

The Hotel Yearbook 2010

Reaching the leaders of the global hotel industry with ideas and insights for the year ahead

"One of the most editorially excellent and valuable publications I have seen for the hotel industry."

- Julie Squires, Softscribe, Inc., Atlanta

Editorial CONCEPT

The Hotel Yearbook is a completely **forward-looking publication**, the only one of its kind. Within its pages, CEOs and other senior executives from the hotel industry worldwide, as well as leading analysts and observers, share their expectations for the coming year. Each contributor looks specifically at his or her area of expertise and describes the likely scenario for the near future. As a whole, The Hotel Yearbook therefore offers readers a **comprehensive overview of the trends and developments that will affect the hotel business in the year to come** – as expected by the industry's leaders themselves.

Among the contributors to the past three editions are the CEOs and other senior managers from:

- | | | |
|--------------------------------|----------------------------------|-----------------------------------|
| → Jumeirah Group | → Scandic Hotels | → Swisscom Hospitality |
| → World Bank | → Kempinski Hotels & Resorts | → Hyatt International |
| → HVS International | → HFTP | → KPMG |
| → Strategic Hotels and Resorts | → Marriott International | → Ernst & Young |
| → Jones Lang LaSalle | → AHLA | → DTZ Hospitality Group |
| → design hotels | → Four Seasons Hotels & Resorts | → Christie & Co. |
| → Horwath HTL | → CB Richard Ellis | → Smith Travel Research |
| → Expedia | → World Travel & Tourism Council | → IH&RA |
| → InterContinental Hotels | → Spotality | → Mandarin Oriental Hotels |
| → Nikko Hotels and Resorts | → Mövenpick Hotels & Resorts | → The Leading Hotels of the World |

The 2010 edition, published in December 2009, will comprise **50+ articles submitted by industry leaders** from these and several other organizations. Each article will look specifically at a key geographic market, an important industry segment, or a significant management trend or challenge.

Distribution STRATEGY

The Hotel Yearbook 2010 will be **published electronically**. Its contents will be packaged and published in three different forms, forming a **suite of digital publications**:

1. Entire publication – the "Master Edition"

The Hotel Yearbook will be published in its entirety in an easy-to-read electronic format and distributed as follows:

Free of charge to the following industry audiences

- The 2,000 individuals comprising the senior management teams of the world's top 200 hotel companies
- All 4,800 members of the HFTP (Hospitality Financial and Technology Professionals)
- All 4,000 alumni worldwide of the Ecole hôtelière de Lausanne
- All 1,700 students at the Ecole hôtelière de Lausanne
- Over 35,000 alumni and executive program participants worldwide of the Cornell Hotel School (TBC)

For sale to other hotel industry executives

- At the Hotel Yearbook's Web site, supported by an SEO campaign

2. Three thematic "Special Reports"

Alongside the full Master Edition, three sub-editions will also be created and sold on the Hotel Yearbook's Web site:

- Key Markets in 2010
- Key Industry Segments in 2010
- Managing Hotels in 2010

Each of these three sub-editions, 40-50 pages in length, is made up of relevant content taken from the Master Edition.

3. Individual articles

On a regular basis, articles will be posted online at www.Hsyndicate.org throughout the first 4-5 months of 2010. This content is then redistributed to a network of more than two dozen hospitality sites around the world.

From the Hsyndicate Web site:

"The Hsyndicate network delivers industry intelligence to a global audience of 300,000+ industry-related professionals. Hsyndicate-powered news reaches targeted audience segments throughout the hospitality value chain ranging from hotel-groups to trade-associations, schools and universities, industry press, consultants as well as hospitality-focused schools and universities."

It is estimated by the CEO of Hsyndicate that each article they distribute is read about 100,000 times in 12 months.

The Hotel Yearbook 2010

The **BENEFITS** we offer you as an advertiser

1. All ads booked will be placed in the entire suite of publications

When you book "an ad" in The Hotel Yearbook, you are in fact booking a **package of 3 insertions** consisting of:

- 1 full page in the Master Edition
- 1 full page in one of the 3 Special Reports (you may choose which one)
- 1 full page accompanying one of the 50 separately published articles

The **reach** for these 3 insertions is estimated to be:

- Master Edition – ca. 50,000 industry leaders
- Special Report – ca. 1 - 3,000 purchasers
- Separately published article – ca. 100,000 readers

The estimated minimum reach of your ad is therefore **about 150,000 hotel industry executives**.

2. We place your ad next to relevant content

Wherever possible we will place ads adjacent to editorial content that is related to, or relevant to, the ad's subject. This is especially effective in the case of the ads attached to individual articles distributed by Hsyndicate, since readers find these articles after performing a search for the particular subject. They are therefore highly likely to be interested in the subject of the associated advertisement as well.

3. We link to your Web site

All ads are hyper-linked to the advertiser's Web site (or other designated Web page). Ads therefore generate actual visits to your site by interested potential clients.

Advertising **RATES**

Concerning standard format ads (for specs see the following page), the rates shown here are in Swiss francs:

Full page	CHF	2,500.00 *
Double page	CHF	3,500.00

Special placements are on a first-come, first served basis. There is no surcharge.

As a digital publication, The Hotel Yearbook can accommodate a variety of different kinds of insertions, including animation, sound, even video. Please contact us if you have any special requests of this type and we will quote a price for customizing an ad as per these special requirements.

* NB Invoicing will be in Swiss francs and will include an additional 7.6% Swiss VAT.
As of 1 August 2009, CHF 2,500 ≈ USD 2,300 ≈ EUR 1,650 (indicative exchange rate only).

CLOSING date for ads

Friday, 27 November 2009

PUBLICATION date

Monday, 7 December 2009

For more **INFORMATION**

Visit www.hotel-yearbook.com
or contact us by e-mail at
yearbook@wadeandco.com

Our **CONTACT** details:

Wade & Co. SA
James Wade, Publisher
The Hotel Yearbook
Chemin du Grabe 28,
CH-1091 Grandvaux
Switzerland
Tel. +41 21 784 3303
E-mail: yearbook@wadeandco.com

TECHNICAL INFORMATION FOR ADVERTISERS

The Hotel Yearbook 2010

Reaching the leaders of the global hotel industry with ideas and insights for the year ahead

AD SIZES

Full page ad dimensions (width x height)::

- Live area 183mm x 247mm (7.25"x 9.75")
- Full bleed 209mm x 273mm (8.25"x 10.75")
- Trim 203mm x 267mm (8.00"x 10.50")

ELECTRONIC SPECS

Please note that Certified PDFs only are accepted. If you are unable to supply Certified PDFs, the following alternatives may still be used: For native documents and all supporting files: The original ad layout document, fonts and images on CD-ROM, accompanied by a Chromalin or proof.

All images, backgrounds & copy must be CMYK and min. 300 dpi (image 1-to-1). Illustration programs (Illustrator, Photoshop, etc.) should not be used to create layout files. Please send Image files with embedded images with their original artwork to ensure trouble-free output of your files. Color proofs must be output from the exact submitted electronic file. (Acceptable color proofs should be in a certified SWOP 4-color format.)

Please include crop marks on all bleed ads. Please label all documents and certified PDF files with your company name and issue date. Please be sure to supply all fonts! All digital files must be sent complete. If any files are incomplete, you will be contacted. Wade & Co. assumes no responsibility for files that are not sent according to these specifications. Only MACINTOSH platform is accepted.

For digital file formats, the following are acceptable: QuarkXPress 7.0; Adobe Creative Suite3; Adobe Acrobat CS3; Adobe InDesign CS3 and Photoshop CS3.

PRODUCTION WORK

If, because digital files sent were not in accordance with the above specifications, it is necessary for Wade & Co. to perform production work to existing or new ads, you will be contacted for your approval prior to processing. There is no charge for Wade & Co. to create a PDF. Normally, no color proof will be sent for your approval; however, if a color proof is requested, a production charge will be incurred of CHF 200.00 plus shipping expense. All materials supplied will be held by Wade & Co. for a period of no longer than one year from the issue date of the publication. Thereafter, materials will be destroyed.

FILE TRANSFER

Send all digital ad disks to:

Gmarketing
Place Pestalozzi 8
CH-1407 Yverdon-les-Bains, Switzerland
Attn: The Hotel Yearbook 2010
Tel. +41 24 425 7107

To send via e-mail (files smaller than 20 mb):

info@gmarketing.ch (please indicate "Hotel Yearbook 2010" on the subject line of your e-mail.)

To send files via FTP (necessary for files larger than 20 mb):

ftp://www.gmarketing.ch
User name: yearbook
Password: 123yearbook

ORDER FORM FOR ADVERTISERS

The Hotel Yearbook 2010

Reaching the leaders of the global hotel industry with ideas and insights for the year ahead

"The Hotel Yearbook is brilliant, both in appearance and in content... sure to become a much-used reference source."

- Trevor Ward, W Hospitality Group, Lagos

Please reserve your ad space by filling out the form below and sending it to us by post or scanning it and sending by e-mail (Our contact details are on page 2 of this document). Thank you very much!

Reservation for: _____
(name of company / organization)

Please place our advertisement in **THE HOTEL YEARBOOK 2010**, to be published in Dec. 2009:

Size of ad	Agreed price in CHF	Comments
Full page		Plus applicable VAT
2-page spread		Plus applicable VAT
Other		Plus applicable VAT
Subtotal		
Add Swiss VAT (7.6%)		
Total order amount		

Authorized signature Title Date

Name and billing address of contact person:

Telephone: _____ Fax: _____

E-mail: _____