

Asian Hospitality

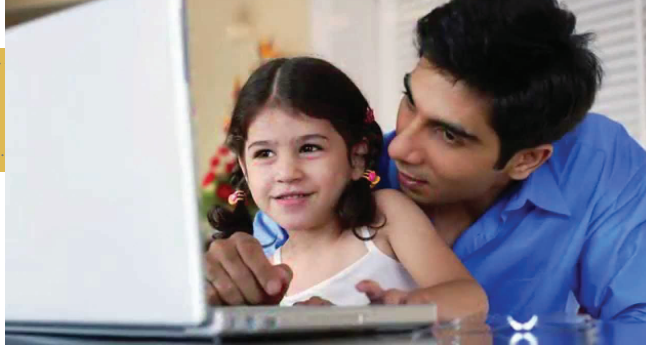


MEDIA KIT 2018

**Check in...
to a
\$35 billion
market**

**ON PAPER
ONLINE
ON TABLET
ON TREND**

**Reaching
America's
Top
Hoteliers
Since
2001**



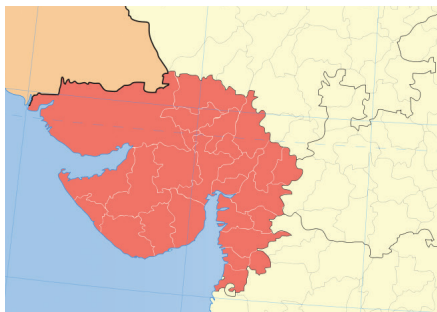
REACH THE MOST AFFLUENT HOTEL OWNERS IN THE U.S.

At the Heart of the Community

The vast majority of Asian-Indian hoteliers in the U.S. hail from the state of Gujarat on the northwest coast of India. Gujaratis, as they are known, speak Gujarati and are renowned throughout India and in many parts of the world for their business acumen and entrepreneurial flair.

The father of the Indian nation, Mahatma Gandhi, was born in Gujarat and his ashram, from where he led the country's freedom struggle, is now a museum in the state's commercial capital, Ahmedabad.

Such is the strength of their community spirit that the pioneering immigrants of the 1960s and 1970s encouraged and financed friends and relatives wishing to build homes and businesses in America. These pioneers were the dream makers, the unofficial bankers, business advisers and



guardians who made the American Dream a reality for thousands of others. And what an industry they have built.

But nowhere has the Asian-Indian community's presence in America been felt more emphatically than in the hospitality industry. Combining an innate entrepreneurial flair with legendary Indian hospitality, the Indian American community has become synonymous with the hotel business in America. Asian American hoteliers dominate the economy, midscale and upper midscale sectors of the U.S. hotel industry.

Indian American women play a key role in the family business. They are the backbones of the enterprises, managing and operating the hotel businesses. They

are prime decision makers in purchasing and other processes. They are keen readers of Asian Hospitality, its Gujarati section and our sister title Garavi Gujarat, the leading newsweekly for the Gujarati community in North America.

The New Trailblazers

The second generation of Asian American hoteliers operate in the midscale, upper midscale and upscale segments of the U.S. hotel industry. A well-educated demographic who grew up in the hospitality business, second-generation hoteliers have built upon the entrepreneurial foundation set by their parents and are eager for the next big thing.

Asian Hospitality recognizes the changing landscape. Its editorial content is designed to connect with first-generation industry pioneers and the next-generation of owners, operators, developers and investors.

The Market

Asian American Hoteliers Key Stats:

- Own more than 25,000 Hotels
- More than 2.3 Million Rooms
- \$130 billion Combined Market Value of Properties
- Estimated \$35 billion in spending power
- 650,000 People Employed
- \$9.4 Billion Spent On Salaries
- \$2.3 Billion Spent On Utilities
- \$2.2 Billion Spent On Franchise Fees, Including Royalties and Loyalty Programs

**Sources: AMG, AAHOA and CBRE Hotels America's Research*



2018 Spending Plans

Asian Hospitality reached out to its readers and learned that a significant number of hotel owners face brand-mandated property improvement programs in 2018. Asian Hospitality readers also plan to grow their portfolios with new hotels as well as conversion properties. Some plan to renovate their properties. Most will seek financing to do so.

Hoteliers each plan to spend \$10,000 to more than \$700,000 on FF&E and \$10,000 to \$700,000 on operations, including supplies and equipment. Items they plan to purchase include:

Guestroom Furniture
Mattresses
Bedding
Flooring
Carpeting
Guestroom bath fixtures
Towels
Linens
Paint
Window Treatments
Guestroom Phones
Guestroom Clocks
Guestroom TVs
Door locks
Lighting
Air conditioners

They each plan to invest \$10,000 to \$500,000 in new and upgraded technology solutions to enable them to manage their growing businesses and effectively compete in the marketplace. Finding new cost efficiencies is tops among their current concerns as the price of goods and labor are increasing. Our readers' tech shopping lists include: Computer Equipment
Software
Property Management Systems
Point of Sale Systems
High-Speed Internet Providers
Wi-Fi Access for Staff and Guests
Digital Marketing Services
Website Design



Asian Hospitality

Asian Hospitality is the leading magazine for Asian American hoteliers in North America. Published in English and Gujarati, Asian Hospitality is your road map into the Asian American hotelier community.

Asian Hospitality is written and edited by award-winning journalists with a unique and profound understanding of the Asian-Indian community and the hospitality industry.

Priya

Priya is a quarterly insert celebrates and recognizes women in leadership in the hospitality industry. It provides news, features and advice on business, career and family and adds fun with tips on personal style and practical products that help women balance their lives and get the job done.

In short, Asian Hospitality is the one-stop magazine for Asian hoteliers, published in their preferred language.

- Monthly B2B magazine read by Asian Hoteliers in U.S.
- Magazine targets and is read by both Asian American men and women of all ages in the hotel industry
- Published in English and Gujarati, the language spoken and read by the majority of Asian American hoteliers in the U.S.
- Reaches all key decision makers
- BPA audited circulation of 10,200 with a readership in excess of 50,000

- Weekly digital newsletter
- Online news updated daily at www.asianhospitality.com
- Online audience of 16,000 website visitors each month
- Target market is Indian American hotel owners in U.S.

www.asianhospitality.com

Asianhospitality.com is the Asian hotelier's first stop to get the latest hospitality news and industry happenings. Updated daily, asianhospitality.com attracts more than 16,000 unique visitors each month and covers every aspect of the hospitality industry.

Asianhospitality.com offers breaking news and features one-of-a-kind content that highlights the business decisions and events that impact Asian American hoteliers and others in the industry. Our online coverage connects our followers to current developments in the U.S. hotel industry and features informative podcasts and other news assets that reach a broad range of followers. We employ social media such as Twitter and Facebook to drive readers to our website, our digital issue of Asian Hospitality and our print products.



Enews

Asian Hospitality distributes a weekly e-newsletter that updates followers on current news and events that can impact their businesses. We also use the platform to celebrate Asian American's entrepreneurial spirit and innovation, giving their business news top priority.



Issue	Theme	Features	Products	Bonus Distribution	Reserve Ad Space	Ads Due
JANUARY	Launch of Hotel CRE section Hotel transactions – What will 2018 hold? ■ How to prepare to sell your hotel ■ How to know when it’s time to sell ■ How to value your hotel ■ What to know when buying an existing hotel ■ What to look for in a hotel broker	Pet-friendly hotels – Pros and cons for owners Pet-friendly FF&E PRIYA Winter 2018 The business magazine for entrepreneurial women Theme: CRE Professional Profile Special Features: Networking Continuing Education Fashion @ Work: Fragrances & Winter outer wear	Laundry Systems Guestroom TVs	ALIS Jan. 22-24 Health & Wellness Skin Care Let’s Talk Alcoholism among women	Dec. 1	Dec. 15
FEBRUARY	Industry Leader Profile	Bed Bug War Hotel renovation	Hotel HVAC Guestroom Baths ■ Design ■ Water-saving fixtures ■ Guest amenities		Jan. 5	Jan. 19
MARCH	Hotel Management Companies ■ Asian American hoteliers who offer third-party management ■ Hotel management companies that serve the Asian owner community	Brand Conversions ■ Why convert? ■ Deciding on the brand and the rate segment ■ Soft brand. Yes or no? ■ Costs to consider	Property Management Systems ■ New technology ■ How to find the PMS that is right for your business ■ Brand-standard PMS and costs Door Locks ■ Mobile key ■ Security ■ Magnetic stripe advancements	Hunter Hotel Conference March 21-23 AAHOA 2018 Trade Show & Convention March 27-30 Events: La Quinta Inns & Suites Conference March 22-25	Feb. 2	Feb. 16
APRIL	Hospitality Innovators SPECIAL REPORT Extended-Stay Hotels and the multi-brand business model	Government & Business ■ Laws, policies and regulations that impact your business ■ State of tax reform ■ How to work with per diem travelers ■ How to respond to RFPs Events: Carlson Rezidor Hotel Group Conference April 2-5 Wyndham Hotel Group Conference April 9-11	Laundry Systems that save water, energy Safe housekeeping products Hotel Landscaping	PRIYA Spring 2018 The business magazine for entrepreneurial women Theme: Overcoming • Lina Patel – Hotelier turned mountain climber Features: Best girlfriend getaways How to lead men in the workplace Health & Wellness	March 2	March 16
MAY	Hospitality Colleges SPECIAL REPORT Boutique & Lifestyle Hotels	Seasonal Employees ■ Where to find them ■ How to train them ■ What you need to know about employment law	Mobile Technology Bedding	Hospitality Design Expo May 2-4 Events: Choice Hotels International May 1-3	April 6	April 20

UNIT SIZE	FREQUENCY		
	1-3	4-6	6+
Full Page	\$3,500	\$3,200	\$3,000
2/3 Page	\$3,000	\$2,600	\$2,200
1/2 Page	\$2,500	\$2,200	\$1,800
1/3 Page	\$1,900	\$1,600	\$1,200
1/4 Page	\$1,500	\$1,300	\$950
Inside Front Cover (Cover 2)	\$3,900	\$3,900	\$3,900
Inside Back Cover (Cover 3)	\$3,900	\$3,900	\$3,900
Back Cover	\$4,500	\$4,500	\$4,500
SPECIAL UNITS			
Front Cover Banner (Includes 1/2 page Advertorial and Full Page Ad)	\$7,000		
Front Cover Banner (Includes 1/2 page Advertorial)	\$4,000		
<ul style="list-style-type: none">• Inserts, gatefolds, false covers, cover wraps, reprints, etc. Priced on request.• Advertising can be translated and typeset in Gujarati.			
CLASSIFIED			
Business Card Size	\$500		
1/4 Page	\$800		
1/2 Page	\$1,200		
ELECTRONIC www.asianhospitality.com			
Top Banner	780 x 90 Pixels	\$2,000	
Vertical Banner	160 x 240 Pixels	\$1,000	
Bottom Banner	780 x 90 Pixels	\$1,500	
ASIAN HOSPITALITY NEWSLETTER			
1 Page Current Events Update emailed to magazine subscribers 4x per month	\$1,000		

Issue	Theme	Features	Products	Bonus Distribution	Reserve Ad Space	Ads Due
JUNE	First-Time Owners and the American Dream <div>SPECIAL REPORT Midscale Hotels</div>	The Front Desk ■ Is it still important? ■ How has it changed? Hotels in destination markets – A look at the business model	Swimming Pools Business Insurance	NYU International Hospitality Industry Investment Conference June 3-5 HITEC June 18-21	May 4	May 18
JULY	Franchising – An American Business Tool ■ Hotel owners who franchise in other industry sectors <div>SPECIAL MARKETING SUPPLEMENT Made in America ■ Highlighting suppliers, manufacturers with products made in the USA</div>	Managing your hotel's reputation ■ Online reviews ■ Hotel website must-dos	Guestroom electronics – TVs, phones, chargers, beside clocks Lighting – interior and exterior Guest bath amenities, towels Credit card processing	NABHOOD July 25-27 PRIYA Summer 2018 The business magazine for entrepreneurial women Theme: Leaders in innovation Special Features: Volunteer State – Value of giving back	June 1 Second Acts – Not ready for retirement Fashion@Work: Smart Phone Cases Layering outfits for cool mornings, warm days	June 15
AUGUST	CEO Feature <div>SPECIAL REPORT Economy Hotels</div>	Hotel Financing ■ State of SBA financing – refinancing, green financing, minority financing	Vending Machines Ice Machines Flooring and Carpet	Hotel Data Conference Aug. 15-17	July 6	July 20
SEPTEMBER	Young Professionals <div>Events G6 Conference Sept. 23-29 Best Western Hotels & Resorts Conference Sept. 30-Oct. 3</div>	Hired Help ■ Hotel lawyers ■ Hospitality HR specialists	Laundry New tech for select service hotels Guest fitness needs ■ In-room equipment ■ Fitness area equipment ■ Outdoor workouts – pool, walking/running/bicycling paths	The Lodging Conference Sept. 23-27	Aug. 3	Aug. 17
OCTOBER	Hotel Construction <div>SPECIAL REPORT Upper midscale & Upscale Hotels</div>	Sales & Marketing – Attracting meetings; corporate contracts	Hotel vans, guest shuttles Parking lot – How to plan for a safe experience in parking, dropping off, night time arrivals	 PRIYA Fall 2018 The business magazine for entrepreneurial women Theme: Business matriarchs – Women who lead in the family business Features: Stationery • Professional-looking options	Aug. 31 • Letter-writing etiquette Meal ideas for busy families Holiday gifts for employees Health & Wellness Fashion@Work: Ditch the heels – flats that work Best blow dryers	Sept. 14
NOVEMBER / DECEMBER	Hoteliers Who Give Back <div>DIWALI STARTS NOV. 7</div>	Industry Outlook for 2019 Business taxes – How to pay less	F&B appliances Food suppliers Lobby pantry		Oct. 5	Oct. 19

Special Value Package
Special discounted rate for Print, Website and Newsletter Bundled Messages
Bleed
No extra charge
Positions
Guaranteed special positions are 10% additional and may be cancelled only on 90-day notice. Preferred positions are sold on a first-come, first-served basis.
Contracted positions receive the right of first refusal on contract renewals.
Terms
Due upon presentation of invoice
Agency Commissions
15% of gross billing is allowed to advertising agencies on space, inserts, and position only. No commission is allowed on other items, such as the cost of printing, reprints, etc. No agency commission is allowed for accounts 30 days past due.
Copy & Contract Regulations
Advertisers and advertising agencies assume liability for all content (including text, illustration, and representation) of ads printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standard. Cancellations accepted four weeks to space closing date, cover positions are noncancelable.

Full Page-Bleed
8.65 x 11.12
Trim Size:
8.37 x 10.87
Keep live area
1/4 inch inside trim
and 1/2 inch
away from gutter

Full Page
8 x 10.52

2/3 Page
Vertical
4.5 x 10

1/2 Page Horizontal
7.5 x 5

1/2 Page
Island
4.5 x 7.5

1/3 Page
Horizontal
4.4 x 4.8

1/3 Page
Vertical
2.2 x 10

1/4 Page
Horizontal
4.8 x 3.3

1/4 Page
Vertical
3.3 x 4.8

Bottom Strip
7.5 x 3



Image Dimension in Pixel (Width x Height)

	CPM Charges (per 1,000 views)	Fixed monthly Rate	Fixed Weekly Rates	Fixed Rate	Ad Size (W x H)
Leaderboard	\$30.00	\$1,500.00	\$375.00		728 X 90
Skyscraper	\$30.00	\$1,500.00	\$375.00		300 X 600
MPU	\$40.00	\$2,000.00	\$500.00		300 X 250
Take Over	\$150.00	\$7,500.00	\$1,875.00		1400 X 90
Video Advert (10-30 seconds)	\$60.00	\$3,000.00	\$750.00		300 X 250
Pre-Roll Advert	\$50.00	\$2,500.00	\$625.00		640 X 360
Inter-video advert	\$50.00	\$2,500.00	\$625.00		300 X 250
Advertorial				\$250	

Image Size limit maximum 1MB

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Garavi Gujarat

Garavi Gujarat is North America's biggest selling bilingual Asian newsweekly. Established in 1968, Garavi Gujarat is published in full color in Gujarati and English. The magazine covers an eclectic blend of news and features for the Asian-Indian community in the U.S. Garavi Gujarat is a family magazine with a strong news focus and entertaining and informative sections for women and second-generation Asians. Its renowned annual Diwali issue, which celebrates one of the most important festivals in the Indian calendar, is a collector's edition with over 500 pages. Garavi Gujarat is the only ethnic title published in two editions, for the US and European markets.

- Full Color weekly news magazine
- Widely read within Asian hotelier community
- Published in English and Gujarati
- Biggest selling bi-lingual news magazine in North America

Direct Marketing

Asian Hospitality offers a specialized direct marketing service to advertisers. With a unique and comprehensive database of Asian hoteliers, Asian Hospitality can design, print and mail your message directly to more than 14,000 hoteliers. Furthermore, you can communicate with them in their own language. Asian Hospitality will translate and typeset your message into Gujarati or any of the Indian languages. Language-based direct mail is an effective way to ensure your message is understood and reaches Asian hoteliers. With a plethora of companies targeting this sector, make sure your words are not lost.

The Festival of Lights

Diwali is a special time for Asian Indians in the U.S. Not only is it the biggest festival of the year but it is also a time for great celebration with families and to remember those less fortunate. Diwali is the Indian equivalent of Christmas and represents the dawning of the Indian New Year. Diwali is also called the "Festival of Lights" and celebrates the victory of good over evil. This unique event is a celebration to honor the Goddess of wealth, Laxmi. Many Asian Indians view Diwali as the ideal time to enhance their lives and give gifts to family and friends. It also marks the beginning of the new financial year. Asian Hospitality publishes a special issue at this time. This issue is traditionally a high-profile edition with interviews and profiles of industry leaders and in-depth features analyzing the year ahead. The Diwali issue is the perfect opportunity for you to convey your festive greetings to your business partners with a simple best wishes message for a Happy Diwali and Prosperous New Year. Asian Hospitality can design your advertisement to suit the festive spirit of Diwali.

The Group

Asian Hospitality and Garavi Gujarat come to you from a publishing house with an unrivaled pedigree in ethnic publishing. Asian Hospitality is published by Asian Media Group USA Inc. The Group was established in London, England, in 1968, with the launch of Garavi Gujarat newsweekly. Today the group is the largest Asian publishing house in the UK, with a stable of market-leading consumer and business titles serving the country's thriving Asian community.

All the Group's titles are designed and printed at the company's full-color printing and distribution facilities. The group has invested several million dollars in state-of-the-art prepress and printing technology. AMG is the only Asian publishing house to own and operate its own printing facilities.

AMG has worked closely with many blue-chip companies in targeting and marketing to the Asian community. This experience, honed and fine-tuned over four decades, can be harnessed to your advantage. AMG's business consultants are on hand to offer you advice on how best to target this enterprising community.

Such is the esteem in which the group is held in the United Kingdom that its founder and editor-in-chief was awarded an CBE (Commander of the most excellent order of the British Empire) by Her Majesty the Queen for services to the publishing industry and the Asian community.





Phil Hugh Chief Development Officer, Red Roof Inn

"Asian Hospitality is unique in providing insight into issues from an individual owner/operator perspective. With Red Roof's legacy of operating hotels, we feel this is the perfect environment to present our message. The targeted readership complements our long-standing relationship with the Asian-American franchise community and growth plans for the brand. The editorial and marketing staff is responsive and proactive in recognizing advertisers' needs."

Mitch Patel CEO, Vision Hospitality

"Asian Hospitality has published news and opinion articles that are not only relevant to the Asian-American population, but to the entire hospitality industry. Their unbiased reporting and forward-thinking mission are what make them a valuable, credible source for today's hoteliers. The articles are always relevant and credible. I can apply the information to better my company, our associates and our guests."



Mehul Patel, CHA, CHO

Chairman & CEO, NewcrestImage
Lewisville, Texas

"Asian Hospitality provides owners with valuable information and insight that can take their properties to a higher level of performance and profits."

Ashu Upa Owner, Matrix Telcom

"Asian Hospitality has helped us build a brand and generate leads for our product. AMG's magazines cover almost 80 percent of the Asian American owned hotel and motel owners in the U.S. It is a great advantage to be able to reach out through print and electronic media to all generations of hoteliers."

Nitin Shah

Chairman & CEO, Embassy National Bank
President, Imperial Investments Group, Atlanta, GA



"Asian Hospitality is an important resource because it is the only magazine that speaks directly to Asian American hotel owners about their business needs and concerns."



Rakesh Chauhan

President and CEO
Banyan Investment Group

"Hotel news to the point, with an Asian perspective – that's what Asian Hospitality delivers for us."