

# HSMAI GAZETTE



Reach Europe's leading  
travel & hospitality  
professionals

The **HSMAI Gazette** is a quarterly magazine for European HSMAI members and trusted HSMAI Europe partners exclusively, providing our readers with tricks of the trade, as well as insight related to current sales and marketing tools, such as social media and general marketing, in addition to behind the scenes articles and the latest news on revenue management, education, conferences and training programmes, names of the trade – and a compact, to-the-core extract of the travel and hospitality industry's goings on.

As an advertiser your **HSMAI Gazette** ads will not only hit bull's eye if you are targeting this segment, but will do so at a most pleasant cost. You should think that, at our low rates, your ads would have to "fight" for the readers' attention, crowded by competing ads. Not so however, as the ads comprise a maximum of a quarter of the magazine's total space, limited to spreads, full or half pages.

We are determined to provide our readers with useful material, presented in a tasteful and convenient format, easily accessible from any computer – and an increasing number of handheld devices. We pride ourselves on handpicking advertisers of particular interest to our audience, meaning that we count your company among them. **You will also be pleased to learn that we offer discounted packages of magazine and web-based hsmi.eu campaigns.** Please see below details for sizes, pricing and technical particulars.

## SIZES & PRICING

We have limited the number of ad sizes to four, as ads amid editorial copy and visuals would curb the clean-cut and pleasant appearance, expected to be observed also by the advertisers.



The four eligible sizes comprise a centre-page spread, full page, back-cover full page (with bleed) and half-page. We also strive to limit the number of ads to ¼ of each issue, which is hard to come by these days. Prices are as follows:

**Centre-page spread (with optional bleed) 420 x 270 mm:** EUR 1800.00

**Full page (non-bleed), 180 x 240 mm:** EUR 1000.00

**Full back-cover page (with optional bleed), 210 x 270 mm:** EUR 1100.00

**Half-page (non-bleed), 180 x 120 mm:** EUR 500.00

**Web and magazine packages, sponsorship and partnership programmes:**  
Please contact us at [postbox@hsmi.no](mailto:postbox@hsmi.no) for further details.

## TECHNICAL REQUIREMENTS

The HSMAI Gazette is a digital only magazine with no printed edition, distributed electronically to HSMAI Europe's members and trusted partners, which requires a slightly different set of technical requirements, compared to four-colour printed publications.



First of all, please observe the sizes listed in the column to the left. Secondly, all originals should be exported to an Adobe Acrobat 4.0-compatible PDF format. Ideally the files should also be flattened (i.e. technically non-transparent graphics, albeit *visually* transparent).

**Please note:** Do not export PDF's in CMYK colours. As a digital magazine, colours will be shown on-screen, and will only display correctly in RGB colours.

**Equally important:** We need all originals delivered with all text converted to outlines (vectorized).

Ads including bleed are restricted to centre pages and the back-cover page.