

2022

MEDIA
KIT

Hotel & Catering
NEWS Middle East

THE CORNERSTONE OF DECISION MAKING FOR HOSPITALITY AND FOOD & BEVERAGE INDUSTRY PROFESSIONALS IN THE MIDDLE EAST.

We dedicate our publication to hoteliers, caterers, suppliers, experts, and stakeholders defining the future of the industry. We track news and developments, provide in-depth analysis on key issues, sit down with top industry players. And bring you the latest trends in hotel and catering markets. In addition to our magazine, we recognise and celebrate the movers and shakers and influence and support the newcomers through our prestigious awards ceremonies and notable events. *We are the region's leading source for Hotel and Catering news.*



27702

ONLINE COMMUNITY



23 750

STANDARD READERSHIP

- ▶ Owners
- ▶ Architects
- ▶ Designers
- ▶ Kitchen Consultants
- ▶ General Managers
- ▶ Food and beverage managers
- ▶ Food facility general managers
- ▶ Catering managers
- ▶ Bar managers
- ▶ Sommeliers
- ▶ Chefs
- ▶ Procurement managers
- ▶ Finance managers
- ▶ Operations managers
- ▶ Sales and marketing directors
- ▶ Restaurant managers
- ▶ Banquet and event managers
- ▶ Suppliers
- ▶ Schools
- ▶ Airlines
- ▶ Fast food chains
- ▶ Mass catering companies
- ▶ Director of rooms
- ▶ Revenue managers
- ▶ IT managers
- ▶ Laundry managers
- ▶ Executive housekeepers
- ▶ Spa managers
- ▶ Leisure managers
- ▶ Front Office managers
- ▶ PR communications managers
- ▶ HR managers
- ▶ Training managers
- ▶ EHS managers / hygiene managers
- ▶ Reservation managers
- ▶ Cost controllers
- ▶ Business development directors
- ▶ Executive assistant managers



9500

STANDARD PRINT

OMAN 4%

QATAR 4%

KUWAIT 3%

INTERNATIONAL 12%

SAUDI ARABIA 25%

UAE 52%



NEWS AND APPOINTMENTS

Keeping you in the know. This section serves as a round-up of some of the biggest industry highlights shaping the regions hotel and catering sector

THE BUSINESS OF

If it's trending, we'll tell you everything you need to know about it. This feature focuses on industry specific products or services generating a region-wide buzz.

LEADING LADIES

This feature shines a spotlight on all the women who are at the top of their careers in the region's hospitality and catering industry.

OPENINGS AND LAUNCHES

The ever-dynamic UAE is home to numerous openings and launches, sometimes almost daily. From the most elaborate properties to the newest cafes and menus, we bring you the latest in hotel and catering news.

CHAIN OF THE MONTH

We zoom in on one chain at a time to give you the scoop! We look at the numbers and statistics, conduct senior management interviews, explore the chain's success, find out what's next and more.

F&B FOCUS

We give readers valuable input from leaders in the F&B sector on current and future trends, and feature and outlets suppliers doing exciting things in the F&B industry.

ONE-ON-ONE

We ask, and they answer. In this feature, we bring you all the knowledge and experience from top group CEOs handling over 200 properties, leaders in their fields and everyone else contributing to the hotel and catering industry.

MOVERS AND SHAKERS

If there are waves in the industry, we go to the source! We sit down and speak to trailblazers and chance takers making headlines with their ground-breaking hospitality approaches and offerings to the region.

EXCEPTIONAL GASTRONOMY

We unpack the relationship between food and culture with gastronomical concepts that adds something special to the industry. New venues and interesting culinary offerings are at the heart of this feature.



GM FOCUS

We speak to GMs of hotels from all over the region, bringing readers their views on industry news, predictions, and more.

TALENT SPOTTING

Here, we bring you everything from training programmes and recent changes in hiring methods, to big news and industry trends in human resources.

THE EXPERIENCED

This feature is a one-on-one exclusive with the masterminds behind the venues that have stood the test of time, and the people that have stood with it.

POINT OF VIEW

This is a monthly op-ed column featuring professionals from a variety of industries. From the head of purchasing to a leading hotel or F&B chain, we bring you on the ground tips and advice.

WHO'S COOKING

We get to know leading chefs making it big in the UAE and the rest of the region. From their passion for food to their journey into the F&B industry, we cover it all.

IN THE MIX

This page features a Q&A with a head bartender or mixologist for secrets of the craft.

TECH & INNOVATION

From 3D printed steaks to advancements in foodservice using technology, this feature brings you all the innovation and science in the hotel and catering industry today.

THIS MONTH'S MUST-TRY

We've got you covered! Professionals, experts in the industry or just budding foodies, this feature rounds up the top must-try places in the region for you to enjoy.

SPLENDID VENDORS

Come and take a closer look at what's inside every Hotel door. Whether its luxury bed linen, deliciously scented soaps and shampoos, kitchen and cookware, or lighting, this feature highlights the suppliers doing big things in the industry.

	MONTHLY CHAIN FOCUS	MARKETPLACE	PRODUCTS	AROUND THE WORLD
JANUARY	Marriot/ Wyndham Group	Tea	In-room Accessories	African
FEBRUARY	IHG/ Minor Hotels	Chocolate	Bedding	Arab
MARCH	Jumeriah Group	Art	Electronics	Peruvian
APRIL	Accor Hotels	Laundry Equipment	Mini Bars	Asian (Oriental)
MAY	Kempinski Hotels & Resorts	Cutlery/Food Preparation Equipment	Security Solutions	Mexican
JUNE	Movenpick Hotels & Resorts	Plant-based (Vegan)/Ingredients	Kitchen & Bathroom Fixtures	French
JULY	Millennium & Copthorne	Outdoor furniture/Tableware	Uniforms	American
AUGUST	HMH/Jannah Hotels	Lighting/flooring	Dairy Products	Asian (Indian)
SEPTEMBER	Hyatt/ Hilton Worldwide	Appliances	Beverages	Italian
OCTOBER	Taj/Rotana Group	Bar Equipment/Glassware	Fresh & Frozen Foods	British
NOVEMBER	Fairmont Hotels & Resorts	Interior Design	Condiments	Emirati
DECEMBER	Emaar Hospitality Group	Sanitation/Packaging	Bakeware & Desserts	Spanish





DISCOVER AND CREATE NEW BUSINESS OPPORTUNITIES THROUGH HOTEL & CATERING NEWS MIDDLE EAST.

AWARDS AND FORUMS

With decision-makers from the biggest groups and organisations in the Middle East in attendance, our large-scale events and forums promise high-profile branding and networking opportunities.

Our events include GM Leaders Conferences, Leaders In Hospitality Awards, Leaders in F&B Awards, The Big F&B Forum, and more.

When you choose to partner with us, your organisation will gain editorial and pre and post-content coverage in print and digital that reaches the who's who of the industry.

ROUNDTABLES

We partner with your organisation to create roundtable discussions based on your business needs and goals. These roundtables enable you to gain credibility and become a thought leader on relevant and trending topics in the industry while marketing your brand and business and networking with some of the largest names in the region.

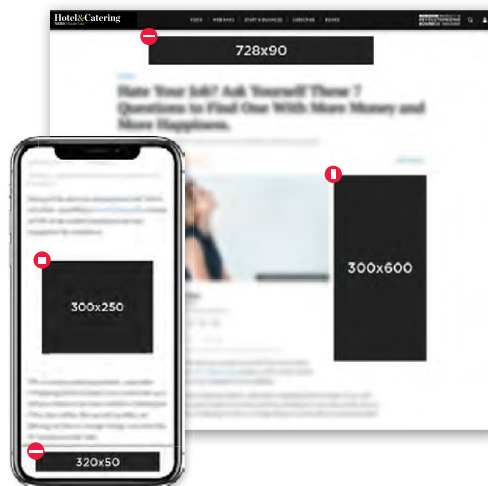
These energetic and engaging roundtables include post-event coverage and photography in our print and all digital platforms.

ADVERTISING RATES (WEB)

Execution	Position	Rate Card CPM (USD)
Leaderboard * 728 x 90px	Beside the Masthead	\$80
Medium Rectangle (MPU) * 300 x 250px	Within right-hand column of ALL pages	\$75
Vertical Rectangle (Whitespace Banner) 220 x 550px	Right hand side of the screen	\$90
Half Page 300 x 600px	Right hand side of the screen	\$100
Overlay (Eyeblander) 450(w) x 450(h) px	Any except over the Masthead or other advertising formats	\$100
Interstitial Full Screen - 750 x 450px	Appears between any page impression & visible for 60 seconds	\$150
Microsites 220 x 550px, 728 x 90px, 300 x 250px	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys 220 x 550px, 728 x 90px, 300 x 250px	Dedicated survey housed within hotelnewsme.com	-
Newsletter Sponsorship	-	\$3,500 per newsletter
Leader board on newsletter	-	\$2,500 per newsletter
Vertical Rectangle (Whitespace Banner) on newsletter	-	\$2,350 per newsletter

Standard Banners

- 728x90
- 970x90
- 300x600
- 300x250
- 320x50



Global Specs

FILE FORMATS	.jpg, .gif, HTML5
MAX FILE SIZE	300kb
ANIMATION	15 seconds, Max 3 Loops

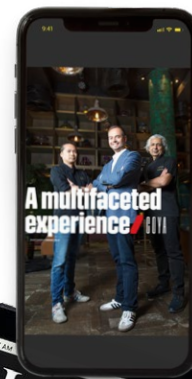
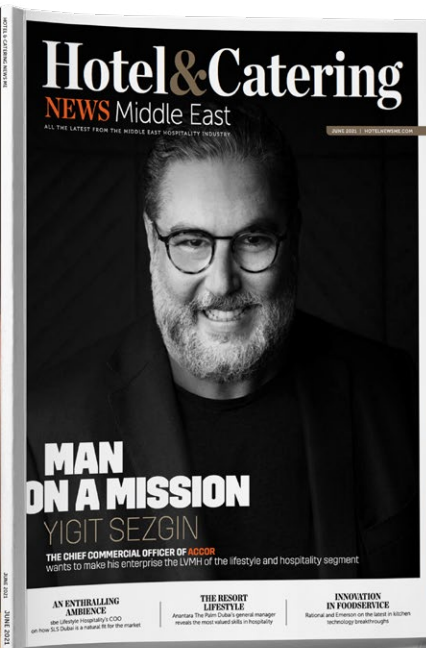
HOTELNEWSME.COM

Hotelnewsme.com, including our Catering News Middle East portal, is the region's most-visited platform for the hotel and catering industries, offering a network of valuable and viable opportunities.

Our multi-channel advertising strategy and print and digital platforms connects you to decision-makers. Reach industry professionals with your products, services, promotions and more by advertising with us.

ADVERTISING RATES (PRINT)

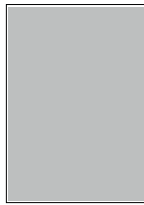
PLACEMENT	1x insert		4x insert		8x insert		12x insert	
	USD	AED	USD	AED	USD	AED	USD	AED
Inside Front Cover	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
1st Right-Hand Page	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
Inside Back Cover	\$7,200	AED 26,438	\$6,600	AED 24,455	\$6,192	AED 22,737	\$5,760	AED 21,150
Outside back Cover	\$7,940	AED 29,156	\$7,345	AED 26,970	\$6,828	AED 25,074	\$6,350	AED 23,317
Double Page Spread	\$10,611	AED 38,964	\$9,815	AED 36,041	\$9,285	AED 34,095	\$8,489	AED 31,171
Full Page	\$5,895	AED 21,646	\$5,453	AED 20,023	\$5,158	AED 18,941	\$4,716	AED 17,317
Half Page	\$3,240	AED 11,897	\$2,997	AED 11,005	\$2,835	AED 10,410	\$2,592	AED 9,518
Quarter Page	\$1,780	AED 6,536	\$1,647	AED 6,049	\$1,558	AED 5,719	\$1,424	AED 5,229



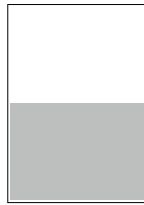
ADVERT SIZES



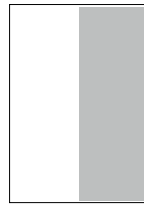
SPREAD



FULL PAGE



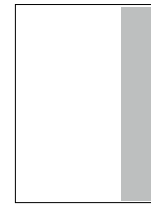
1/2 PAGE



1/2 PAGE



1/4 PAGE



1/4 PAGE

SPACE	TRIM	BLEED
Spread	406mm x 273mm	416mm x 283mm
Full Page	203mm x 273mm	213mm x 283mm
1/2 Page Horizontal	203mm x 133mm	213 mm x 138mm
1/2 Page Vertical	100mm x 273mm	105mm x 283mm
1/4 Page Horizontal	203mm x 59mm	213mm x 64mm
1/4 Page Vertical	40mm x 273mm	55mm x 283mm

FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. Material may also be submitted for Macintosh in Adobe InDesign CS5 or below, Adobe Illustrator CS or Adobe Photoshop CS formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft Word, Pagemaker or Publisher files. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colourspace. Colourspace conversion will change the appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. A colour digital proof is required for colour reference. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour accurate digital proof. At a minimum, a laser copy of the final artwork is required to enable us to check content.

*Always use British English.

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