THE DEFINITIVE GUIDE TO SUCCESSFUL HOTEL MANAGEMENT

hotelier India

MEDIA PACK 2022
Hotelier India is the most preferred magazine for the hospitality business in the country. It delivers vital information about contemporary trends, successful policies and practices adopted by industry leaders, in-depth reports on various aspects from key decision-makers and the people who matter.

Hotelier India covers the major facets of the industry, ranging from news and insights to perceptive interviews, case studies and market intelligence reports. Over the years, the magazine has gained a strong reputation for its analytical approach, ability to gather views from top-ranking industry professionals and organise roundtable sessions with virtually every segment of the Indian hospitality sector.

- Hotelier India has emerged as the most preferred magazine in the hospitality business, over the past decade.
- Hotelier India is distributed to, and read by, an audience of hoteliers, operators, developers, owners, architects, interior designers and consultants as well as industry associations and educational institutes connected with the hospitality sector.
- Hotelier India counts key decision-makers as central to its readership profile. This includes MDs, presidents, chairpersons, CEOs, CTOs, CIOs, CFOs, vice-presidents, project heads, consultants and general managers, as well as heads of various departments in the hospitality industry, including sales and marketing directors, chief engineers, procurement heads, revenue heads, housekeeping heads, chefs, F&B directors, etc.
- Hotelier India is read by all branded international and national hotel chains as well as independent properties across India.
- Hotelier India organises several events to help industry professionals gain better insights about the dynamic industry and also validate the market before investing into newer products and processes.
Our distinguished advisory board has been assembled to help guide Hotelier India to become even more representative of its community. Members have been invited from the highest levels of the industry to ensure that the magazine continues on its path of success.

**ADVISORY BOARD**

“Our distinguished advisory board has been assembled to help guide Hotelier India to become even more representative of its community. Members have been invited from the highest levels of the industry to ensure that the magazine continues on its path of success.”

---

**TESTIMONIALS**

“Hotelier India is a must read for me as it is a very strategy-focused journal. Most articles are either futuristic or visionary. At senior positions, insights and ideas are what we look forward to, besides top management interviews that help assessing industry direction in particular and brand directions in general.”

**RANVEER BRAR**
Celebrity Chef & Director - FoodMantra F&B Ltd

“I’ve been in the industry for 24 years and have seen Hotelier India from the very beginning. In this trade, which is all about people, Hotelier India has done a great job in highlighting our people aspect and especially in addressing specific areas of interest across different functions.”

**SANJAY VERGHESE**
Director, Materials, The Imperial, New Delhi

---

“Hotelier India is a one-stop-shop for news, operations and about the key people driving the hospitality business. It gives great insight about various verticals and industry statistics. Its in-depth studies provide vital understanding not only on where the future of the industry is headed but what essential changes we need to make to remain on top of the latest trends and changes.”

**VIPUL KAMBOJ**
General Manager, Managing Partner, HPG Consulting

“There are very few magazines that are traditionally respected in the industry. Hotelier India is one such publication as it keeps the industry abreast with its in-depth research on relevant issues facing the hospitality sector. The publication takes keen interest in new players and trends and keeps its readers well-informed about the operations of each department, thereby providing its readers a cohesive understanding of the industry.”

**SHAHROM OSHTORI**
CEO, SO Hospitality
HOTELIER INDIA - HIGHLIGHTS

<table>
<thead>
<tr>
<th>SPECIAL ISSUE</th>
<th>MONTH</th>
<th>DESIGN</th>
<th>F&amp;B</th>
<th>TECHNOLOGY</th>
<th>INDUSTRY DEBATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>95% of Hotelier India’s</td>
<td>January</td>
<td>Bathroom experience</td>
<td>Vegan food</td>
<td>WiFi and wireless connectivity</td>
<td>Security heads</td>
</tr>
<tr>
<td>readers consider its content to be good or better than other publications that focus on the hospitality sector in the region.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>93% of Hotelier India’s</td>
<td>February</td>
<td>Restaurant design</td>
<td>Kitchen equipments</td>
<td>Cybersecurity</td>
<td>F&amp;B managers</td>
</tr>
<tr>
<td>readers consider the magazine to be a superior or far better publication than others in the same industry within the region.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>97% of our readers have at some point used Hotelier India to make purchasing decisions based on its editorial and advertising content.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28% of Hotelier India’s</td>
<td>March</td>
<td>HVAC</td>
<td>Hygiene solutions</td>
<td>Sound systems</td>
<td>Procurement managers</td>
</tr>
<tr>
<td>readers are either solely, or jointly, responsible for a budget of between US $1 million to $100 million annually.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EDITORIAL**

- **Competitive Advantage**
  - January: Bathroom experience, Vegan food
  - February: Restaurant design, Kitchen equipments
  - March: HVAC, Hygiene solutions
  - April: Swimming pools, Tea
  - May: Flooring, Tableware
  - June: Outdoor Furniture, Chocolate
  - July: Meeting rooms, Cold Storage
  - August: Gym equipments, Spices
  - September: Public spaces, Glassware
  - October: Furniture & Furnishings, Coffee and coffee machine
  - November: Bath and Bed, Premixes/sauces
  - December: Lighting, Alco - bev

- **Purchasing Decisions**
  - January: WiFi and wireless connectivity, Security heads
  - February: Cybersecurity, F&B managers
  - March: Sound systems, Procurement managers
  - April: POS, General managers
  - May: In room automation & entertainment, CIOs
  - June: Water conservation and waste water management, Housekeeping heads
  - July: In-room entertainment, Revenue managers
  - August: Solar water heating systems, HR directors
  - September: Conference and meeting tools, Marketing and communications
  - October: Reservation systems, Spa heads
  - November: Video surveillance solutions, Chief engineers
  - December: Property management systems, Luxury cruise personnel

**EDITORIAL**

- **Competitive Advantage**
- **Purchasing Decisions**
- **READER SPEND**

95% of Hotelier India’s readers consider its content to be good or better than other publications that focus on the hospitality sector in the region.

93% of Hotelier India’s readers consider the magazine to be a superior or far better publication than others in the same industry within the region.

97% of our readers have at some point used Hotelier India to make purchasing decisions based on its editorial and advertising content.

28% of Hotelier India’s readers are either solely, or jointly, responsible for a budget of between US $1 million to $100 million annually.
Hotel Build India 2021 is the only platform for high-value networking and knowledge-sharing among key hotel operators, leading property developers, top-level architects and interior designers, the best structural consultants, cutting-edge technology suppliers and basically everyone involved in building a hotel – all in three activity-packed days.

Highlights include an exclusive CEO panel and a Masterclass on prefabricated hotel build.

The F&B Conclave is a unique and one-of-a-kind one-day hospitality conference focusing on the food and beverage segment, which provides an excellent platform for decision makers and influencers like CEOs, MDs, chefs, hoteliers, restaurateurs, F&B directors and managers as well as hospitality interior designers, procurement heads for hotel and restaurant. It also sees the participation of equipment and suppliers, caterers, etc, from across the country. More than 200 participants from the hospitality sector come together from different verticals of the hospitality segment for this event.
HOTELIER INDIA AWARDS 2022

• The most prestigious event for the Indian hospitality industry, these awards honour those hospitality professionals who have rendered exemplary service to their organisations and corporate peers.

• The Hotelier India Awards bring together the creme de la creme of the country’s hospitality industry. As such, it is an ideal place for suppliers and service providers to promote their brand, meet potential customers and network with their existing clients.
Hotelier India brings together top GMs from various cities across the country to raise core issues and share their experiences. GMs representing leading hotel chains discuss topics ranging from pain points to success stories – including critical subjects like guest satisfaction, revenues, development & training, changing market trends.
Hotelier India BEAMS 2022
(Building, Electrical, Air-conditioning, Maintenance & Safety) Powered by Hotel Chief Engineers Association - AWESOME is a full day conference that provides an excellent platform for decision makers, with participants from the hospitality, Commercial offices, Malls, Hospital sectors which includes: CEO’s, DOE’s, Chief Engineers, Purchase heads, Architects & MEP Consultants.

The focus area of the conference include:
- Addressing the importance of fire & Safety
- Devising Sustainability as a means to increase profitability.
- Integrating intelligent electrical systems
- Working out efficient (HVAC) and air quality
- Analysing best practices for O&M
- Exploring latest trends
Page Views
1,70,000+ per month

Visitors
- Returning Visitors 19.6%
- New Visitors 80.4%

Number of Sessions
62,000+ per month

E-mail Subscribers
89,000

Unique Users
53,000+ per month

Avg session duration
00:08:05 per month

* As per google analytics
ADVERTISING OPPORTUNITIES ON THE SITE

Billboard 970 x 250 px
ADVERTISING OPPORTUNITIES ON THE SITE

Leaderboard 728 x 90 px

Fighting Carbon Emissions With Intelligent HVAC Systems

Inauguration of the Spark Hospitality Digital Center at Les Roches

Hilton unveils refurbished look of hotels and resorts across South East Asia

MOST POPULAR

Meet Mr Nice Guy

Thomas Cook India & SOTC launch India Holiday Festival

Driven By Data

Raffles Udaipur: India’s first Raffles
ADVERTISING OPPORTUNITIES ON THE SITE

Half page Ad 300 x 250 px

Conrad Bengaluru announces ‘Nati Ruchigalu’ food festival

Nov 15, 2021

Guests can enjoy the rustic country style cuisine between 11th to 24th November at Carraway.

Holiday Inn Mumbai International Airport presents ‘Dilli Se Dil Tak’

A Taste of Truffles at Romano’s JW Marriott Mumbai Sahar

Driven By Data

Raffles Udaipur: India’s first Raffles
## ADVERTISING RATES

### MAGAZINE

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>RUPEES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIME POSITION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reverse gatefold</td>
<td>44.5 x 30 cm</td>
<td>3,00,000</td>
</tr>
<tr>
<td>IFC inside gatefold</td>
<td>44 x 30 cm</td>
<td>2,75,000</td>
</tr>
<tr>
<td>IFC</td>
<td>22.5 x 30 cm</td>
<td>2,55,000</td>
</tr>
<tr>
<td>IBC</td>
<td>22.5 x 30 cm</td>
<td>2,00,000</td>
</tr>
<tr>
<td>OBC</td>
<td>22.5 x 30 cm</td>
<td>2,55,000</td>
</tr>
<tr>
<td>Central DPS</td>
<td>45 x 30 cm</td>
<td>2,90,000</td>
</tr>
<tr>
<td><strong>STANDARD POSITION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DPS</td>
<td>45 x 30 cm</td>
<td>2,60,000</td>
</tr>
<tr>
<td>Full page</td>
<td>22.5 x 30 cm</td>
<td>1,75,000</td>
</tr>
<tr>
<td>Half page</td>
<td>20.1 x 13.2 cm</td>
<td>98,000</td>
</tr>
</tbody>
</table>

**FORMAT REQUIRED:**
- Artwork Format – PDF/ EPS
- Colour Format - CMYK
- Creatives – High resolution (300 dpi)

### ONLINE

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>RUPEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard on home page</td>
<td>728 x 90 pixels</td>
<td>1,50,000</td>
</tr>
<tr>
<td>Half banner on home page or specific section</td>
<td>234 x 60 pixels</td>
<td>80,000</td>
</tr>
<tr>
<td>Vertical white space on home page or specific section</td>
<td>220 x 550 pixels</td>
<td>1,10,000</td>
</tr>
<tr>
<td>MPU on home page or specific section</td>
<td>300 x 250 pixels</td>
<td>75,000</td>
</tr>
</tbody>
</table>

### HOTELIER INDIA AWARDS

<table>
<thead>
<tr>
<th>SPONSORSHIP CATEGORY</th>
<th>RUPEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting partner</td>
<td>Rs 30,00,000</td>
</tr>
<tr>
<td>Associate sponsors</td>
<td>Rs 15,00,000 each</td>
</tr>
<tr>
<td>Category sponsors</td>
<td>Rs 8,00,000 each</td>
</tr>
</tbody>
</table>