

# HotelDesigns Media Pack

# 2010



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Images: *Marriott Long Wharf, Boston (Nov 09)*

Established for over nine years, HotelDesigns attracts over 60,000 visitors per month. HD features 109 reviews, 42 'mini-views' and contains over 6,150 news articles in its archive. We have also distributed more than 800 newsletters to 10,500 subscribers of this service.

With 16,750 users of the Directory, we believe we are the number one online magazine for news, reviews and where to find contract specialists for hotel projects.

*The online magazine for hoteliers, designers and industry specialists in over 215 Countries Worldwide...*

**hotel designs**



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Images: *Little Kuala Lodge, Sossusvlei, Namibia (Nov 09)*

## Our services

If you've browsed the site already you'll be familiar with many of the services we offer our existing clients. If you're new to [www.hoteldesigns.net](http://www.hoteldesigns.net), registering for FREE access to the Directory means you can explore over 300 subcategories to see where your competitors are currently advertising.

Should you decide to become a member of our Directory you can expect to receive the following:

**Credit in the reviews and mini-views** for your contribution (where appropriate).

**Access to the Design Club** which contains exclusive news published before 'going live' in the main site. There is also an 'Ask the Experts Area', a Hotel Developments download area and a Gallery of images. This is a paid subscription area.

**E-marketing information** comes in the form of an Excel spreadsheet with contact names, addresses and email addresses of those hoteliers, designers and specifiers who have recently browsed the Directory looking for suppliers (see example included on page 4).

**Unlimited use of Industry News** to promote your new products, brochures, website launch, events or services. These are linked to your page in the Directory and to any previously submitted documents. They are also circulated to our email database.

**Use of the newsletters** which are published daily (see page 5).

**A page in the Directory** with 140 words, 2 images, logo, contact details, email and website address, list of overseas offices/ recently completed projects or product lists.

Free use of the **Events calendar**.

Free use of the **Employment section**.

### Additional advertising opportunities

Available at extra cost, you can sponsor our newsletters and the front of our website at [www.hoteldesigns.net](http://www.hoteldesigns.net), or even send out a dedicated mailshot to our Editorial membership list (see page 8 for details).

**Video service:** We now offer an affordable and professional online video production through a UK network of over 400 experienced film makers. See pages 8 - 9 for details.

## The E-marketing guide

Our **E-marketing guide** is sent out around the 17<sup>th</sup> of each month by email to the members of our Directory for their own marketing use. It contains a Word document with messages regarding our website, review announcements and the 'Top 20' performing companies. It also contains an Excel spreadsheet of approximately\* 100 - 150 email addresses which are permission enabled contacts for companies like yours to approach with advertising material.

These contacts are those new people, for example hoteliers and designers, who have registered to access the Directory during the previous month. The data consists of first name, surname, company name, address details, country and email address. Showing below is a current extract from the E-marketing information for your interest.

COMPANY NAME	COUNTRY
Megan Hotel	NGA
Qunsol & Associates	JOR
Rausch Classics	AUS
Studio 3 Architects	NGA
Estillon b.v.	NLD
KONSTANTINOS AERAKIS	GRC
HRC Culinary Academy	BGR
Space Studio Ltd	NZL
Archimid	EGY
KCNI Interiors	ARE
Hotel Anand Palace	IND
Rosedale Hotel & Apartment Ltd	BGD
SheyMar Hotels	GBR
Brennan Consultancy	GBR
Dakos Hospitality Services	KEN
RIPERLAMP S.A.L.	ESP
Hauts des Aravis	GBR
IRCTC Limited	IND
Oasis International	GBR
Echo Architecture LLP	GBR
BE-MA EDITRICE	ITA
Design Plus	USA
OCIO HOSPITALITY PVT LTD	IND
Godrich Design Collective	GBR
Ray Trujillo Design	USA

AREEN HOTEL DESIGN	GBR
Shanghai Fresh Design Co., Ltd.	CHN
Best Westen Lahore	PAK
Inscape	GBR
J2 Desgn Ltd	GBR
Hotel Desaria	MYS
Robert A. M. Stern Architects	USA
Hotel Menelik	DJI
Fairmont Designs	USA
Oceanair Marine Ltd	GBR
Hotel Solutions	GBR
Garden Design Consultant	ARE
Ryder Architecture	GBR
Royal Retreat	IND
YD Interior Design Ltd	GBR
LKS Design	GBR
Big Sky Lodge	NAM
International Hotel Procurement	ZAF
The Design Breed	GBR
G.DESIGN CONSULTANTS LTD	GBR
Duotal Philippines	PHL
Earth Sea Resorts	MOZ
Architects Network Ltd	GBR
Fusion Interior Projects	GBR
Metro Hostel	CAN
GMJ Designs	USA

\* Depends on site traffic that month

## The statistics

- **Unique Visitors**

Unique individual or browser who has accessed a site or application and has been served unique content and/or ads such as e-mail, newsletters, interstitials or pop-under ads.

- **Page Views**

When the page is actually seen by the user. Some platforms, like Facebook, cache preview images for applications, which can mean that page views are not counted until a user clicks through to an application canvas page.

- **Visits** (specific to UGC/Social Media)

A single continuous activity attributable to a browser or user resulting in one or more pulled text and/or graphics downloads from a site.

- **Return or Repeat Visits**

The average number of times a user returns to a site or application.

- **Time Spent**

The amount of elapsed time from the initiation of a visit to the last user activity associated with that visit.

We use two statistics packages; one called Google Analytics and the other called Webalizer.

**Why?** Google measures the same visitor just once (which records the number of people more accurately) whereas Webalizer measures every visit every time that person visits the site and doesn't recognise them as a returning visitor as effectively.

However, Google cannot measure behind any password protected area (such as the DesignClub and the Directory) which means that Webalizer records page reads more accurately.

Google Analytics <sup>1</sup>		Webalizer <sup>2</sup>	
Unique Visitors <sup>3</sup>	231,796	Visits	668,358
Page Views <sup>4</sup>	1,111,621	Page Views	5,018,621
Pages per visit	4.8	Pages per visit	7.5
Average time on site	2mins 35 secs	Average time on site	Not given
Average visits per day	635	Average visits per day	2218
Repeat visitors <sup>5</sup>	85,797	Repeat visitors	Not Given

Both measuring systems show consistent growth, Google showing 6.15% in unique visitors.

**215 countries served of which the top ten are:**

Country	Visits	Pages/visit	Time
United Kingdom	102,558	4.59	00:02:44
United States	30,892	3.42	00:01:31
India	7,368	6.15	00:03:42
Canada	5,782	5.55	00:02:03
Germany	4,664	4.81	00:01:50
China	4,480	8.41	00:05:36
Australia	4,332	4.33	00:02:02
France	3,973	3.85	00:01:31
Ireland	3,578	3.53	00:01:23
United Arab Emirates	3,278	6.32	00:02:59

**Breakdown of UK's 794 towns served, of which top ten are:**

City	Visits	Pages/ visit	Time
London	53,164	4.80	00:03:03
Manchester	4,349	4.08	00:01:47
Birmingham	3,359	4.05	00:01:34
Glasgow	1,528	4.98	00:01:53
Redhill	1,107	8.76	00:08:50
Wembley	981	4.08	00:01:41
Edinburgh	957	3.89	00:01:33
Bristol	933	4.27	00:01:29
Leeds	849	4.39	00:01:58
Derby	778	3.76	00:01:08

(Figures sourced 14/01/10)

<sup>1</sup> Google Analytics is free software supplied by Google to measure site effectiveness reading code added to each page opened. Apparently cannot track behind passwords such as DesignClub nor measure RSS feeds

<sup>2</sup> Webalizer is on our server supplied by our hosting service

<sup>3</sup> Google measures unique visits only. Webalizer measures all visits

<sup>4</sup> Not measured includes Directory and Design Club because of passwords

<sup>5</sup> Visitors who return to the site more than once in a year

Figures from our counters attached to individual company pages in the Directory - leading 10. 200 visits would represent a visitor every working day.

Start date: 1 Mar 2009

End date: 1 Mar 2010

(Figures sourced 16/03/10)

Image: *Hotel Missoni, Edinburgh, Scotland (Feb 10)*

Company	Visitors
Andy Thornton Ltd	711
Curtis Furniture	398
Stylematters	397
AMS Group	390
Dernier & Hamlyn	353
RHA	351
Hafele UK	326
Astounding Interiors	318
RJD Interiors Ltd	317
Lifeforms	305



## Newsletters

As a member of the Directory, you will be able to include your announcements in these newsletters as often as you like, free of charge. We send them out on an almost daily basis so if you miss it one week, simply email your inclusion to a member of HotelDesigns and we'll make sure it goes in the next available one.

The newsletters include:

- Monday** - Industry News Update
- Tuesday** - Jobs Update
- Wednesday** - Dedicated mailshots
- New Company Announcements
- DesignClub newsletter
- Thursday** - New Products Update
- Friday** - Newsletters/ Editorial

Our newsletters also carry two advertising banners which have always been popular with our Directory companies. Linked either to your page in the Directory or to your website you can sponsor our newsletters for multiples of two week periods (see pages 7 - 8 for more details).

## Costs

To summarise, the benefits of Directory membership include:

1. Credit in the reviews and mini-views
2. Access to the DesignClub
3. E-marketing information

4. Unlimited use of Industry News
5. Use of the newsletters
6. A page in the Directory
7. Free use of the Events calendar
8. Free use of the Employment section

**6 month contract is £100 per month via direct debit**  
**12 month contract is £80 per month via direct debit**

We also accept cheques and online payment for the full amount (£600 for 6 months entry and £960 for 12 months entry). Payment can be made in any currency from any Country at the prevailing rate via Google checkout. Please contact a member of staff for more details.

### Technical information for your Directory page

We have a template which means the images you submit will be resized to fit it by a member of the HotelDesigns team. If you would prefer to resize them yourself then the width should be 210 pixels. The height can vary but the maximum is 800 pixels. The logo should not be wider than 300 pixels x 120 height.

PDFs, Excel and Word documents can be uploaded to your page at no extra cost but please make sure Word documents are saved as the 97 - 2003 version as it's best for everyone accessing your brochure!

Once you are a member of the Directory, additional advertising opportunities are available to you (at a highly competitive cost) which you can read more about below.

## Additional advertising

### Sponsoring the newsletters

Our Newsletters are distributed to over 10,500 subscribers. As you may be aware our newsletters only carry two banners per mailing. Your company is therefore not competing with lots of other advertisers on the same space, meaning more value for your money. Banners can be linked to a PDF, your page in the Directory or directly to your website.

For companies looking to bulk advertise, you can submit a variety of designs at no extra charge.

A detailed breakdown is supplied below:

News Update:	10,331
Employment:	10,119
Editorial:	10,357
New Products:	10,320
Newsletter:	10,525

*(Figures updated on 04/03/10)*

### Costs, terms and conditions

Specifications: 492 x 60, 72 dpi, JPG/GIFF/PDF.

1 x 2 week advertising period on all newsletters (with exception of any Dedicated Mailshots)= £300



Some examples of banners featured on our Newsletters in 2010.

## Discounts

Booking the following number of advertising slots will secure the following discounts:

<b>3 slots</b> - 5%	<b>4 slots</b> - 10%
<b>5 slots</b> - 15%	<b>6 slots+</b> - 20%

To reserve advertising space, an invoice to cover the full amount will be issued which must be paid in full to complete the booking. Please be aware that if we do not receive payment within the stated period then we may resell the space without notice.

## Banner advertising - front of the site

To include your banner on the front of our site then email your design to [Lorraine.cunliffe@hoteldesigns.net](mailto:Lorraine.cunliffe@hoteldesigns.net) and state where the hyperlink should point to. The same applies here as the newsletter banners so they can link to your website, page in the Directory, to a brochure or to an Industry News article.

Specifications: 492 x 60, 72 dpi, JPG/GIFF/PDF  
We can also use animated GIFs.

### Costs, terms and conditions

1 x 2 week advertising period= £200

## Discounts

Booking the following number of advertising slots will secure the following discounts:

<b>3 slots</b> - 5%	<b>4 slots</b> - 10%
<b>5 slots</b> - 15%	<b>6 slots+</b> - 20%

To reserve advertising space, an invoice to cover the full amount will be issued which must be paid in full to complete the booking. Please be aware that if we do not receive payment within the stated period then we may resell the space without notice.

## Dedicated mailshots

Circulated to 10,357 desktops worldwide on a Wednesday or Friday of your choice, your mailing is a fantastic opportunity to advertise your products, new brochure, website update or event directly to our readers with no interference from other Directory companies.

The cost per mailing is £300 (excluding design). If you would like HotelDesigns to design the mailing then this is charged an extra £100. Designs can be submitted in Word, PDF or illustrator format and please include high resolution versions of any images used.

If you are interested in booking a mailshot, please contact Lorraine Cunliffe via email: [lorraine.cunliffe@hoteldesigns.net](mailto:lorraine.cunliffe@hoteldesigns.net).

## Get moving on Hotel Designs with an online video!

We now offer an affordable video production service through a UK network of over 400 experienced film makers.

The screenshot shows the Hotel Designs website interface. On the left is a vertical navigation menu with links: Homepage, Industry News, Reviews, Directory, Design Club, Employment, Events, and Contact Us. The main content area features a 'Girsberger' banner with the text 'new to HotelDesigns' and a 'click here to download our brochure' link. Below this is an 'Industry News' section with three articles:
 

- Epoque Hotels has opened a rooftop bar at Kimberly Hotel** (4th Mar 2010). The article text reads: 'The Kimberly Hotel has revealed its new roof top lounge, called Upstairs. The bar is more than 900sqm and has 360 degree views with retractable glass... [full article...](#)'
- Philip Cowan to refurbish Bethnal Green's Old Town Hall** (4th Mar 2010). The article text reads: 'Working alongside Rare'.
- Carlson hotel in Arizona implements green initiatives** (4th Mar 2010). The article text reads: 'The new 79-room Country Inn &'

A video of your hotel or company will be streamed into our site as well as yours for an interesting and visually effective way to promote your services and products. The option to share your video with other sites like YouTube is also available.

Prices for production and promotion on our site start at just £300 for videos created using high resolution photography with or without music and voice over. On location videos are also possible. For just £1,200 we can arrange for a film maker to visit your showroom or factory where they will film your products, events and staff at work.

Videos are a really engaging way to communicate and are a highly effective and affordable way to show off what you do through HotelDesigns.

Contact Patrick Goff for more information.

## Contact information

Editor and founder  
Editorial and sales assistant  
Editorial assistant  
Accounts  
Additional advertising

Patrick Goff  
Claire Rutter  
Carmen Allan  
Jenny Harding  
Lorraine Cunliffe

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Image: Olive Grove, Windhoek, Namibia (Jan 10)