



EDITORIAL ADVISORY BOARD

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Anne Wilkinson BAMO



Relevant. Balanced. Insightful.

These are the words people use to describe *Hospitality Design* magazine. We have been the go-to source for inspiration and the design authority for the hospitality industry for almost 40 years. With our editorial vision and unsurpassed connections, we curate the best of the best in terms of original projects, essential products, profiles of leaders and innovators, industry trends, and development spotlights—all with the intention to influence, educate, and illuminate.

While 2021 will prove challenging for our industry, as we continue to navigate a new and unprecedented reality with uncertain consequences, we believe that *Hospitality Design* will be more important than ever. We are passionate about this community and are proud to be the magazine that our readers look to for inspiration, publishing more design projects than all other hospitality publications combined.

Hospitality Design makes meaningful connections possible by bringing the industry together through a variety of thought-leadership and networking events. HD Expo, our annual tradeshow and conference, stands out among the competition as the premier event of its kind, with more than 850 exhibitors and some 30 engaging panel discussions that bring the pages of the magazine to life.

Our robust online platform, weekly and bimonthly newsletters, webinars, podcasts, and social media channels offer daily news and exclusive editorial content—including exclusive interviews with industry visionaries, standout projects across the globe, and extensive product coverage. It's coverage of the entire process—from the owners and operators to the architects and designers, collaborators, and manufacturers.

We are much more than a magazine. We are the ultimate connector to the hospitality design industry—in print, online, and in person—and we are committed to remaining the go-to resource for our audience as we navigate in the months to come, because we are passionate about this industry, and believe in the power and importance of design now more than ever.

Stacy Shoemaker Rauen

Editor in Chief, *Hospitality Design* magazine
Senior Vice President, Design Group, Emerald
Follow me on Instagram: @StacyRauen

It's all about choice. It's never one-size-fits-all. It's rarely one-size-fits-most. That's why we strive to deliver lots of high-visibility options to fit your goals.

Our hyper-targeted audience of professionals make FF+E decisions every day. Owners, operators, developers, brands, purchasers, interior designers, architects. They work on hotels, resorts, restaurants, spas, hybrid spaces, clubs, nightclubs, bars, lounges, cruise ships, wellness facilities, and every other iteration of hospitality.

PRINT ENGAGEMENT

Annual Buyer's Guide (January)

Magazine advertising

Product Marketplace Tabloid
(October)

Q&A advertorials

Reach HD's 60,000 print + digital
subscribers

ReadEx ad studies

DIGITAL VISIBILITY

Banner ads

Custom e-newsletters

HD Now newsletter

HD Product Alert newsletter

Instagram takeovers

Podcasts

Retargeting

Sponsored Content

Webinars

EVENT + CONFERENCE SPONSORSHIPS

HD Awards

HD CitySCENE (8 locations)

HD Elevate

HD Expo + Conference

HD NextGen Forum

HD Platinum Circle Awards Gala

HD Siteseeing

HD Summit

MARKET INSIGHT + ANALYTICS

Custom market research

Industry roundtables

Reader surveys (Feb., July, Nov.)

HOSPITALITY DESIGN

40 years. Four decades of insight, trends, networking, connections, and deep dives into amazing design, and the people who make it happen. Our No. 1 goal is to connect you with them—and them with you—in ways that work for your brand. Print media. Events. Conferences. Meet-ups. Roundtables. Digital platforms. Social media. Podcasts. And that's just the beginning.

Brand portfolio source information:

2020 reader survey, 2020 publisher's circulation statement, July 2020 Readex ad study, Lodging Econometrics

MARKET REACH

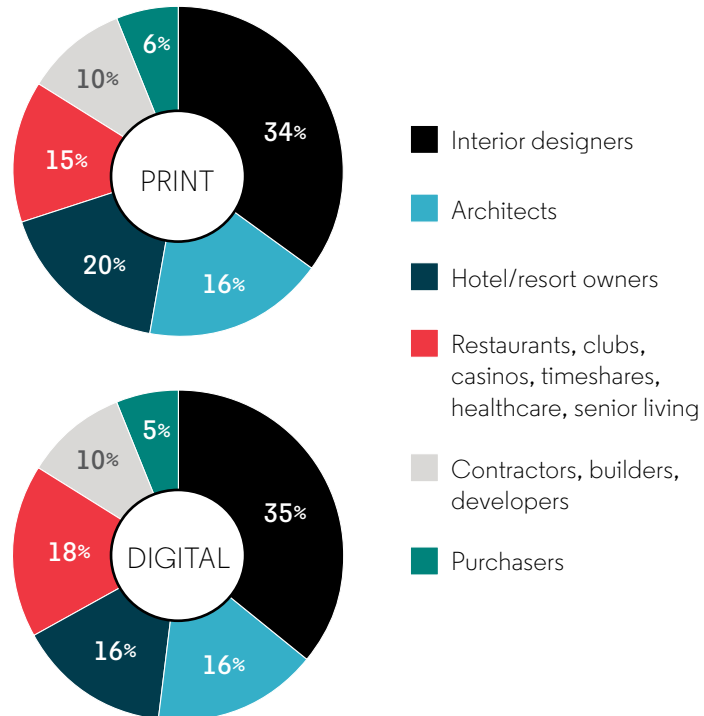
Designers. Purchasers. Hoteliers. Architects. Brand Leaders. From experienced project leaders to up-and-coming next gen professionals, the HD audience is making design and décor choices for hospitality's most stunning projects.

SUBSCRIBERS BY THE NUMBERS

60,000

PRINT + DIGITAL READERS

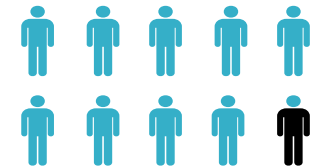
HD ATTRACTS INFLUENTIAL PROJECT TEAM DECISION-MAKERS WITH PRINT AND DIGITAL ENGAGEMENT



HD READERS ARE ACTIVELY SOURCING FOR PROJECTS

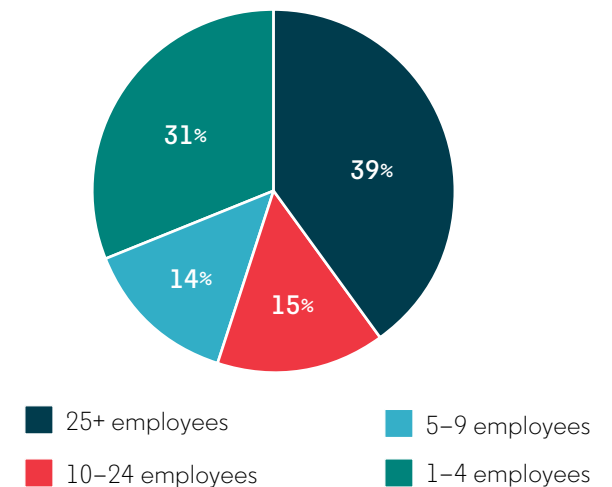
92%

of readers are in a role responsible for décor and design decisions



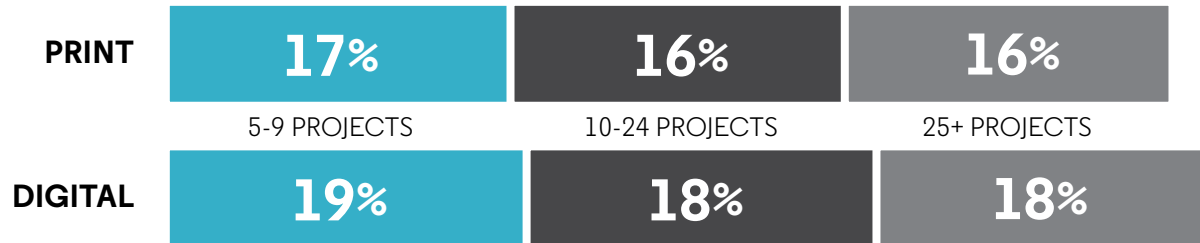
HD LOCKS IN DECISION-MAKERS FROM RISING FIRMS TO LARGE CORPORATIONS

Print and digital readership by firm size



ACTIVE DESIGNERS + ACTIVE PROJECTS = BUSINESS

THE NUMBER OF COMPLETED PROJECTS IN THE PAST 24 MONTHS

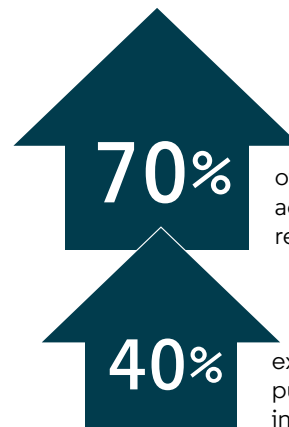


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We use both formats of *Hospitality Design* magazine, digital and print, in our studio. Pinned tear sheets of products adorn our inspiration walls and we love the ease of resourcing from the digital format.

– Robert Polacek, Cofounder, RoseBernard Studio

”



of readers expect project activity to increase or remain steady in 2021

expect product purchasing to increase in 2021

According to Lodging Econometrics,

960
projects

and a total of

113,247
rooms

are anticipated to open in 2021

AUDIENCE DEMOGRAPHICS

Grow your business in a dominant growth industry.

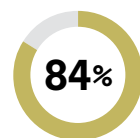
Hospitality Design magazine connects the professionals responsible for designing, specifying, and purchasing the fastest-growing hospitality brands with the products they want and need.

Brand portfolio source information:

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YOUR BEST INVESTMENT

In the race to win B2B customers and attention for your brand, you have no shortage of choices. When 95% of HD readers rely on us for “good to excellent” editorial coverage, one overall idea becomes clear: Reputation matters.

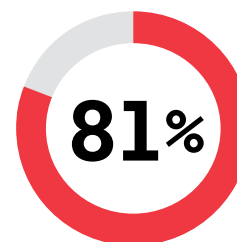


of readers say *Hospitality Design* does the best job covering all design aspects for the industry



Readers say the tried and true sources for product information continue to be **trade publications (74%)** and **trade shows (67%)**

AND, YES, YOUR ADS WORK.



of our audience has specified products advertised in HD over the past 12 months

Our readers are...



Implementing a new design, technique, idea, or product



Purchasing, specifying, or recommending an advertised product



Contacting manufacturers or sales representatives



Visiting advertiser websites



Saving editorials or advertisements for future reference



Visiting hospitalitydesign.com



We consider *Hospitality Design* magazine our go-to publication to stay on top of the latest hotel design industry news (and eye candy!). This information has never been more valuable.



– Larry Traxler, Senior Vice President—Global Design, Hilton



Hospitality Design features new and innovative products, delves into projects large and small, curates trends, identifies emerging concepts and destinations, and sits down with the influential people behind it all—veterans and up-and-comers, developers, and designers—making us not only the authority, but also the champion for the hospitality design community.

DEPARTMENTS

Sketchbook
Inspiration
Trends
Places
Interview
On the Boards
Brand Identity



PRODUCTS

Profile
Products
Trends
Roundups



PROJECTS

Feature
Special Feature
Project Breakdown



HD'S EDITORIAL EDGE

Led by a talented and seasoned team of editors and contributors from around the world, *Hospitality Design* showcases the best in hospitality—as well as those influencing our industry—both in print and online.

Brand portfolio source information:
2020 reader survey, 2020 publisher's circulation statement, July 2020 Readex ad study, Lodging Econometrics

2021 EDITORIAL CALENDAR



MONTH	AD CLOSE	MATERIALS DUE	TOPIC OF THE MONTH	PRODUCTS	SPECIAL FEATURES	BONUS DISTRIBUTION
January	1/4/21	1/6/21	The Buyer's Guide	Seating + Tables, Bedding, Outdoor Furniture, Lighting	Best of 2020 Hotel Openings	
February/ March	2/9/21	2/12/21	State of the Industry: A big picture view of where growth is happening and why	Made in America, Wallcovering, Casegoods, Flooring		Coverings
April	3/12/21	3/17/21	The Wellness + Wellbeing Issue	Fabric + Vinyl, Seating, Art + Accessories	Meaningful Travel	ALIS, AAHOA
May	4/13/21	4/16/21	The Hotel Issue: The Brands and People Influencing the Industry	Flooring, Surfaces, Made in America, Upholstered Furniture, Bath	The Hotel Hot List 2021	
June/July	5/19/21	5/24/21	The People Issue: Best and Brightest in Design	Casegoods, Lighting, Hardware		The Lodging Conference, Global Wellness Summit, Neocon
August	7/13/21	7/16/21	The HD Expo Issue: A Celebration of the Industry	Outdoor Furniture, Upholstered Furniture, Technology, Window Coverings, Bath, HD Expo Preview	HD Expo Preview: Get to Know the Speakers Big Ideas: Looking for Innovation Outside the Industry	HD Expo + Conference Environments for Aging Expo
HD Expo + Conference Show Guide	7/12/21	7/15/21	All the info you need to know about HD Expo		Product Showcase	
September	8/13/21	8/18/21	The HD Awards Issue	Wallcoverings, Flooring, Lighting, Fabric + Leather	HD Expo Preview: The Activations, the Products, the People Wave of the Future Honorees	
October	9/14/21	9/17/21	The F+B Issue	Casegoods, Window Coverings, Outdoor Furniture, IIDA/HD Product Design Winners		BDNY, Independent Lodging Conference
Product Marketplace 2021	10/5/21	10/8/21		Art, Flooring, Bath, Lighting, Textiles, Seating, Wallcoverings, Casegoods, Outdoor Furniture	Trade fairs: HD Expo highlights; BDNY and ICFF preview	BDNY
November	10/19/21	10/22/21	The Guest Editor Issue	Lighting, Wallcovering, Seating, Bath		ICFF
December	11/15/21	11/18/21	Trendspotting: 10 Trends in 2022	Upholstered Furniture, Fabric + Vinyl, Wallcoverings, Flooring, Art + Accessories	HD Elevate Recap Meet the Platinum Circle Honorees	

* Readex Ad Study: February/March, May, November issues

2021 SIGNATURE DESIGN EVENTS

hd expo+
conference

August 24-25
Mandalay Bay Convention
Center, Las Vegas
hdexpo.com

hospitalitydesign
summit

August 11-13
Resort at Squaw Creek
Lake Tahoe, California
hdsummit.com

hospitalitydesign
**NEXT
GEN**
forum

June 16-17
Ace New Orleans
hdnextgenforum.com



AWARDS EVENTS

hospitalitydesign
awards

September 21
Cipriani South Street
hospitalitydesignawards.com



November 12
Cipriani 25 Broadway
New York
hdplatinumcircle.com

REGIONAL EVENTS

hospitalitydesign
CitySCENE

Atlanta April 29
Washington, DC May 20
Chicago June 3
Los Angeles July 28

Miami September 14
New York October 7
San Francisco October 27
Dallas December 9

**HD
SiteSeeing**

September 23
New York

2021 EVENTS + SPONSORSHIP OPPORTUNITIES

Nothing is more important than face-to-face events. *Hospitality Design* hosts several events throughout the year—from awards programs to thinktanks—to bring the hospitality design community together for networking, education, thought leadership, and celebration. It's an unparalleled mix of industry insight and relationship building opportunities.

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A POWERFUL DIGITAL PRESENCE

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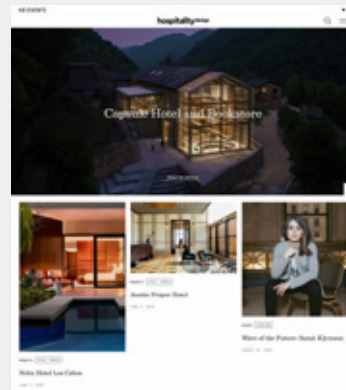
The magazine showcases more than just beautiful installations and new products, each article gives our designers an idea of who are the designers. The journey to bring each project and product into reality is incredibly inspirational for our team. While printed media continues to be a great tool for in-person design workshop, we find the digital formats extremely helpful when it comes to efficiently sourcing resources.

– Meghann Day, Partner, HBA

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WEBSITE

HOSPITALITYDESIGN.COM



106,000+
monthly pageviews

28,700+
unique monthly visitors

65%
of monthly sessions are new users

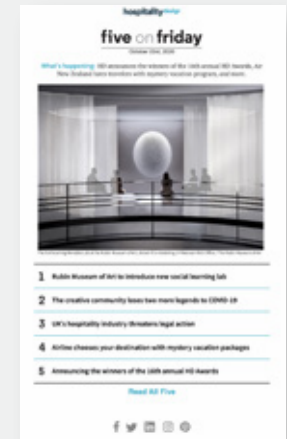
DIGITAL EDITION



128,000+
monthly pageviews

34,100+
opt-in subscribers

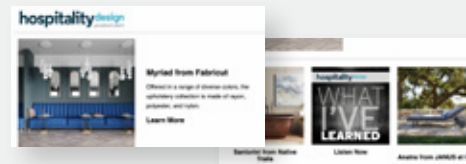
HD NOW + FIVE ON FRIDAY NEWSLETTERS



24,500+
opt-in subscribers

37%
open rate

HD PRODUCT ALERT NEWSLETTER



22,529+
opt-in subscribers

32%
open rate

PODCASTS

53,945
unique downloads

LIST RENTALS

32,000+
opt-in subscribers

CUSTOM SOLUTIONS TO INCREASE BRAND VISIBILITY AND DEVELOP NEW SALES PROSPECTS

CUSTOM E-NEWSLETTER

This is an exclusive way to promote your products and services, and also educate and inspire HD's influential audience.



50,000+
opt-in subscribers

20%
open rate

1,280+
unique click-throughs

WEBINARS

Generate qualified leads and position your brand as an industry leader with HD's monthly live webcasts that feature industry innovators and creatives. Or create the topic and panelists, or present your CEU, and let us handle the rest.

917
attendees register for each webinar

SOCIAL

Tap into our very active and loyal following

STEP

In our STEP program, we design, build, and launch a social media campaign through our own Facebook Ads Manager, to increase awareness of your products and engagement with the HD audience.

HD PARTNER SPOTLIGHT

Get your newest product or innovation in front of our loyal and active audience through a custom video with HD's products editor.

INSTAGRAM TAKEOVERS

Show visually stunning images of your latest and greatest projects and products with our network—expanding both marketing reach and initial investment.



@hospitalitydesign

86,100 FOLLOWERS
(AND GROWING!)



@hdmag

18,700 FOLLOWERS



company/Hospitality-Design

18,383 FOLLOWERS



@HospitalityDesignMagazine

7,961 LIKES



@hospdesignmag

49,400 MONTHLY VIEWS



AUGUST 24–25, 2021

MANDALAY BAY
CONVENTION CENTER
LAS VEGAS

#HDEXPO

SHOW PLANNING = GREATER ROI

HD's signature event, HD Expo, inspires and connects hospitality professionals through the industry's largest showcase of products, services, and innovative ideas.

- **84%** of attendees are responsible for design decisions
- Top-attending companies bring up to **60 decision-makers** each
- On average, annually, each attendee plans to source/buy/specify **\$3.2 million in products and services** from HD Expo exhibiting companies
- Exhibitors advertising in *Hospitality Design* increased visibility and boosted their expo leads by **103% YOY**
- Pre-show eBlasts are sent to registered attendees

PRINT AND DIGITAL



HD EXPO SHOW ISSUE

Hospitality Design magazine's official August show issue is read by an expanded audience of 60,000 readers just before the show. Bonus distribution of 5,000 print copies are distributed on the show floor and the digital edition is shared with association partners and media contacts for maximum visibility. Plus, drive more traffic to your show by advertising in the pre-show June/July issue.

Ad close: 7/13

Materials due: 7/16

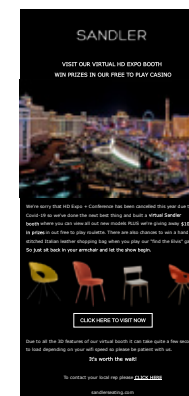


HD EXPO SHOW GUIDE

The Show Guide becomes a one-stopshop for all the buyers at HD Expo + Conference. Not only are 5,000 copies printed at the show, but we also host the guide on the mobile app, and the app provides direct links to your page. Stand out and drive traffic by utilizing this marketing tool. Plus, new last year, feature your products in the Product Showcase section.

Ad close: 7/12

Materials due: 7/15



ATTENDEE EBLASTS

Connect with registered attendees before the show and personally invite them to your booth. We can send an email on your behalf or mail your piece through an approved third-party mail house. Blast dates are exclusive and include 2019 verified attendees as well as 2020 pre-registered attendees.

ON THE SHOW FLOOR



HD PARK

We recreate the magic of outdoor tented camps and glamping resorts with a space to connect with colleagues, listen to a fireside chat or CEU-accredited session, grab a bite from food trucks, or play corn hole in the indoor camp.



SOCIAL HUB

Showcase your products in a high-traffic area of the show floor. Designed by 21c Museum Hotels, the space features short talks throughout the day and hosts a bar during the opening reception.



HD LIVE BOOTH VIDEO

Expand brand visibility year-round with an interview and booth tour conducted by HD editors.



DESIGNWELL PAVILION

Curated in partnership with industry associations, the pavilion offers sessions that delve into the innovations driving the growth of the \$4.2 trillion wellness industry.

iWin!

Top exhibiting advertisers have the opportunity to participate in iWin, an onsite promotion drawing attendees to your booth for a highly coveted prize: an Apple Watch. Prize drawings happen every half-hour on the show floor. Prize drawings happen every half hour in designated booths.

For exhibitor space booking information, visit hdexpo.com

“

I can honestly say that not a year has gone by since we began SDDG in 2002 that I have not attended or had our team attend HD Expo. I feel it is extremely important to leave the comforts of your desk, take a break from the virtual world, and personally engage with the abundance of exciting new products, hear directly from vendors and manufacturers about unique qualities of their goods and connect with like-minded creatives. It is a great way to be inspired and come back to your projects with a new perspective.

– Lisa Simeone, Owner, Simeone Deary Design Group

”

Brand portfolio source information:
2020 reader survey, 2020 publisher's circulation statement, July 2020 Readex ad study, Lodging Econometrics

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