

# MEDIA INFO

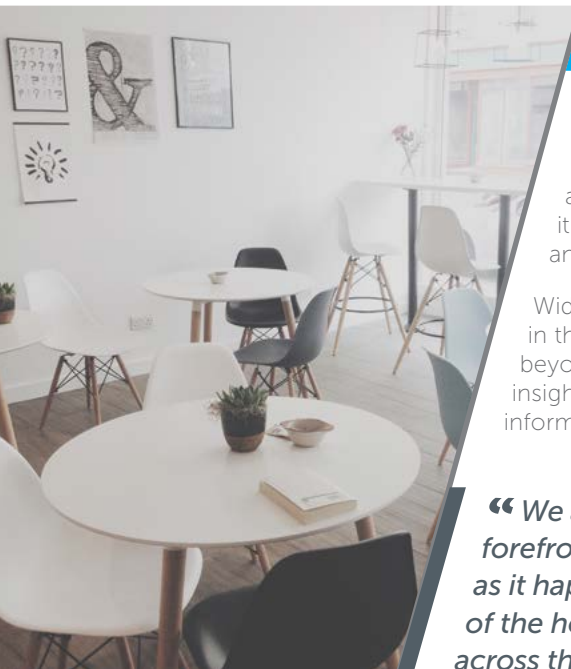


# Hospitalitynews

MIDDLE EAST

[hospitalitynewsmag.com](http://hospitalitynewsmag.com)

 [HospitalityNewsME](#)  [HospitalityNewsME](#)  [@Hospitality\\_Mag](#)



## Profile

Hospitality News Middle East is a bi-monthly magazine published by Hospitality Services sarl. With a focus on the hospitality and foodservice industries across the region, it provides in-depth news, analysis, concepts and trends for industry professionals.

Widely regarded as the must-read publication in the field, Hospitality News Middle East goes beyond the facts to bring its readers intelligent insights and cutting-edge ideas, along with hard information.

**“ We are committed to being at the forefront of the industry, to break news as it happens and to help shape the future of the hospitality and foodservice sectors across the region ”** **Nouhad Dammous**, Editor-in-Chief



## Readership & distribution

Serving the hospitality, travel, tourism, real estate and other related industries, thousands of copies are distributed to hotels, resorts, catering companies, restaurants, bars, cafés, suppliers, universities and other affiliates to these sectors.

Besides subscription, the magazine is offered to a select database of hoteliers, restaurateurs, consultants, decision-makers and other professionals and distributed at major international hospitality and foodservice exhibitions including the HORECA network, comprising Lebanon, KSA, Kuwait and Jordan.

It is sold in bookshops and is available on  

## Key facts at a glance

- || 7,000 print copies
- || Distributed to 10+ countries
- || 30,000+ online readers
- || Presence at 15+ regional hospitality & foodservice events
- || Read by industry professionals including GMs, CEOs & chefs



### Special Report

In-depth hospitality reports

### Trends

Cutting-edge strategies and concepts

### Business

Feature articles including interviews with key players

### Out & About

Where to be seen and the best events throughout the region

### Product Zone

An ideal guide to selecting products in the food, beverage and equipment markets, as well as the newest on the scene

## On the pulse

### News

The latest regional and international news, worldwide hospitality and foodservice exhibition coverage, new hotel projects and restaurant openings

### Who's Who

Coverage of success stories in the industry and people on the move

### Solutions

All you need to know about management and marketing

# 2018 Editorial Calendar



Issues	Feb/Mar 116	Apr/May 117	Jun/Jul 118	Aug/Sep 119	Oct/Nov 120*	Dec/Jan 121
<b>Distribution</b>	<ul style="list-style-type: none"> <li>• Gulfood UAE</li> <li>• GRIF UAE</li> <li>• HORECA Lebanon</li> </ul>	<ul style="list-style-type: none"> <li>• AHIC UAE</li> <li>• BIFEX Lebanon</li> </ul>		<ul style="list-style-type: none"> <li>• Hotel Show &amp; Gulf Host UAE</li> </ul>	<ul style="list-style-type: none"> <li>• HORECA Jordan</li> <li>• Beirut Whisky live</li> <li>• Beirut Cooking Festival &amp; Salon du Chocolat Lebanon</li> <li>• HORECA KSA</li> <li>• Sial Abu Dhabi UAE</li> <li>• International Coffee &amp; Tea festival UAE</li> </ul>	<ul style="list-style-type: none"> <li>• Horeca Kuwait</li> </ul>
<b>Business</b> Market Update	Kuwait	Egypt	Lebanon	Oman	Qatar	Iran/Syria
Hotels	Hospitality's 30 rising stars under the age of 30	Effective social media campaigns	Price wars	Experiential hospitality	Understanding of the guests patters	Hotels of the future
Restaurants	The Fast Food come back	What Gen X consumers want from restaurants?	What's next in sandwich ingredients	Global trends in the restaurant industry	30 rising stars under the age of 30	Investment in F&B
Special Report	Franchising	Human Capital: Education and Careers	Entrepreneurial Women	Investment update: hotels, restaurants & banks / New Hotel Projects	Coffee & tea	Hygiene
<b>Product Zone</b> Food	Healthy/organic/ gluten free	Bread and derivatives	Ice Cream and Sorbet (trends and small producers)	Meat & chicken	Chocolate	Festive products
Beverage	Wine	Healthy (herbal, organic...)	Syrup and juice	Water	Coffee & tea	Whisky
Equipment	Uniform	Bread Equipment	Packaging	Tableware and buffetware	Small kitchen equipment	Heavy kitchen equipment

*In addition to the above: Trends, Technology, People on the Move, Calendar, New Openings – Hotels/Restaurants, Consumer Analysis, Strategies, Design Trends, Marketing and Management.*

**Above topics are subject to change.**

\* This issue will be distributed in the KSA. Therefore, ads must conform to the dress code culture. No alcohol advertising.

# Rates & specifications

Magazine	Size (width x height)	Price (USD) + 10% VAT
Double spread gate fold cover	46 x 33 cm	6000 + 500 production
Double page with ribbon	46 x 33 cm, ribbon 25 + 0.5 + 25	6000
1 <sup>st</sup> double	46 x 33 cm	5500
Center double page spread	46 x 33 cm	5400
2 <sup>nd</sup> double	46 x 33 cm	5200
Flyer (up to 250g)	Pan Arab	5000
	Lebanon, Syria, Jordan	3500
3 <sup>rd</sup> double	46 x 33 cm	4900
Back cover	23 x 33 cm	4900
Double page spread	46 x 33 cm	4500
Hard bound page	23 x 33 cm	3500 + 500 production
Inside back cover	23 x 33 cm	3200
Facing editorial	23 x 33 cm	2750
Full page ad	23 x 33 cm	2475
Feature full page (500 words)	23 x 33 cm	1750 + 150 design
Half page ad	20.5 x 14.5 cm	1575
One third page ad (vertical)	6.5 x 29.5 cm	1250
Double insert	13.5 x 14.5 cm	1250
Quarter page ad (horizontal)	20.5 x 7.5 cm	1090
Insert	6.5 x 14.5 cm	895
<b>hospitalitynewsmag.com / month</b>		
Main banner on homepage	622 x 68 pixels	1900
Side banner on homepage	316 x 167 pixels	795
Main banner in section	622 x 68 pixels	795
Side banner in section	260 x 180 pixels	795
<b>Careers section</b>		
1 - 4 Job Postings / 2 month		90 per job
5 - 14 Job Postings / 2 month		72 per job
15 - 29 Job Postings / 2 month		60 per job
30+ Job Postings / 2 month		54 per job

## Artwork specs

In order to deliver premium print quality:  
Ad must be in high resolution (300 DPI),  
CMYK with 0.6 cm bleed

### Submission & changes

Artwork to be submitted three weeks before  
publication with final modifications two  
weeks prior.

## Technical info

### Frequency

6 issues per year (Feb/Apr/June/Aug/Oct/Dec)

### Publication date

1<sup>st</sup> of each month mentioned above

### Format

23 x 33 cm

### Pagination

108 pages + 4

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& **Flavors**