

hotelier THE DEFINITIVE GUIDE TO SUCCESSFUL HOTEL MANAGEMENT *india*

THE DEFINITIVE GUIDE TO SUCCESSFUL HOTEL MANAGEMENT



Media Pack 2024

Print advertising



Hotelier India is the most preferred magazine for the hospitality business in the country. It delivers vital information about contemporary trends, successful policies and practices adopted by industry leaders, in-depth reports on various aspects from key decision-makers and the people who matter.

Hotelier India covers the major facets of the industry, ranging from news and insights to perceptive interviews, case studies and market intelligence reports. Over the years, the magazine has gained a strong reputation for its analytical approach, ability to gather views from top-ranking industry professionals and organise roundtable sessions with virtually every segment of the Indian hospitality sector.

80,000

Total circulation

3,20,000

Total readership

Pan-India
Availability

Social Media



129,035
followers

*Print Benefits

- Hotelier India has emerged as the most preferred magazine in the hospitality business, over the past decade.
- Hotelier India is distributed to, and read by, an audience of hoteliers, operators, developers, owners, architects, interior designers and consultants as well as industry associations and educational institutes connected with the hospitality sector.
- Hotelier India counts key decision-makers as central to its readership profile. This includes MDs, presidents, chairpersons, CEOs, CTOs, CIOs, CFOs, vice-presidents, project heads, consultants and general managers, as well as heads of various departments in the hospitality industry, including sales and marketing directors, chief engineers, procurement heads, revenue heads, housekeeping heads, chefs, F&B directors, etc.
- Hotelier India is read by all branded international and national hotel chains as well as independent properties across India.
- Hotelier India organises several events to help industry professionals gain better insights about the dynamic industry and also validate the market before investing into newer products and processes.

Advisory Board

Our distinguished advisory board has been assembled to help guide Hotelier India to become even more representative of its community. Members have been invited from the highest levels of the industry to ensure that the magazine continues on its path of success.



AJAY BAKAYA
Managing Director,
Sarovar Hotels and Resorts



ANURAAG BHATNAGAR
Chief Executive Officer,
The Leela Palaces, Hotels and Resorts



ANUJ PURI
Chairman,
Anarock Property Consultants



DILIP PURI
Founder and CEO,
Indian School of Hospitality



JAIDEEP DANG
Managing Director, Hotels and
Hospitality Group, South Asia,
JLL



KAPIL CHOPRA
Founder & CEO,
The Postcard Hotel



MANAV THADANI
Founder-Chairman,
Hotelivate



MOHIT NIRULA
Chief Operating Officer
The Oberoi Group



NEERAJ GOVIL
Sr VP-Operations (APEC),
Marriott International



NIRUPA SHANKAR
Director,
Brigade Hospitality



PARAM KANNAMPILLY
CMD,
Concept Hospitality



PUNEET DHAWAN
Senior VP-Operations,
India & South Asia,
Accor



RANJIT BATRA
President – Hospitality,
Panchshil Realty



RANJU ALEX
Area Vice President- South Asia,
Marriott International



SANJAY SETHI
MD and CEO,
Chalet Hotels



SOUVAGYA MOHAPATRA
MD (India, Sri Lanka, Nepal, Bhutan),
Atmosphere Hotels and Resorts



SUDEEP JAIN
Managing Director, South West Asia,
InterContinental Hotels Group



SUNJAE SHARMA
SVP & Managing Director India and
SWA, Hyatt Hotels Corporation



VIJAY THACKER
Director,
Horwath India



ZUBIN SAXENA
Senior Vice President and Country
Head – India, Hilton

Testimonials



It was indeed a fantastic event. Many Congratulations to Bibhor, Shaloo and rest of the ITP team for all the effort and collaboration with our teams – Dimple, Bharat and Tonsana. As discussed over the call, we look forward to more collaborations in the coming New year and certainly Hotelier India Awards 2023. Hotelier India is one of the leading and most prestigious magazine for the hospitality industry.
ABHISHEK JAIN,
Chief Commercial Officer – Airport Land Development,
Delhi International Airport Limited.

Hats off to Bibhor and ITP for bringing the Oscars of Hospitality to life yet once again. The packed ballroom, the array of Luminaries from all hostel chains, thought leaders, Amitabh Kant himself, and over 600 engaged delegates is a huge testimony of your credibility and impact and influence! Well done! The event itself was seamlessly executed, spot on for timings leaving enough networking time to give hi-fives to fellow hoteliers. The awards themselves were so well contested, accepted and celebrated. F&B, MC, AV, all we're on point. In the hospitality industry Hotelier India is the most preferred magazine.



ANURAAG BHATNAGAR,
CEO, Leela Hotels and Resorts



It was wonderful to attend Hotelier India Awards. Indeed, a great evening full of momentous networking possibilities and recognizing the best. I am very impressed with how the show was organized and conducted. Many congratulations to you and your team. In our industry, Hotelier India is recognized as the most popular and reputed publication.

KB KACHRU,
Chairman Emeritus & Principal Advisor, South Asia at Radisson
Hotel Group



Hotelier India is a lovely publication, it is a lovely set of individuals driving the publication and I think quality of work is par excellence.
ZUBIN SAXENA,
Senior VP and Country Head, India, Hilton

Hotelier india - Highlights

EDITORIAL

95%

of Hotelier India's readers consider its content to be good or better than other publications that focus on the hospitality sector in the region.

COMPETITIVE ADVANTAGE

93%

of Hotelier India's readers consider the magazine to be a superior or far better publication than others in the same industry within the region.

PURCHASING DECISIONS

97%

of our readers have at some point used Hotelier India to make purchasing decisions based on its editorial and advertising content.

READER SPEND

28%

of Hotelier India's readers are either solely, or jointly, responsible for a budget of between US \$1 million to \$100 million annually.

SPECIAL ISSUE	MONTH	DESIGN	F&B	TECHNOLOGY	INDUSTRY DEBATE
2024 - Awards Special	January	Awards Special	Awards Special	Awards Special	Awards Special
Trends 2024	February	Architecture	New flavours in Cuisines	Travel tech	General Managers
Women's Day Special	March	Women design heads	Women F&B heads	Women tech heads	Revenue Managers
Travel Special	April	Travel-friendly design	Health-conscious menus	Social media strategy	GMs
Leisure - Summer Special	May	Pools & Outdoor design	Summer Coolers	Tech to Enhance holiday experience	CIOs
Sustainability Special	June	Trends in Sustainable design	Vegan	Waste management	Housekeeping heads
Revenue strategies	July	Design to boost revenue	Imcrease F&B revenue techniques	POS - Sales plans	Revenue managers
IT special	August	Tech & Gym equipment	Kitchen gadgets	Solar water heating systems	HR directors
Anniversay issue	September	Power List 2024	Power List 2024	Power List 2024	Power List 2024
Festive Special	October	Furniture & Furnishings	Desserts	Reservation systems	Spa heads
Wedding Special	November	Bath and Bed	Banquet	Video surveillance solutions	Chief engineers
Hotelier India Awards 2024 Jury Meet	December	Lighting	Year-end/ Party Trends	Property management systems	Luxury cruise personnel

Hotelier India Awards 2024



- The most prestigious event for the Indian hospitality industry, these awards honour those hospitality professionals who have rendered exemplary service to their organisations and corporate peers.
- The Hotelier India Awards bring together the *creme de la creme* of the country's hospitality industry. As such, it is an ideal place for suppliers and service providers to promote their brand, meet potential customers and network with their existing clients.



GM Summit – North, South & West

Hotelier India brings together top GMs from various cities across the country to raise core issues and share their experiences. GMs representing leading hotel chains discuss topics ranging from pain points to success stories – including critical subjects like guest satisfaction, revenues, development and training, changing market trends.



STATS

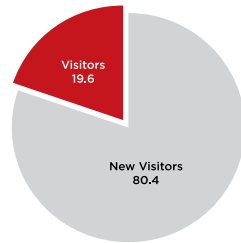
www.hotelierindia.com



E-mail Subscribers
74,662



Pageviews
2,66,003⁺ per month



Visitors



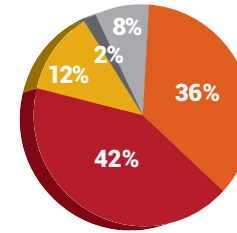
Engaged Session
2,00,600⁺ per month



Average Engagement Time
00:55 per month

* As per google analytics

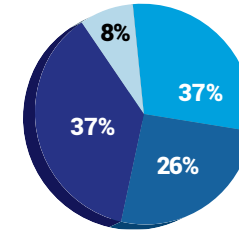
Magazine Reader Profile



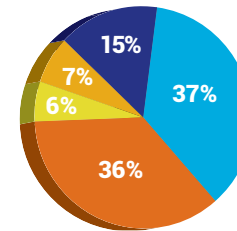
- Hotel Owners, Chefs & F&B
- Hotel Operators
- Consultants
- Architects
- Developers

Magazine Geographic Distribution

- North
- South
- West
- East



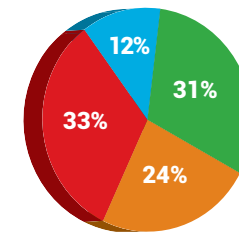
Newsletter Reader Profile



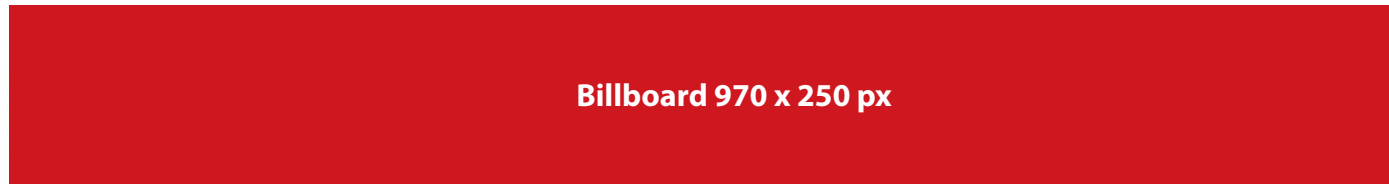
- Hotel Owners & F&B
- Hotel Operators
- Consultants
- Architects
- Developers

Newsletter Geographic Distribution

- North - 31%
- South - 24%
- West - 33%
- East - 12%



Advertising opportunities on the site



Billboard 970 x 250 px

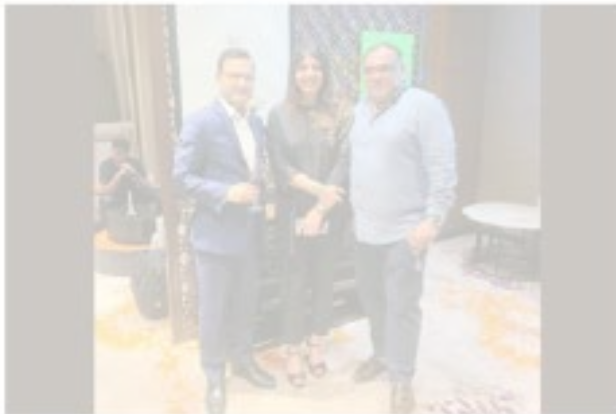


EVENTS

Sheraton Hyderabad celebrates art in association with Asian Art House

Nov 10 2021

The art gallery was re-opened at Link Cafe at the hotel



DreamSetGo becomes Manchester City's official football hospitality experiences partner in India



Dineout Passport Experience's 'Malt & Jazz' held at The Leela Ambience, Gurugram



MOST POPULAR



Meet Mr Nice Guy



Thomas Cook India & SOTC launch India Holiday Festival



Driven By Data



Raffles Udaipur: India's first Raffles hotel to open its doors on August 2

Advertising opportunities on the site

Leaderboard 728 x 90 px



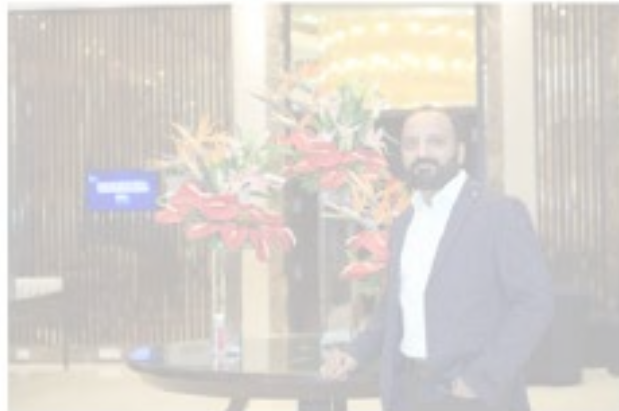
DESIGN

DESIGN

Fighting Carbon Emissions With Intelligent HVAC Systems

16 Nov 2021

With the shift towards intelligent solutions and considering the extent of HVAC related carbon emission,



Inauguration of the Spark Hospitality Digital Center at Les Roches



Hilton unveils refurbished look of hotels and resorts across South East Asia



MPU 300 x 250 px



MOST POPULAR



Meet Mr Nice Guy



Thomas Cook India & SOTC launch India Holiday Festival

Advertising opportunities on the site

The screenshot displays the website's layout with several key elements:

- Header:** The logo for "hotelier india" is on the left. A red banner in the top right corner contains the text "Leaderboard 728 x 90 px" with a red hand icon pointing to it.
- Navigation:** A dark red bar below the header contains menu items: "Business", "Operations", "F&B", "Design", "Products", "Events", "Magazine", "Leadership", and "Links". On the right side of this bar, it shows the date "Tuesday 16 November 2021" and social media icons for LinkedIn, Facebook, Instagram, and a search icon.
- Main Content Area:**
 - Left Column:** A pink "F&B" tag is above the headline "Conrad Bengaluru announces 'Nati Ruchigalu' food festival". Below the headline is a sub-headline: "Guests can enjoy the rustic country style cuisine between 18th to 24th November at Caraway". A large image of a menu card for "Nati Ruchigalu" is shown below.
 - Middle Column:** A headline reads "Holiday Inn Mumbai International Airport presents 'Dill Se Dil Tak'". Below it is an image of several small bowls of food. Further down, another headline says "A Taste of Truffles at Romano's JW Marriott Mumbai Sahar" with an image of a pizza.
 - Right Column:** A large red rectangular area is labeled "Half page Ad 300 x 600 px" with a red hand icon pointing to it.
- Footer:** At the bottom right, there is a small image of a person and the text "Driven By Data". Below that, it says "Raffles Udaipur: India's first Raffles".

Advertising Rates

MAGAZINE

POSITION	SPECIFICATIONS	INR (NETT)
PRIME POSITION		
Reverse gatefold	44.5 x 30 cm	3,50,000
IFC inside gatefold	44 x 30 cm	3,25,000
IFC	22.5 x 30 cm	3,00,000
IBC	22.5 x 30 cm	2,50,000
OBC	22.5 x 30 cm	3,00,000
Central DPS	45 x 30 cm	3,40,000
STANDARD POSITION		
DPS	45 x 30 cm	3,00,000
Full page	22.5 x 30 cm	2,25,000
Half page	20.1 x 13.2 cm	125,000

FORMAT REQUIRED:

- Artwork Format – PDF/ EPS ● Colour Format – CMYK ● Creatives – High resolution (300 dpi)

ONLINE

POSITION	SPECIFICATIONS	INR (NETT)
Leaderboard on home page	728 x 90 pixels	2,00,000
Half banner on home page or specific section	234 x 60 pixels	1,25,000
Vertical white space on home page or specific section	220 x 550 pixels	1,50,000
MPU on home page or specific section	300 x 250 pixels	1,00,000

HOTELIER INDIA AWARDS 2024

SPONSORSHIP CATEGORY	INR (NETT)
Presenting Partner	Rs 75,00,000
Powered by	Rs 50,00,000
Associate Partner	Rs 35,00,000
Category Partner	Rs 15,00,000

hotelier
india

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