

hospitality

www.hospitalitymagazine.com.au



Serving the hospitality industry since 1967

MEDIA KIT 2010 | REED BUSINESS INFORMATION

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hospitality

Magazine profile

Hospitality is a tough business and it's getting tougher. It's increasingly competitive and ever-savvier consumers continue to demand a better and better product.

It means those at the senior level of the industry are hungry for information about new developments and eager to stay informed about what their competitors are up to.

Hospitality is the magazine the Australian hospitality industry turns to when it wants the latest news, views and information about what's happening across the industry.

It's the only magazine that stretches across the breadth of the Australian hospitality industry from foodservice and accommodation to pubs and clubs.

Aimed at being a tool for those in the industry to stay informed and to help grow their business, *Hospitality's* coverage includes the latest trends that are shaping the hospitality landscape, profiles of market leaders who are setting the benchmarks, and the latest products and technology available.

And *Hospitality* is reaching the valuable decision maker—more than 90% of our readership states their job function as being managerial including proprietors, department heads, executive chefs, bar managers, general manager and licensees.

No supplier has a sales force big enough to get their message across to companies across the diverse market that is the Australian hospitality industry — this is what makes *Hospitality* so cost effective for advertisers.

Regular advertising in *Hospitality* is an effective way to ensure information about your company reaches the right people.

Regular segments

Some of *Hospitality's* regular segments include:

Chef profile: In depth interviews with the most innovative and successful chefs of the moment. We get their views on the secrets to success, trends in food and restaurant management. Plus they share some of their favourite recipes.

Mystery Diner: Our expert diner visits a high profile restaurant and reports back on what they are doing that's so right, and perhaps where they could improve the overall dining experience.

Buyers Guides: Here we zoom in on a piece of equipment used in the foodservice industry and present valuable information on the top-selling brands in the category. It's aimed at being a handy tool for our readers in the market for an upgrade.

Wine: Each month our experienced wine writer focuses on a different grape varietal with information on what's best from different regions and which winemakers are producing the best and most interesting drops.

Management: Regular business information on important management areas such as leadership, training, technology, food safety, finance, and occupational health.

Accommodation: Latest information on hotel openings and refurbishments, occupancy levels, yield management, and new ideas, as well as profiles of industry identities.

Openings: News on the latest restaurant and cafe openings, new trends in design and strategies for food and drink menus.



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Readership and circulation



circulation


NSW	6076
VIC	4845
QLD	1283
SA	1124
WA	967
TAS	412
ACT	228
NT	42
OS	217
TOTAL	15194

job title/function

Department head, executive chef, housekeeper, front office, bar manager, gaming manager, purchasing manager	61%
Proprietor, owner, director, licensee, general manager	32%
Industry personnel including supervisors, bar and kitchen staff/other	7%

distribution

Cafes & Restaurants	51%
Accommodation with dining	16%
Pubs, Bars, Bistro	17%
Clubs & Casinos (Hospitality)	6%
Institutional Catering	1%
Function/Conference	2%
Food/Bev Equipment Mfr/Ws	2%
Takeaway Food Retailing	0.4%
Bakery & Patisserie	2%
Education	2%
Other	1%


CIRCULATIONS
 AUSTRIAN PUBLISHERS
 Average Net Distribution
 Apr 09 - Sept 09
 15,194



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2010 Features

ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	EDITORIAL DEADLINE	FEATURES
JANUARY	NOV 26	DEC 8	NOV 27	FOOD EVOLUTION – A ROUNDUP OF SOME OF THE FOOD TRENDS IMPACTING FOODSERVICE
FEBRUARY	JAN 13	JAN 25	JAN 14	REFRIGERATION; OILS; EASTER PLANNING
MARCH	FEB 10	FEB 22	FEB 11	TABLETOP TRENDS; BREAKFAST; FINE FOOD QUEENSLAND PREVIEW; GREEN ISSUES
APRIL	MAR 10	MAR 22	MAR 11	KITCHEN APPLIANCES; COFFEE & TEA; OUTDOOR HEATING OPTIONS; HERBS AND SPICES
MAY	APR 7	APR 19	APR 8	BAKERY & PATISSERIE; DISHWASHING & CLEANING; DAIRY; ASIAN
JUNE	MAY 5	MAY 17	MAY 6	MEAT & SMALLGOODS & MATCHING CONDIMENTS; CUTLERY & CROCKERY; PACKAGING-FOOD TO GO; FOODSERVICE AUSTRALIA PREVIEW
JULY	JUN 9	JUN 21	JUN 10	EVENT PLANNING AND TASTING MENUS; POULTRY & GAME & MATCHING CONDIMENTS; RESTAURANT DESIGN; RESTAURANT 10 SYDNEY PREVIEW
AUGUST	JULY7	JULY 19	JUL 8	NON-ALCOHOLIC BEVERAGES; DESSERTS; GRAINS & CEREALS; FINE FOOD AUSTRALIA PREVIEW
SEPTEMBER	AUG 4	AUG 16	AUG 5	SEAFOOD AND MATCHING CONDIMENTS; GLASS & STEMWARE; LAMB
OCTOBER	SEP 15	SEP 27	SEP 16	COOKING EQUIPMENT; FESTIVE SEASON PLANNING; WINE & SPIRITS; EDUCATION & RECRUITMENT
NOVEMBER	OCT 13	OCT 25	OCT 14	FOOD SAFETY & HYGIENE; FINE FOOD AUSTRALIA WRAP UP; TABLETOP TRENDS.
DECEMBER	NOV 3	NOV 15	NOV 4	BEER; DEEP FRYING PLUS BUYERS GUIDE ON FRYERS; CHINESE NEW YEAR PLANNING

*ask about
our supplements*



Publisher reserves the right to change editorial features at any time.

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Magazine rates 2010

Full Colour	Casual	3x	6x	12x
DPS	11380	10680	10020	9400
Full Page	6510	6260	5990	5570
Junior Page	4250	4060	3890	3560
Half Page	4240	4050	3870	3540
One Third Page	2920	2770	2590	2360
Quarter Page	2420	2270	2150	1990

Preferred Position	Nett
Inside front cover DPS	12700
Outside Back Cover	7520
Centre double page spread	11443
Half Page Wrap	9000
False Front Cover (also includes Inside Front Cover, ie 2 Full Pages	12000
Other preferred positions	+10%

Product Review	Nett
Full Colour	770 (100 words + product)

Inserts	Loose and stitched
Single A4	28 cents per insert or POA (on site of material)

All rates exclude GST.

Ad sizes (height x width)

Double Page Spread

Trim: 297 x 470mm
Type area: 285 x 440mm
Page Bleed: 5mm

Third Horizontal

Type and Trim: 78 x 200mm

Third Vertical

Type and Trim: 275 x 60mm

Full Page

Trim: 297 x 235mm
Type area: 285 x 200mm
Page Bleed: 5mm

Half Horizontal Wrap

148 x 235mm
Page Bleed: 5mm

Half Horizontal

Type and Trim: 122 x 200mm

Product Showcases

Portrait: 98 x 90mm
Landscape: 50mm x 200mm

Half Vertical

Type and Trim: 275 x 97mm

Client/False Front Cover

Trim: 297 x 235mm
Type/image area: 225 x 200mm
Page Bleed: 5mm

Junior Page

Type and Trim: 165 x 135mm

Please contact Production for more
information on Client/False FrontCover.
Production Co-ordinator: **Laura Panameno**
T: 02 9422 8772
E: laura.panameno@reedbusiness.com.au

Quarter Horizontal Strip

Type and Trim: 42 x 200mm

Quarter Vertical

Type and Trim: 275 x 50mm

Quarter Portrait

Type and Trim: 122 x 97mm

Sizes also apply to Hospitality
Supplements.





hospitality Pizza

magazine profile

Pizza magazine from the team at *Hospitality*, directly targets this dynamic and fast growing segment of the market.

It's distributed four times a year with 7,000 copies of *Hospitality* magazine and is also delivered directly into the hands of the managers and pizza chefs of approximately 5,000 pizza outlets around Australia, total circulation = 12,000

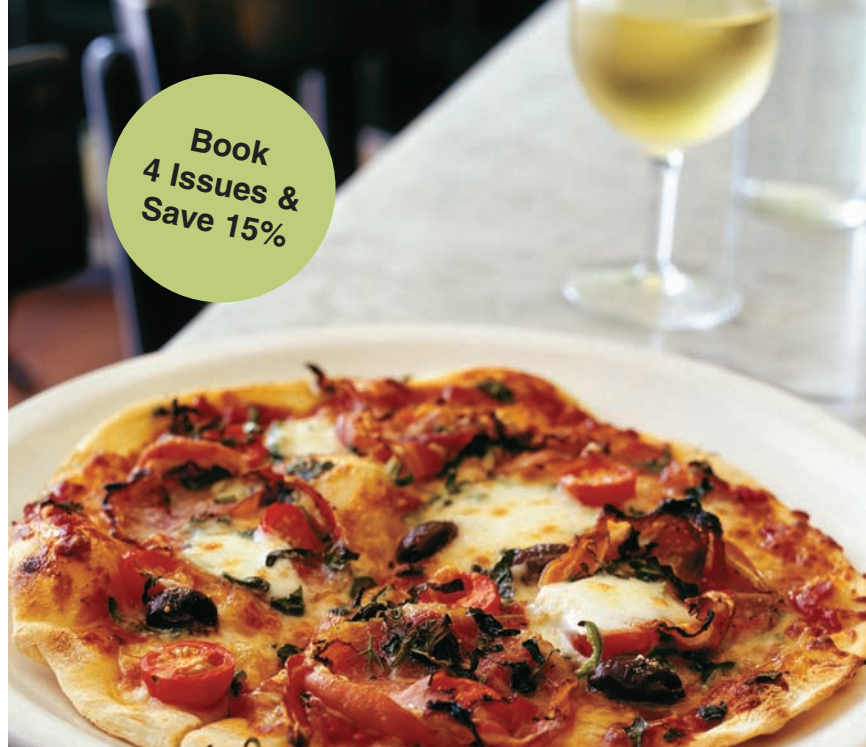
Each issue covers the latest trends in pizza primarily in Australia but also from overseas. It features news about all things pizza from innovations in toppings and cooking methods, to new products and developments in technology and equipment.

Plus *Pizza* puts the spotlight on produce, what's best and how to use it to create pizzas that customers will love. From cheese to olive oil, to prosciutto and tomatoes, we include all the information people in the industry want to know.

At the heart of the passionate business of pizza is the people and we also focus on some of the most successful pizza business operators and pizzaiolo. We get their tips for creating the most high quality products possible, and their secrets to business growth and success in this very competitive sector of food service.

If you are targeting the pizza market *Pizza* represents a major opportunity to get a highly targeted message to the heart of the industry.

Send any product or news stories to:
rosemary.ryan@reedbusiness.com.au



Book
4 Issues &
Save 15%

advertising booking deadlines

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
March	February 4	February 12
June	Apr 29	May 7
September	July 29	August 6
December	October 28	November 5

advertising rates

AD SIZE	PRICE
DPS	\$6800
Full page	\$4200
Half page	\$2500
Third page	\$1700
Quarter page	\$1400

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www.hospitalitymagazine.com.au

Website specifications

www.hospitalitymagazine.com.au is an essential online source of information for the Australian hospitality industry from chefs and restaurateurs, to hotel managers and caterers.

It's a place where members of the industry can come together to share ideas, and keep up with the latest news, trends and innovation in this dynamic business. This site will complement and extend the community of the widely read and respected industry magazine *Hospitality*.

Content on the site includes industry news, the latest new products, case studies, feature articles and columns from industry experts.

The site is updated daily with news stories, product information and multimedia. Visitors will also have the opportunity to blog.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered into their inbox twice weekly.

Material specifications for online advertising

Animation is permitted
Files can be supplied as .GIF, JPEG, .SWF
.SWF cannot be used on html newsletters

Type	Spec	Size	Animation
Header Banner	728 x 90px	35K	20 sec
Banner	468 x 60px	30K	20 sec
Tile	125 x 125px	35K	20 sec
Island	300 x 250px	35K	20 sec

Flash creative

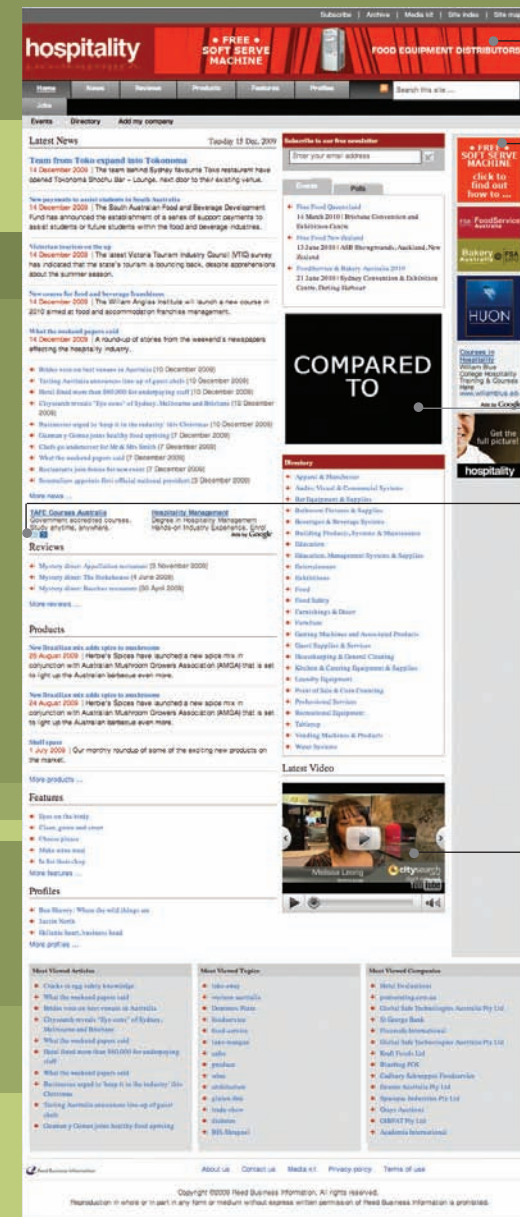
We currently support Flash player 6 or higher.
Please refer to our spec sheet for further details:
http://www.reedbusiness.com.au/pdf/RBI_SITE_CONTACT.PDF

Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files. To ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

Contacts

Online editor Rosemary Ryan	T: 02 9422 2880	E: rosemary.ryan@reedbusiness.com.au
Online sales Rhonnie Merry	T: 02 9422 2481	E: rhonnie.merry@reedbusiness.com.au
Online production Laura Panameno	T: 02 9422 8772	E: laura.panameno@reedbusiness.com.au

website



Header Banner

Tile

Island

Banner

Videoclip

e-newsletter



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www.hospitalitymagazine.com.au

Website profile

Homepage

Sponsorships

Package includes:

- One side tile (static)
- One of six mega banner ads (Rotational)
- One of six island ads (Rotational)
- One of six smaller banners (Rotational)
- Flat rate of \$1000 + gst per month on 12 month contract.

Also Available

- Other tab opportunities and packages available
- E Newsletter twice weekly \$750 + gst per month
- Video clip \$800 + gst per month
- Category banners \$500 per month
- Enhanced listings \$250 each per year

Properties for Sale and Lease

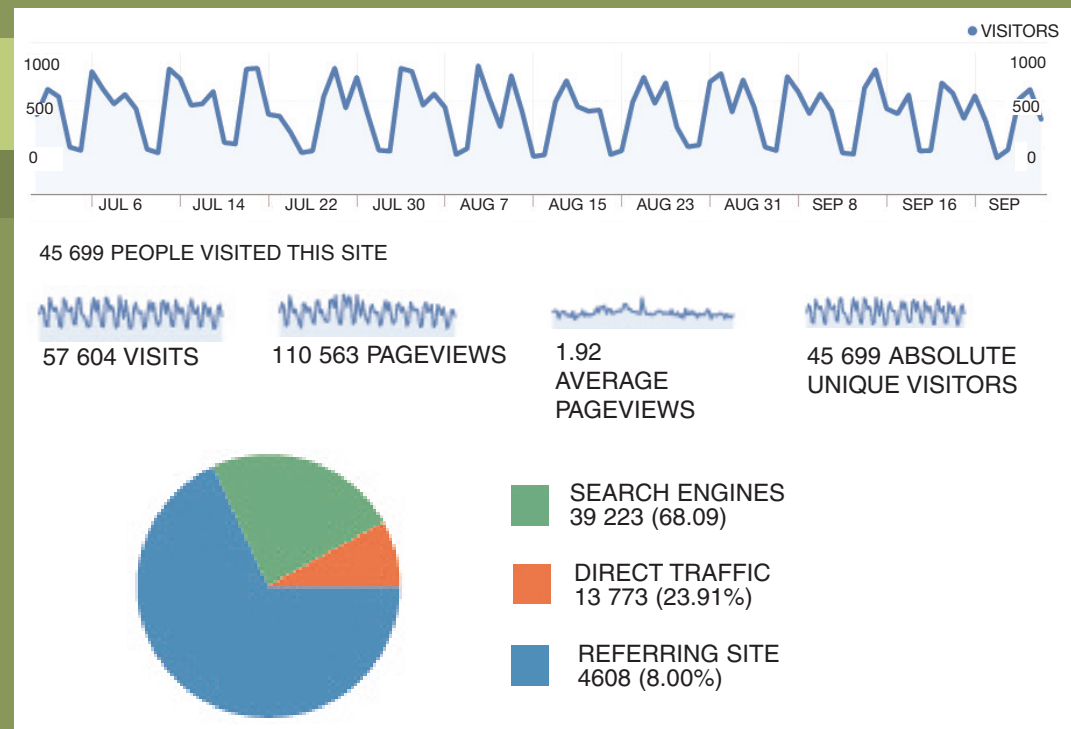
- Property listing summary and small photo will be shown on a minimum of two Hospitality E Newsletters – guaranteed minimum duration of one week.
- E Newsletter summary listings are limited to four per E Newsletter. Should fewer than four other advertisers book a property listing in the subsequent week, your property listings will stay on the E Newsletter (there is no additional charge should this be the case).
- Property listings summary in the

Properties for Sale and Lease section on hospitalitymagazine.com.au - website for at least six months or until you tell us to remove the listing.

- Both the E Newsletter and Properties for Sale and Lease section summaries link to a unique page showing the full property listing, larger pictures and contact details for the seller, developer or agent.
- No ad production required

Cost \$600 + GST per placement

Google Analytics



Hot Products:

- Media release/Promotions of specific product/Product ranges or solutions - Advertorial
- A summary of your chosen product including a small image or logo, will be shown on a minimum of two Hospitality newsletters-guaranteed minimum duration of one week.
- If fewer than four additional advertisers have booked a Hot Product in the subsequent week your Hot Product goes live, your Hot product stays on the E Newsletter and the website for an additional week. (There is no charge for this additional

exposure should this be the case.)

- The summary links to a unique page showing the full product information and one large image or logo.
- After the E Newsletter and run of site placement has finished, your Hot Product will remain in the Hot Products category section of the website for a minimum of six months, or until you tell us to remove it.
- No ad production required. Just send us images and the text of the listing (approx 300 words) and we do the rest.

Cost \$600 +GST per placement

Contacts

NATIONAL ADVERTISING

Rhonnie Merry
Tel: 61 2 9422 2481
Fax: 61 2 9422 2966
Mobile: 0417 617 077
e: rhonnie.merry@reedbusiness.com.au

SOUTH AUSTRALIA

David Murray Smith
Tel: 61 8 8371 5800
Fax: 61 8 8371 5900
Mobile: 0411 748 213
e: david@agsmedia.com.au

PUBLISHER

David Hovenden
Tel: 61 2 9422 2274
e: david.hovenden@reedbusiness.com.au

MARKETING MANAGER

Janet Leong
Tel: 61 2 9422 2842
e: janet.leong@reedbusiness.com.au

EDITOR

Rosemary Ryan
Tel: 61 2 9422 2880
e: rosemary.ryan@reedbusiness.com.au

PRODUCTION CO-ORDINATOR

Laura Panameno
Tel: 61 2 9422 8772
e: Laura.Panameno@reedbusiness.com.au

Reed Business Information Pty Ltd
Tower 2, 475 Victoria Avenue, Chatswood
New South Wales 2067 Australia

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All ads must be supplied as PDFs generated using the correct Acrobat Distiller settings. Reed Business Information provides Distiller settings to assist you in producing print-ready PDFs. How to use the RBI.joboptions file: 1. Double-click on the RBI.joboptions file to add it to your Distiller settings list. 2. When creating a PDF to go to print, export using the RBI distiller setting or print a postscript and distill using the RBI distiller setting.



FONTS

- We do not accept TrueType or CID fonts. Use Postscript fonts or create an outline of the fonts.
- All fonts must be embedded.
- Type size must not be below 8 points, or 10 points for reversed type.
- If supplying fonts please include all printer and screen fonts.

COLOUR

- All material must use CMYK colour space.
- Convert spot and PMS* colours to process colours.
- Do not embed colour profiles.
- Do not use colour patterns, duotones or tritones.
- Black type should be process black only.
- Total ink weight should not exceed 310% and allow for a 14-18% dot gain.

* Conversion of PMS may alter colours. Special PMS printing can be arranged at an additional cost.

IMAGES

- CMYK
- 300dpi at 100% print size.
- Format - JPEG, EPS or TIFF.
- Black & White Line Art - 2400dpi at 100% print size.

DOCUMENTS

- All transparencies must be flattened.
- All live copy must be kept within the type area.
- Bleed must be set to 5mm and must include trim marks.
- Double page spreads must be supplied as 2 separate files (LHP and RHP) with 5mm bleed.
- Avoid running type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides. Allow 3mm clearance on both sides of the gutter for Perfect Bound publications.

DELIVERY OF MATERIAL

- Quickcut by Adstream is the recommended method of supplying ad material. To set up an account please call Quickcut on (02) 9467 7500 or visit www.quickcut.com.au.
- Websend is another recommended method of supplying ad material. To set up an account please call Websend toll free on 1300 798 949 or visit www.websend.com.au.
- Email to relevant production coordinator. Maximum file size 10MB.
- On CD or DVD. Address to relevant production coordinator. Material will not be returned.

* Material must be delivered on time to ensure quality checking procedures can be followed.

PROOFING

For accurate colour reproduction a full size 3DAPv3 PAPERTYPE 3 compliant proof must be provided. For details on how to create a 3DAPv3 proof and approved proofing systems visit www.3dap.com.au.

IN-HOUSE PRODUCTION

Reed Business Information offers an in-house design service. Please contact the relevant production coordinator for further information.

ENQUIRIES

Please contact the relevant production coordinator for any enquiries.

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Updated July 2009



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Reed Business Information Pty Ltd
A division of Reed Business
ABN 47 000 146 921

Ad validation and delivery



Proofing standard

