

am

Accommodation**MANAGEMENT**

Buyers Guide 2012/13

The cover of the 'am Buyers Guide 2011/12' features the 'am' logo in red and 'AccommodationMANAGEMENT' in black. It is subtitled 'The official journal of the UKHA' with the website 'www.amuk.info'. The main image shows a hotel room with a bed and a person in a white uniform. A 'STALBRIDGE Linen Services' logo is present with the website 'www.stalbridge-linen.com'. At the bottom, there are five small images and the text: 'For better Quality, Service and Value for Money, call us now on 0800 093 9933'.

UKHA

THE
OFFICIAL
JOURNAL OF THE

UNITED KINGDOM
HOUSEKEEPERS
ASSOCIATION



The cover of the 'am Buyers Guide 2009' features the 'am' logo in red and 'AccommodationMANAGEMENT' in black. It is subtitled 'Incorporating Housekeeping Today' with the website 'www.amuk.info'. The main text reads 'a world of difference...' and '...a world of choice'. A grid of nine images shows various hotel supplies: a bottle of cleaning solution, a kettle, a soap dispenser, a stack of white linens, a hand sanitizer, a hairbrush, a bottle of perfume, a hanger, and a bottle of lotion. The 'Guest Supply EUROPE' logo is at the bottom right, with the website 'www.guestsupply.co.uk' and phone number '+44 (0) 118 981 7377'.

MEDIA PACK 2012/13

am

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BUYERSGUIDE

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
Total	3500	100.00

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 28th 2012

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 +44 (0) 121 200 7820