

Asian Hospitality



MEDIA KIT 2024

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.

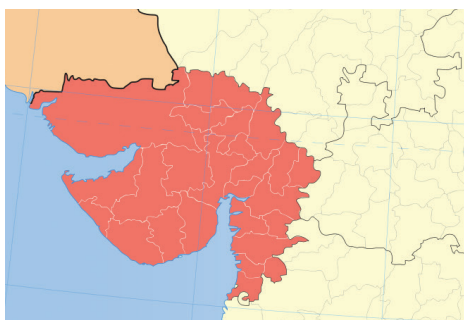
Asian Hospitality is written and edited by award-winning journalists with a unique and profound understanding of the Asian-Indian community and the hospitality industry.



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.

Digital opportunities for 2024

Asian Hospitality has a strong online following that all companies in and related to the hospitality industry can put to use to promote your business. Special eblasts give you access to the subscribers to our weekly newsletter, including more than 14,000 hoteliers. Stories on our website reach an average of more than 8,000 readers a day.

Each eblast features special ads and messages from your company targeting a particular audience or event. Some examples are ads for special promotions

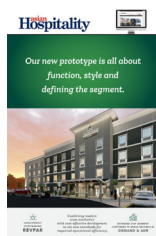
and holidays, including Christmas and Diwali.

Special sponsorships

We also provide several opportunities for sponsoring special issues and articles, such as our new leadership interview series. It features in depth video conversations with C-suite executives from major hotel and hospitality related companies. The interviews, with sponsor's names, will appear on the website, in our ENEWS and in the print version.

Other sponsorship opportunities include special tabs and sections focused on important industry topics, such as the strong performance of extended-stay hotels during the pandemic. We also are still open to sponsorships for our Priya, our insert that recognizes women in leadership in the hospitality industry.

Sponsorship rates for each special section, including the leadership series, are available on request form Associate Publisher Nirmal Puri at nirmal.puri@amg.biz or by phone at 770 364-2347.



Now you can take advantage of an offer customized around your hotel. You decide how to apply the savings of up to \$10,000 when joining a hihotels brand.

Focused on your individuality. Dedicated to your success.



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 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.

Priya

Priya is a special 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.

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



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Print edition:

Asian Hospitality's print issue 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.

In summary

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



Website:

Asian Hospitality is a B2B hotel trade title that caters to the Indian American hotel owner. 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 averages 8,068 a day. Unique visits average more than 156,872 a month. Page views per month average 1.2 million with average page views per visitor of 2.9.



E-News:

Asian Hospitality's weekly e-newsletter reaches 15,000 subscribers a month. The e-newsletter's open rate averages 10.27 percent a month. Our click-through rate averages 15 percent a month. Both statistics are above industry averages.





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

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	Supplements	Bonus distribution	Reserve ad space	Ads due
FEBRUARY	Cover: Franchise relations ALIS		Housekeeping			Jan. 7	Jan. 17
MARCH	Cover: Marketing toward infrastructure projects Laundry	Hunter Hotel Conference	Laundry		Hunter Hotel Conference	Feb. 4	Feb. 14
APRIL	Cover: AAHOA transition Hunter	AAHOA Convention & Trade Show April	Linens		AAHOA Convention & Trade Show April	March 10	March 20
MAY	Cover: Immigration reform and labor		Housekeeping equipment, supplies			April 7	April 17
JUNE	Cover: Marketing to summer travelers		Locks		HiTech June 24-27 Charlotte	May 12	May 22
JULY	Cover: Consolidating technology platforms		Laundry			June 6	June 16
AUGUST	Cover: TBD		Touchless technology			July 8	July 18
SEPTEMBER	Cover: Financial Tech		Locks		The Lodging Conference	Aug. 6	Aug. 16
OCTOBER	Cover: Robots and housekeeping tech		Laundry			Sept. 8	Sept. 18
NOVEMBER	Cover: Extended stay update Diwali issue	NYU Conference	Pest control			Oct. 7	Oct. 17
DEC. - JAN	Cover: Year in review	ALIS	Lobby pantry/marketplace		ALIS	Nov. 8	Dec. 18

UNIT SIZE	FREQUENCY		
	1-3	4-6	6+
Full Page	\$4,500	\$4,000	\$3,500
2/3 Page	\$3,800	\$3,200	\$2,700
1/2 Page	\$3,000	\$2,600	\$2,200
1/3 Page	\$2,400	\$2,000	\$1,600
1/4 Page	\$1,800	\$1,500	\$1,100
Inside Front Cover (Cover 2)	\$3,900	\$3,900	\$3,900
Inside Back Cover (Cover 3)	\$5,000	\$5,000	\$5,000
Back Cover	\$5,500	\$5,500	\$5,500

SPECIAL UNITS

Front Cover Banner \$7,000
(Includes 1/2 page Advertorial and Full Page Ad)

Front Cover Banner \$4,000
(Includes 1/2 page Advertorial)

- 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 \$1,000
emailed to magazine subscribers 4x per month

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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