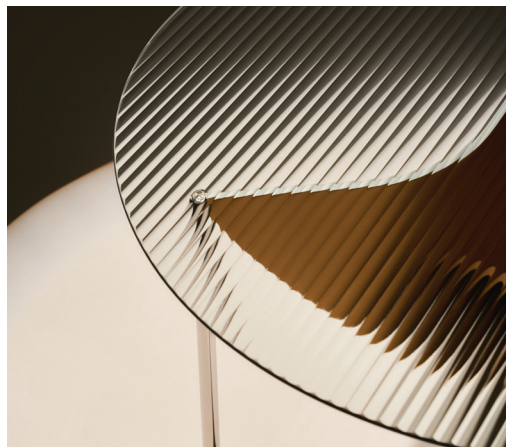




Digital Marketing Opportunities 2024

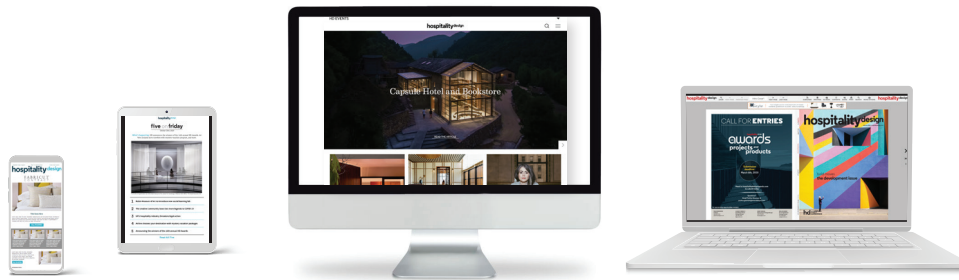


hospitalitydesign.com

hdmediakit.com

DIGITAL AUDIENCE

Through its website, multiple newsletters, and an ever-growing social media presence, *Hospitality Design* continuously engages with its digital readership to showcase the latest and greatest projects, products, and more.



WEBSITE

HOSPITALITYDESIGN.COM

115,600+ monthly pageviews

50,200+ monthly users

DIGITAL EDITION

176,621+ monthly pageviews

46,300+ opt-in subscribers

HD NOW NEWSLETTER (WEEKLY)

15,100+ opt-in subscribers

42.37% open rate

FIVE ON FRIDAY NEWSLETTER (WEEKLY)

12,000+ opt-in subscribers

42.52% open rate

HD PRODUCT ALERT NEWSLETTER (TWICE MONTHLY)

12,800+ opt-in subscribers

42.87% open rate

PODCASTS

150,000 unique downloads

LIST RENTALS

13,250+ opt-in subscribers

CUSTOM E-NEWSLETTER

45,000+ opt-in subscribers

10% open rate



@hospitalitydesign
116,000 FOLLOWERS
(AND GROWING!)



company/Hospitality-Design
30,300 FOLLOWERS



@hdmag
18,800 FOLLOWERS



@HospitalityDesignMagazine
12,000 FOLLOWERS



@hospdesignmag
44,300 MONTHLY VIEWS

Website ads provide a simple, yet valuable way to increase brand awareness, enhance visibility, and drive traffic to your site. *Hospitality Design's* visual, fully interactive website offers multiple advertising opportunities.



EFFICIENCY

Niche customer targeting enables you to use your marketing budget more effectively.



AN ENGAGED AUDIENCE

Our design-focused audience is looking for the latest in products and trends to explore.



EASY MEASUREMENT

We provide real-time custom reporting on impressions, open rates, and click-through rates (CTR).

AVAILABLE POSITIONS

Prestitial pop-up: Sizes vary depending on individual marketing needs

Footer pop-up: Sizes vary depending on individual marketing needs

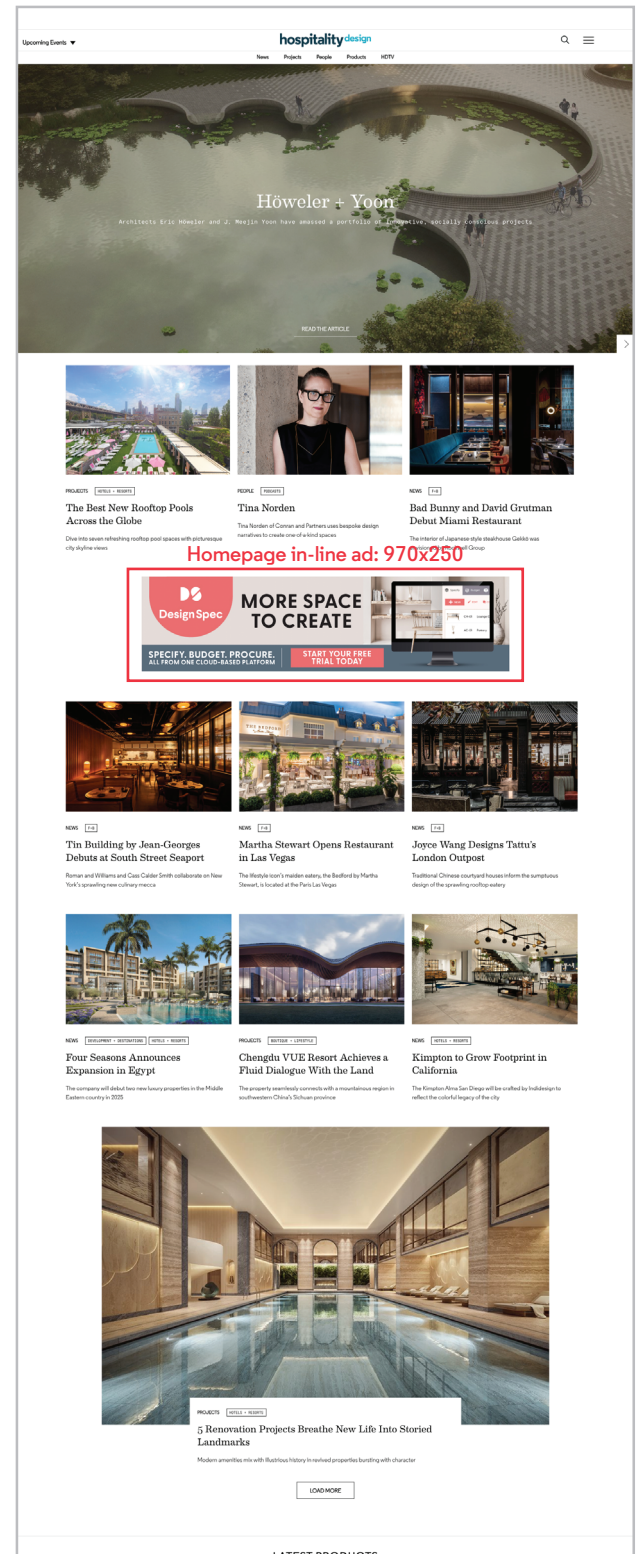
Homepage (in-line): 970x250 (desktop) and 300x250 (mobile)

Internal page (header): 970x250 (desktop) and 300x250 (mobile)

Internal page (in-line): 970x250 (desktop) and 300x250 (mobile)

AVERAGE IMPRESSIONS

21,000 impressions/month





Lead Generation Opportunities

Every business requires a consistent flow of high-quality leads to maintain a productive sales pipeline. *Hospitality Design's* content marketing programs are a great way to generate these leads. We'll offer your prospects a download that addresses a key business need, educates them, and inspires them to want to hear more. They'll trade their contact information in exchange for these insights and we'll qualify the leads you receive based on your target.

We can help get your content out to our engaged audiences as part of a lead generation program. Whether you have a whitepaper, research report, industry guide, eBook, video, or other resource, we can help turn your content into prospects. Our content team can also work with you to create custom content for us to syndicate and for you to use for your other marketing programs.

Our leads are delivered on a cost per lead (CPL) basis. We guarantee the number of leads that you purchase at that set price. As part of this promise, we will implement a variety of promotional programs including:



Dedicated emails to our database



**Organic social media posts
by our industry influencers**



Paid social media ads targeting our audience



Promotions on our website

**Leads will be delivered on a weekly basis to ensure their recency
and to give your sales team new targets in their pipeline.**

Tier 1

PRICE

\$60 CPL

Leads are members of the
target brand audience

Tier 2

PRICE

\$85 CPL

1. Add targeting based on job title,
industry segment, location, etc.
2. Video used as the content piece

Tier 3

PRICE

\$110 CPL

1. Three levels of targeting
(e.g. job title PLUS location)
2. ABM campaign

hospitalitydesign STEP program

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 & engagement with the HD audience.

HOW DOES THIS WORK?

We place a Facebook pixel on our sites so when people visit the site, their web browser picks up the pixel (like a cookie)

This enables us to later target these same people with ads built in our Facebook Ads Manager account

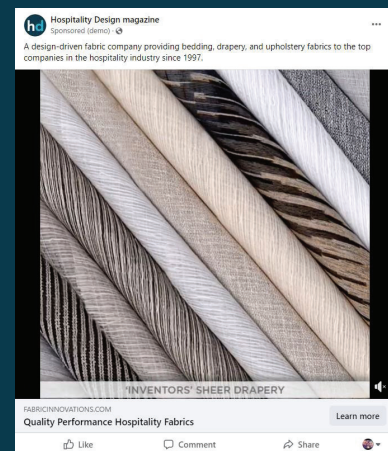
WHAT DO I NEED TO DO?

You purchase a set number of impressions per month on a CPM basis – from 20,000 impressions per month to 200,000 or more

For the ad content, you can either send us creatives (images/video and text) or you can send just the URL that you want the ads to link to and we will build draft ads for your review

HD STEP OVERVIEW

- Ads target our proprietary audiences, which advertisers cannot reach in any other way
- We see exceptional results with target CTR of 1% with many campaigns at 2-3% and some even reach 8+%
- Priced on a CPM basis with Hospitality Design at \$60 CPM
- We have a minimum of 20,000 impressions per month
Average is 50,000 impressions per month
Larger program would be 100,000



BENEFITS OF STEP

HD's STEP program is unique because we deliver:

A Proprietary Audience

Ability to target HD's proprietary audience network on Facebook and Instagram – no other company can target this audience in the same way.

A Custom Campaign

Design, implementation, monitoring, and optimization of a custom Facebook campaign.

Ad Creation

Includes access to our digital marketing team and Facebook/Instagram ad/content creation.

Third Party Credibility

Your target customers respect HD's authoritative & trusted voice.

Certification + Experience

Guidance and support from our staff of experienced and certified social media strategists

Insight + Sales

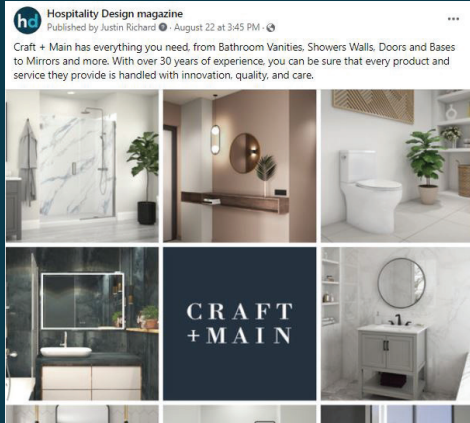
Provided by our client services team.

Guaranteed Results

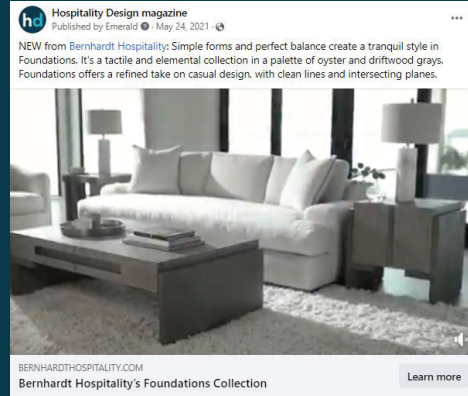
Program does not stop until we achieve the desired number of impressions

STEP IS A VERSATILE LAUNCH PLATFORM

Direct to Site



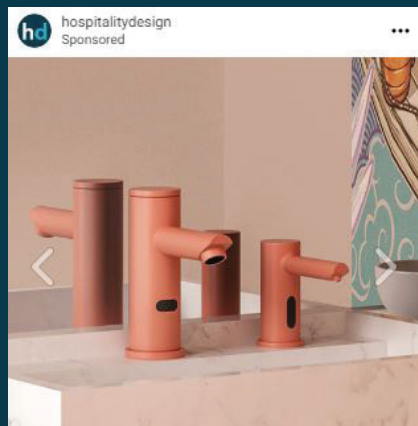
Media Promotion



Custom Content



Event Registration

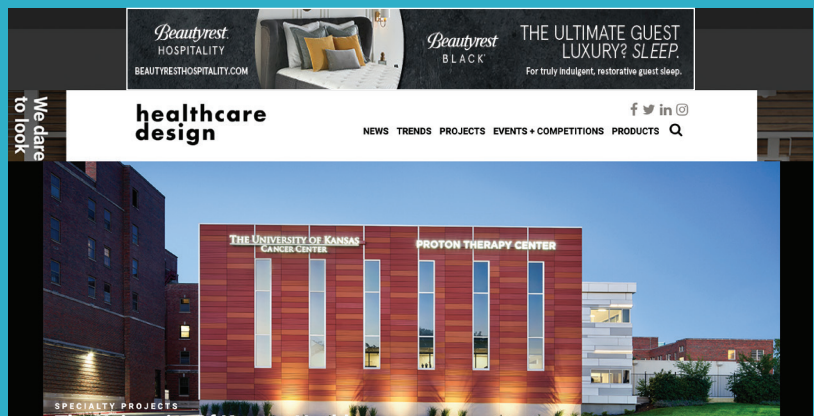


Facebook ads: 1.33% average CTR

Instagram ads: 0.9% average CTR

RETARGETING HOW DOES THIS WORK?

HD website visitors are served your ad on hospitalitydesign.com or hdexpo.com. When the visitor leaves and visits other websites, your banner ad follows them—increasing your digital reach online. All retargeting campaigns feature real-time reporting.






SPONSORED CONTENT ON HOSPITALITYDESIGN.COM


Put your brand front and center on hospitalitydesign.com with a custom native article written in your own words.

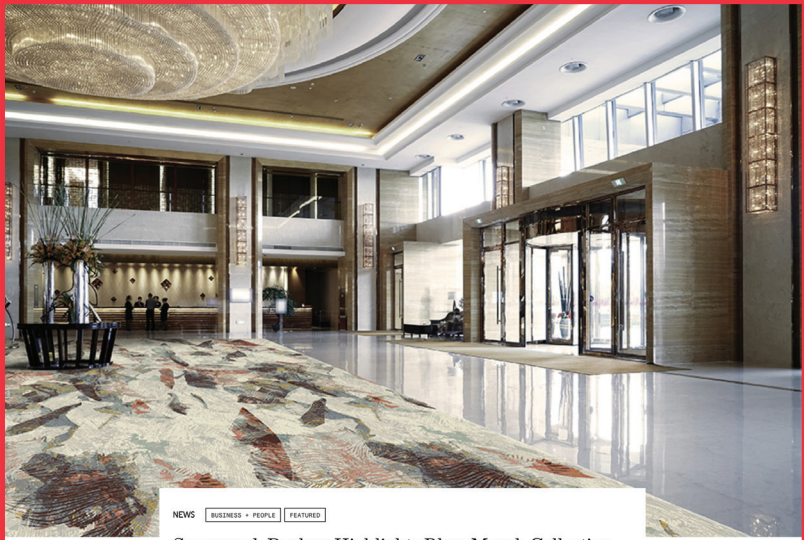
Native articles feature exclusive content penned by the advertiser. Articles are displayed on *HD's* homepage and on the corresponding category landing page for the duration of the campaign.

**YOUR CONTENT
COULD BE HERE**



NEWS HOTELS • RESORTS
Borgo Santandrea Opens on the Amalfi Coast
The adaptive reuse project honors its lush setting through a design centered on Italian luxury and craftsmanship


PEOPLE PODCASTS
Naomi Heaton
The real estate maven recently launched the Other House, a members' club-meets-longterm rental option


PROJECTS DEVELOPMENT • DESTINATIONS HOTELS • RESORTS
5 Hotels Remaking the Washington, DC Skyline
An influx of lifestyle properties elevates DC into a must-visit destination


NEWS BUSINESS • PEOPLE FEATURED
Sponsored: Durkan Highlights Rheo Morph Collection as Part of its Waterways Project
The flooring brand's latest initiative takes a sustainably minded approach

**YOUR CONTENT
COULD BE HERE**

HOW IT WORKS:

- Provide a 300-500 word article, with title
- A high-resolution company logo
- 5-6 high-resolution photos
- Related links

HD Now is a weekly newsletter from the *Hospitality Design* editorial team that features a mix of web-exclusive content and print coverage.



CONNECTED

Carefully curated by the *HD* editors, HD Now is sent out to an audience of more than **15,100+ connected industry subscribers.**



ENGAGED

Our engaged audience averages a **42.37% open rate**, well above industry benchmarks.



EXCLUSIVE

Advertisers receive 100% share of voice in each position weekly, meaning you have the audience's undivided attention.

AVAILABLE POSITIONS

Left square: 300x250

Right square: 300x250

First rectangle: 600x74

Second rectangle: 600x74

Preferred ad format: GIF, PNG, or JPEG

hospitality design now



High Style

KTGY Simone Deary Design Group transforms the storied 1920s Kansas City Club building into a modern destination

[Read More](#)

300X250
Top
Square

300X250
Top
Square



Star Appeal

Restaurateur Sam Fox teams up with Justin Timberlake to launch the AuroKO-designed Twelve Thirty Club in Nashville

[Read More](#)

600x74 Rectangle



CitySCENE Miami

More than 130 industry professionals gathered in September at the Goodtime Hotel

[See the Photos](#)



Great Outdoors

22 offerings that bring the outside in

[See the Products](#)



Future Forward

Four urban development projects look to make a positive impact on the built environment

[Read More](#)

600x74 Rectangle

Events



Instagram Live with 2021 Wave of the Future honorees James Cull, Patsy Dean and Keilyn Thomson
October 13th, 12:30 p.m. ET



HD NextGen Forum
October 18th - 19th
Aca Hotel New Orleans



HD Platinum Circle Awards
November 12th
Cypress 26 Broadway, New York

Additional News



New Build
The Gachal-designed Pendry Manhattan West opens



LA Redo
Yabu Pushberg refreshes the Fairmont Century Plaza



Coming Soon
Aca Hotel Sydney is slated to debut in early 2022

PRODUCT ALERT NEWSLETTER

Place your recent product launches among our editors' picks in the bi-monthly HD Product Alert newsletter.



RIGHT PLACE, RIGHT TIME

Readers look to the Product Alert newsletter for the latest and most innovative products, all hand-selected by the *Hospitality Design* editorial team. The newsletter deploys twice a month to more than **12,800+ opt-in subscribers**. Advertiser logos also receive premium placement in the newsletter header.

- Average open rate is **42.87%**
- Products average **65 clicks per placement**



EXCLUSIVITY

Exclusive sponsorship is limited to one manufacturer per newsletter, which directs sole focus to your product.

AVAILABLE POSITIONS

Leaderboard: 600x90

Top square: 250x250

Bottom Square: 250x250

product alert newsletter

600x90 Leaderboard

hospitalitydesign
product alert



Logger from Corral USA

Inspired by the coasts of Northern California, the modular seating system is defined by curves.

[Learn More](#)



Artis from Rottet Collection

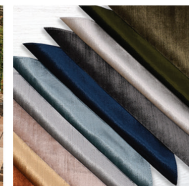
250X250 Top Square



Momo 1 from Sandler Seating



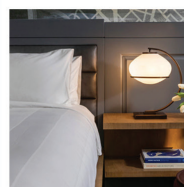
Bellevie from Fermob



Princess from Fabric Innovations



C2/C5 from Aqua Creations



Nightstand Lamp from Light Annex

250X250 Bottom Square



POP from Erica Wakerly



Thoughtfully curated by the *HD* editorial team, Five on Friday is a quick-hit weekly newsletter that features the latest must-read headlines, from a variety of sources (including *HD*), that are impacting our industry.

TIMELY

The more than **12,000+** engaged subscribers receive Five on Friday right before the weekend.

CONCISE

Our writers get straight to the point—delivering a mix of interesting and need-to-know news in an abbreviated format.

TAPPED IN

Our engaged readership averages a **42.52%** open rate, exceeding industry benchmarks.

AVAILABLE POSITIONS

Top rectangle: 600x74

Bottom rectangle: 600x74

Preferred ad format:

GIF, PNG, or JPEG

600x74 Rectangle

hospitalitydesign

five on friday

September 16th, 2022

What's happening: RH Guesthouse opens in New York, *Bon Appetit* names the 50 best restaurants in the U.S., and more.



The exterior of Malin and Goetz's Williamsburg, Brooklyn store, designed by Bernheimer Architecture; photo by Alan Tansey

- 1 Patagonia founder donates company to fight climate change
- 2 *Bon Appetit*'s Best New Restaurants in America
- 3 RH debuts luxurious lodging concept in New York
- 4 Kuwait unveils plans for self-contained smart city
- 5 MoMa auctioning off \$70M art collection to purchase NFTs

[Read All Five](#)

600x74 Rectangle



[To update your email preferences including adding or removing related newsletters, please click here.](#)

CUSTOM E-NEWSLETTERS

Reach more than **45,000** designers, architects, purchasing firms, owners/operators, and other key industry decision-makers with a custom e-newsletter. This is an exclusive way to promote your products and services, while educating and inspiring *HD's* influential audience.

Open Rate

10%



Product category exclusivity is offered with 4x (per quarter) commitment.

HOW IT WORKS:

Provide the copy, your company logo, and any corresponding photos. Select from one of two email templates, featuring blocks that can be customized to your needs, and we'll handle the rest!

STEP social media retargeting campaign of 20,000 impressions to blastout to *HD* audience

hospitalitydesign astro



Characterized by its elegant rounded edges and soft, halo-like glow, the Varenna by Astro is an illuminated bathroom mirror unlike any other. Uniting effortless contemporary style with functional task lighting, this modern design comes in four streamlined shapes that sit comfortably within any hospitality setting.

[Discover Varenna](#)



The Varenna collection showcases four modern shapes – an elongated stadium, a flawless circle, a gently curved rectangle and a square – all available in various sizes to suit any scheme.

Its soft-focus feel is achieved through sandblasted, chamfered edges, which eliminate harsh lines for a smooth, organic effect. Each design features an intuitive wave sensor, enabling touch-free activation for a seamless experience.

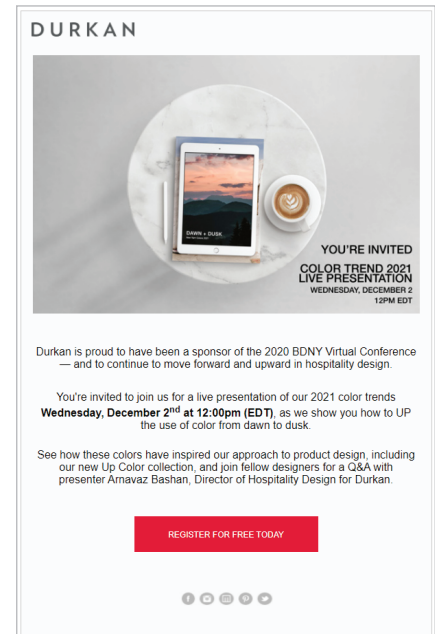
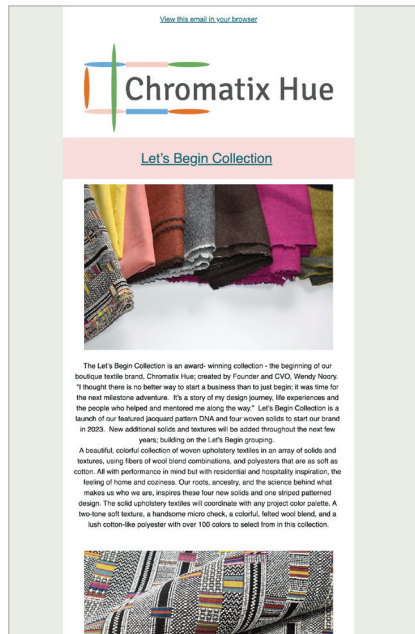
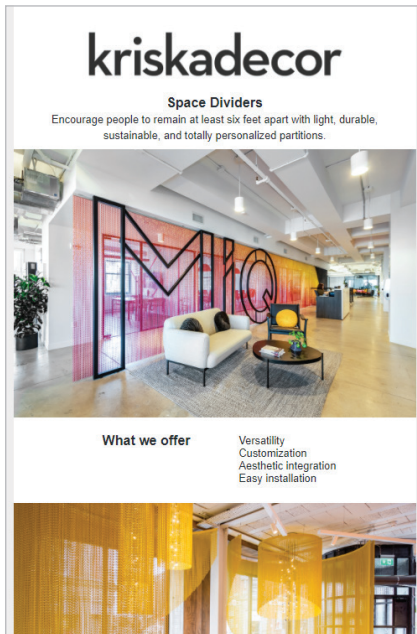
Radiating warm light, Astro designers have crafted Varenna with 2700K LEDs, hidden to deliver a striking halo-like ring of light around the mirror's edge. Illumination is diffused effectively, creating ideal task lighting for high-use hospitality areas.

In addition to the stocked versions, Varenna is also available to specify in larger sizes and with adjusted light performance, for further flexibility. Discover the complete collection on Astro's website below.

[Discover Varenna](#)

E-BLAST LIST RENTALS

Reach more than **13,000** designers, architects, brand executives, specifiers, and other industry professionals with *HD's* list rental program.



HOW IT WORKS:

- Advertiser provides content and creative direction, including HTML, subject line, links, and any demographic/audience segmentation
- *HD's* marketing team then works with a third-party email provider to send your message out to our opt-in audience
- Advertisers must have a list rental agreement on file with our third-party email provider and also submit relevant suppression lists for CAN-SPAM compliance

WHICH OPTION IS BEST FOR YOU?

Custom e-newsletters are a good option if you:

- Do not have access to someone who can create HTML
- Want to share a process-based white paper, infographic, or video that is meant to generally inform, not promote a certain product
- Want to use the power of a co-branded *Hospitality Design* email to further increase message reach

A list rental might be better if you:

- Want full creative control of the email's look/feel
- Have access to someone who can create HTML
- Want to share news about a product launch or promote a featured line

In our newest offering, launched in May 2022, we take a behind-the-scenes tour of some of the latest and greatest hotels and restaurants with the creatives behind them. This is an opportunity to showcase your product the way it is meant to be seen: in a custom, real-life setting.



Sponsor a monthly episode (which average approximately 10 minutes), and we will include a company representative to explain the product and collaboration. Besides showing it through video, we will also layer in process and finished images provided.

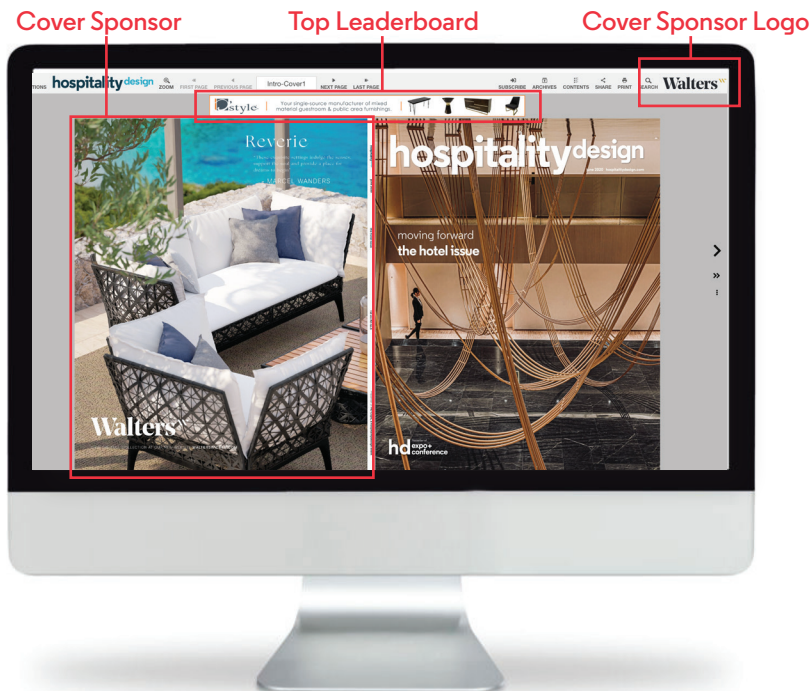
BENEFITS

- Inclusion of company logo and website in the episode
- Inclusion of a company representative in the episode
- An editorial story on hospitalitydesign.com about the hotel or restaurant tour
- Social media posts across HD's channels; the episode will also be included in one of HD's editorial newsletter
- A video clip and YouTube link to promote on your website and social media

DIGITAL EDITION SPONSORSHIP

Get your ad in front of *Hospitality Design* magazine's digital edition readers.

Delivered monthly via email to more than **46,300+ subscribers**, the digital edition of *Hospitality Design* is an online version of the print magazine edition—with an additional opportunity for advertising. Digital edition ads are fixed and appear with each page of the magazine.



Average Time
Spent per Visit

**9:09
minutes**



Average Unique Readers

2,494



BANNER AD UNITS AVAILABLE

- Cover sponsor:**
- Initial loading ad unit (472x570)
 - Includes top right logo, fixed ad unit (88x31)

Top leaderboard: Fixed ad unit (1450x100)

Left skyscraper: Fixed ad unit (120x600)

Right skyscraper: Fixed ad unit (120x600)

Average Pageviews per Issue

176,621



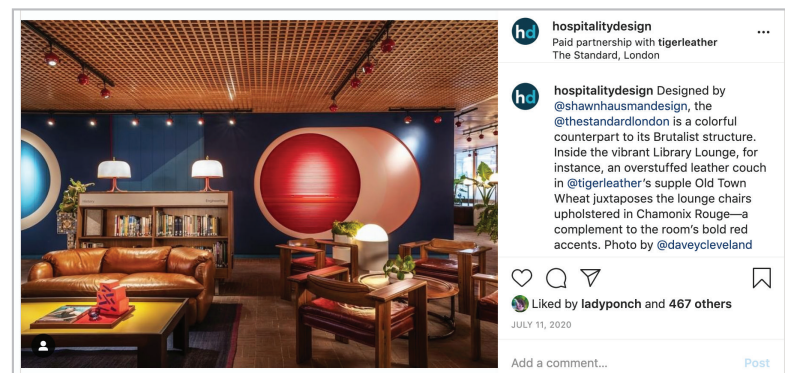
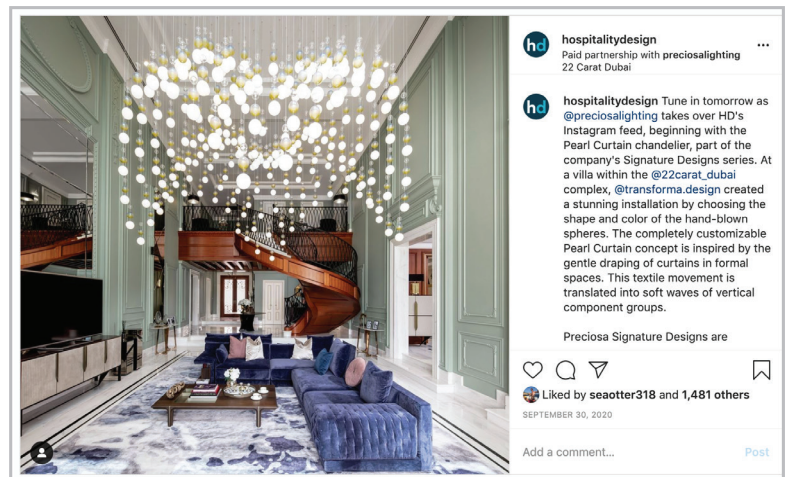
INSTAGRAM TAKEOVER

Use *Hospitality Design's* strong social media presence to your advantage with a visual, fun, and organic Instagram Takeover.

Introduce your cutting-edge projects and products to *Hospitality Design's* **116,000** (as of October 2023 and growing!) Instagram followers.

Choose from **multiple options** of static and story posts in order to showcase your brand in the best possible light.

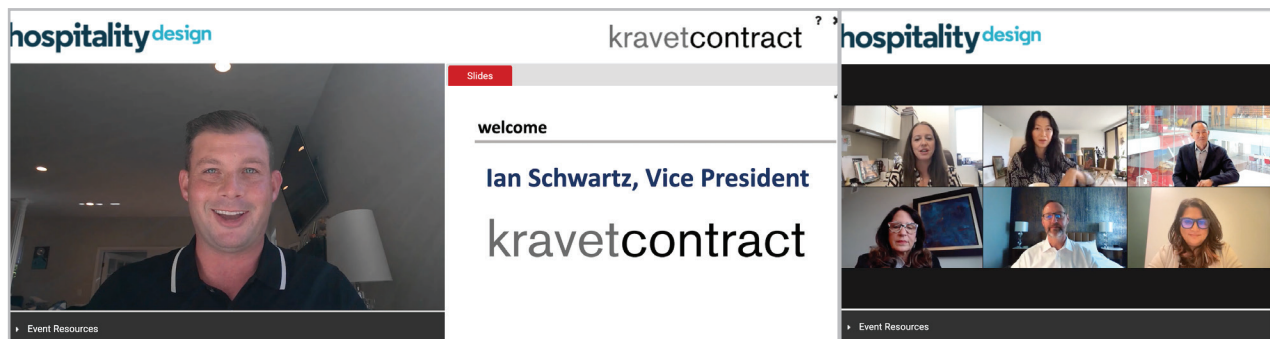
Receive a **performance report** after the takeover with important stats like top performing hashtags, number of impressions, reach, and more.



Instagram takeovers are available during the second and fourth week of each month.

Generate qualified leads and position your company as an industry expert and leader in your product category by sponsoring a custom webinar.

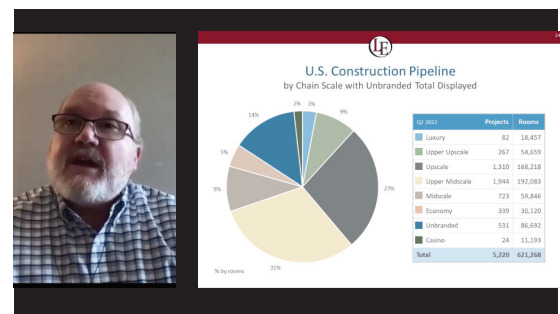
With *HD* acting as host, your company will benefit from the magazine's reputation for providing the most trusted and reliable industry content.



Sponsors provide the topic, speakers, and presentation.
HD handles audience acquisition and promotion online and in print.



WHAT YOU GET:

- Two targeted email campaigns promoting the webinar
- Promotion on hospitalitydesign.com, hdexpo.com, and *HD* social media platforms
- Webinar moderation and hosting by an *HD* editor
- The option of interactive polling, live chat, and Q+A during the webinar
- The webinar will be available on demand on hospitalitydesign.com for 12 months





PARTNER SPOTLIGHT

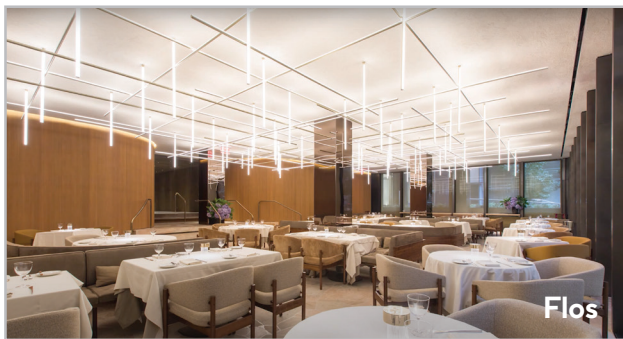
Get in front of *HD*'s loyal and active audience with a custom video. Through a taped one-on-one Zoom interview with an *HD* editor, share insights about your company, newly launched products, game changing innovations, recent projects, and more.



Ana da Silva
Director of Marketing, Fabric Innovations



Kathryn Greene
Hospitality Design magazine



WHAT YOU GET:

- YouTube link to your edited 2-4 minute video to post on your website and share with customers and sales reps
- *HD* will promote the video in one of its weekly newsletters and across social media
- The video will be hosted on hospitalitydesign.com
- STEP promotion guaranteed for 20,000 impressions

Available two times per month, on the first or third Wednesday of the month.

Position your brand as an industry authority and thought leader with a report that educates and attracts a wider audience. People are more likely to share white papers with colleagues and on social media due to their informative nature—which can increase your reach beyond the *HD* audience.



WHAT IS A WHITE PAPER?

An authoritative, in-depth report on a specific topic that helps readers understand an issue or solve a problem.



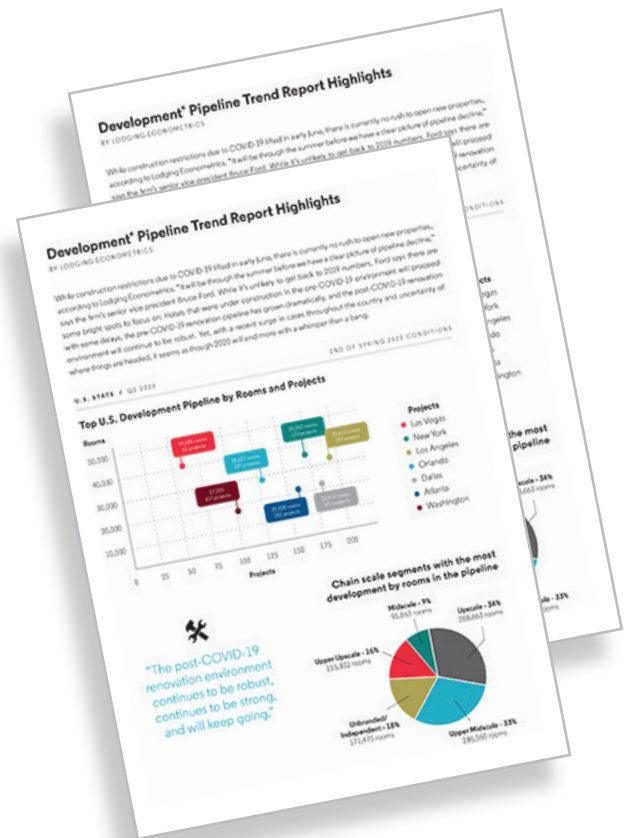
SHARING KNOWLEDGE = QUALITY LEADS

HD captures the information of every person who downloads the report, providing you with new leads.



BUILD TRUST IN YOUR BRAND

The non-sales format of a white paper showcases product knowledge depth and further elevates your brand as an informed authority.



HD'S TIPS FOR WRITING A QUALITY WHITE PAPER:

- Keep five pages or less
- Select a common problem and introduce innovative solutions
- Do not include direct quotes from your company
- Focus on facts and persuasive arguments supported by respected, unbiased sources

Maximize Your Visibility at HD Expo + Conference



Make sure everyone knows about your upcoming live event plans and new product launches. As a featured sponsor on a HD Expo Product Spotlight page, you'll reach your target customers at an attractive price.

Each Product Spotlight page highlights up to 15 listings linking to the sponsors' websites where you can promote your plans at the upcoming event, new product details, or other company information. You just provide a few lines of text, product image, and we do the rest.

Our team then builds a STEP paid social media campaign for Facebook/Instagram to deliver 100,000 impressions to our proprietary audience for three weeks leading up to HD Expo + Conference. This campaign drives the right audience to the Product Spotlight page and your listing. As event attendees are planning their schedules and making their lists of "must see" booths, your message will be front and center.


Product Spotlight pages are a great way to share your company message, new product launches and more.

You provide the following assets:

- » **Company Name:** 20 characters
- » **Booth Number**
- » **Headline:** 60 characters
- » **Image:** 300 pixels wide x 300 pixels high
- » **Description:** 50 words
- » **Linking URL**

Companies can use their listing on the Product Spotlight page to specifically promote their booth and planned activities at an upcoming event.

NGY Group Inc
Booth: N1847
Elegant Collection








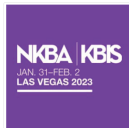
As a manufacturer and wholesaler of custom, semi-custom, and RTA ready-to-assemble cabinets and vanities, our goal is to be your go-to provider for all commercial and residential cabinet building material needs.

[LEARN MORE](#)

NKBA | KBIS JAN. 31-FEB. 2
LAS VEGAS 2023

Get a Sneak Peek at KBIS 2023

KBIS 2023 is back and bigger than ever! Three of the leading trade shows will take place at the same time - NKBA's Kitchen & Bath Industry Show® (KBIS), NAHB International Builders' Show® (IBS) and the National Hardware Show® (NHS), at Design & Construction Week®. Discover innovative new products, explore fresh design solutions and connect face to face January 31-February 2, 2023 in Las Vegas. Until then, take a look at some of our top exhibiting brands and stay up to date with product announcements, social events and activities.

<p>NGY Group Inc Booth: N1847 Elegant Collection</p>  <p>As a manufacturer and wholesaler of custom, semi-custom, and RTA ready-to-assemble cabinets and vanities, our goal is to be your go-to provider for all commercial and residential cabinet building material needs.</p> <p>LEARN MORE</p>	<p>Karran USA Booth: N2939 Quartz Farmhouse Workstation Sink</p>  <p>Karran has been making some of the finest kitchen and bathroom products for over two decades. We are proud to offer a very broad range of kitchen and bathroom sinks, kitchen and bathroom faucets and assorted accessories.</p> <p>LEARN MORE</p>	<p>WPPO LLC Booth: W5457 Karma 32" 304 Stainless Steel Pizza Oven</p>  <p>At WPPO, LLC, we pride ourselves on people over profits, quality over quantity, and service over self-service. With these three priorities, we have become one of the fastest-growing wood fired oven manufacturers in North America.</p> <p>LEARN MORE</p>
<p>Bemis Manufacturing Booth: N1063 Sanctuary 5000™ Smart Bidet Toilet</p>  <p>As a leading toilet seat manufacturer, Bemis Manufacturing Company is committed to providing our customers with toilet seats that deliver stability, comfort, and thoughtful design. Bemis recently acquired Bio Bidet, a pioneer in bidet technology and design.</p> <p>LEARN MORE</p>	<p>AP Lazer Booth: W5165 SN4042 Laser Machine</p>  <p>Our patented, out-of-the-box laser system allows businesses to cut and engrave objects as small as a peanut to as large as a refrigerator. From kitchen cabinets to 3000 lb. landscaping boulder rocks, there is virtually no limit to what you can customize with your AP Lazer.</p> <p>LEARN MORE</p>	<p>Registration Open NKBA KBIS 2023 Join Us Jan. 31-Feb. 2, 2023</p>  <p>Discover fresh design solutions, expand your network, and fine-tune your expertise January 31-February 2, 2023. KBIS brings every aspect of kitchen and bath innovation together into one comprehensive, value-filled experience.</p> <p>LEARN MORE</p>

Product Spotlight pages help you maximize your investment in HD Expo + Conference. Ensure that your company's booth gets the foot traffic and attention you deserve! All at a reasonable cost and with very little time investment.

hospitalitydesign.com or hdexpo.com	Placement	Desktop Dimension	Mobile Dimensions	Pricing	Real Examples
Homepage (In-line)	Billboard	970x250	300x250	\$2,900	Show Me
Homepage (Footer)		728x90	300x250	\$1,450	
Internal Page (Header)		970x250	300x250	\$2,400	
Internal Page (In-line)		728x90	300x250	\$1,800	
Internal Page (Footer)		728x90	300x250	\$1,500	

Sponsored/ Featured Content	* Optional Mobile 300x50 required to serve ad on Mobile devices				
Homepage (below slider)		900x600	Auto format	\$2,400/1 week \$3,600/2 weeks	Show Me
Homepage (large feature)		1200px wide	Auto format	\$3,000/1 week \$4,800/2 weeks	Show Me
STEP Program Social Targeting Extension Program	Social Media Audience Retargeting	Custom	Custom	\$70/ 1,000 impressions	Show Me
HD Now Newsletter Breaking news, hot projects and trending products from HD	*First Rectangle	600x74	Auto format	\$900/week or 4 for \$2,800	Show Me
	Top Left Square	300x250	Auto format	\$1,100/week or 4 for \$3,300	
	Top Right Square	300x250	Auto format	\$1,100/week or 4 for \$3,300	
	*Second Rectangle	600x74	Auto format	\$600/week or 4 for \$1,800	
HD Product Alert Newsletter (Biweekly) The best new product picks from HD's editors	Exclusive Sponsorship *Top leaderboard 2 product photos Logo	728x90 250x250	Auto format	\$2,500	Show Me
Five on Friday Newsletter Weekly compilation of newsworthy stories impacting the hospitality industry and beyond	Exclusive Sponsorship Top rectangle Bottom rectangle	600x74 600x74	Auto format	\$2,500 \$2,000	Show Me
Custom Eblasts Sent to the entire HD eBlast audience	100% Branded Message	HTML file	Auto format	\$5,600 per blast	Show Me
Digital Edition Print edition with added click-thru capabilities	Sponsorship Cover Sponsor (left of cover + top right logo)	472x570	Auto format	\$1,950/month	Show Me
	Sky Scraper Left	120x600	Auto format	\$2,500/month	
	Sky Scraper Right	120x600	Auto format	\$2,500/month	
	Top Leaderboard	1450x100	Auto format	\$2,500/month	
Lead Generation qualified sales leads Rate is starting at \$65 per lead	Webinars			\$7,500	Show Me
	White Papers			\$675/month 3 months \$1,400 6 months \$2,075	
Social Media	Instagram Takeover			\$3,000	
	HD Facebook Live Sponsorship			\$3,400	
Podcast	3 month sponsorship (6 podcasts)			\$6,650	Show Me
	6 month sponsorship (12 podcasts)			\$11,000	
	12 month sponsorship (24 podcasts)			\$18,000	
Video	HDTV			\$7,000 or \$10,000	Show Me
	Partner Spotlight			\$5,000	Show Me

All rich media ad units should be third party served. Serving fees may apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP). Creative Delivery Deadline – 5 full business days for standard media, and 10 full business days for rich media and video. Email all creative submissions to your applicable Account Executive. Please include insertion order.

OUR TEAM

SALES

PAUL BIENKOWSKI

Publisher, *Hospitality Design* magazine + Key Accounts

860.655.3134

paul.bienkowski@emeraldx.com

LILIANA CONNOLLY

Key Accounts + New England, GA, FL + Midwest, West

781.492.1509

liliana.connolly@emeraldx.com

NEIL HOCHMAN

Key Accounts + NY, NJ, PA, DE, MD, DC, VA, NC, SC, West

917.434.5663

neil.hochman@emeraldx.com

EDITORIAL

STACY SHOEMAKER RAUEN

Editor in chief, *Hospitality Design* magazine

sshoe maker@hospitalitydesign.com

ALISSA PONCHIONE

Executive Editor

aponchione@hospitalitydesign.com

KATIE KERVIN

Senior Managing Editor

kkervin@hospitalitydesign.com

CAITLIN ST JOHN

Senior Digital Editor

cstjohn@hospitalitydesign.com

STEPHANIE CHEN

Associate Editor

schen@hospitalitydesign.com

PRODUCTION

JONATHAN MARSLAND

Creative Director

jmarsland@hospitalitydesign.com

NAN MCDOWELL

Production Director

nan.mcdowell@emeraldx.com

EVENTS

RACHEL LONG

Brand Leader, HD

rachel.long@emeraldx.com

KEISHA BYRD

Brand Leader, BD

keisha.byrd@emeraldx.com

MARKETING

JENNIFER YARBER

Senior Marketing Director

jennifer.yarber@emeraldx.com

ALEX KREEFT

Marketing Manager, Audience

alexander.kreeft@emeraldx.com

RON DENNY

Marketing Manager, Sales

ron.denny@emeraldx.com

KATIE SARIA

Marketing Specialist

katie.saria@emeraldx.com

SALES SUPPORT

NICOLE PANZECA

Customer Success Manager

513-416-7533

nicole.panzeca@emeraldx.com

BRAND + SHOW MANAGEMENT

GANNON BROUSSEAU

Executive Vice President

STACY SHOEMAKER RAUEN

Senior Vice President, Design Group

KEVIN GAFFNEY

Vice President + Group Show Director

kevin.gaffney@emeraldx.com

ERIN O'DONNELL

Vice President, Marketing, Luxury + Design Group