

# LEISURE & HOSPITALITY INTERNATIONAL

Your destination, event & lifestyle magazine

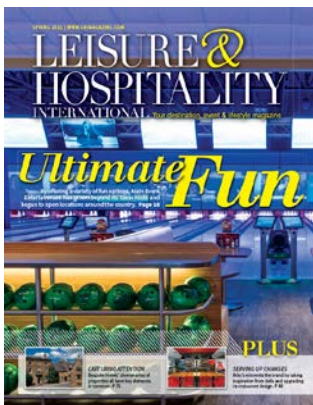
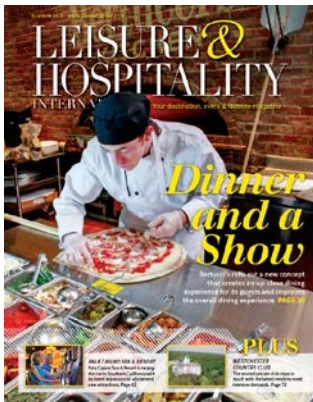
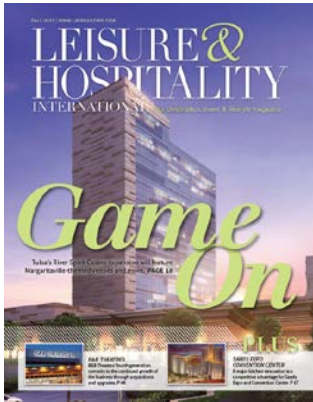
2016 MEDIA KIT

**LEISURE AND HOSPITALITY  
INTERNATIONAL**

79 West Monroe St., Suite 400  
Chicago, IL 60603  
Phone: 312.676.1100  
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[CLICK HERE TO VIEW THE DIGITAL EDITION](#)



## BEST PRACTICES FOR GLOBAL HOSPITALITY EXECUTIVES

**Ready or not, here they come!**

“They” are leisure and business travelers, who are spending at levels not seen since prior to the recession. In fact, hotel occupancy in the United States alone is expected to continue to increase through 2016 after growing 65.3 percent last year, according to STR Global. On a global scale, the World Tourism and Travel Council reports that travel and tourism is one of the largest industries, providing millions of jobs and generating nearly 4 percent DP that outperforms the global GDP of 3 percent. Clearly, the leisure and hospitality sector will continue to stay in growth mode.

More good news: You’re ready for them, having spent the past few years perfecting your products and services to meet the inevitable upswing. Your facilities and people are better than ever, and ready to serve this pent-up demand. But you’re also ready because of *Leisure and Hospitality International*.

*Leisure and Hospitality International* is the magazine for today’s hospitality executives: smart, creative and ready to put their skills to work for an exciting new era of hospitality and leisure. Whether they work for hotels, resorts, restaurants, cruise lines, casinos, airlines or any of the other important pieces of this exciting industry, *Leisure and Hospitality International* is here to keep them updated on the latest trends and news.

Every issue features our award-winning editors’ coverage of back-of-house developments in new technologies, training techniques, supply chain management, marketing, customer data management and more. The customer-facing side is covered, too, through our exciting profiles of the world’s top leisure and hospitality companies, and the techniques they use to woo and win the loyalty of today’s travelers.

*Leisure and Hospitality International’s* readers are senior-level executives and other decision-makers in all areas of the hospitality industry, including those mentioned above as well as theaters, sporting venues and amusement parks. The magazine provides its valued advertisers with an opportunity to reach these industry leaders, who influence purchase decisions for equipment, furniture, food and beverages, IT, consulting, logistics and more.



# EDITORIAL CALENDAR

ISSUE	GUEST EXPERIENCE	MANAGEMENT	TRENDS	TRADE SHOWS
SPRING	Boutique Hotels	  <b>Start-Ups</b>	Business Travel	 <b>HD expo</b> <small>hospitality design event</small>
SUMMER	 <b>Top Destinations</b>	Supply Chain	 <b>Family Travel</b>	 <b>HITEC 2016</b> <small>Produced by BIF</small>
FALL	Renovations	 <b>Food &amp; Beverage</b>	Tourism	 <b>The Lodging Conference</b>  <b>global gaming expo</b>
WINTER	 <b>Airport Designs</b>	Developing Leaders	Looking Ahead to  <b>2017</b>	 <b>CALIS</b> <small>AMERICAS LODGING INVESTMENT SUMMIT</small>



## MORE ABOUT THE MAGAZINE

*Leisure and Hospitality International* keeps its readers up to date with an active webpage and Twitter feed, as well as a quarterly magazine that provides expert opinions and company profiles in these sections:

**“Getting There”:** Airlines/airports, cruise ships, car rentals, bus services and other means of travel.

**“Being There”:** The things that make travel so exciting, such as sporting events, museums, concert venues and more.

**“Staying There”:** Where weary travelers can rest their heads, including hotels, hostels and resorts.

**“Eating There”:** Restaurants, cafes and other places where travelers can get a taste of a new locale.

## ARTICLE SAMPLES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

RIVER SPIRIT CASINO

SANDS EXPO AND CONVENTION CENTER

B&B THEATRES

DIVI RESORTS

CITY OF ORLANDO VENUES

MEDIEVAL TIMES

TACO JOHN'S

YWS DESIGN & ARCHITECTURE

BERTUCCI'S

KALAHARI RESORTS & CONVENTIONS

GATEWAY CASINOS & ENTERTAINMENT

LAZ PARKING

WESTCHESTER COUNTRY CLUB

MAIN EVENT ENTERTAINMENT

PURE CANADIAN GAMING CORP.

THE NATIONAL HOTEL



# READERSHIP BREAKDOWN

*Leisure and Hospitality International's* 85,554 print and digital readers are senior-level executives and other decision makers in all areas of the hospitality industry, including hotels, restaurants, casinos, theaters, sporting venues, and amusement parks.

The magazine provides advertisers with a unique opportunity to reach senior-level decision makers, along with managers and operations personnel, in all areas of the industry. *Leisure and Hospitality International's* readers influence decisions regarding purchases of equipment, furniture, food and beverage, cleaning services, IT support, consulting, supply chain, and more.

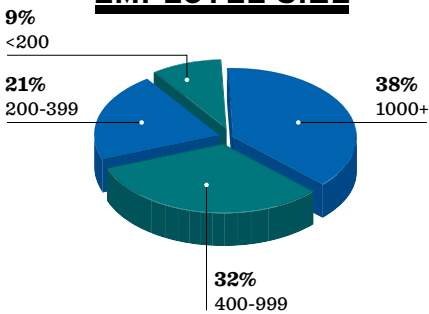
## GLOBAL REACH

United States	58,299
Canada	10,276
United Kingdom	8,043
Caribbean	6,358
Other	2,578
<b>TOTAL</b>	<b>85,554</b>

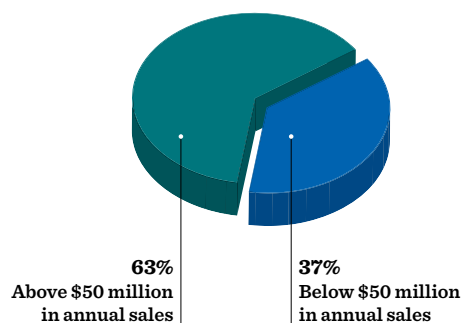
## INDUSTRY SECTOR

<b>33%</b>	<b>Accommodations</b> ( <i>Hotels, Lodgings, Resorts, Cruiseships</i> )
<b>32%</b>	<b>Eating and Drinking Establishments</b> ( <i>Restaurants, Cafes, Bars, Bistros, Education</i> )
<b>14%</b>	<b>Entertainment</b> ( <i>Clubs, Casinos, Sporting venues, Theme parks, Theatres</i> )
<b>11%</b>	<b>Travel</b> ( <i>Airlines, Tour operators, Travel agents</i> )
<b>8%</b>	<b>Hosting</b> ( <i>Conference, Function and Convention facilities</i> )
<b>2%</b>	<b>Other</b>

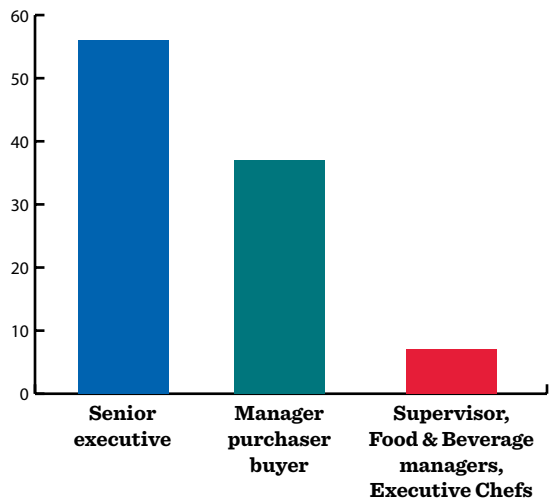
## EMPLOYEE SIZE



## REVENUE SIZE



## JOB FUNCTION





# RATES & SPECS



**AD REQUIREMENTS:** For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, Quark XPress, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a Web site or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

## ADVERTISEMENT RATES

4/ Color	1x	3x	6x	12x	Edit Mention
Double Page Spread	\$16,995	16,145	15,295	14,445	120 words
Full Page with Bleed	\$9,495	9,020	8,545	8,070	80 words
Junior Page	\$7,495	7,120	6,745	6,370	70 words
1/2 Page	\$5,495	5,220	4,945	4,670	60 words
1/3 Page	\$4,495	4,270	4,045	3,820	40 words
1/4 Page	\$3,495	3,320	3,145	2,970	None
Inside Front Cover	\$14,995	14,245	13,495	12,745	None
Inside Back Cover	\$14,495	13,770	13,045	12,320	None
Back Cover	\$15,495	14,720	13,945	13,170	None

All supplied ads must be presented in a manner ready for press. Leisure and Hospitality International does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent to us via e-mail to ads@khmginc.com. For larger files, contact one of our production coordinators for information about uploading files to the Knighthouse Publishing FTP site, or send a CD, overnight, to the address below.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail ads@khmginc.com.

**Send all ad materials to:**  
 Studio at Knighthouse Publishing  
 79 West Monroe, Suite 400, Chicago, IL 60603  
 ads@khmginc.com

**TERMS AND CONDITIONS OF ACCEPTANCE:** These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

**All copy MUST be received by the stated dates.** In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers and single insertion orders are non-cancelable.**

**CONTRACT ADVERTISERS:** If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

**READERSHIP:** The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

## ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
Junior Page	4.667" w X 9.5" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Island	4.667" w X 7.273" h
1/2 Page Vert.	3.551" w X 9.5" h
1/3 Page	2.3" w X 9.5" h
1/4 Page	3.551" w X 4.667" h



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