

# 2018 MEDIA KIT



## A TARGETED MARKETING OPPORTUNITY TO REACH AFFLUENT GUESTS

[www.LuxuryHotelPublications.com](http://www.LuxuryHotelPublications.com)

# TARGET MARKET

*sophisticated travelers with discriminating taste!*

## A target market opportunity

Luxury Hotel Publications® is the world's leading publisher of hotel In-Room Guest Service Directories for four and five-star luxury hotels. With a network of over 200 premier luxury hotels worldwide, Luxury Hotel Publications® offers a unique targeted marketing opportunity for your business to reach a segment of an elite travel audience.

Luxury Hotel Publications® offers invaluable promotional opportunities for your company to market to a target audience seeking your luxury products and services. The "Recommended Shops & Services" section, tabbed in its own unique color, is reserved for advertisements of the most exclusive retailers and brand names.

Our directories are recognizable within luxurious hotels throughout North America, Caribbean and Europe. Our binder is a tasteful leather-bound directory, strategically placed in every hotel room and visible to every guest. Presented in three beautifully illustrated and easy-to-read sections containing vital information on all hotel amenities and guest services, it is the hotel's core informational source, and the first thing guests' pick up upon arrival. In fact, guests must continually refer to the directory to order room service, book a massage, or find out about local activities, etc.

The brands and services featured in this eye-catching section are reviewed and approved by hotels to ensure quality and consistency of the selection.

Our goal is to present your exclusive product or service to the most discriminating visitors with the greatest disposable income and spending potential. Better yet, these guests will see your advertisement not just once, but various times during their stay as they refer to the directory daily.

## Capture the world's most exclusive consumers

Our affluent hotel guest can spend up to \$20,000 per night on accommodations alone. Each one of the guests staying at these upscale hotels is 100% your client; there is no wasted exposure.

## Recommended by the hotel

The "Recommended Shop & Services" section offers guests certified recommendations by the hotel as to the best luxury businesses found in the area.

## Guaranteed visibility

By limiting it to only twenty advertisers, your full-page ad is highly visible among other prestigious brands and guaranteed to stand out.

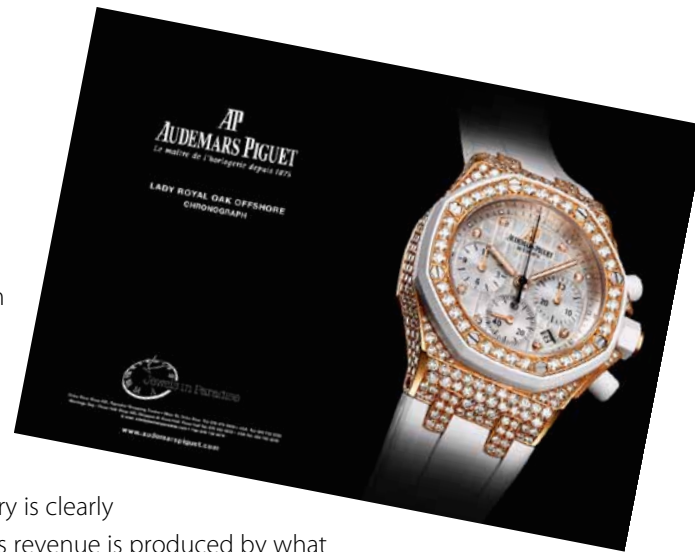
What's more, the hotel staff takes great care in ensuring that the directory is clearly visible and easily accessible to the guests. In fact, since part of the hotel's revenue is produced by what is offered through the directory (i.e.: Room Service, Spa Treatments, Activities, Gifts, etc.), additional care is given each day to ensure the directory remains visible and in excellent condition.

## Unique year-round exposure

This elegant directory, a new concept in print advertising, offers advertisers a powerful selling opportunity; a year-round exposure to a captive and targeted audience.

## Forge a powerful alliance with exclusive hotels

By becoming a partner and listing your product in the hotel's In-Room Guest Service Directory, not only will you maximize your exposure, but you can also establish a unique "marketing relationship" with these upscale properties. Your business is a direct sponsor of their directories. Furthermore, you will provide guests with a valuable service by letting them know you are ready to welcome them as your guests.



# READERSHIP

## Audience

Male	55%
Female	45%
Median age	46 years
Married	86%
Have a college degree or higher	82%

## Audience Affluence

Average HHI	\$438,000
Average net worth	\$2,300,000
Own a home	98%
Own a vacation or second home	42%

## Buying Power

Purchased fine jewelry in the past year	64%
Purchased a luxury watch in the past year	28%
Drink premium or top shelf liquor	71%
Owns or drive a luxury vehicle	60%
Plan to purchase a luxury vehicle next 12 months	32%
Own investment real estate	18%
Average luxury shopping expenditures	\$4,549



## Reader Lifestyle

Go to museums	65%
Attend charity events	47%
Go to live theater	56%
Collect art and antiques	45%

## Travel

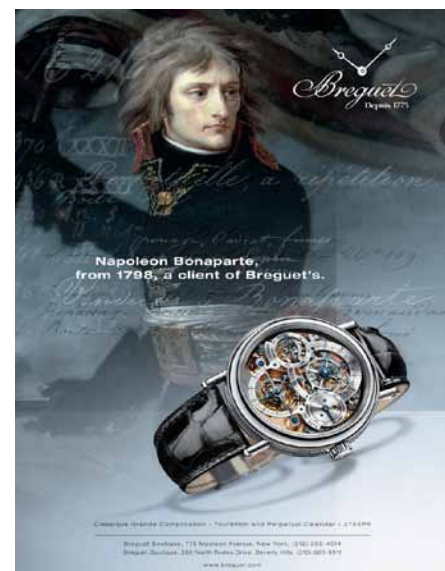
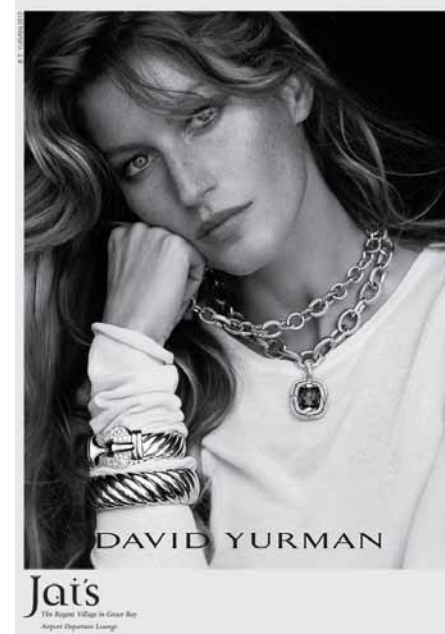
Average trips taken within the United States in the past 12 months	8.5
Average trips taken outside the United States in the last three years	3.8
Average number of nights per trip	4.8
Guests who plan to shop while traveling	74%

## Engagement

Guest who viewed In-Room Guest Service Directory	90%
Number of times referred to directory	2.3
Guests whom refer to the directory for shopping, local services, and entertainment information	72%
Readers whom took action (shopping) as a result of directory	66%

Source: Independent Research conducted by GfK Mediamark Research and Intelligence, LLC.  
Luxury Hotel Publications is currently pursuing ABC accreditation.

[WWW.LUXURYHOTELPUBLICATIONS.COM](http://WWW.LUXURYHOTELPUBLICATIONS.COM) / 1-9-18



Information subject to change.



# EXCEPTIONAL RESULTS

## Exceeding hotel expectations

*"...Quality Assurance is incredibly important in the Luxury Brand environment...many thanks for ensuring that our guests will be able to enjoy a Directory that lives up to their expectation and our reputation!"*

GENERAL MANAGER | MANDARIN ORIENTAL,  
WASHINGTON DC

*"We received our binders from Luxury Hotel Publications and they are gorgeous. I love the black and gold and now they match my pens and corkscrews."*

SYLVIE GUILBERT | MAR-A-LAGO, PALM BEACH

*"Thank you for all of your hard work in making our in-room directory accurate and professionally presentable. Your skills are a unique and important part of this process and without your input our brand standards would be put at risk. Thank you again for your efforts and we look forward to the prospect of working with you again in the future."*

GENERAL MANAGER | WEQUASSETT RESORT,  
CAPE COD

## Exceeding client expectations

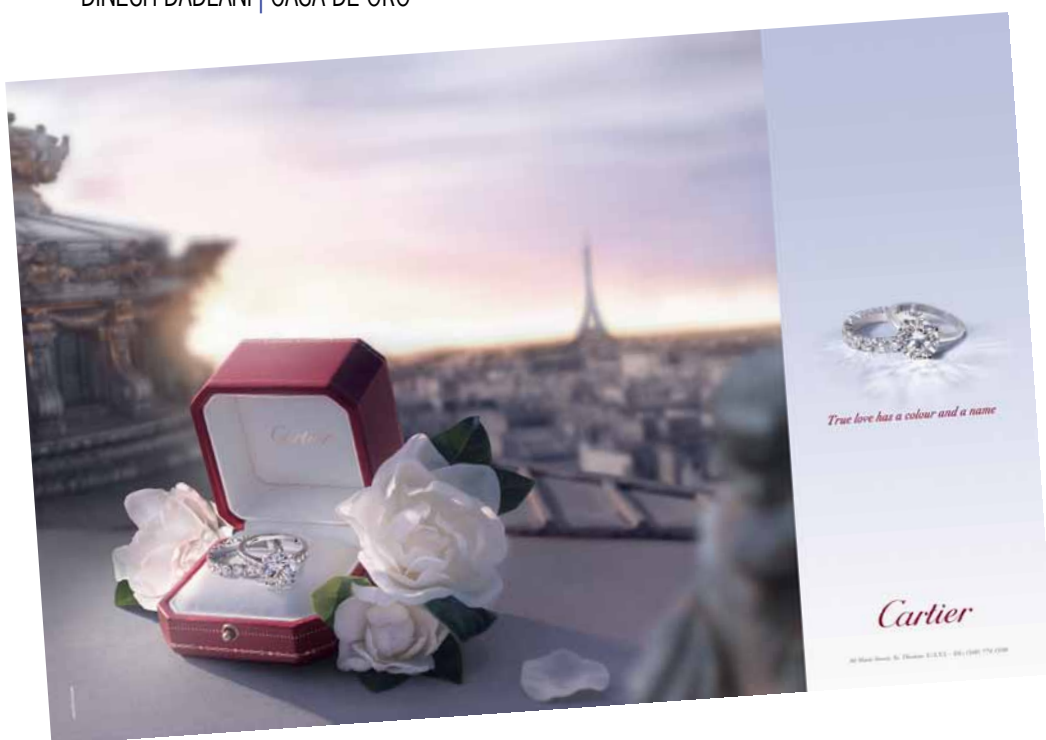
*"We have been advertising for over ten years with Luxury Hotel Publications and it has been a fantastic, long-term relationship. The Guide is of prime quality and is beautifully presented in the top rated luxury properties. It's proven time and time again that our advertisements reach the affluent customers we target."*

DINESH DADLANI | CASA DE ORO



*"There are several tourist publications available out there. Where Luxury Hotel Publications sets themselves apart is with the quality of the publication and the quality of the venues where they are located. They offer a specifically targeted, high quality piece for the luxury clientele."*

RAY GRENON | GRENON'S OF NEWPORT



# RECOMMENDED ADVERTISERS

*prestigious world-class clientele!*

## JEWELRY & WATCHES

A. Lange & Söhne  
Alfred Dunhill  
Audemars Piguet  
Baccarat  
Baume & Mercier  
Bedat & Co.  
Belmain  
Blancpain  
Boucheron  
Bovet  
Breguet  
Breitling



Bucherer  
Bulgari  
Cartier  
Certina  
Charriol  
Chaumet  
Chimento  
Chloé  
Chopard  
Concorde  
Corum  
David Yurman  
Dior Watches  
Dubey &  
Schaldenbrand  
Endura  
Flik Flak  
Franck Muller  
Fred  
Fred Leighton  
Garavelli  
Girard-Perregaux  
Glashütte Original  
Hamilton  
Harry Winston

Heather Harrington  
Jones  
Hublot  
IWC Schaffhausen  
Jaeger-LeCoultre  
Jaquet Droz  
J. Cotter Studio  
Kabana  
Kwiat  
Lancel  
Léon Hatot  
Locman  
Longines  
Marco Bicego  
Maurice Lacroix  
Mido  
Mikimoto  
Montblanc  
Movado  
Omega  
Panerai  
Parmigiani  
Patek Philippe  
Piaget  
Purdey  
Rado  
Roberto Coin  
Roger Dubuis  
Rolex  
Shanghai Tang  
Swarovski  
Tag Heuer  
Tiffany & Co.  
Tissot  
Tourbillon  
Ulysse Nardin  
Union Glashütte  
Vacheron Constantin  
Van Cleef & Arpels  
Zenith

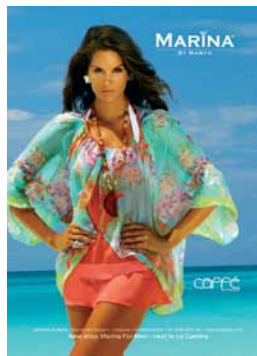
## FASHION ACCESSORIES

Anti-Flirt  
Benetton  
Berluti  
Borsalino  
Brioni  
Burberry  
Canali  
Céline

Chacok  
Chanel  
Christian Lacroix  
Davidoff



Dennis Basso  
Dior  
Donald J. Pliner  
Donna Karan  
Dunhill  
Emilio Pucci  
Escada  
Etienne Aigner  
Façonnable  
Fendi  
Francesco Smalto  
Furla  
Givinchy  
Gottex  
Gucci  
Hermès  
Hugo Boss  
J. Mendel



Jacadi  
Jean-Louis Sherrer  
Joseph Ribkoff  
Kenzo  
La Perla  
Lana Marks

Lancel  
Lanvin  
Laurel  
Lise Charmel  
Loewe  
Longchamp  
Loro Piana  
Louis Vuitton  
Luisa  
Malo  
Marc Jacobs  
Max Mara  
Montblanc  
Morgan  
Nautica  
Nowness  
Omas  
Oscar de la Renta  
Oxford Clothes  
Polo Ralph Lauren  
Prada  
Silhouette  
Sonia Rykiel  
St. John  
Stefano Bi  
Tartine et Chocolat  
Thierry Mugler  
Thomas Pink  
Tumi  
Valentino  
Versace  
Wolford  
Zegna

## SHOES

Bruno Magli  
Cesare Paciotti  
Donald Pliner  
J.M. Weston  
Moreschi

## SPIRITS & LIQUORS

Angostura  
Bacardi  
Bombay Gin  
Carib  
Dewar's  
G.H. Mumm  
Champagne  
Glenfiddich  
Hennessy Cognac  
Jim Beam

Moët-Hennessy  
Moët & Chandon  
Mount Gay Rum

## PERFUMES & COSMETICS

Burberry's  
Caron  
Kenzo  
La Prairie  
Lancôme  
Pevonia  
Séphora  
Shiseido  
Thierry Mugler

## REAL ESTATE

Christie's  
Prudential  
Sotheby's

## AUTOMOTIVE

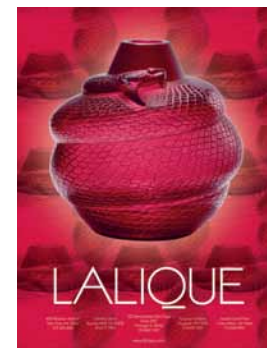
B.M.W.  
Ferrari  
Porsche

## DECORATION

Bang & Olufsen  
Bose  
Llardó  
Roche-Bobois

## LINEN & TABLEWARE

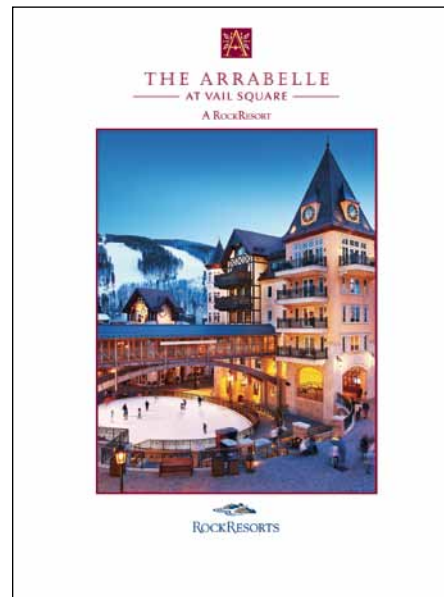
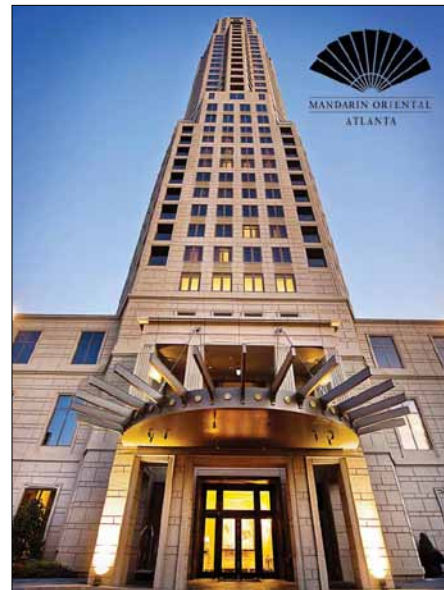
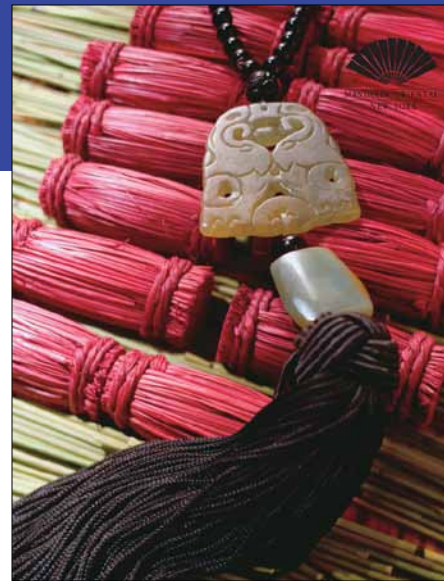
Baccarat  
Christofle  
Daum  
Lalique  
Frette  
Pratesi  
Yves Delorme  
Descamps



# DISTRIBUTION

*our network of hotel markets  
in North America*

STATE	CITY	HOTEL	# ROOMS	YRLY CONTACTS
ARIZONA	Sedona	The Lodge at Sedona	14	
		El Portal	12	
		Sedona Rouge Hotel and Spa	103	
CALIFORNIA	Sonoma	Adobe Village Graham Inn	15	44,150
		Hotel La Rose	49	
		Ledson Hotel	6	
COLORADO	Aspen	MacArthur Place	63	36,080
		The Little Nell	93	
		The Residences at Little Nell	50	
	Beaver Creek	Limelight Hotel	124	
		Aspen Luxury Vacation Rentals	20	
		The Residence Hotel	8	80,756
	Denver	Chateau Beaver Creek	66	
		The Pines Lodge	60	
		The Penthouses at the Ritz Carlton	23	
	Telluride	The Osprey at Beaver Creek	45	53,108
		The Inn at Cherry Creek	37	11,479
		The Hotel Telluride	59	
	Vail	Inn at Lost Creek	32	
		The Peaks	160	
		Exceptional Stays	80	
	Washington	Hotel Columbia (New)	21	
		Lumiere Telluride	29	
		Madeline Hotel and Residences	140	
	Key West	Element 52 Auberge Residences	34	
		Camel's Garden Hotel	34	159,377
		Arrabelle at Vail Square	105	
	Miami	Austria Haus	25	
		The Ritz-Carlton Residences	43	
		Solaris Residences	72	
	Palm Beach	Vail Mountain Lodge & Spa	32	
		Tivoli Lodge	65	
		The Lodge at Vail	169	139,886
	Atlanta	Mandarin Oriental	373	122,531
		The Marquesa Hotel	44	
		The Gardens Hotel	23	18,341
	Savannah	The Biltmore	300	31,536
		Brazilian Court	80	
		Chesterfield	53	
	Savannah	The Mar-a-Lago Club	33	46,045
		Mandarin Oriental	127	41,720
		17Hundred90 Inn & Restaurant	24	6,132



\* Source: STR Global - Calculation utilizes annual average occupancy rate 68%.  
Does not include allowance for more than one person per room, nor for repeat guests.



# DISTRIBUTION

*our network of hotel markets  
in North America (cont)*

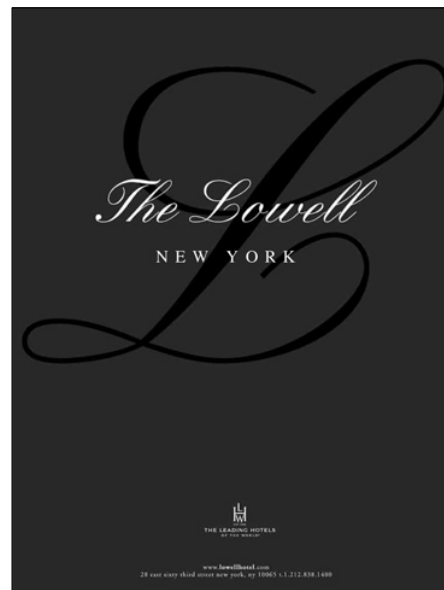
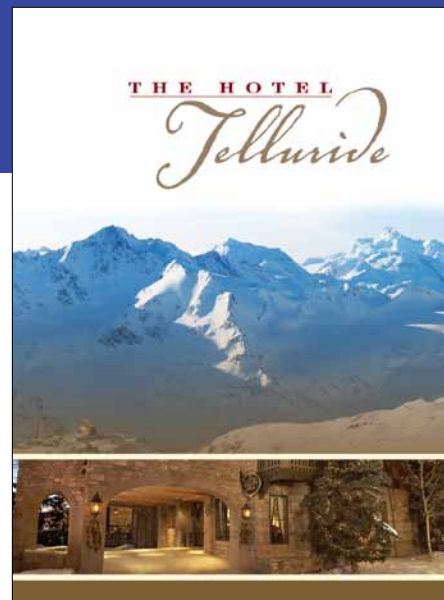
STATE	CITY	HOTEL	# ROOMS	YRLY CONTACTS
HAWAII	Big Island	Mauna Lani Bay Hotel & Bungalows	341	177,363
KENTUCKY	Louisville	The Brown Hotel	300	76,650
LOUISIANA	New Orleans	Windsor Court Hotel	322	
		Hotel Monteleone	570	
		Bienville House	83	249,113
MARYLAND	Annapolis	Annapolis Waterfront Hotel	150	37,230
		Inn at 202 Dover	5	
		Tilghman Island Inn	20	6,205
MASSACHUSETTS	Boston	Taj Boston	273	74,734
		Wequassett Resort & Golf Club	130	40,333
		Winnetu Oceanside Resort	131	35,861
NEW YORK	NY-Premier	The Lowell	72	
		The Pierre	189	
		Mandarin Oriental	244	262,663
NEW YORK	NY-West	Lucerne Hotel	200	
		Algonquin Hotel	181	
		The Pearl	96	
		Quin Hotel	208	356,286
NEW MEXICO	Santa Fe	Eldorado Hotel and Spa	219	
		Hotel Santa Fe	128	
		Inn on the Alameda	72	
		La Fonda on the Plaza	180	
		The Hacienda at Hotel Santa Fe	35	
RHODE ISLAND	Newport	Ivy Lodge	12	
		Ocean Cliff	25	
		The Francis Malbone House	23	14,892
		Wentworth Mansion	21	
SOUTH CAROLINA	Charleston	John Rutledge House Inn	19	
		Fulton Lane Inn	45	
		Kings Courtyard Inn	41	31,273
		The Houstonian Hotel, Club & Spa	289	71,730
TEXAS	Houston	Clifton Inn	18	
		The Inn at Court Square	10	6,950
VIRGINIA	Richmond	The Berkeley Hotel	55	13,651
		Woodmark Hotel, Yacht Club, Spa	100	24,820
WASHINGTON	Seattle			

Number of Rooms:

8,179

Total Potential In-Room Readership:

2,393,774 \*



## *our network of hotel markets in Canada*

COUNTRY	CITY	HOTEL	# ROOMS	YRLY CONTACTS
CANADA	Montreal	L'Hotel	59	
		Le Saint-Sulpice	108	
		St Paul	120	83,804

Number of Rooms:

287

Total Potential In-Room Readership:

83,804

\*



\* Source: STR Global - Calculation utilizes annual average occupancy rate 68%.  
Does not include allowance for more than one person per room, nor for repeat guests.

# DISTRIBUTION

*our network of hotel markets  
in the caribbean*

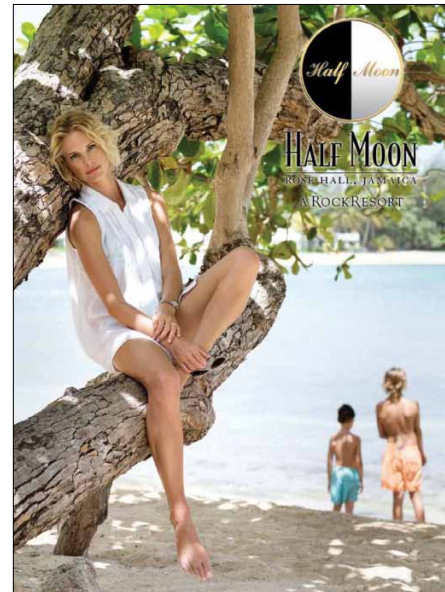
		HOTEL	# ROOMS	YRLY CONTACTS
Antigua		Antigua Yacht Club Marina	49	
	Total # Rooms 301	Blue Waters Hotel	109	
		Inn at English Harbour	28	
		Curtain Bluff	74	
		Mill Reef Club	41	131,838
Aruba		Tierra del Sol Resort, Spa & Country Club	28	7,154
Bahamas/Nassau		Rock House	10	
	Total # Rooms 52	Valentines Resort & Marina	42	13,286
Barbados		Coral Reef Club	88	
	Total # Rooms 862	Colony Club	96	
		Crystal Cove	88	
		The Sandpiper	50	
		Little Good Harbour	20	
		Altman Real Estate	100	
		South Gap Hotel	34	
		Tamarind	105	
		The House	32	
		Turtle Beach	163	
		Waves Hotel & Spa	70	
		Yellow Bird Hotel	16	240,353
Bermuda		The Reefs	60	
	Total # Rooms 79	The Reefs Club	19	20,185
Curacao		Avila Hotel	153	39,092
Jamaica		Half Moon	388	
	Total # Rooms 647	Jamaica Inn	51	
		Round Hill	128	
		The Caves	10	
		Tryall Club	70	247,963
San Juan		Hotel El Convento	78	29,894
St. Barthelemy		Les Ilets de la Plage	11	
	Total # Rooms 324	Manapany	43	
		WIMCO Villas	270	59,130
St. Lucia		Cap Maison	50	
	Total # Rooms 135	The Landings	85	34,493
St. Martin		Coral Beach Club	24	
	Total # Rooms 78	Le Petit Hotel	10	
		Hotel L'Esplanade	24	
		Marquis Boutique Hotel & Spa	20	19,929
Trinidad		Kapok Hotel	94	24,017
Turks & Caicos		Point Grace	34	
	Total # Rooms 125	Regent Grand	38	
		Windsong Resort	53	36,500

Number of Rooms:

2,956

Total Potential In-Room Readership:

903,831 \*



*the Reefs*  
CLUB

\* Source: STR Global - Calculation utilizes annual average occupancy rate 68%.  
Does not include allowance for more than one person per room, nor for repeat guests.



# TECHNICAL SPECIFICATIONS

## Positioning

- Inside Front Cover (left)
- First Page (right)
- Second Page (left)
- Third Page (right)
- Right Hand Page
- Left Hand Page
- Spread (left & right)
- Back Page (left)

## File Submission

We accept advertising in high resolution PDF files only: CMYK color profile, 300 dpi or higher resolution. Please name files appropriately with your company name. Drill holes will be punched on either the left or right side of the ad. Leave .75" margin with no text or important elements for three-hole punching.

Email PDFs under 10MB\* to: [graphics@luxuryhotelpublications.com](mailto:graphics@luxuryhotelpublications.com)

\*FREE file-sending website ([hightail.com](http://hightail.com)) to send files over 10MB.

SIZES: width x height in inches	BLEED	TRIM	LIVE AREA
<b>INSIDE FRONT COVER</b>	7.625 x 10	7.375 x 9.75	6.375 x 9.25
<b>SPREAD</b>	14.25 x 10	14 x 9.75	13.5 x 9.25
Gutter area: No type should appear within 1.5" gutter area in center of spread.			
<b>PAGE</b>	7.25 x 10	7 x 9.75	6 x 9.25

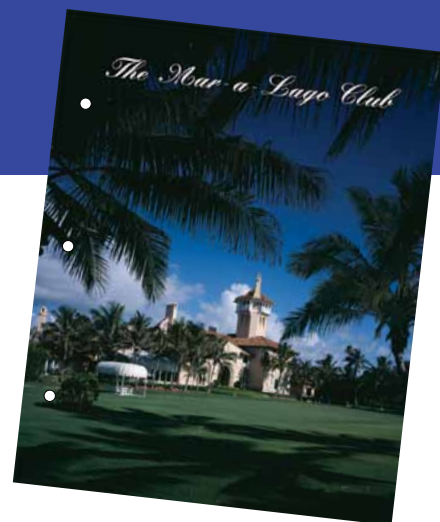
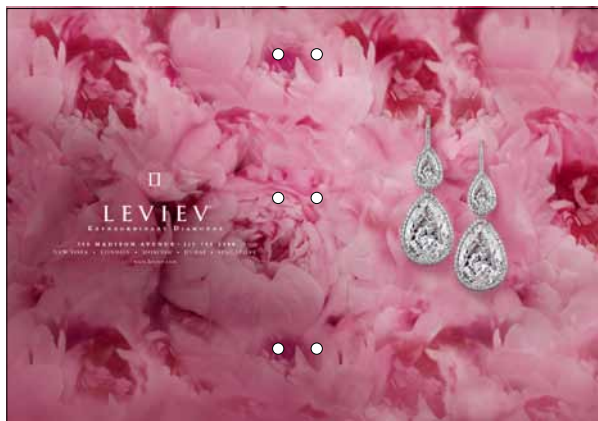
## TWO-PAGE SPREAD

**Bleed** 14.25" x 10"

**Trim** 14" x 9.75"

**Live Area** 13.5" x 9.25"

No type should appear within 1.5" gutter area in center of spread.



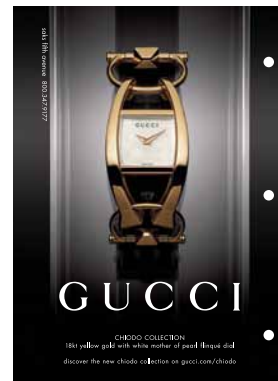
### INSIDE FRONT COVER

Bleed: 7.625" x 10"

Trim: 7.375" x 9.75"

Live Area: 6.375" x 9.25"

NOTE: Allow .75" on right margin for binder hole drill



### LEFT PAGE OR BACK PAGE

Bleed: 7.25" x 10"

Trim: 7" x 9.75"

Live Area: 6" x 9.25"

NOTE: Allow .75" on right margin for binder hole drill

### RIGHT PAGE

Bleed: 7.25" x 10"

Trim: 7" x 9.75"

Live Area: 6" x 9.25"

NOTE: Allow .75" on left margin for binder hole drill

## MARKET AND COVER DATE

MARKET	COVER DATE	MARKET	COVER DATE	MARKET	COVER DATE	MARKET	COVER DATE	MARKET	COVER DATE
Annapolis	May	Charleston	May	Montreal	Feb	St Lucia	Dec	Telluride	Jun
Antigua	Dec	Charlottesville	July	Nassau	Jan	St Martin	Nov	Trinidad	Jan
Aruba	Oct	Curacao	Sept	New Orleans	Feb	St Michaels	May	Turks & Caicos	Feb
Aspen	Dec	Hawaii	Apr	New York-Premier	Apr	San Juan	Jun	Vail	Dec
Atlanta	Nov	Houston	Apr	New York-West	Apr	Santa Fe	Jun	Washington DC	Jun
Barbados	Jan	Jamaica	Mar	Newport	May	Savannah	May		
Bermuda	Apr	Key West	Nov	Palm Beach	Dec	Seattle	Mar		
Boston	Mar	Louisville	Mar	Richmond	Jun	Sedona	May		
Cape Cod	Jun	Miami	Apr	St Barth	Nov	Sonoma	Sept		



## YOUR CONTACTS

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