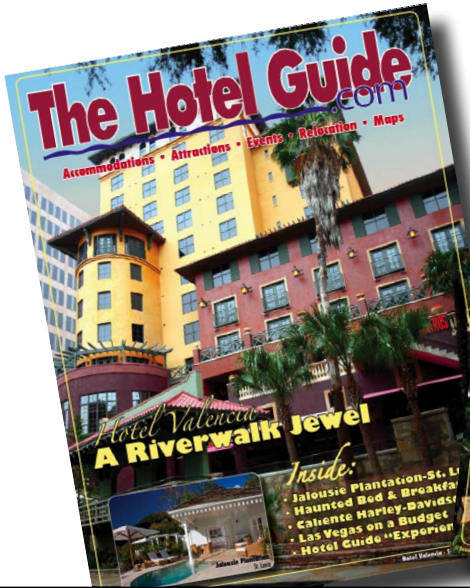


# The Hotel Guide .com

Connect. Share. Engage.



2015  
Media Kit

Digital Magazine



Social Media



Interactive Website





Maldives

Visit Fort Worth

Hofsas Hotel

20th Anniversary

# The Hotel Guide.com

Accommodations • Attractions • Events • Destinations

## PGA National Resort *A Florida Oasis*



Winter Edition - 2014

PGA National Resort - Florida

### QUICK LOOK

The Hotel Guide is a full-color, digital magazine seen locally, regionally, nationally and internationally by more than **24,000,000 Leisure Travelers/Travel Outlets** throughout the United States. We proudly represent top travel destinations around the country. Our magazine is the perfect travel planning tool for visitors and is also accessible online at our website: [www.thehotelguide.com](http://www.thehotelguide.com)

### FRESH EDITORIAL

Each issue contains a variety of well-written stories about attractions, destinations, top hotels, world-class events and much more. Our editorial is also seen online via our website and through our growing social media network.

### YOUR AUDIENCE

The Hotel Guide is a full-color digital magazine that reaches visitors first. Our yearly readership exceeds **24 Million** individuals and travel businesses.

**Readership Background:** We target individuals and families with a household income of **\$100,000 and more.**

Our target age group is **30-65 years old** with and without children. (Avg. 2 Children) Additionally, they travel at least **four** times a year.

As well, we direct e-mail to **Travel Agents, Tour Operators and Meeting Planners.**

### YOU RECEIVE:

- Full-color advertisement
- FREE design
- Hyperlink to your website
- Inclusion in our website [www.thehotelguide.com](http://www.thehotelguide.com)
- Featured in our Social Media Networks
- Inclusion in travel blog
- Pre-payment Discounts



**T**he Hotel Guide is your complete travel resource. From our eye-catching digital magazine to our interactive website and social media network, we focus on the traveler and your business.

Let us help you target the incredible travel market and make an impact on your bottom line. Connect. Share. Engage.

*Edward R. Leos*



**Call (210) 857-2003 or 1-877-HTL-GDE1**

# WHY DIGITAL MEDIA WORKS



**It Works!**

"I just planned my entire visit by using your site. It was an invaluable tool. I was able to book my reservations for hotel, and my car rental directly through your website. Thanks for all the help. I never knew it would be so easy to visit a town from my office. I'll definitely be passing the site onto my fellow co-workers."

- A. Williams  
US Army War College

## CONNECT. SHARE. ENGAGE.

Direct e-mailed to **24 Million Travelers** Yearly  
Seen online at **www.thehotelguide.com**



Immersed in **Social Media Networks** via Facebook, Twitter, YouTube, Pinterest

<b>TYPE OF Ad* (NET)</b>	<b>BASIC PACKAGE 1x (2 MONTHS)</b>	<b>GOLD PACKAGE 3x (6 MONTHS)</b>	<b>SILVER PACKAGE 6x (12 MONTHS)</b>	<b>PLATINUM PACKAGE 9x (18 MONTHS)</b>
FRONT COVER	\$5200	-	-	-
BACK COVER	\$4500	\$4300 per ad	\$4100 per ad	\$3900 per ad
INSIDE COVERS	\$3700	\$3500 per ad	\$3300 per ad	\$3100 per ad
DOUBLE PAGE (ADVERTORIAL)	\$4800	\$4600 per ad	\$4400 per ad	\$4200 per ad
FULL PAGE	\$2800	\$2600 per ad	\$2400 per ad	\$2200 per ad
1/2 VERTICAL	\$2100	\$1900 per ad	\$1700 per ad	\$1500 per ad
1/2 HORIZONTAL	\$2100	\$1900 per ad	\$1700 per ad	\$1500 per ad
1/4 HORIZONTAL	\$1500	\$1300 per ad	\$1100 per ad	\$900 per ad
E-mail Sponsorship (2Million)				\$3500 per run

### Publication Issues

**January/February - (Spring 1)**  
**March/April - (Spring 2)**  
**May/June - (Summer 1)**  
**July/August - (Summer 2)**  
**September/October - (Fall)**  
**November/December - (Winter)**

### Deadlines

December 27, 2015  
 February 27, 2015  
 April 27, 2015  
 June 27, 2015  
 August 27, 2015  
 October 27, 2015