

HOSPITALITY review ni

The official publication for



MEDIA PACK 2020

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.

abc Hospitality Review NI and Audit Bureau of Circulation

Latest ABC figures verify average net circulation of 5,291 per edition (1 July 2018 to 30 June 2019 – 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.

Each edition reaches over 20,000 readers according to NI TGI 2019 data.

DEADLINES 2020

EDITION	EDITORIAL	ADVERTISING
FEBRUARY	10/01/20	10/01/20
MARCH	31/01/20	07/02/20
APRIL	28/02/20	06/03/20
MAY	27/03/20	03/04/20
JUNE/JULY	15/05/20	22/05/20
AUGUST	19/06/20	26/06/20
SEPTEMBER	31/07/20	07/08/20
OCTOBER	28/08/20	04/09/20
NOVEMBER	25/09/20	02/10/20
DECEMBER	30/10/20	06/11/20
JANUARY YEARBOOK	27/11/20	27/11/20

ADVERTISING RATES 2020

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 2021 (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

FULL PAGE A4 ADVERT BLEED Includes 5mm bleed all round (Trim Size: 210mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	220mmW x 307mmH
DOUBLE PAGE SPREAD ADVERT BLEED Includes 5mm bleed all round (Trim Size: 420mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	430mmW x 307mmH
1/2 PAGE HORIZONTAL ADVERT	180mmW x 130mmH
1/2 PAGE VERTICAL ADVERT	85mmW x 267mmH
1/2 PAGE VERTICAL ADVERT BLEED Includes 5mm bleed all round (Trim Size: 100mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	110mmW x 307mmH
1/4 PAGE VERTICAL ADVERT	85mmW x 130mmH
1/4 PAGE HORIZONTAL ADVERT	180mmW x 65mmH
1/3 PAGE VERTICAL ADVERT BLEED Includes 5mm bleed all round (Trim Size: 70mmW x 297mmH) (Safe Area: 5mm in from Trim all round)	80mmW x 307mmH
1/3 PAGE HORIZONTAL ADVERT	180mmW x 85mmH
SPONSORSHIP HORIZONTAL STRIP ADVERT	180mmW x 30mmH
SPONSORSHIP HORIZONTAL STRIP ADVERT BLEED 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
1 COLUMN ADVERT	57mmW x 267mmH
1/2 COLUMN ADVERT	57mmW x 130mmH
1/4 COLUMN ADVERT	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.

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