

Hotel & Catering

NEWS Middle East

ALL THE LATEST FROM THE MIDDLE EAST HOSPITALITY INDUSTRY

MEDIA KIT


2021

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OVERVIEW

Hotel & Catering News Middle East is the region's leading source for industry knowledge, bringing readers the latest in both sectors. The publication, along with its digital platforms and large-scale events for professionals, offer in-depth insights into a wide variety of trends and topics that are relevant to today's hoteliers, caterers, suppliers, experts and stakeholders. Tracking news and developments in the hotel and catering markets, including in-depth analysis on key issues and exclusive interviews with the top industry names, Hotel & Catering News ME is an invaluable source for keeping up to date with trends.

In addition to providing news and exclusive interviews, comment and analysis, debate and examples of best practice and innovation, the publication and its platforms support the industry and drive its news agenda with reports and research. 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 & Catering News ME is an invaluable resource for regional and global industry knowledge.

On a mission to provide and share B2B knowledge with the aim of helping professionals achieve their goals, Hotel & Catering News ME accomplishes this by providing high-value information and research through robust online and print journalism as well as producing innovative events and prestigious awards.

Hotel & Catering News ME is produced by BNC Publishing, the name behind Entrepreneur ME, Entrepreneur AlArabiya, Construction Business News ME, Logistics News ME and Design Middle East.

9,500

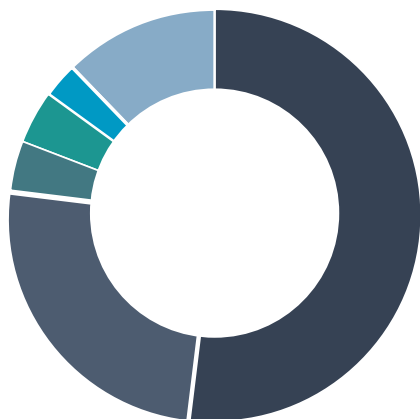
Standard* print run

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.

HCNME READERSHIP



52% UAE
25% Saudi Arabia
4% Qatar
4% Oman
3% Kuwait
12% International

- 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

FEATURES

News and Appointments:

If it is happening, it is here. A round-up of some of the biggest industry highlights, this section offers a quick look into what has been shaping the industry.

Openings and Launches:

The ever-dynamic UAE is home to numerous openings and launches, sometimes almost on a daily basis. We report on the latest in the hotel and catering worlds, from the biggest properties to the smaller establishments.

In-Depth Interview:

We ask, they answer. The group CEOs handling 200+ properties, the leaders in their fields and everyone else who has something important to offer our readers.

GM Interview:

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

The Business:

A feature on an upcoming F&B outlet or product that has been creating a region-wide buzz; we tell our readers all they need to know about it.

Chain of the Month:

We zoom in on one chain, and find out all about it – in numbers and statistics, and in the words of its senior management.

Movers and Shakers:

We shine a spotlight on the stars of the scene, anyone who has been making headlines with their innovative approach or ground-breaking offerings.

Talent Spotting:

This feature sheds the light on everything from training programmes and recent changes in hiring methods, to big news and industry trends in human resources.

What's Cooking:

We interview a leading chef to know more about their insights into the F&B industry – and how they have been making it big in the UAE and the region.

F&B Far and Near:

We bring readers valuable input from chefs and restaurateurs on what has been working – and what to look out for in the coming years.

Exceptional Gastronomy:

Gastronomical concepts that add something to the industry, new venues, and culinary offerings are at the heart of this feature.

The Experienced:

Here, we sit down with the pioneers, the masterminds behind the venues that have stood the test of time, and have been operational for a long time.

Opinion:

A monthly op-ed column featuring professionals from a variety of industries, occasionally a head of purchasing from a leading hotel or F&B chain on what they look for when dealing with suppliers.

In the Mix:

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

EDITORIAL CALENDAR



	January	February	March	April	May	June
CHAIN FOCUS	Wyndham Group	IHG	Jumeirah Group	Accor Hotels	Kempinski Hotels & Resorts	Movenpick Hotels & Resorts
MARKETPLACE	Tea	Chocolate	Ovens	Laundry equipment	Cutlery	Fruits and vegetables
PRODUCTS	In-room accessories	Bedding	Electronic Locks	Mini-Bars	Security Solutions	Kitchen Design
OUT OF THIS WORLD	African	Lebanese	Peruvian	British	Mexican	Fusion



	July	August	September	October	November	December
CHAIN FOCUS	Millennium & Copthorne	HMH	Hilton Worldwide	Rotana Group	Fairmont Hotels & Resorts	Emaar Hospitality Group
MARKETPLACE	Outdoor furniture/ Tableware	Lighting/ Flooring	Sanitation	Bar Equipment/ Glassware	Bathroom Design	Packaging
PRODUCTS	Uniforms	Dairy Products	Beverages	Water	Coffee Machines	Baking & Desserts
OUT OF THIS WORLD	American	Indian	Italian	Chinese	Emirati	Spanish

EVENTS

ROUNDTABLES

- We can partner with your organisation to organise events based on your needs, including roundtables, which enable you to gain thought leadership on trending topics while communicating your message and networking at the same time.
- For our roundtables, key industry figures and panellists openly discuss and debate on-trend, relevant subjects in a lively and engaging session, followed by extensive post-event print and online coverage and photography, in addition to social media dissemination.

AWARDS AND FORUMS

- Our large-scale events offer high-profile branding opportunities to the industry throughout, along with networking opportunities with decision-makers within the region's biggest groups and organisations.
- At our events, which include the GM Leaders Conference, Leaders in Hospitality Awards, Leaders in F&B, The Big F&B Forum and more, you'll create and discover new business opportunities through a strong brand presence.
- Your organisation will gain solid profiling in Hotel & Catering News ME through event-related editorial coverage, as well as pre- and post-event write-ups.



DIGITAL AD SPECS

HOTELNEWSME.COM

Hotelnewsme.com, with a Catering News Middle East portal that falls under it, is the region's most-visited platform for the hotel and catering industries, offering a valuable opportunity for business advertisers. By advertising on the website and being present within its associated newsletters, organisations can reach industry professionals with products, services, promotions and more.

Our platforms offer you the opportunity to speak directly to decision-makers, and the rising popularity of digital makes it crucial that you use both print and online marketing through a multi-channel strategy.

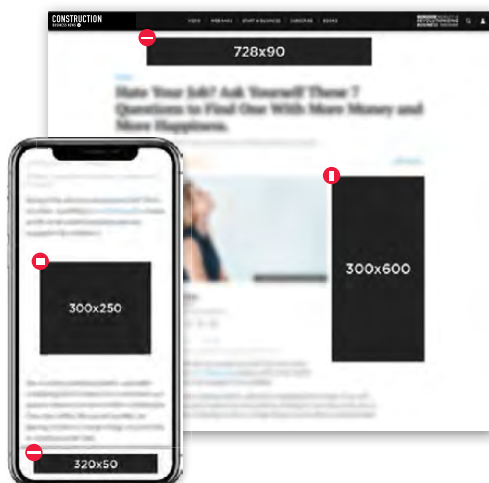


ADVERTISING RATES (WEB)

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 250p	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

RATES CARD



ADVERTISING RATES (PRINT)

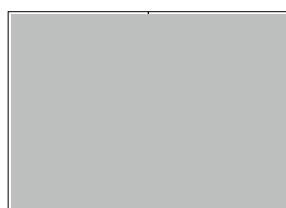
PLACEMENT	1x insert		4x insert		8x insert		12x insert	
	USD	AED	USD	AED	USD	AED	USD	AED
Outside Back Cover	\$8,734	AED 32,071	\$8,080	AED 29,668	\$7,511	AED 25,074	\$6,985	AED 25,649
Inside Front Cover	\$8,536	AED 31,344	\$7,896	AED 28,993	\$7,340	AED 24,503	\$6,829	AED 25,075
1st Right-Hand Page	\$7,536	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	\$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

PRINT SPECS

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



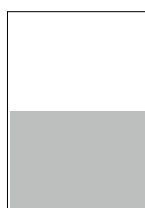
ADVERT SIZES



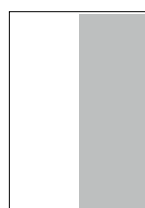
SPREAD



FULL PAGE



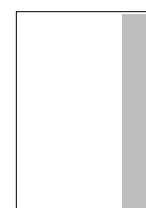
1/2 PAGE



1/2 PAGE



1/4 PAGE



1/4 PAGE

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.

ADVERTISING SALES CONTACTS

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