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Miniview: *The Arch, London (April 2010)*

Established for over nine years, HotelDesigns attracts over 60,000 visitors per month. HotelDesigns features 113 reviews, 49 'mini-views' and contains over 6,533 news articles in its archive. We have also distributed more than 840 newsletters to 10,700 subscribers to 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.

(Figures sourced July 2010)

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

hotel designs



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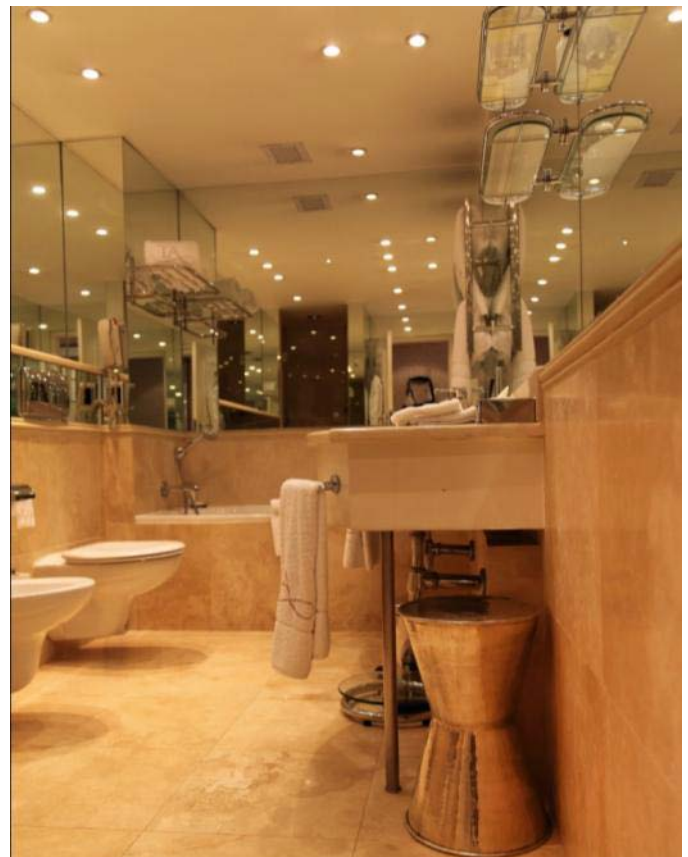
Miniview: The May Fair, London (October 2007).

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, 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:

- **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
- **Credit in the reviews and mini-views** for your contribution (where appropriate).
- **FREE access to the Design Club** (for one person) 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.
- Free use of the **Events calendar**
- Free use of the **Employment section**



Review: *The Twelve Apostles, Cape Town (June 2010)*

The E-marketing guide

company	country
Design Studio Mörlein	DEU
risboro hotel	GBR
Hirsch Bedner Associates	GBR
Darley Interior Architectural Design	ZAF
G A International	GBR
The ashton	GBR
Designer	GBR
MalvernSpa	GBR
Areen Design Services	GBR
simon chapman associates	GBR
Le Maitre	GBR
L'akason suites	NGA
Residency Hotel	IND
Interior Expressions	GBR
gulum hotel	GBR
the Design House	GBR
ahk interiors	TUR
SKL Hotels	GBR
Brynafon Country House Hotel	GBR
Drake Design Associates	USA

Our **E-marketing guide** is sent out around the 17th 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. The table to the left is a current extract from the E-marketing information for your interest.

Figures from our counters attached to individual company pages in the Directory - leading 20. 200 visits would represent a visitor every working day. Below are the current 'top 20' companies and the number of visits to their page in the Directory. The most successful companies supply news article to us at least once per month and some as frequently as one per week!

* Depends on site traffic that month

Start date: 30 June 2009

End date: 1 Jul 2010

Company	Visitors
Andy Thornton Ltd	523
Stylematters	464
Indigo Art	412
AMS Group	405
Baulmann Leuchten GmbH	390
Curtis Interiors	375
RHA	336
Modern Garden Company	284
Elegant Clutter Limited	279
Astounding Interiors	278

RJD Interiors Ltd	265
Hafele UK	257
Allgood	257
Hotel Solutions	256
Dernier & Hamlyn	246
Spa Vision Ltd	242
Orca Design	237
Classic Furniture Group Ltd	236
MNB Furniture Limited	230
IDP Interior Design	226

(Figures sourced 14/07/10)

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 Design Club and the Directory) which means that Webalizer records page reads more accurately.

Google Analytics ¹		Webalizer ²	
Unique Visitors ³	231,796	Visits	668,358
Page Views ⁴	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 ⁵	85,797	Repeat visitors	Not Given

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

¹ 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 Design Club nor measure RSS feeds

² Webalizer is on our server supplied by our hosting service

³ Google measures unique visits only. Webalizer measures all visits

⁴ Not measured includes Directory and Design Club because of passwords

⁵ Visitors who return to the site more than once in a year

215 countries served of which the top ten are:

Country	Visits	Pages/visit
United Kingdom	102,558	4.59
United States	30,892	3.42
India	7,368	6.15
Canada	5,782	5.55
Germany	4,664	4.81
China	4,480	8.41
Australia	4,332	4.33
France	3,973	3.85
Ireland	3,578	3.53
United Arab Emirates	3,278	6.32

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

City	Visits	Pages/ visit
London	53,164	4.80
Manchester	4,349	4.08
Birmingham	3,359	4.05
Glasgow	1,528	4.98
Redhill	1,107	8.76
Wembley	981	4.08
Edinburgh	957	3.89
Bristol	933	4.27
Leeds	849	4.39
Derby	778	3.76

(Figures sourced 14/01/10)

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 | - 10,545 recipients |
| Tuesday | - Design Club Newsletter | - 10,560 recipients |
| Wednesday | - Dedicated mailshots & New Company Announcements | - 10,560 recipients |
| | - Newsletter | - 10,790 recipients |
| Thursday | - Directory News Update | - 10, 528 recipients |
| Friday | - Jobs Update | - 10,310 recipients |

Our newsletters also carry two advertising banners (three starting in January 2011) 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).

(Figures sourced 14/07/10)



Review: *Hotel Missoni, Edinburgh (February 2010)*

Costs

To summarise, the benefits of Directory membership include:

1. E-marketing information
2. Unlimited use of Industry News
3. Use of the newsletters
4. A page in the Directory
5. Credit in the reviews and mini-views
6. FREE access to the Design Club
7. Free use of the Events calendar
8. Free use of the Employment section

UK

6 month contract is £100 per month via direct debit

12 month contract is £80 per month via direct debit

EUROPE*

6 month contract is €718

12 month contract is €1,150

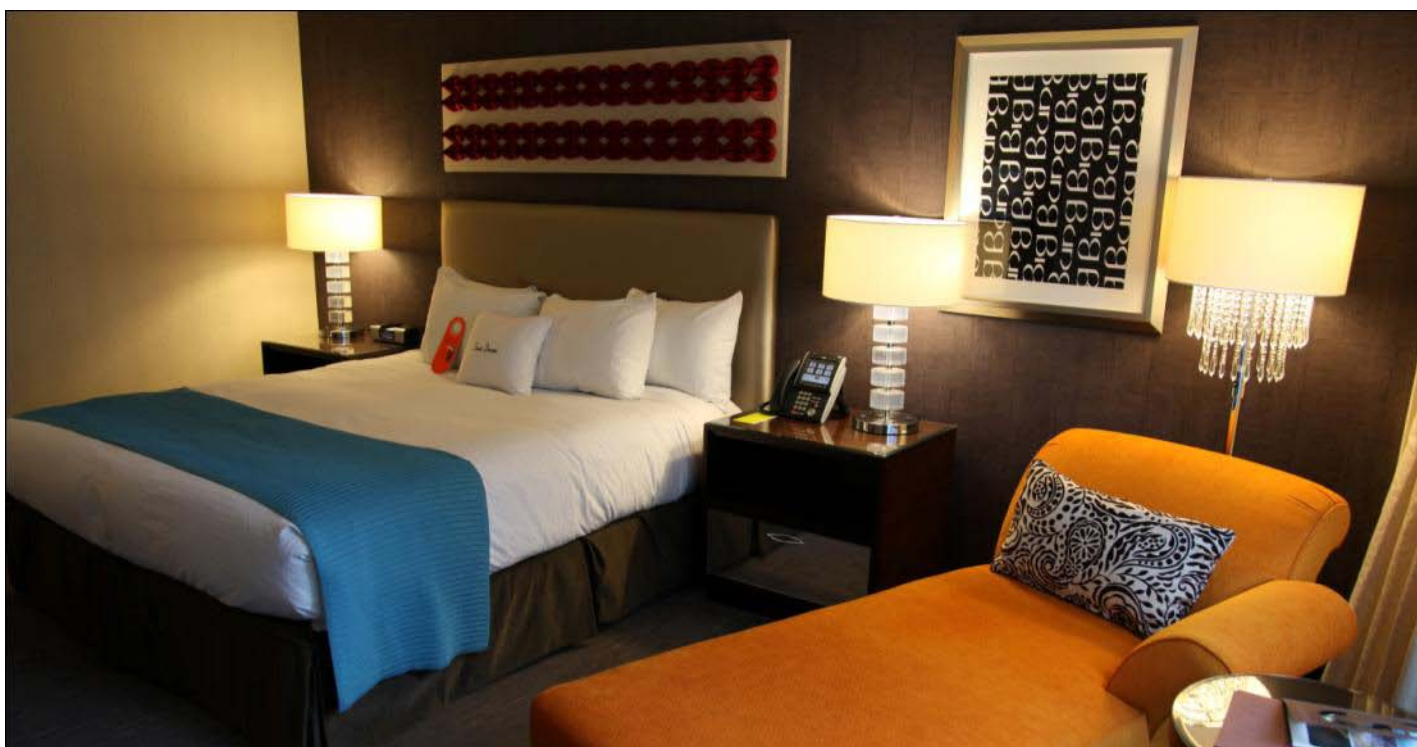
We also accept cheques and online payment for the full amount.

** 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!



Additional advertising

Sponsoring the newsletters

Our Newsletters are distributed to over 10,700 subscribers. As you may be aware our newsletters currently 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.

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 / €360

Discounts

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

3 slots - 5% **4 slots** - 10% **5 slots** - 15% **6 slots+** - 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 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

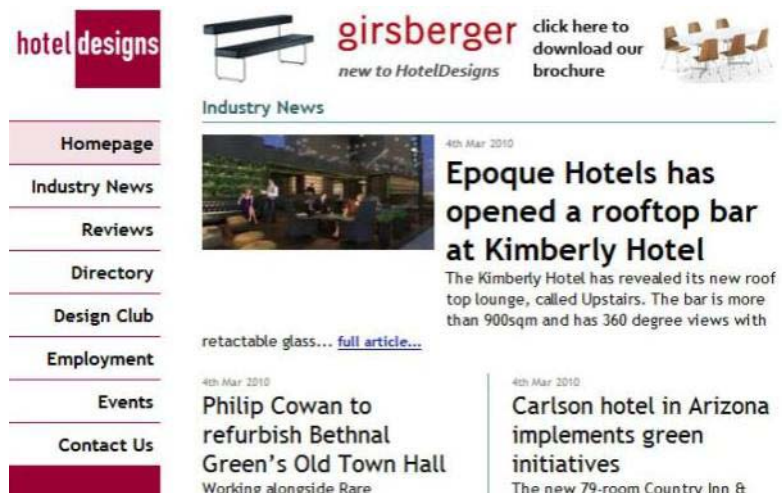
We can also use animated GIFs.

Costs, terms and conditions

1 x 2 week advertising period= £200 / €240



Some examples of banners featured on our Newsletters in 2010.



Discounts

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

3 slots - 5% 4 slots - 10% 5 slots - 15% 6 slots+ - 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 10,560 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 / €360 (excluding design). If you would like HotelDesigns to design the mailing then this is charged an extra £100/ €120. 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.

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.

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 / €360 for videos created using high resolution photography with or without music and voice over. On location videos are also possible. For just £1,200 / €1,435 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

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