

# Hospitality

review NI

## MEDIA PACK 2019

Hospitality Review NI is the definitive business-to-business guide to the issues, news and views of the licensed, catering, hospitality and tourism sectors in Northern Ireland.

As the only official publication for Hospitality Ulster, the Northern Ireland Hotels Federation and the Institute of Hospitality, Hospitality Review NI reaches all key decision makers within the local hospitality industry.

It is mailed monthly to owners, managers, chefs and stakeholders of cafes, restaurants, pubs, bars, clubs, and accommodation and visitor attraction providers, as well as government departments and agencies, trade organisations and colleges throughout Northern Ireland.

**KEY FACTS:** Latest ABC figures verify average net circulation of 5,735 per edition (1 July 2017 to 30 June 2018 – 11 editions per year). Hospitality Review NI is the only hospitality trade publication in Northern Ireland with controlled circulation, with 100% of our readership verified by ABC as named individuals or businesses requesting a subscription.

### DEADLINES 2019

EDITION	EDITORIAL	ADVERTISING
FEBRUARY	04/01/19	11/01/19
MARCH	01/02/19	08/02/19
APRIL	01/03/19	08/03/19
MAY	29/03/19	05/04/19
JUNE/JULY	10/05/19	17/05/19
AUGUST	21/06/19	28/06/19
SEPTEMBER	02/08/19	09/08/19
OCTOBER	30/08/19	06/09/19
NOVEMBER	27/09/19	04/10/19
DECEMBER	01/11/19	08/11/19
JANUARY YEARBOOK	29/11/19	29/11/19

### ADVERTISING RATES 2019

#### ROP ADVERTISING RATES (per insertion)

Double Page Spread	£2,920
Full Page	£1,860
Half Page	£1,310
Third Page	£985
Quarter Page	£655
Page Strap	£200
Product News	£100

#### SPECIAL POSITIONS (per insertion)

Front Cover Package	£4,600
Includes front and back cover and two pages inside for the 'Cover Story' (not negotiable).	
Inside Front Cover	£1,965
Inside Back Cover	£1,920

#### YEARBOOK 2020 (not negotiable)

Front Cover Package	£4,750
All 'Special Positions' include logo/ small advert with links on our website.	

#### SPECIAL FORMATS

Supplements, gatefolds, inserts, flaps, tab-ons etc... (Rates available on request)

#### SPONSORSHIP

Sponsorship of features and special promotions (Rates available on request)

#### CLASSIFIEDS

A classified advert runs for the full year and you simply won't find a more consistent, reliable, cost-effective and effective way to reach the trade in Northern Ireland.

Full column classified advert:	£2000 per annum
½ column classified advert:	£1000 per annum
¼ column classified advert:	£500 per annum

#### WALLPLANNER

Banner advert:	£1000
Box advert:	£500

#### DIGITAL

Website Advert	£175 per month
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All prices are quoted excl. of VAT.

ADVERT TYPE	ADVERT DIMENSIONS
<b>FULL PAGE A4 ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 210mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	220mmW x 307mmH
<b>DOUBLE PAGE SPREAD ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 420mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	430mmW x 307mmH
<b>1/2 PAGE HORIZONTAL ADVERT</b>	180mmW x 130mmH
<b>1/2 PAGE VERTICAL ADVERT</b>	85mmW x 267mmH
<b>1/2 PAGE VERTICAL ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 100mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	110mmW x 307mmH
<b>1/4 PAGE VERTICAL ADVERT</b>	85mmW x 130mmH
<b>1/4 PAGE HORIZONTAL ADVERT</b>	180mmW x 65mmH
<b>1/3 PAGE VERTICAL ADVERT BLEED</b> Includes 5mm bleed all round (Trim Size: 70mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	80mmW x 307mmH
<b>1/3 PAGE HORIZONTAL ADVERT</b>	180mmW x 85mmH
<b>SPONSORSHIP HORIZONTAL STRIP ADVERT</b>	180mmW x 30mmH
<b>SPONSORSHIP HORIZONTAL STRIP ADVERT BLEED</b> 5mm bleed all round (Trim Size: 210mmW x 30mmH) (Safe Area: 5mm in from Trim all round)	220mmW x 40mmH

#### CLASSIFIED ADVERT SIZES

ADVERT TYPE	ADVERT DIMENSIONS
<b>1 COLUMN ADVERT</b>	57mmW x 267mmH
<b>1/2 COLUMN ADVERT</b>	57mmW x 130mmH
<b>1/4 COLUMN ADVERT</b>	57mmW x 60mmH

#### SUPPLYING ARTWORK

- If submitting copy as a computer generated file, please supply as a **flattened PDF, JPG or EPS**.
  - **ALL IMAGES** received must be of high quality resolution - **300dpi or higher**
    - Colour mode **CMYK**
  - Assistance with copy preparation is freely available if required.

#### CONTACTS:

Editor: Alyson Magee, Tel: 028 9026 4268  
Email: a.magee@independentmagazinesni.co.uk  
www.hospitalityreviewni.com

Sales Manager: Mark Glover, Tel: 028 9026 4266  
Email: m.glover@independentmagazinesni.co.uk  
www.hospitalityreviewni.com