



hotelanalyst

The intelligence source for the hotel investment community



media pack

# about us

Hotel Analyst is different from all other news and information products for the hospitality sector. It is designed to focus purely on the information needs of the hotel investment community.

A subscription to Hotel Analyst comprises of three things: a newsletter published six times a year (Hotel Analyst newsletter) and a weekly web-based online news service (HA Perspective Online) and a daily news summary email, HA Daily. They are supplied within the one subscription price of £595.

Andrew Sangster, a leading financial journalist who has spent his career reporting on the sector, has launched this new service. Rather than reproducing press releases or re-writing other newspaper and news wire reports, it is first-hand journalism, reporting the issues that matter to senior hotel industry professionals.

Hotel Analyst is not allied to a big publishing conglomerate, filling a niche between conferences, awards nights, exhibitions or other non-journalistic enterprises. Rather, it is an independent title, entirely focused on fulfilling the industry intelligence requirements of its subscriber base.

Hotel Analyst offers more. Rather than simply historic reporting, it asks the crucial so what? question about events, exploring the meaning and impact of today's deals and anticipating tomorrow's transactions. The allies we have add real value to our readership. Controversial columnists with decades of experience both as investment analysts and hotel operators; in depth demand data that provides a profit analysis as well as revpar; and exclusive access to the best supply database in the industry.

# audience

Hotel Analyst counts nearly every major hotel operator and owner in Europe as a subscriber. These subscribers are typically board level directors or at the least within the senior management team. The other half of our subscription list comprises advisers ranging from investment banks to lawyers.

The strength of Hotel Analyst lies with the depth and seniority of its subscribers. With a typical price of £595 per year, every subscriber is likely to be an active reader. The email service goes out to all subscribers from over 200 of the top companies.

## Our subscribers include:

Abu Dhabi Investment Authority, AC Hotels By Marriot, Accor, Acentic, Aequus Counsel, AIB Capital Markets, AL Jassim Group, Algonquin Asset Management, Alternative Hotel Group, Archipelago Hotel & Resort , Areen Design , The De Vere Group, American Express, Andrew Bates & Co, ASSA ABLOY Hospitality, Baker & McKenzie, Bank of Ireland, Barclays Bank, BDO Stoy Hayward, Beltone Private Equity, Benson Elliot Services Ltd, Birmingham University, BLP, BNP Paribas, Bridgestreet Worldwide, Broadcliff Capital Partners, Brockton Capital, Brookfield Financial, Cabot Square Capital, Calyon, Carlson Hotels, CBRE Hotels, Chardon management, Choice Hotels Ireland, Christie & Co, Citigroup, Mint Hotel, Concorde Hotels & Resorsts, Crimson Hotels, CMS Cameron McKenna, Clyde & Co, Sunland Hotels, Colliers, Corinthia Group, CHI Hotels and Resorts, Crownway Investments, CP Holdings, Dakota Nottingham Hotel, Davies Arnold Cooper, Deerbrook Group, DEG – Deutsche Investitions, Deloitte, Delta Squared, DLP Piper, Distergov Consulting, Dolce Hotels & Resorts, DTZ, Dundas Wilson, EC Harris, Ecole hôtelière de Lausanne, Edward Symmons Hospitality and Leisure, Emaar Hospitality Group, eRevMax , Ernst & Young, Epima d.o.o, Fitzpatrick Design, Focus Hotel Management, Freshfields Bruckhaus Deringer, Genfer Group, Gerald Eve, GIC Real Estate, GVA Humberts Leisure, Groupe B&B Hotels, HAAGA-HELIA University of Applied Sciences, Hilton, Hogan Lovells International, Hotel Capital Advisers, Hotel Investment & Asset Management, Hospitality Consultancy, Host Hotels Ltd, Harwath Consulting, Hotel Leelaventure, HSBC, HVS International, Hyatt International, InterContinental Hotels Group, International Hotel Licensing Company, Institute of Hotel Management, Intros Hotel Supplies, Invesco, Irea Real Estate, Jansons, Jorge Group, RS Consultants, Jefferies, Jenics, John Sisk & Son, Jones Lang Lasalle, Jumeriah Group, Jupiter Hotels, KPMG, Lambert Smith Hampton, Langham Hotels , Latham Watkins, Lloyds, London Plaza Hotels, London Regional Properties, Lordship, Lutron, Lutron LTC , Macdonald Hotels, Malmaison & Hotel du Vin Group, Magnuson Hotels, Marriott Hotels, Matthews & Goodman, Menzies Hotels, Meridia Capital Partners, Merrill Lynch Europe, Michels and Taylor, Midstar, Monte-Carlo S.B.M., Moorfield Group, Moow Ltd, Moran & Bewleys Hotels, Mornington Capital, Motel One, Movenpick Hotels & Resorts, NH The Netherland, NAMA, Neptune IM, Oaktree Capital, Pandox, Penta Hotels, Pestana, Pierre & Vacances Developpement, PKF, Portfolio, Principal Hayley, Precise, Whitbread Group, PricewaterhouseCoopers, Ralph Trustees Ltd , REAG, Red Planet Hotels, Redefine International, Relais Chateaux, Rezidor Hotel Group, Rise Ventures , Royal Bank of Scotland, Salans , Santander, Savills, Scandic, SCN Holdings, Scottish Development International, Scottish Enterprise, Shire Hotels, Singapore Tourism Board , Sleeperz Hotels, Somerston Hotels, Splendid Hotel Group, 4C Hotel Group, Star Hotels, Starman Hotels, Starwood Hotels & Resorts, Starwood Capital, Stauch Vorster Architects, Steigenberger Hotels, Stephenson Harwood, STR Global, Talbot Hughe McKillip, Taylor Global Advisors, Taylor Wessing, The Cavendish London , The Hotel Solutions Partnership, The Oberoi Group, Toga, TravelCLICK , Rise Ventures, UBS, Vantage Hotel Management, Villa d’Este, Virgin Limited Edition, Vision Asset Management, WATG, Warimpex, Whitebridge Hospitality, Willmott Dixon Construction, WFW Global, Wrens Hotel Group, Wyndham Hotels Group, ZAAD Trading Services, Zoffany.

# circulation

- \* Marketed to a database of over **30,000 senior contacts** within the industry
- \* Distribution of the newsletter at **key conferences**
- \* Paid subscriptions from over **200 companies**
- \* Price for a single subscription is **£595**.
- \* Price for a corporate subscription is **£1500**.

|  | Per Issue      |
|--|----------------|
| <b>a. Via the newsletter</b>   |                |
| Full page bleed 210 x 297mm  | £2400          |
| Full page 190 x 255mm  | £2000          |
| Half page 190 x 125mm  | £1200          |
| Half Two column 125 x 125mm  | £600           |
| Half One column 60 x 125mm   | £400           |
| <b>b. Via the daily and weekly emails</b>  |                |
| Advert on daily and weekly news email for one month  | £1,500.00      |
| Advert on the daily and weekly news email for one year                                     | £12,000.00     |
| A one off company e-flyer mailing to the 30,000 strong database                            | £2,500.00      |
| <b>c. Bespoke advertising</b>  |                |
| Promotional flyer designed, printed and distributed with Hotel Analyst at a key conference | from £5,000.00 |
| <b>d. Annual sponsorship</b>   |                |
| Sponsorship of the website for one year  | £12,000.00     |
| Sponsorship of the newsletter for one year   | £12,000.00     |
| Sponsorship of the weekly and daily emails   | £12,000.00     |

rates

Full page  
w.190mm x h.255mm

or

Full page bleed  
210 x 297 (add 3mm bleed)

## Print Ad Specs & Submission Requirements

### MEDIA & FILE FORMATS

Preferred File Format: Press Quality PDF

Alternate File Formats Accepted: Native Application Files (MAC ONLY) Adobe CS4 (Illustrator, InDesign, Photoshop). Please include all fonts, images, and any other digital files needed for output.

PC USERS MUST PROVIDE A PRESS READY PDF.

#### PLEASE NOTE:

- PDF files must contain only 4-colour process images (CMYK).
- Hotel Analyst can not be responsible for PDF files prepared incorrectly.

Image Requirements: All images for ads should be colour corrected and provided at or above our minimum resolution requirement of 266 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.

Half page

w.190mm x h.125mm

Half Two Column

w.125mm x h.125mm

Half One Column

w.60mm x h.125mm

Banner

w.525px x h.90px

## Digital Ad Specs & Submission Requirements

### **MEDIA & FILE FORMATS**

Preferred File Format: JPEG

Alternate File Formats Accepted: PDF, Native Application Files (MAC ONLY)

Adobe CS4 (Illustrator, InDesign, Photoshop). Please include all fonts, images, and any other digital files needed for output.

### PLEASE NOTE:

– Hotel Analyst can not be responsible for files prepared incorrectly.

Image Requirements: All images for ads should be colour corrected and provided at or above our minimum resolution requirement of 72 dpi. Image files should be RGB.