Trends & Stats	Economy Properties	Construction Pipeline; Mid-market Properties	Global Pipeline	Renovations
Trade Show Coverage and Bonus Distribution	ALIS (Americas Lodging Investment Summit)	International Hospitality Week (HotelWorld); IHIF	Atlanta Hotel Investment Conf.; American Resort & Development Assoc.; HOTEC Operations	AAHOA; JMBM-Meet the Money; Choice Hotels Int'l Worldwide Convention

may – july

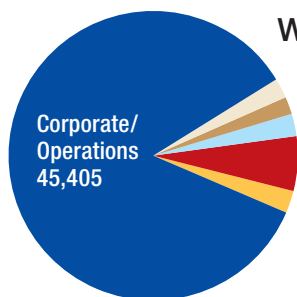
ISSUE DATE	May	June 1	June 15	July
AD CLOSE	April 7	April 28	May 12	June 8
MATERIAL CLOSE	April 15	May 5	May 19	June 15
Special Reports	HotelWorld Expo & Conf. Post Show Recap; Design Trends Report; Annual Hotel Franchise Report	NYU Investment Conference Preview	Technology Trends	Purchasing Companies Report; Cleaning & Maintenance Solutions Report
Research/Top Lists	Top Design Firms; Hotel Franchise Fees			Top Purchasing Companies; Top Construction Companies
Hot Products	PTAC; Uniforms	Electronic Locks	Telephones	In-Room Amenities; Mattresses
Technology		PTAC	Property Mgmt. Systems	Revenue Management; Telephone Systems
FF&E	Music; Seating	Casegoods	Lamps & Lighting	Refrigeration; Televisions
Hotel Operations	Pest Control; Cleaning & Maintenance	Energy Controls & Sensors	Laundry	Transportation Services; Insurance; Building Exterior
Trends & Stats	Industry Update	Industry Update	Overall ADR Trends	All-Suite Properties; Hotel Property Report: New Openings
Trade Show Coverage and Bonus Distribution	Hospitality Design Expo	NYU Hospitality Investment Conference; HOTEC Design; IHIF Asia Pacific	HITEC	NABHOOD (Nat'l Assoc of Black Hotel Owners/Operators/Developers)

Building the H&MM Way!

The Hotel & Motel Management Audience

Hotel & Motel Management has dedicated time and effort into creating a strong audience in the hospitality industry. As a true believer that the audience is its most valuable asset, Hotel & Motel Management has a solid foundation that provides engaged and active readers.*

Total Reach: Hotel & Motel Management reaches 54,225 subscribers.**



Who they are**

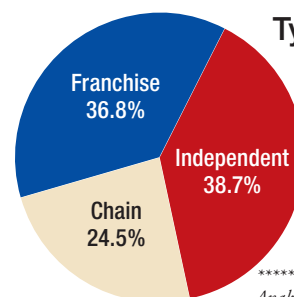
Purchasing 1,156
 Food & Beverage Management 1,064
 Housekeeping & Management 1,334
 Sales & Marketing Management 3,280
 Other Titles*** 1,239

*Source: Readex research study conducted on behalf of Hotel & Motel Management. **BPA Statement, June 2008. ***Includes Design Specifiers, Security and Information Systems Management, Data Processing, and Telecommunication among others.

Owners & Operators owning/operating multiple units**

Corporate Management****	10,967
Operations Management*****	17,053

Source: BPA Statement, June 2008. **Includes Partners, Presidents, Owners, Vice Presidents, Controllers, and Secretary/Treasurers. *****Includes General Managers, Managers/VP, Operators, Administrators, Assistant Managers and Multi-unit Operations Management.



Type of ownership*****

Total subscribers responding: 31,361

*****Source: May 2008 Optional Demographic Analysis, which is Publisher's own data.

august – october

ISSUE DATE	August	September	October 5	October 19
AD CLOSE	June 29	August 12	August 25	September 8
MATERIAL CLOSE	July 8	August 19	September 1	September 16
Special Reports	Corporate Profiles	Annual Hotel Companies Report	MultiUnit Owners Report	Extended Stay Overview
Research/Top Lists		Top Hotel Companies	Top MultiUnit Owners	
Hot Products	In-room Beverage	Business Equipment; Vacuums	Softgoods: Bedding & Linens	Bathroom Fixtures
Technology	Property Management Systems	Wireless Communication Devices; Minibars		Electronic Safes
FF&E	PTAC	Casegoods; Accent Lighting	Wallcoverings	Flooring
Hotel Operations	Security & Safety	Fitness Equipment; Coffee Services	Music	Housekeeping Services
Trends & Stats	Industry Update	Mid-Market Properties	Pipeline Update	Hotel Property Report: Reflaggings
Trade Show Coverage and Bonus Distribution		Hospitality Design Boutique; Lodging Conf.; VOIC/Timeshare Resort Investment Conf.	Russia & CIS Hotel Investment Conf.	JMBM Developers Conf.; Best Western Conference

november – december

ISSUE DATE	November 9	November 23	December
AD CLOSE	September 30	October 7	November 16
MATERIAL CLOSE	October 7	October 14	November 23
Special Reports	General Manager Survey, Hotel Supplier News-IH/M&R Show	Bath Design & Amenities	The Advisor 2010
Research/Top Lists			
Hot Products	IH/M&R Show New products	Fitness Equipment	Products to watch in 2010
Technology	Restaurant POS Applications	Property Management Systems	Telecom
FF&E	Outdoor Lighting	Laundry Equipment	Window Treatments
Hotel Operations	Refrigeration Maintenance & Control	Transportation Services	Insurance
Trends & Stats	Industry Update	Timeshare	
Trade Show Coverage and Bonus Distribution	IH/M&R Show; IHG Conference; GreenBuild International Conference & Expo		America's Best Value Inn Conference

Engaged readers*

92% of readers spend *at least 30 minutes and up to 2 hours or more reading or looking through a typical issue of Hotel & Motel Management.*

68% have looked through or read 3 out of 3 of the last issues of *Hotel & Motel Management.*

58% keep future issues of *Hotel & Motel Management* for future reference, 95% of those readers keep them for at least a month.

68% said that *Hotel & Motel Management* brings them valuable hospitality information like no other publication in the industry.

Total readers per copy: 3.2 people

*Source: Readex research study conducted on behalf of Hotel & Motel Management

Strong buyers*****

Hotel & Motel Management readers are responsible for purchasing the following product areas:

Technology	60.4%
Furnishings & Fixtures	66.9%
Guest Amenities & Services	73.9%
Tabletop	54.3%
Uniforms, Linen & Bedding	70.3%
Cleaning & Maintenance	67.8%
Food & Beverage	56.8%
Fitness, Leisure, & Entertainment	53.5%
Foodservice Equipment & Supplies	51.3%
ADA Compliance Products	55.7%
Bath and Bath Amenities	60.2%
Green/LEED-Certified products	41.4%

Hotel & Motel Management readers will be involved in the following over the next 24 months:

New Construction	51.0%
Renovation	82.9%
Design	41.3%

Hotel & Motel Management readers speak about advertising*

47% believe that advertising in *Hotel & Motel Management* educates them and is an important part of their professional day to day duties.

55% state that they read through *Hotel & Motel Management* as much for as the advertising as for the articles.

27% believe that companies who advertise build trust and are seen as a reliable source of information.

*Source: Signet research study conducted on behalf of Hotel & Motel Management.

*****Source: May 2008 Optional Demographic Analysis, which is the Publisher's own data.

Advertiser Access

Hotel & Motel Management has integrated information across many media outlets which allow multiple opportunities for advertisers to have access to this extremely valuable audience among the various platforms. From print to digital opportunities including e-newsletters, website access, online directories and more, *Hotel & Motel Management* provides a new way to do business. Join us in serving the audience the *Hotel & Motel Management* way!

Please note that all information enclosed within is subject to change.

H&MM Display Advertising Rates

Print—U.S. Dollars
(net prices)

Spread	\$12,990
Tabloid	6,840
Junior tabloid	5,380
1/2 page jr	2,960
1/3 page jr	2,045
1/4 page jr	1,615

Covers & Premium Positions

Covers 2, 3, 4 \$8,210

Guaranteed Positions

Tabloid	\$7,520
Junior tabloid	5,920

H&MM Marketplace Rates

4/Color—US Dollars
Fixed Size \$760

H&MM Classified Rates per Column Inch—U.S. Dollars

Column width for classified ads is 2.25"

Frequency	1x	3x	6x	15x
B&W	\$318	\$291	\$265	\$224
2c	343	316	290	249
4c	368	341	315	274

Straight Word Ads—\$5.00 per Word, \$150 Minimum (30 words); Blind Box—\$27.00; Print Only Rates Available. Please also review our Standard Terms & Conditions for Advertisers at www.questex.com
Production Department, Anna Abbott, 218-279-8840, aabbott@questex.com

Digital Ad Requirements

- Digital data is required for all ad submissions. Preferred format is PDF/X-1a. PDF is also an acceptable format. Files should be press optimized, converted to CMYK, and have all fonts embedded. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF. Each ad supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a or PDF.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Accepted Media: Files may be submitted on CD-ROM.
- FTP: Files may be submitted to Publisher's FTP site. Please contact the production manager for instructions.
- Ad Proofs: To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

Mechanical Requirements:

Bleed:	No charge
Tabloid Bleed:	10-3/4" x 13-1/2"
Junior Bleed:	8-1/8" x 9-3/4"
Junior Trim:	7-7/8" x 9-1/2"
Tabloid Spread Bleed:	21" x 13-1/2"
Junior Spread Bleed:	15-3/4" x 9-3/4"
Non Bleed Footers:	10" x 3"
Bleed Footers:	10-1/2" x 3-3/4"
Publication Trim Size:	10-1/4" x 13"

Column Width: Page is five columns wide, each column is 1-6/10" or 9p11 wide.

Printing Method: Web Offset

Binding Method: Saddle Stitched

Business Reply Cards/Inserts: All business reply inserts and cards must be approved by the Post Office. Check with the Publisher regarding new postal regulations before printing business reply cards or inserts.

Commission

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.

Mailing Instructions

General and reproduction materials: Contracts, insertion orders, correspondence, proofs, copy and reproduction materials should be sent to:

Production Department, Attn: Janelle Heller
Hotel & Motel Management
306 W. Michigan St., Suite 200, Duluth, MN 55802
Phone: 218-279-8834, Fax: 218-279-8815
email: jheller@questex.com

Tabloid Page 8-1/2" x 12" (215mm x 304mm)	Junior Page 6-3/5" x 8-3/4" (167mm x 222mm)	1/2 Junior Horizontal 6-3/5" x 4" (167mm x 101mm)
1/2 Junior Vertical 4-1/2" x 6-1/2" (114mm x 165mm)	1/3 Junior 1-7/10" x 8-3/4" (43mm x 222mm) 1/3 Junior Square 4-1/2" x 4-5/8" (107mm x 117mm)	1/4 Junior 3-1/4" x 4-5/8" (82mm x 117mm)

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