



# MEDIA KIT





## *Luxury Hotel Publications*

*Target market: sophisticated traveler with discriminating taste!*

### **A Target Market Opportunity**

The luxurious binder is a tasteful leather-bound directory, strategically placed in every hotel room. The information is 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 "bible" and the first thing guests pick-up upon arrival. In fact, guests must continually refer to this binder to order room service, operate the telephone/voice mail, or even book a massage.

The "Recommended Shops & Services" section is highlighted by a different color and a larger size tab. This section is reserved only for a limited number of the most prestigious businesses. The boutiques and services featured in this eye-catching section are reviewed and approved by hotels to ensure quality and consistency of the selection.

The goal is to present your exclusive product/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 binder daily.

### **Capture the World's Most Exclusive Consumers**

Our affluent hotel guest can spend up to \$9,000 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 ten pages, your full-page advertisement is highly visible among other prestigious brands and guaranteed to stand out. Furthermore, the hotel staff takes great care in ensuring that the binder 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 binder (ie: room service, spa treatments, gifts, etc...), additional care is given each day to ensure the binder remains visible and in excellent condition.

### **Unique Year Round Exposure**

This elegant binder, a new conception in print advertising, offers advertisers a powerful selling opportunity; a year round exposure to a captive and targeted audience. And there is an added bonus since all recommendations are fully endorsed by the hotel, guests will view them as worthy endorsements.

### **Forge a Powerful Alliance with Exclusive Hotels**

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



# Luxury Hotel Publications

# 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%
Owens 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.**



**Guest who viewed**  
**In-Room Guest**  
**Service Directory**  
**90%**

**Readers whom**  
**took action**  
**(shopping) as a**  
**result of directory**  
**66%**

Luxury Hotel Publications  
 is currently pursuing  
 ABC accreditation.





*Luxury Hotel Publications*

**Exceptional results**

### *Exceeding client expectations*

"I started advertising with Luxury Hotel Publications one year ago and it really worked for our boutique. We are continuing to advertise again for the second year and I know the returns will be great again. I highly recommend anyone to advertise with them. Your returns will be many".

**JANICE HINDS - SCULPTURE BOUTIQUE**

"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**

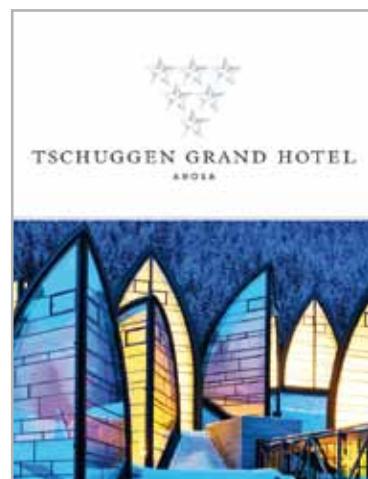
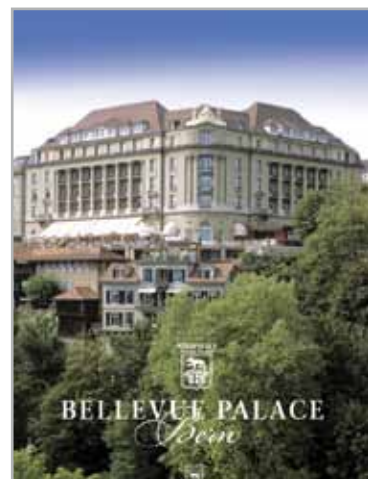
### *Exceeding hotel expectations*

"...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**

"...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**



Together, Elegant Hotels offer styles to suit every taste, from classic to contemporary, family to adults-only and traditional to premium all-inclusive. Elegant Hotels include The House, Colony Club and Tamarind, as well as two premium all-inclusives, Crystal Cove and the all-suite Turtle Beach and the acclaimed Daphne's restaurant, sister to London's renowned culinary landmark.

reservations@elegant-hotels.com | www.elegant-hotels.com

UK  
Elegant Hotels Group  
020 917 3078

## Luxury Hotel Publications

## Recommended advertisers



### JEWELLERY & WATCHES

Audemars Piguet  
Baccarat  
Baume & Mercier  
Bedat & Co  
Bell & Ross  
Blancpain  
Boucheron  
Bovet  
Breguet  
Breitling  
Bücherer  
Bulgari  
Cartier



Charriol  
Chaumet  
Chimento  
Chopard  
Concord  
Corum  
David Yurman

Dubey &  
Schaldenbrand  
Franck Muller  
Fred  
Garavelli  
Gérard Perregaux  
Harry Winston  
Hublot  
Jaëger Lecoultre  
Louis Erard  
Messika  
Omega  
Parmigiani  
Patek Philippe  
Perrelet



Piaget  
Rolex  
Ulysse Nardin  
Vacheron Constantin  
Van Cleef & Arpels



Ulysse Nardin  
Vacheron Constantin  
Van Cleef & Arpels

### FASHION & ACCESSORIES

Aigner  
Anti-Flirt  
Borsalino  
  
Brioni  
Brunello Cucinelli  
Burberry  
Bulgari  
Canali  
Catimini  
Chacok  
Chanel  
Christian Lacroix  
Dior  
Davidoff  
Dunhill  
Escada  
Etro  
Façonnable  
Fendi

Francesco Smalto  
Furla  
Gottex  
Gucci  
Hermes  
Hugo Boss  
IKKS  
J. Mendel  
Jean-Louis Sherrer  
Kjus  
Lana Marks  
Lancel  
Lanvin  
Longchamp  
Louis Vuitton  
MaxMara  
Missoni  
Montblanc

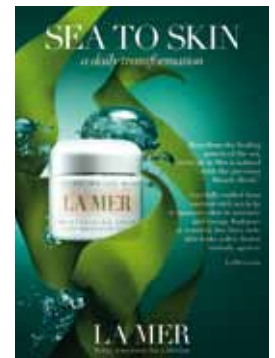
Montcler  
Nautica  
Polo Ralph Lauren  
Prada  
Roberto Cavalli  
Sonia Rykiel  
Thierry Mugler  
Toni Sailer  
Tumi  
Valentino  
Versace  
Wolford  
Zegna

### SHOES

John Lobb  
Bruno Magli  
Cesare Paciotti  
J.M. Weston  
Moreschi  
Santoni

### SPIRIT & LIQUORS

Dom Pérignon  
Glenfiddish  
Hennessy Cognac  
Moët & Chandon  
Mount Gay  
Mumm  
Veuve Clicquot



### PERFUME & COSMETICS

Burberry's  
Caron  
Kenzo  
La Prairie  
Lancôme  
La Mer

### REAL ESTATE

Christie's Real Estate  
Engel & Völkers  
Sotheby's  
John Taylor

### AUTOMOTIVE

B.M.W.  
Ferrari  
Porsche

### DECORATION

Bang & Olufsen  
Bose  
Llardo  
Roche Bobois

### LINEN & TABLEWARE

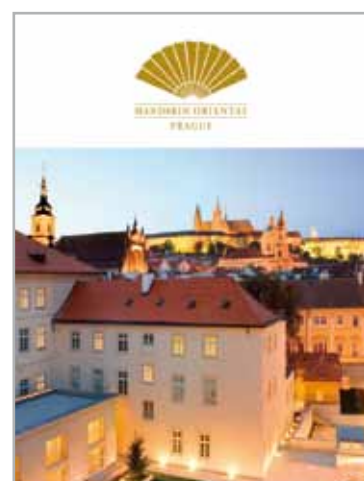
Frette  
Yves Delorme  
Descamps  
Baccarat  
Christofle  
Haviland



# Luxury Hotel Publications

CITIES	HOTELS	# ROOMS	YEARLY CONTACT*
<b>AUSTRIA</b>			
<b>Lech</b>	Post Hotel	47	<b>11 700</b>
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN AUSTRIA*</b>			<b>11 700</b>
<b>FRANCE</b>			
<b>Aix en Provence</b>	Le Pignonnet	50	<b>12 400</b>
<b>Avignon</b>	Hôtel d'Europe	47	<b>21 100</b>
<b>Cannes</b>	Le Majestic Le Mas Candille	349 40	<b>96 550</b>
<b>Gordes</b>	Hostellerie le Phébus	29	<b>6 000</b>
<b>Juan les Pins</b>	Belles Rives Le Juana	48 40	<b>22 000</b>
<b>Mirambeau</b>	Château de Mirambeau	40	<b>10 000</b>
<b>Paris</b>	Fouquet's Barrière	81	<b>20 100</b>
<b>St Tropez</b>	Bastide de St Tropez Villa Belrose	30 39	<b>17 200</b>
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN FRANCE*</b>			<b>205 350</b>
<b>CZECH REPUBLIC</b>			
<b>Prague</b>	Mandarin Oriental	99	<b>24 600</b>
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN CZECH REPUBLIC*</b>			<b>24 600</b>
<b>GERMANY</b>			
<b>Munich</b>	Mandarin Oriental	73	<b>18 100</b>
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN GERMANY*</b>			<b>18 100</b>
<b>GREAT BRITAIN</b>			
<b>London</b>	Baglioni Hotel	67	<b>16 700</b>
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN GB*</b>			<b>16 700</b>
<b>GREECE</b>			
<b>Mykonos / Santorini</b>	<b>NEW</b> Kirini Suites & Spa	18	<b>32 300</b>
	<b>NEW</b> Katities Hotel	34	
	<b>NEW</b> Kirini Suites & Spa	26	
	<b>NEW</b> Chromata Hotel	26	
	<b>NEW</b> Sun Rocks Boutique Hotel	19	
	<b>NEW</b> Villa Katikies	7	
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN GREECE*</b>			<b>32 300</b>

\*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).  
Does not include allowance for more than one person per room nor repeat guests.

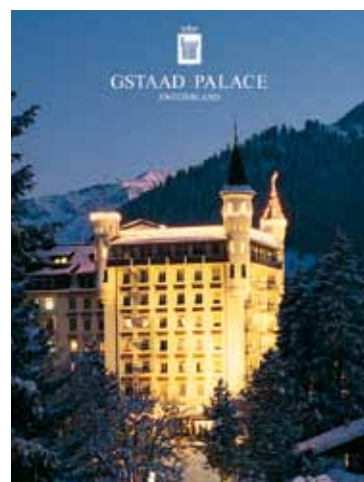


# Luxury Hotel Publications

CITIES	HOTELS	# ROOMS	YEARLY CONTACT*
<b>SWITZERLAND</b>			
<b>Arosa</b>	Tschuggen Grand Hotel	135	<b>99 300</b>
	Arosa Kulm Hotel	137	
	Wald Hotel National	128	
<b>Ascona</b>	Giardino	80	<b>58 300</b>
	Eden Roc	100	
	Parc Hotel Delta	55	
<b>Basel</b>	Grand Hôtel Les Trois Rois	119	<b>29 500</b>
<b>Bern</b>	Bellevue Palace	130	<b>32 300</b>
<b>Crans</b>	Crans & Spa	14	<b>22 000</b>
	Hôtel de l'Etrier	57	
	Hostellerie du Pas de l'Ours	15	
<b>Geneva</b>	Beau Rivage	91	<b>22 600</b>
<b>Gstaad</b>	Gstaad Palace	104	<b>63 300</b>
	Le Grand Bellevue	57	
	Grand Hotel Park	94	
<b>Interlaken</b>	Victoria-Jungfrau	225	<b>55 900</b>
<b>Lausanne</b>	Beau Rivage Palace	169	<b>83 000</b>
	Lausanne Palace	165	
<b>Lugano</b>	Splendide Royal	120	<b>103 000</b>
	Principe Leopoldo	110	
	Villa Castagnola	100	
	Swiss Diamond Hotel	85	
<b>Luzern</b>	Luzern Palace	136	<b>33 800</b>
<b>Neuchatel</b>	Beau Rivage Hotel	66	<b>16 400</b>
<b>St Moritz</b>	Giardino Mountain	78	<b>19 400</b>
<b>Verbier</b>	Nevai Hotel	30	<b>62 000</b>
	Le Chalet D'Adrien	25	
	Le Chalet de Flore	20	
	Hotel Montpelier	47	
	Chalets Bruchez & Gaillard	120	
<b>Vevey</b>	Hôtel les Trois Couronnes	71	<b>18 000</b>
<b>Zermatt</b>	Schweizerhof	114	<b>87 600</b>
	Mont Cervin	150	
	Monte Rosa	48	
	Cœur des Alpes	22	
	Backstage Hotel	19	
<b>TOTAL POTENTIAL IN-ROOM READERSHIP SWITZERLAND*</b>			<b>817 950</b>

\*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).

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# Luxury Hotel Publications

CITIES	HOTELS	# ROOMS	YEARLY CONTACT*
<b>ITALY</b>			
<b>Cortina</b>	Grand Hotel Savoia	120	<b>29 800</b>
<b>Forte dei Marmi</b>	Hotel Byron	30	<b>60 000</b>
	Augustus e Lido	135	
	Principe Forte dei Marmi	28	
	<b>NEW</b> Grand Hotel Imperiale	46	
<b>Florence</b>	<b>NEW</b> Sina Villa Medici	83	<b>37 200</b>
	Hotel Helvetia & Bristol	67	
<b>Ischia</b>	<b>NEW</b> San Montano Resort & Spa	79	<b>19 600</b>
<b>Lucca</b>	Locanda Elisa	10	<b>26 600</b>
	Hotel Universo	56	
	La Principessa	41	
<b>Milan</b>	<b>NEW</b> Sina De La Ville	108	<b>32 000</b>
	<b>NEW</b> Sina The Gray	21	
<b>Parma</b>	<b>NEW</b> Sina Maria Luigia	101	<b>25 000</b>
<b>Perugia</b>	<b>NEW</b> Locanda della Posta	19	<b>28 000</b>
	Sina Brufani	94	
<b>Positano</b>	San Pietro	62	<b>19 100</b>
	Villa Treville	15	
<b>Rome</b>	Majestic Roma	100	<b>95 600</b>
	<b>NEW</b> Sina Bernini Bristol	127	
	Hotel d'Inghilterra	89	
	Residenza di Ripetta	69	
<b>San Remo</b>	Royal Hotel	127	<b>31 500</b>
<b>Siena</b>	Grand Hotel Continental	51	<b>12 700</b>
<b>Sorrento</b>	Bellevue Syrene	48	<b>12 000</b>
<b>Taormina</b>	Hotel Metropole	23	<b>5 700</b>
<b>Torino</b>	<b>NEW</b> Sina Villa Matilde	43	<b>10 700</b>
<b>Venice</b>	<b>NEW</b> Sina Palazzo Sant'Angelo	26	<b>30 000</b>
	<b>NEW</b> Sina Centurion Palace	50	
	<b>NEW</b> Ca' Sagredo	49	
<b>Viareggio</b>	Plaza e de Russie	52	<b>27 300</b>
	<b>NEW</b> Sina Astor	68	
<b>TOTAL POTENTIAL IN-ROOM READERSHIP IN ITALY</b>			<b>502 800*</b>

**TOTAL POTENTIAL IN-ROOM READERSHIP IN EUROPE 1 636 400\***

\*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).  
Does not include allowance for more than one person per room nor repeat guests.





Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>AUSTRIA</b>						
<b>Lech</b>	<b>2800</b>	<b>2100</b>	<b>1900</b>	<b>1700</b>	<b>1300</b>	<b>2400</b>

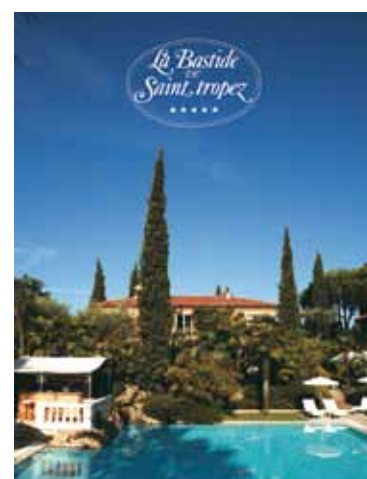
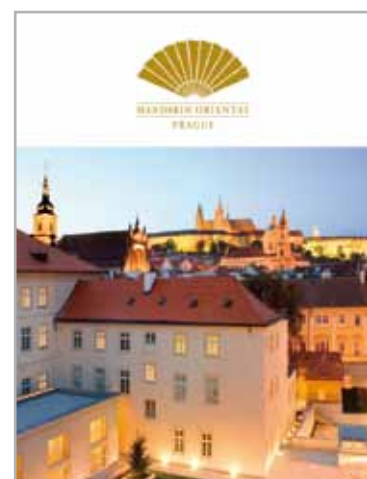
Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>FRANCE</b>						
<b>Aix en Provence</b>	<b>2500</b>	<b>1700</b>	<b>1500</b>	<b>1100</b>	<b>900</b>	<b>1600</b>
<b>Avignon</b>	<b>1900</b>	<b>1400</b>	<b>1200</b>	<b>1000</b>	<b>700</b>	<b>1400</b>
<b>Cannes</b>	<b>5500</b>	<b>3800</b>	<b>2500</b>	<b>2300</b>	<b>2100</b>	<b>3500</b>
<b>Gordes</b>	<b>1500</b>	<b>1300</b>	<b>1100</b>	<b>900</b>	<b>700</b>	<b>1300</b>
<b>Juan les Pins</b>	<b>3000</b>	<b>1900</b>	<b>1500</b>	<b>1300</b>	<b>1100</b>	<b>1920</b>
<b>Juan les Pins</b>	<b>3000</b>	<b>1900</b>	<b>1500</b>	<b>1300</b>	<b>1100</b>	<b>1920</b>
<b>Mirambeau</b>	<b>2500</b>	<b>1700</b>	<b>1500</b>	<b>1100</b>	<b>900</b>	<b>1600</b>
<b>St Tropez</b>	<b>2500</b>	<b>1700</b>	<b>1500</b>	<b>1100</b>	<b>900</b>	<b>1600</b>

Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>CZECH REP.</b>						
<b>Prague</b>	<b>3500</b>	<b>2500</b>	<b>2000</b>	<b>1600</b>	<b>1400</b>	<b>2400</b>

Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>GERMANY</b>						
<b>Munich</b>	<b>4500</b>	<b>3200</b>	<b>2700</b>	<b>2100</b>	<b>1900</b>	<b>3800</b>

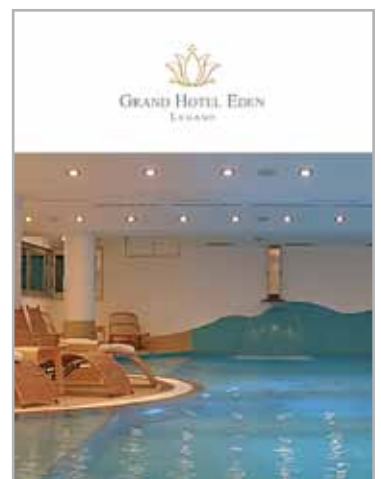
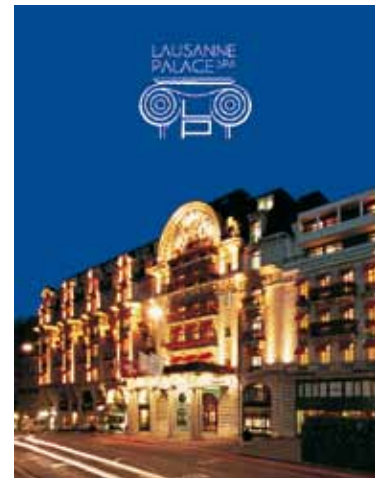
Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>GREAT BRITAIN</b>						
<b>London</b>	<b>4000</b>	<b>3000</b>	<b>2500</b>	<b>1900</b>	<b>1500</b>	<b>2500</b>

Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>GREECE</b>						
<b>Mykonos / Santorini</b>	<b>4000</b>	<b>2300</b>	<b>2000</b>	<b>1700</b>	<b>1300</b>	<b>2400</b>



\* Primary position may not be available in each market  
 \*\* Spread position rate does not apply for 2nd and 3rd pages. Rate for triple pages available on request.  
 \*\*\* Preferred rate does not apply for primary position.

Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>SWITZERLAND</b>						
Arosa	5500	2500	2100	1700	1500	2560
Ascona	4100	3000	2500	2100	1900	3200
Basel	4000	2500	1900	1600	1500	2480
Bern	3500	2400	2100	1800	1700	2800
Crans	4000	2500	2200	2000	1700	2960
Geneva	3500	2900	2300	1800	1700	2800
Gstaad	7200	4800	4400	3100	2800	4700
Interlaken	4000	3500	2500	2000	1800	3040
Lausanne	4500	3100	2900	2400	2200	3680
Lugano	4100	3200	2600	1900	1700	2880
Luzern	3500	2500	2400	1600	1500	2480
Neuchâtel	3900	2900	2500	1700	1600	2640
Saint Moritz	3500	2500	1900	1500	1400	2320
Verbier	4000	3000	2600	1700	1600	2640
Vevey	4000	3000	2500	1900	1700	2880
Zermatt	4200	3500	2800	2400	2200	3900



50% payable on subscription. Balance on publication. Duration of contract: 1 year. Production fees included if electronic file is supplied by the client.

### Corporate Plan

**SECURED POSITION IN ADVANCE.**

**LOCKED RATE:** avoid any higher rate when adding a new hotel in your market.

**PREFERRED RATE\*\*\*** (per page/market) as:

- 10% for 5
- 15% between 6 and 10
- 20% between 11 and 15
- 25% above 16.

**AUTOMATIC UPGRADE IF AVAILABLE.**

**CREDIT REWARD PROGRAM** (6 markets minimum):

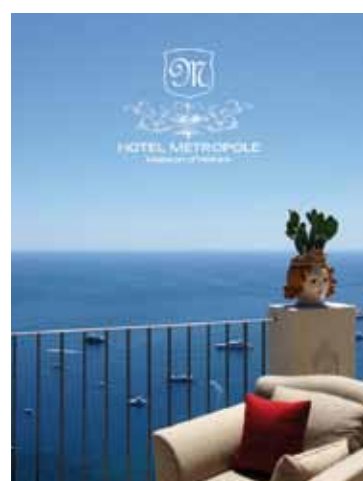
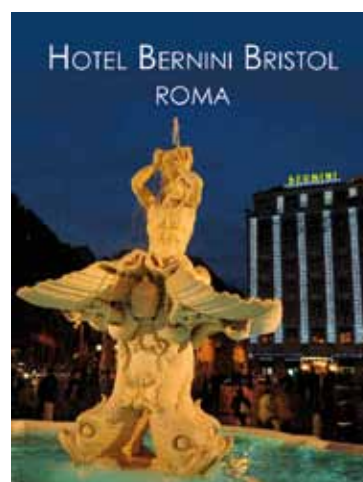
5% incentive credit valid towards next year's publication.

\* Primary position may not be available in each market

\*\* Spread position rate does not apply for 2nd and 3rd pages. Rate for triple pages available on request.

\*\*\* Preferred rate does not apply for primary position.

Cities	PRIMARY POSITION*			PRICES IN EUROS		
	Inside front cover	First page or Back cover	2 <sup>nd</sup> page or 3 <sup>rd</sup> page	Right page	Left page	Spread**
<b>ITALY</b>						
Cortina	2500	1900	1700	1500	1300	2420
Forte dei Marmi	4000	3000	2500	1900	1500	2720
Florence	4000	3000	2500	1900	1500	2720
Ischia	4000	2300	2000	1700	1300	2400
Lucca	2500	2000	1800	1600	1400	2300
Milan	4000	3000	2500	1900	1500	2720
Parma	2500	1900	1500	1100	900	1600
Perugia	3000	1900	1500	1100	900	1600
Positano	5000	2700	2500	1900	1700	3240
Rome	7000	3000	2700	2000	1800	3440
San Remo	3000	1900	1500	1100	900	1600
Siena	4000	2300	2000	1700	1300	2400
Sorrento	2500	1900	1500	1100	900	1600
Taormina	4000	2300	2000	1700	1300	2400
Turin	2500	1900	1500	1100	900	1600
Venice	4000	3000	2500	1900	1500	2720
Viareggio	3000	1900	1500	1100	900	1600



50% payable on subscription. Balance on publication. Duration of contract: 1 year. Production fees included if electronic file is supplied by the client.

**Corporate Plan**

**SECURED POSITION IN ADVANCE.**

**LOCKED RATE:** avoid any higher rate when adding a new hotel in your market.

**PREFERRED RATE\*\*\*** (per page/market) as:

- 10% for 5
- 15% between 6 and 10
- 20% between 11 and 15
- 25% above 16.

**AUTOMATIC UPGRADE IF AVAILABLE.**

**CREDIT REWARD PROGRAM** (6 markets minimum):

5% incentive credit valid towards next year's publication.

\* Primary position may not be available in each market  
 \*\* Spread position rate does not apply for 2nd and 3rd pages. Rate for triple pages available on request.  
 \*\*\* Preferred rate does not apply for primary position.



## POSITIONING

- Inside Front Cover (left)
- First Page (right)
- Second Page (left)
- Third Page (right)
- Right Hand Page
- Left Hand Page
- Spread (left & right)
- Back Cover (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. Perforation holes will be punched on either the left or right side of the advert.

Leave 15 mm margin with no text or important elements for three-hole punching.

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

FREE file-sending website ([wetransfer.com](http://wetransfer.com)) for files over 10MB.

**Please keep all printer's marks outside the bleed area.**

SIZES: width x height in mm	BLEED	TRIM	LIVE AREA
INSIDE FRONT COVER	186 x 256	180 x 250	160 x 240
SPREAD	366 x 256	360 x 250	320 x 240
Gutter area:	No type should appear within 30 mm gutter area in center of spread.		
PAGE	186 x 256	180 x 250	160 x 240

### TWO-PAGES SPREAD

Bleed: 366 x 256 mm  
 Trim: 360 x 250 mm  
 Live area: 320 x 240 mm  
 No type should appear within 30 mm gutter area in center of spread.



**INSIDE FRONT COVER**

- 
- 
- 

Bleed size: 186 x 256 mm  
 Trim size: 180 x 250 mm  
 Live area: 160 x 240 mm

Note: allow 15 mm on right margin for binder hole drill



**LEFT PAGE OR BACK COVER**

- 
- 
- 

Bleed size: 186 x 256 mm  
 Trim size: 180 x 250 mm  
 Live area: 160 x 240 mm

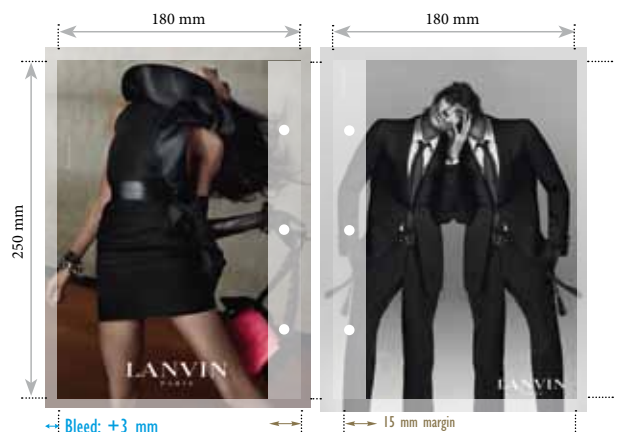
Note: allow 15 mm on right margin for binder hole drill

**RIGHT PAGE**

- 
- 
- 

Bleed size: 186 x 256 mm  
 Trim size: 180 x 250 mm  
 Live area: 160 x 240 mm

Note: allow 15 mm on left margin for binder hole drill



## Market, file submission and publication dates

MARKET	SUBMISSION DATE	PUBLICATION DATE	MARKET	SUBMISSION DATE	PUBLICATION DATE	MARKET	SUBMISSION DATE	PUBLICATION DATE
AIX EN PROVENCE	May	June	INTERLAKEN	March	May	PRAGUE	March	April
AROSA	April	June	ISCHIA	March	April	ROME	April	May
ASCONA	March	April	JUAN LES PINS	April	May	SAN REMO	June	July
AVIGNON	May	June	LAUSANNE	October	November	SIENA	September	October
BASEL	November	December	LECH	May	June	SORRENTO	March	April
BERN	February	March	LUCCA	April	May	ST MORITZ	October	December
CANNES	April	May	LUGANO	March	April	ST TROPEZ	May	June
CORTINA	June	July	LUZERN	April	May	TAORMINA	April	May
CRANS	November	December	MILAN	May	June	TURIN	September	October
FLORENCE	April	May	MUNICH	September	October	VADUZ	November	December
FORTE DEI MARMI	May	June	NEUCHATEL	October	December	VIAREGGIO	May	June
GENEVA	June	July	PARIS	June	July	VENEZIA	May	June
GORDES	May	June	PARME	September	October	VEVEY	October	November
GREECE	March	April	PERUGIA	September	October	VERBIER	October	December
GSTAAD	May	June	POSITANO	March	April	ZERMATT	November	December



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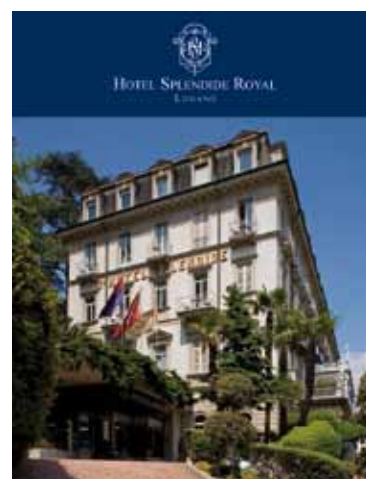
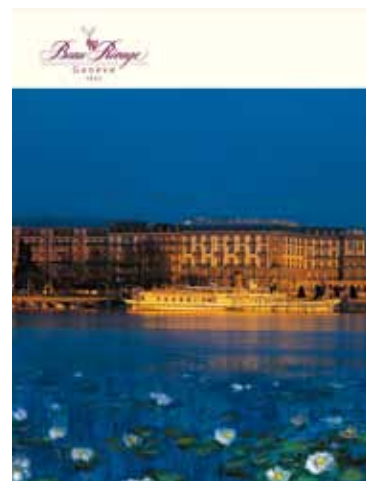
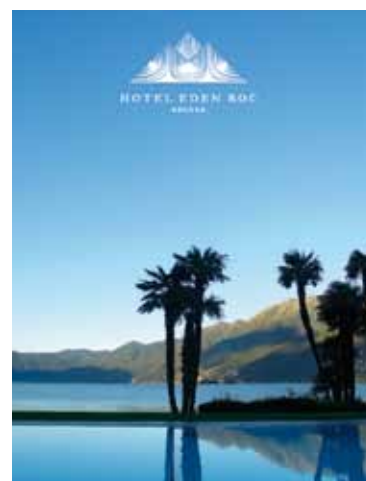
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