

ARCHITECT & DESIGNER SERIES

HOTEL SPEC

HOTEL SPECIFICATION INTERNATIONAL

 PURPLE



The World's Leading Reference Source for the Hospitality Specifier

Media **Information**

www.hotelspeconline.com

Hotel Spec and www.hotelspeconline.com is the leading source of reference on hotel design and refurbishment worldwide and is an essential guide to who's who in the world of hotels, hotel design and hotel suppliers.

First published in 1986, Hotel Spec is an exceptional reference work for architects, designers, procurement specialists and key executives in the hotel companies responsible for commissioning and specifying the world's major hotel developments and refurbishments.

Both Hotel Spec and the website are packed with information about hotel designers, hotel groups, development companies, procurement specialists and suppliers.

Published annually, Hotel Spec is used extensively used by the world's most influential hotel design and architectural practices and is the ideal advertising vehicle for any company wanting to influence hospitality specifiers.

Editorially, Hotel Spec reports on many major hotel projects from around the globe, in terms of both architecture and refurbishment. Hotel Spec also highlights leading product manufactures and suppliers

Hotel Spec speaks to the worlds leading hotel interior designers and runs case studies on the most influential projects, showcasing cutting edge, innovative hospitality design.

Advertising Hotel Spec and www.hotelspeconline.com is the ideal vehicle for all companies needing to advertise their products and services to hotel designers and hospitality specifiers.

Circulated internationally to all leading architectural and design firms, hotel groups and procurement companies, Hotel Spec provides an audience of over 16,000 specifiers responsible for up to 80% of the world's hotels and hotel development projects. The purchasing power these specifiers command is vast and Hotel Spec provides the perfect environment to advertise your products or services.

The Hotel Spec Promotional Package Advertising in Hotel Spec provides so much more than just an advertisement. You are buying into a whole portfolio of marketing opportunities that includes all of the following:

- **Your display advertisement in the relevant section of Hotel Spec**
- **Company listings in all relevant sections of Hotel Spec**
- **Company listings in all relevant sections of www.hotelspeconline.com**
- **A 1/3rd page in the Premiers Suppliers section**
- **A 1/3rd page in the Premier Suppliers Supplement distributed on 3 separate occasions each year**
- **A Hot Link to your website**

This provides a minimum of 8 different contact points for your company. Conveniently spread across 12 months

Accurate • Detailed • Authoritative • Effective • Respected

Who's Who in Hotel Design

The most detailed listing of more than 500 leading interior design and architectural practices specialising in hotel design and refurbishment. This section is a show case for the best that the market has to offer. The importance of this sector to designers is reflected by the number of practices that choose to enhance their entries with advertising.

Each entry provides information on the practice including; headquarters, senior executives, regional offices, design philosophy and current and recent projects. The majority of the world's hotel design companies are listed here with responsibility for most of the world's hotel design and hospitality projects.

Who's Who in Hotel Groups

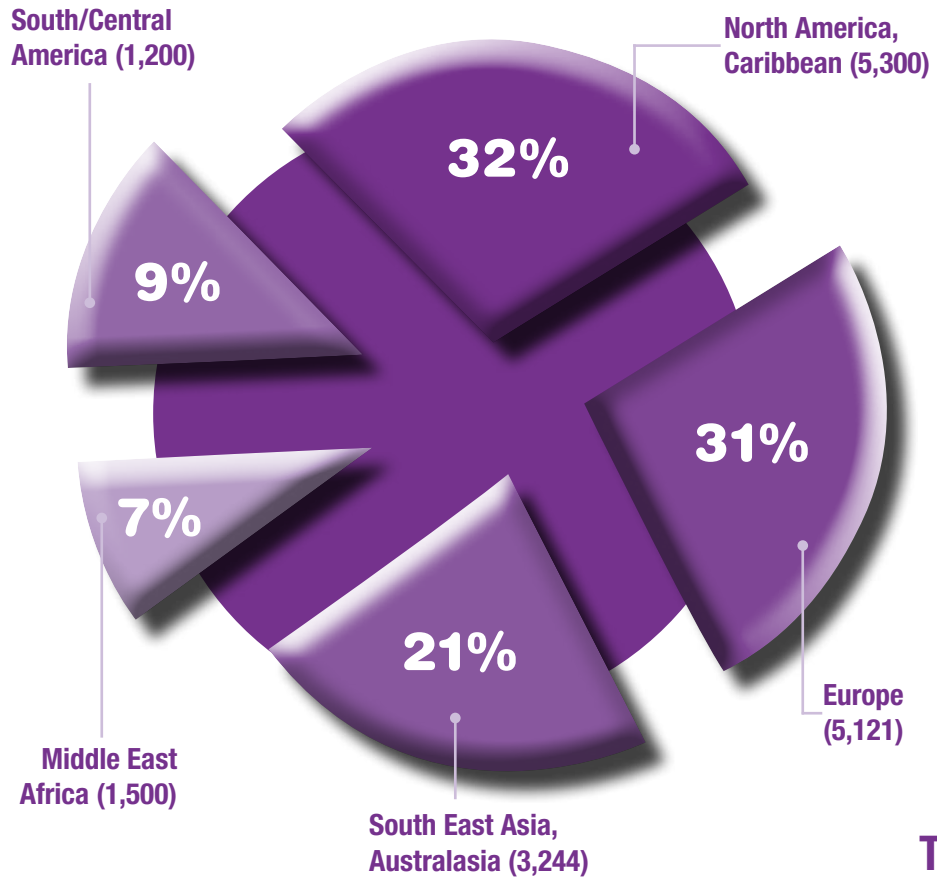
Over 600 hotel and hospitality companies are listed with details of key contacts in design and development responsible for appointing design and architectural firms as well as those who control and influence the purchasing of FF&E.

This section contains information on new openings and development programs and details of the individual brands that are operated by these major groups. To compile this information we are reliant on the cooperation of these key organisations which illustrate the importance that these global players place on Hotel Spec.

FF&E Suppliers Guide

An international guide to the leading suppliers of products and services to the world's hotels and hospitality projects. Containing the details of leading manufacturing and service companies in areas such as; Procurement & Purchasing, Furniture, Lighting, Bathroom Fittings and Equipment, Fine & Applied Art, and Soft Furnishing amongst others. These sections are broken out by discipline and by geographic region and are illustrated with features and case studies that provide hospitality specifiers with a guide to the best products and services available in the market.





Total 16,365

As an advertiser in HOTEL SPEC you will reach over 16,000 leading specifiers and purchasers responsible for buying and influencing the purchase of FF&E worldwide. HOTEL SPEC is distributed to major hotel owners and operators covering design, architecture, development, technical services and central purchasing executives. Many of the world’s leading hotel groups contribute articles or case studies to the publication. We are grateful to these hotel groups for their collaboration in supplying up-to-date lists of architects and design practices that have been commissioned on new or refurbishment projects.

Recipient Profile

- Major hotel groups and independent hotels worldwide. Recipients range from President, Owners, Managing Directors, Director of Purchasing, Director of Interior Design, Directors and Vice Presidents of Development, Director of Technical Services and General Managers.
- Major interior design firms and architectural practices worldwide who specialise in hotel and restaurant design and build. Recipients include Project Managers and Design Directors.
- Purchasing agents: all major purchasing firms and procurement agents.
- Development firms and construction companies.
- Subscriptions: further to the controlled circulation, our International subscriber base is continually expanding, consisting of hospitality professionals from all parts of the world.

- Precisely targeted international coverage to the key decision makers in the world's hotel groups and design practices - collectively responsible for up to 80% of the worlds hotels and hospitality projects
- Access to an audience of designers, architects, procurement specialists & hoteliers with real purchasing power
- A proven track record – serving the market for over than 25 years
- Influence buyers with a minimum of 8 promotional opportunities with every advertisement
- An editorial environment that maximises your advertising impact
- Highly cost effective promotional package that works for a whole year and beyond
- Unrivalled market expertise of its publishers
- Be recognised alongside many of the finest hotel designers and suppliers



HOTEL SPEC

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ADVERTISEMENT ORDER CONFIRMATION FORM

PLEASE COMPLETE AND RETURN WITHIN 7 DAYS TO GUARANTEE BOOKING

Full Page	4 Colour	\$7,350	<input type="checkbox"/>
Half Page	4 Colour	\$5,155	<input type="checkbox"/>
Third Page	Manufacturer's Profile	\$2,195	<input type="checkbox"/>
Who's Who in Hotel Design	A Option	\$2,125	<input type="checkbox"/>
Who's Who in Hotel Design	B Option	\$1,015	<input type="checkbox"/>

Advertisers spotlight (applicable to display advertisers) Free of Charge

This space is booked direct

Your VAT Number: (Tax Reg. No.)

Advertisement to appear in (please indicate section)

Date for Copy Material

Name Position

Company

Address

.....

Tel Fax

Email Address

Web-Site

Signature Date

An official order form will follow from our advertising agents

advertising Agent's Name

Address

.....

Contact Position

Tel Fax



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STANDARD CONDITIONS OF ACCEPTANCE

1. For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent whichever is the principal. 'Advertisement' shall include loose 'insert' where appropriate.
2. These conditions will apply to all advertisements for publication. Any other proposed condition shall be void unless incorporated in written instructions and explicitly accepted by the publisher in writing.
3. All advertisements are accepted subject to Publisher's approval of the copy.
4. If it is intended to include in an advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking. The Publisher has no obligation to ensure the Advertiser fulfils the advertisement promotional or other incentive.
5. The publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of an Advertiser for damages or breach of contract shall arise. Should such an omission be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
6. If the publisher considers it necessary to materially modify the space or alter the date of insertion or position or make any other alteration, the advertiser will have the right to cancel if the alterations are unacceptable, unless such changes are due to an emergency or circumstances beyond the publishers control. Every care is taken to avoid mistakes but the publisher cannot accept liability for any errors due to any third parties, subcontracts or inaccurate copy instructions.
7. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other Party's rights or an infringement of the British Code of Advertising Practice.
8. The advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement (including but not limited to breach of another parties copyrights). The Publisher will consult with the Advertiser as to the way such claims are to be handled.
9. Advertisements rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
10. If an advertiser cancels the balance of the contract, except in the circumstances set out in Clauses 6 or 9 above, he relinquishes any right to that series discount to which he was entitled previously and advertisements will be paid for at the appropriate rate.
11. Series discounts apply only to orders placed in advance and completed within one year of date of insertion. The Publisher reserves the right to surcharge in the event of insertions not being completed in the contractual period.
12. Credit accounts are strictly nett and payment must be received 30 days after invoice date. Interest will be payable on all amounts after that date at 4% per annum over Bank Minimum Lending Rate, to be charged monthly. And the advertiser shall reimburse the publisher for all costs and expenses (including legal costs) incurred in the collection of any overdue amount.
13. All gross advertisement rates are subject to the current Advertising Standards Board of Finance surcharge payable by the Advertisers. When orders are placed by Advertising Agents the Agency will be responsible for collecting this surcharge and paying it to the advertising Standards Board of Finance.
14. Charges will be made to the Advertiser or his Agent where the Publisher, Printers or Colour Reproducers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. These charges will be passed onto the Advertiser in respect of the publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date, addressed to The Production Director.
15. Where the Advertiser has undertaken to supply inserts which have been accepted and approved by the Publisher the Publisher reserves the right to change the rate agreed if they fail to arrive at the agreed time and place for insertion. No obligation shall rest on the Publisher to include the precise number of inserts in a specific publication date, region or position.
16. Where the Publisher provides a Reader Enquiry Service for the benefit of his readers, he shall not be contractually bound to pass such enquiries to the Advertiser.
17. Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). Periods for the acceptance of cancellations or suspensions vary in accordance with the differing production requirements, but are always subject to a minimum of six weeks prior to stated copy date. No advertisement can be cancelled after the copy date for any reason whatsoever and the Advertiser must pay the full amount of the advertisement.
18. Copy must be supplied by the Advertiser or his Agent without application from the Publisher. If copy instructions are not received by agreed 'copy date' no guarantee can be given that the proofs will be supplied nor corrections and the Publisher reserves the right to repeat the most appropriate copy or treat the booking as a cancellation (Clause 17).
19. Advertiser's property, artwork, film etc are held at the owners' risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork and film which has been in his custody for six months from the date of its last appearance.
20. The placing of an order will be deemed to be an acceptance of all the above conditions and shall be an express term of any contract. The order is liable to cancellation unless accepted by the supplier within twenty working days of the order. Acceptance shall be by means of any written acknowledgement or by printing the advert or by delivery of an invoice.
21. These conditions and all other express terms of the contract shall be governed and constructed in accordance with the Laws of England.