



REACH THE AUDIENCE OF BOTH HOTELS AND PLATE!

Our new program for food, supplies and cooking equipment manufacturers who want to reach **both restaurant and hotel foodservice buyers:**



33,573 US based buyers at larger, full-service hotels, all of who offer foodservice and operate multiple restaurants and food outlets.

HOTELS mission encapsulated in three words “passion for hospitality.” This program targets professional hoteliers running larger, full-service hotels around the world who have a passion for enhancing their guests’ experiences through great

hospitality and food/foodservice.

- They represent a unique community of buyers and influencers that are engaged with HOTELS magazine through the delivery of relevant, inspirational, elegant and global content.
- HOTELS’ Audience is composed of Buyers at 3, 4 and 5-star hotels—HOTELS’ subscribers are owner senior managers and decision makers.
- HOTELS’ Audience of buyers buy lots of Food Equipment
- HOTELS delivers an engaged audience of exclusive buyers that can’t be replicated via exposure in other media.
- Online, HOTELSMag.com has the only authenticated audience, via gated registration, and is the only site that provides real measurement of buyer interest. HOTELS’ activity reports include name, title and company of every buyer who sees your message, and in some cases includes their full contact details, including e-mail.



48,503 Chef/Owners, Executive Chefs, F&B Management, Menu Development, Senior Management (Owner/Partner), Marketing, Purchasing and similar titles

Plate’s mission encapsulated also in three words: “take food further.” Meaning? Making the most of foodservice menus through creativity, innovation, talent and passion. This program will target chefs from Growth Chains, Polished Casual

and Independent restaurants who are all looking for better quality equipment that helps them innovate and streamlines their kitchens.

- Plate’s major market segments include casual dining (including casual, polished casual & fast casual) restaurants (45% of our total circulation), chef-driven restaurants (aka fine dining—22%), and hotels, resorts, casinos and country clubs (13%).
- We single out and serve chefs, executive chefs and chef/owners. Plate is the magazine that speaks their language—it is by chefs, for chefs
- We specifically select and serve restaurant corporate chefs and others responsible for culinary innovation and menu development. These job titles/functions constitute 72% of our total circulation— which is a much higher concentration of chefs and culinary professionals than any other publication in the field.
- Plate requalifies the audience every year through direct request.

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Total opportunity for you? More than 80,000 exclusive buyers at larger, full-service hotels and high end independent and chain restaurants.

FULL-PAGE

4/c Ad within Both HOTELS Americas Edition & Plate Magazine

\$10,970 net

RATES