



**Hotel & Catering**  
News Middle East

# 2020 MEDIA KIT



# WELCOME



Hotel and Catering News Middle East brings insightful industry knowledge from the hospitality and F&B business under one title. From up-to-date news and exclusive interviews to expert analysis and latest product launches, the publication is an essential tool for today's hoteliers and experts in the F&B community.

The title provides industry professionals with reliable information on products and services from the industry helping leaders in the market make the right decisions. Targeting professionals holding senior and executive roles in the region's burgeoning hotel and serviced apartment markets, hospitality specialists responsible for the operations of international hotel chains and decision makers in hotel-based outlets, standalone restaurants, mass catering companies, fast food chains and the franchise market, Hotel and Catering News ME is an invaluable resource for regional

and global industry knowledge.

The publication is designed to equip a wide range of senior management professionals with the knowledge they require to efficiently operate their businesses and enable them to compete and excel in one of the world's fastest-growing catering and hospitality market, making it a vital point of reference.

Hotel and Catering News Middle East provides unrivalled coverage of the Middle East and Africa's F&B and hospitality sector, a market which currently boasts the strongest pipeline of hotels and restaurants in the world. Keeping pace with openings, refurbishments, appointments, launches, and market trends, the publication ensures the reader is always up to speed with pertinent industry developments. Hotel and Catering News Middle East is produced by BNC Publishing, the name behind Entrepreneur Middle East, Logistics News Middle East, Design Middle East and Construction Business News Middle East.

Partnering with Hotel & Catering News ME provides businesses with unmatched visibility within the industry, with the print edition reaching a total of over 6000 hospitality and F&B professionals every month. Our readers rely on the magazine to not only keep up to date with industry news but also to gain insightful knowledge on manufacturers, suppliers, and distributors within the region who will benefit their establishments. We have dedicated sections to feature product information, new launches, and case studies that will provide professionals in the industry the right information to make key decisions.

Hotel & Catering News also hosts regular roundtables and events to discuss challenges and recognises the best names across the industry. Our presence at leading trade shows within the market also gives our partners additional benefits with an unparalleled reach.

# FEATURES

**In a Nutshell** - A quick Q+A with a member of the catering industry.

**Talent** – An interview with a figure within the industry who has recently changed positions.

**Chef Focus** - An in-depth interview with a leading chef from the F&B industry.

**In the Mix** – Q+A with a head bartender or mixologist.

**The Experienced** – A feature on a venue that has passed the test of time and been operational for more than a decade.

**New Opening** - Focuses on a new hotel each month. We interview the GM of the property about what sets it aside from the rest of the competitive pack in the Middle East. This includes a full photo shoot offering a ‘through the keyhole’ style feature.

**The Business** - An in-depth profile of a popular or up and coming F&B outlet/product that is making a stir within the industry.

**GM Interview** - A feature on a leading industry figure highlighting their philosophies.

**Chain Focus** - A monthly look at what a leading hotel group has got coming up in the pipeline.

**Opinion** - A monthly op-ed column featuring professionals from the F&B industry.

**Market Trends** - A short-term outlook on the industry.

**Out of this World** – Monthly feature on a cuisine with inputs from multiple restaurant and chefs.

**Industry Listings** – A round up of all the best offers for employees in the hospitality industry.

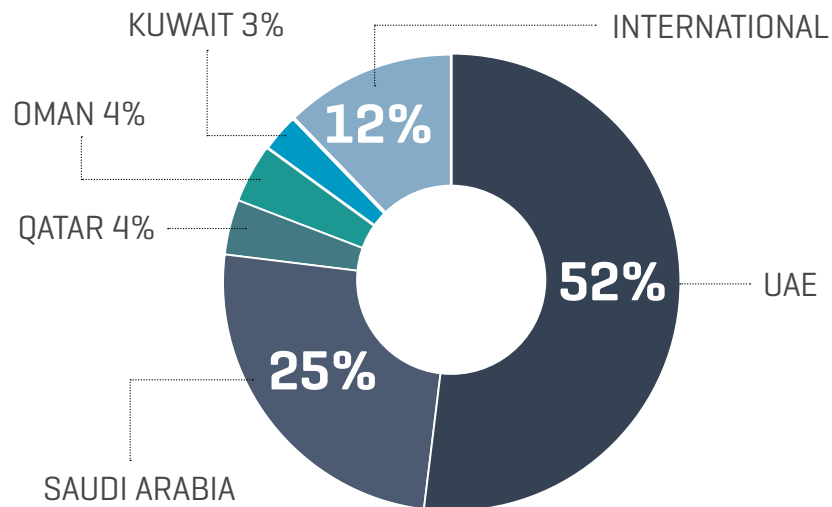
**Procurement Column** – Every month we will feature the head of purchasing from a leading F&B or hotel chain on what they look for when dealing with suppliers.

**Gastronomy uncovered** – A column by food blogger Mark Anthony Monzon, of Markmyworldblog fame, on the latest in Dubai’s culinary offerings, with a new venue or menu being featured in the magazine every month.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Chain Focus</b>	Wyndham Group	IHG	Jumeirah Group	Accor Hotels	Kempinski Hotels & Resorts	Movenpick Hotels & Resorts	Millennium & Copthorne	HMH	Hilton Worldwide	Rotana Group	Fairmont Hotels & Resorts	Emaar Hospitality Group
<b>Marketplace</b>	Tea	Chocolate	Ovens	Laundry equipment	Cutlery	Fruits and vegetables	Outdoor furniture/ Tableware	Lighting/ Flooring	Sanitation	Bar Equipment/ Glassware	Bathroom Design	Packaging
<b>Products</b>	In-room accessories	Bedding	Electronic Locks	Mini-Bars	Security Solutions	Kitchen Design	Uniforms	Dairy Products	Beverages	Water	Coffee Machines	Baking & Desserts
<b>Out of this World</b>	African	Lebanese	Peruvian	British	Mexican	Fusion	American	Indian	Italian	Chinese	Emirati	Spanish

**Editorial features are subject to change at Editor’s discretion**

# READERSHIP



**9,500**

STANDARD\* PRINT RUN

**23,750**

TOTAL STANDARD\* READERSHIP  
(BASED ON A PASS-ON RATE OF 2.5)

\*NUMBER OF COPIES PRINTED MAY INCREASE FOR MONTHS WHERE THE MAGAZINE WILL BE DISTRIBUTED AT EVENTS.

- 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
- Security Managers
- EHS Managers / Hygiene Managers
- Reservation Managers
- Cost Controllers
- Business Development Directors
- Executive Assistant Managers



# WEBSITE

hotelnewsme.com is the essential hospitality news hub, covering the latest industry developments across the Middle East and wider GCC region. The website is updated throughout the day with a regular stream of news stories covering new signings, regional analysis, data, comment pieces, upcoming industry events, travel and tourism news alongside content from the monthly edition of Hotel and Catering News ME.

EXECUTION	DIMENSIONS	FILE SIZE	POSITION	RATE CARD CPM (USD)
Leaderboard *	728 x 90px	50 KB	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 - this is the maximum. Include a close button functionality		Any except over the Masthead or other advertising formats (appears over the page content)	\$100
Interstitial	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds	\$150
Microsites	220 x 550px, 728 x 90px, 300 x 250px	As above	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys	220 x 550px, 728 x 90px, 300 x 250px	As above	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

# ADVERTISING



**DOUBLE PAGE SPREAD**

Trim size: 406 x 273mm  
Bleed size: 416 x 283mm



**FULL PAGE**

Trim size: 203 x 273mm  
Bleed size: 213 x 283mm



**1/2 PAGE**

Trim size: 169 x 125mm



**1/2 PAGE**

Trim size: 83 x 228mm



**1/4 PAGE**

Trim size: 169 x 59mm



**1/4 PAGE**

Trim size: 40 x 228mm

*\*All sizes are (Width X Height) in millimetres.*

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 colour-space. Colourspace conversion will change the appear-

ance 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.

# RATES

PLACEMENT	1X INSERT		4X INSERT		8X INSERT		12X INSERT	
	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)
OUTSIDE BACK COVER	\$8,734	AED 32,071	\$8,080	AED 29,668	\$7,511	AED 25,074	\$6,985	AED 25,649
INSIDE FRONT COVER	\$8,536	AED 31,344	\$7,896	AED 28,993	\$7,340	AED 24,503	\$6,829	AED 25,075
1st RIGHT-HAND PAGE	\$7,536	AED 27,672	\$6,500	AED 23,868	\$6,000	AED 22,032	\$5,500	AED 20,196
INSIDE BACK COVER	\$7,920	AED 29,082	\$7,260	AED 26,659	\$6,811	AED 22,737	\$6,336	AED 23,266
DOUBLE PAGE SPREAD	\$11,672	AED 42,860	\$10,797	AED 39,645	\$10,214	AED 34,095	\$9,338	AED 34,289
FULL PAGE	\$6,485	AED 23,811	\$5,998	AED 22,026	\$5,674	AED 18,941	\$5,188	AED 19,049
HALF PAGE HORZ/VERT	\$3,564	AED 13,087	\$3,297	AED 12,105	\$3,119	AED 10,410	\$2,851	AED 10,470
QUARTER PAGE	\$1,958	AED 7,190	\$1,812	AED 6,653	\$1,714	AED 5,719	\$1,566	AED 5,752

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