asian Hospitality

BPA WORLDWIDE

MEDIA KIT 2020

ON PAPER
ONLINE
ON TABLET
ON TREND

Reaching America's Top Hoteliers Since 2001

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.

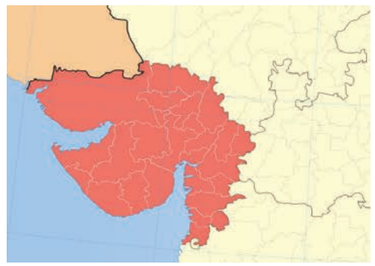
Asian Hospitality is written and edited by award-winning journalists with a unique and profound understanding of the Asian-Indian community and the hospitality industry.

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.

About Our Readers

- A September 2019 survey of Asian Hospitality subscribers showed most of our subscribers are Asian American hotel owners and operators.
- Most of our subscribers own and operate one to four hotels.
- A third of our subscribers own and operate an independent hotel.
- The price tiers of subscribers' hotels range from economy to upper upscale.
- The vast majority of our subscribers are not members of a hotel trade organization.
- Half of our subscribers receive no other hotel trade magazine besides Asian Hospitality.

Summary

Print edition:
Asian Hospitality is a monthly B2B hotel trade title that caters to the Indian American hotel owner. AH has more than 10,000 subscribers and 55,000 readers a month. Our subscription number is BPA certified.

A recent reader survey shows Asian Hospitality is a significant source of hotel trade news and information for thousands of Indian American hotel owners and operators in the U.S.

For nearly half our subscribers, Asian Hospitality is the only hotel trade news magazine they receive.

Most of our subscribers are not members of a hotel trade organization.

Asian Hospitality is 100 percent requested, meaning the magazine is opened and read.

Priya

Priya is a quarterly insert that 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 readershipin excess of 50,000

For information on sponsoring an issue of Priya, contact Associate Publisher Nirmal Puri at nirmal.puri@amgusa.biz or 770 246 0543.

Enews

Asian Hospitality's weekly e-newsletter reaches 5,000 subscribers a month.

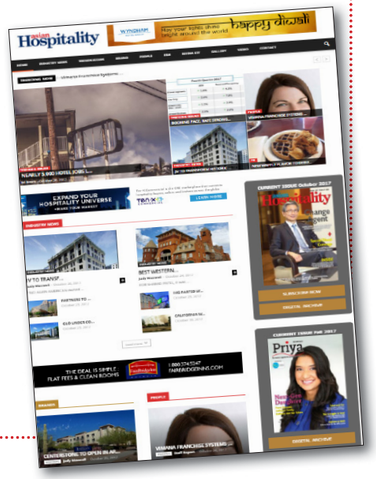
The e-newsletter's open rate averages 38 percent a month. Our click-through rate averages 15 percent a month. Both statistics are above industry averages.

Website:

Asianhospitality.com is our daily news site where we post breaking industry news, ongoing developments and report on industry events and newsmakers.

The number of website visits has increased by 47.7 percent from February to August 2019.

Unique visits average more than 85,000 a month. Page views per month average 1.2 million with average page views per visitor of 5.6, which is greater than the industry average.



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 U.S. 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 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 a 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.

Issue	Features	Events	Products	Bonus distribution	Reserve ad space	Ads due
FEBRUARY	**Priya** profile	ALIS Jan. 27-29	Paint	ALIS	Jan. 7	Jan. 17
MARCH	Government & Business	Hunter Hotel Conference March 18-20	Housekeeping equipment, supplies	Hunter Hotel Conference	Feb. 4	Feb. 14
APRIL	**Priya** Reputation management	AAHOA Convention & Trade Show April 13-16	Linens	AAHOA Convention & Trade Show	March 10	March 20
MAY	Landscaping for curb appeal, outdoor activity, Cyber security		Pool cleaning		April 7	April 17
JUNE	Operating hotels in destination markets	NYU International Hospitality Industry Investment Conference June 2-4	TVs		May 12	May 22
JULY	**Priya** Finance and state of the economy		Lobby pantry/ marketplace		June 6	June 16
AUGUST	Mobile technology	Hotel Data Conference Aug. 12-14	Hotel HVAC, guest-room contro		July 8	July 18
SEPTEMBER	Rise of independents	The Lodging Conference Sept. 21-24	Locks	The Lodging Conference	Aug. 6	Aug. 16
OCTOBER	The competition: Airbnb		Pest control		Sept. 8	Sept. 18
NOVEMBER	**Priya** Hotelier of the Year	Diwali issue	Insurance		Oct. 7	Oct. 17
DEC. - JAN	Franchising	ALIS	Laundries		Nov. 8	Dec. 18

Advertising Costs & Sizes

Asian Hospitality

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

- *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

Special Value Package
Special discounted rate for Print, Website and Newsletter Bundled Messages

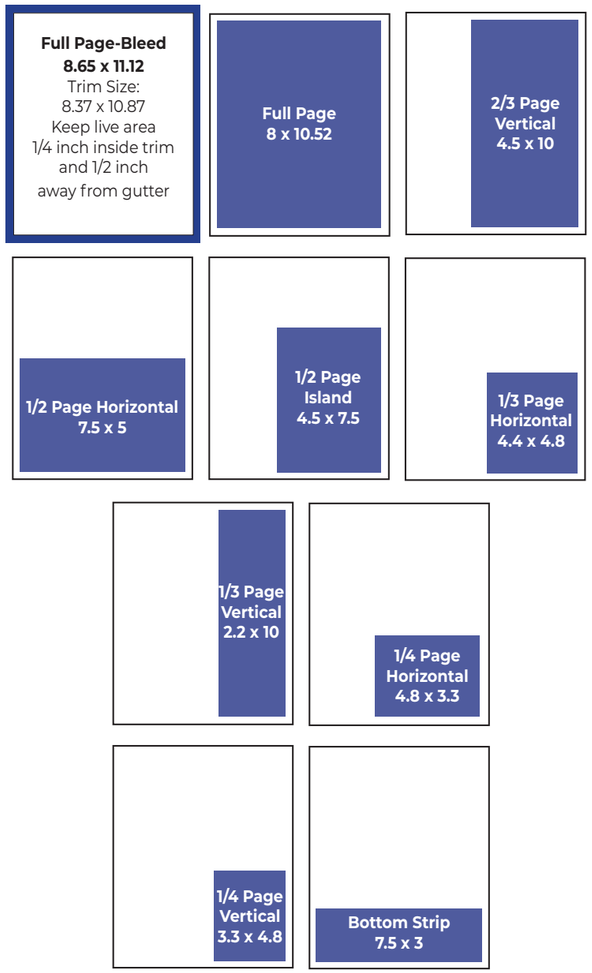
Bleed
No extra charge

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 renewels.

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.



Digital Costs & Specs

Asian Hospitality

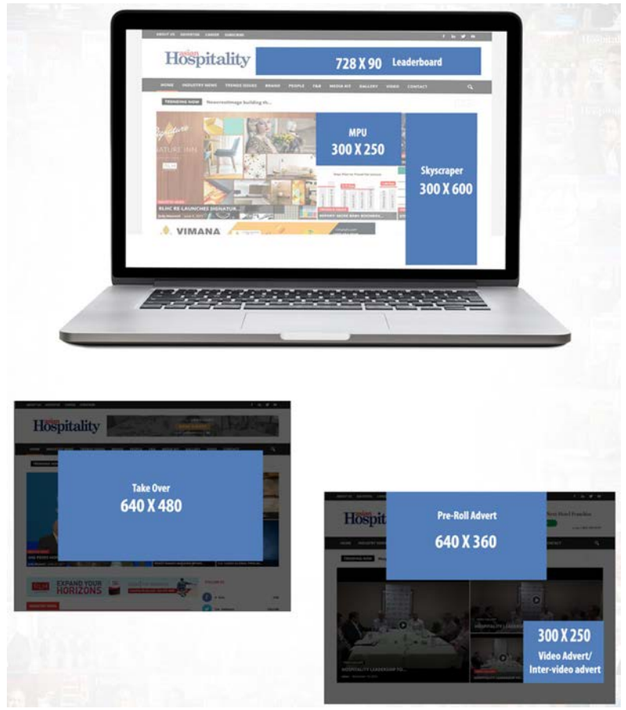


Image Dimension in Pixel (Width x Height)

	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

To learn more about Asian Hospitality, contact:

Ed Brock, assistant editor
770 246 0572 / ed.brock@amgusa.biz

Aditya Solanki, Digital Media & CRM Manager
Tel: +44 20 7654 7784 / aditya@amg.biz

Nirmal Puri, associate publisher
770-246-0543 / nirmal.puri@amgusa.biz