LODGING MEDIA

LODGING, THE OFFICIAL MAGAZINE OF THE AMERICAN HOTEL + LODGING ASSOCIATION

LODGING MAGAZINE | LODGINGMAGAZINE.COM | ONLINE MARKETPLACE
DIGITAL EDITIONS | E-NEWSLETTER | CUSTOM E-BLAST

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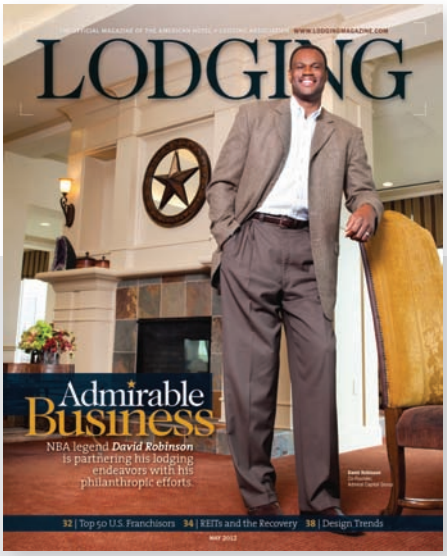
Inside *Lodging*

Lodging is a knowledgeable source of strategic business and management content. Each issue examines critical trends and state-of-the-art solutions being used by leading lodging companies. Our goal: help readers manage their properties to higher levels of productivity and profitability.



Departments

- **FRONT DESK** offers news and analysis of hot-button issues and emerging trends, coverage of industry events, and interviews with industry leaders.
- **INSIDE AH&LA** features news from the association, the Educational Institute, and the American Hotel & Lodging Foundation.
- **FINANCE** monitors fiscal trends and provides in-depth economic analysis of the industry's many sectors.
- **GOVERNMENTAL AFFAIRS** examines legislative and regulatory initiatives affecting the lodging industry.

Columns

- **OWNERSHIP** Strategies for owners including evaluating investments and ROI, site selection, financing, brand affiliation, operations, exit strategies and more.
- **DESIGN + CONSTRUCTION** focuses on emerging design trends, up-and-coming architects and designers, and new techniques.
- **MANAGEMENT** discusses strategies for effective leadership by general and executive management, including HR and talent management.
- **OPERATIONS** helps hoteliers and executives make the best purchasing decisions, and discusses the latest trends in goods and services.
- **TECHNOLOGY** keeps hoteliers up to speed on online developments, hardware advancements, telecommunications, and more.
- **MARKETING** covers PR, electronic media, collateral materials, advertising campaigns, budgeting, and meetings and conventions.

Features

- Vividly photographed and illustrated, features profile CEOs and other industry leaders and explore emerging industry trends and issues in detail.

Comprehensive Coverage

These are the core hospitality topics that Lodging covers in every single issue

- Amenities, in-room entertainment, security, wireless, phone systems
- Property management, staffing, and legal essentials
- Hotel brands, franchising programs, and marketing trends
- Finance issues, investment strategies, and risk management
- Design, construction, and property renovation
- Housekeeping and linen necessities, and pest management
- Technology innovations and products
- Environmental control, HVAC, and energy management

Media Planning

The 2013 Editorial and Marketing Calendar along with our 2013 Print Advertising Rates listed below, will help you plan your marketing approach for the year. Our advertising consultants will guide you and recommend a plan of action that suits your needs and budget.

Net Gains
Net Rewards
NBA Hall of Famer David Robinson entered the hotel business for its investment returns, and he's putting some of those profits back into the community.
"There is no shortcut to achievement."

Editorial/Marketing Calendar

2013 ISSUE DATES	SPECIAL FEATURES	BONUS DISTRIBUTION	SPACE	MATERIALS
JANUARY	State of the Industry	ALIS	12/3/12	12/10/12
FEBRUARY	Smart Renovation	HR in Hospitality	1/2/13	1/9/13
MARCH	Keys to a Successful Opening	AAHOA; Hunter Hospitality Conf.	2/1/13	2/8/13
APRIL	Green Ideas	ARDA	3/1/13	3/08/13
MAY	Effective Design	HD Expo	4/1/13	4/8/13
JUNE	Making Technology Payoff	NYU; AHLA; HITEC; Clean Show	5/1/13	5/8/13
JULY	Creating a Resort Experience	NABHOOD	6/3/13	6/10/13
AUGUST	Guide to Franchise Companies		7/1/13	7/8/13
SEPTEMBER	Investment Planning	Green/Sustainability; HD Boutique	8/1/13	8/8/13
OCTOBER	Marketing Tactics	Lodging Conference; HR+Diversity	9/3/13	9/10/13
NOVEMBER	Property Management Strategy	IHMRS	10/1/13	10/10/13
DECEMBER	Top Innovators of 2013		11/1/13	11/8/13

2013 Print Display Rates {rates shown are gross}

4-COLOR	1X	4X	8X	12X	16X	24X	48X
2-PAGE SPREAD	$13,291	$12,626	$11,995	$11,395	$10,825	$10,284	$9,770
FULL PAGE	$6,995	$6,645	$6,313	$5,997	$5,697	$5,413	$5,142
2/3 PAGE	$6,156	$5,848	$5,555	$5,278	$5,014	$4,763	$4,525
1/2 ISLAND	$4,687	$4,452	$4,230	$4,018	$3,817	$3,626	$3,445
I/2 PAGE	$4,477	$4,253	$4,040	$3,838	$3,646	$3,464	$3,291
1/3 PAGE	$3,498	$3,323	$3,156	$2,999	$2,849	$2,706	$2,571
1/4 PAGE	$2,798	$2,658	$2,525	$2,399	$2,279	$2,165	$2,057

Premium Positions: Cover 4 is 20% more than the 4-color rate; Cover 2 and Cover 3 are 15% more than the 4-color rate. All other guaranteed premium positions carry a 10% premium charge.