

# am

Accommodation**MANAGEMENT**

# Buyers Guide 2010/11

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## Accommodation **MANAGEMENT**

# **BUYERS**GUIDE

### **AN INTRODUCTION**

The Accommodation Management Buyer's Guide was first launched in 2003.

The AM Buyers Guide is a unique and comprehensive reference source of products and services. It is widely used by General Managers, Accommodation Managers, Matrons and Proprietors as an essential purchasing tool.

Companies are listed alphabetically with full contact details and by category.

### **CIRCULATION**

The magazine is published annually with a circulation of 3500 copies.

### **DEMOGRAPHIC BREAKDOWN**

	Number	%
UK Hotels	3100	88.5
Educational	175	5
Healthcare	225	6.5
<b>Total</b>	<b>3500</b>	<b>100.00</b>

### **READERSHIP**

General Managers, Accommodation Managers, Matrons and Proprietors are responsible for a wide range of purchases and buying decisions and are a key influence on the choice of products, services and suppliers.

### **LAYOUT**

Accommodation Management Buyers Guide is divided into easily identifiable sections, for ease of reference.

### **Contacts**

A useful list of sources offering advice, support and information for the hospitality industry.

### **Company Listings by Category**

This is created from information provided by the suppliers themselves through our Buyers Guide Mailer. It contains lists of companies under category headings (Linen, Laundry, Cleaning Products, etc).

### **Company Listings Alphabetical**

An up-to-date list of over a thousand companies in the hospitality industry.

### **Marketplace**

Provides key information on products in the market place. This allows manufacturers to illustrate the benefits of their products and services, whilst providing an opportunity to reinforce the benefits of established products.

### **Manufacturer Profiles**

Manufacturers are given the opportunity to write a profile on themselves. A description of the company's past, present and future as well as providing an opportunity to outline their product ranges. Interviews on key industry members are also available.

### **DEADLINE FOR SUBMISSIONS**

February 28<sup>th</sup> 2011

### **COVER POSITIONS**

Front Cover:	£3000
Rear Cover:	£2000
Inside Front Cover:	£1800
Inside Rear Cover:	£1400

### **DISPLAY ADVERTISING**

Double Page Spread	£1900
Full Page	£950
Half Page	£680
Quarter Page	£400

### **EDITORIAL**

Double Page Spread	£1900
Full Page	£950
Half Page	£680
Marketplace Feature	£200 each

### **COMPANY ADDRESS SECTION**

Bold Entry	£25
Logo (mono)	£75
50-word Description	£29

### **MECHANICAL DATA**

Front Cover	230mm x 180mm (Bleed)
Full Page	303mm x 216mm (Bleed)
Half – landscape	135mm x 190mm
Half – portrait	275mm x 90mm
Quarter – landscape	65mm x 190mm
Quarter – portrait	135mm x 88mm

### **TECHNICAL DETAILS**

Copy may be supplied in the following manner:

Acrobat pdf (fonts embedded, 300dpi, CMYK)  
EPS (300dpi, CMYK, fonts embedded)

### **CANCELLATION**

16 weeks prior to publication.

For all enquiries, contact Sales on 0121 608 2300