

SPACE

INTERNATIONAL HOTEL DESIGN

MEDIA INFORMATION 2015



SPACE

INTERNATIONAL HOTEL DESIGN

TO BREATHE

TO THINK

TO GROW

TO NURTURE

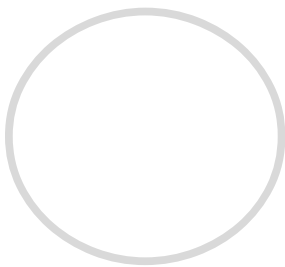
TO BE

GREAT DESIGN ENABLES ALL THESE THINGS



SPACE is beautifully created to provide anyone involved in hotel design, development and architecture with a window onto the exciting and continually developing world of international hotel design.

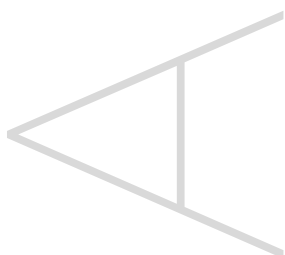
Produced quarterly by the publishers of Hotel Spec, the world's leading resource guide to hotel design architecture and development, SPACE is a natural extension to this iconic brand.



SPACE magazine's editorial team look at hotel projects from around the world, highlighting ground-breaking ideas and creativity, innovative architecture and brilliant design. SPACE provides real insight into what is happening currently and what is likely to happen in the future in terms of hotel interior design, architectural trends and project development across the globe.



Showcasing hospitality projects from all over the world, Space talks to the individuals responsible for their commissioning and delivery. SPACE looks at design trends and examines the factors and commercial realities that influence and define international hotel design and development.





Etihad Towers, Jumeirah Hotel / Abu Dhabi. Image by Lasvit



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INTERNATIONAL HOTEL DESIGN

IN SPACE

Editorially SPACE covers all aspects of international hotel and hospitality design including: case studies, project reviews, interviews, news, products and development data. Each issue includes the following:

FUTURE SPACE

Previewing new and future hotel development projects from around the world, with visuals and illustrations of the most exciting, innovative and challenging projects to break ground and about to break ground.

SPACE PROJECTS

Project reviews and case studies of a vast range of completed projects from across the globe. Focussing on the most interesting and innovative openings and refurbishments, each review is beautifully illustrated with great photographs and descriptions.

HEAD SPACE

SPACE interviews leading hotel architects, designers, hoteliers and developers. We talk to the key individuals whose personalities, energy and drive provide the creative force influencing global hotel design and development.

PEOPLE NEWS (WHO)

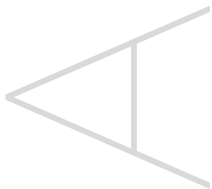
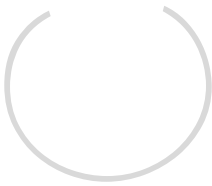
News about who's on the move, new practices, new roles, new staff and new companies SPACE keeps you abreast of the personality movements across the market

PROJECT NEWS (WHAT)

A heads up on what is happening in the sector in terms of new project developments and what is in the pipeline.

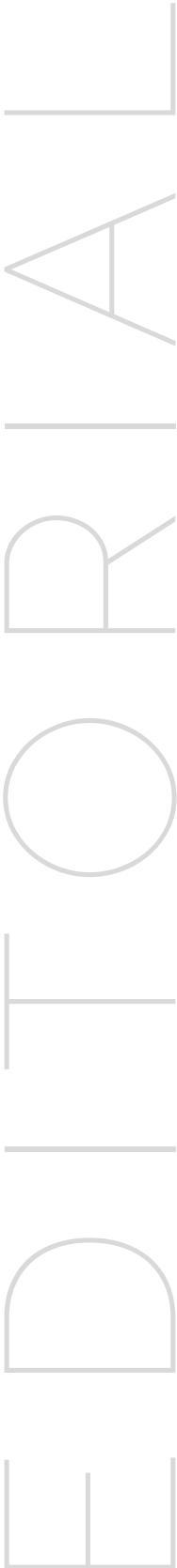
"We forecast global hotel real estate transaction volume will reach \$65 to \$68 billion in 2015. This represents a 15% increase on 2014 levels and the third-highest annual total on record"

JLL Hotel Investment Outlook





Shangri-La At The Shard,
London, England



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GEOGRAPHIC REPORTS (WHERE)

Reports and information from the areas and regions that are currently driving hotel design activity with assessment and analysis on where the next hotspots are likely to emerge.

KEY DATES (WHEN)

A timeline of activity and events that will shape the market including: commissioning, openings, conferences, expo's and anything whose timing can affect the market.

SPACE FF&E PRODUCT FOCUS

In each issue we shine a spotlight on specific product ranges including: Furnishings, outdoor and casual furnishings, art, wall-coverings, surfaces and mirrors to name but a few. These features provide a brilliant opportunity for manufactures to advertise products and to highlight their involvement in major projects.

SPACE TECHNOLOGY

The pace of technological change in communications, management and entertainment systems in the hospitality sector is breath taking. We look at the technical innovations that enable operators to manage and increase margin whilst enhancing the guest experience.

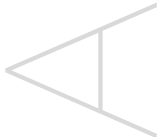


"Europe, the Middle East and Africa (EMEA) will continue its forward stride with a projected \$24.5 billion in hotel trades"

JLL Hotel Investment Outlook



The Cromwell,
Las Vegas



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INTERNATIONAL HOTEL DESIGN

CIRCULATION & READERSHIP

SPACE and www.hotelspaceonline.com

SPACE magazine puts your message in front of hospitality decision makers and hotel specifiers working in UK, Europe and the Middle and Far East.

From a marketing perspective, SPACE has been designed to provide the very best publishing format in which to advertise your company's products and services. SPACE enables your sales message to resonate clearly and precisely being presented in an environment that complements and enhances your products and brand.

As the publisher of Hotel Spec, our knowledge of the market and quality and accuracy of our circulation data is second to none. We have been compiling information on key design and specifying personnel in the international hotel sector since 1988

SPACE is circulated to everyone and anyone who makes or influences design, product specification and purchasing decisions within hotels. SPACE is read by those who specify and purchase FF&E and technical services for hotels and hospitality projects across the industry. These key specifiers include:

- > Interior Designers
- > Architects
- > Hotel owners
- > Hotel Operators
- > Developers
- > Investors
- > Procurement specialist
- > Product specifiers
- > Purchasing, design, services and development
- > Functions within hotel groups
- > Key executive in hospitality and development companies



Rosewood, London

10,000 DECISION MAKERS

SPACE is circulated to 10,000 key decision makers across the UK Europe and the Middle East.

As the publisher of Hotel Spec, we have more than 30 years experience collecting data and information on the global hotel design sector. Our international database of designers, architects, hoteliers, procurement personnel and FF&E specifiers is the most comprehensive in the world.

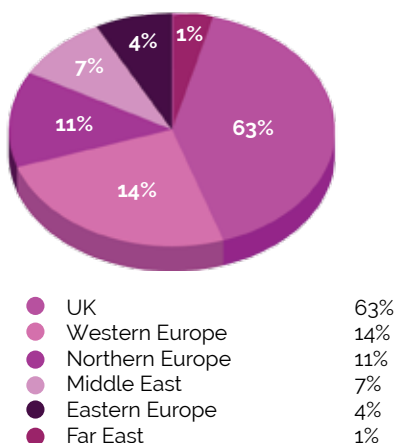
The circulation of SPACE is controlled. This means that recipients have to match a strict criteria before they can receive free copies. This ensures that copies are only sent to people who actively specify or influence specifying decisions within hotel projects. The all-important key

players that as a supplier to the hotel sector you need to reach maximising the value of your advertising budget and delivering a strong return on your investment.

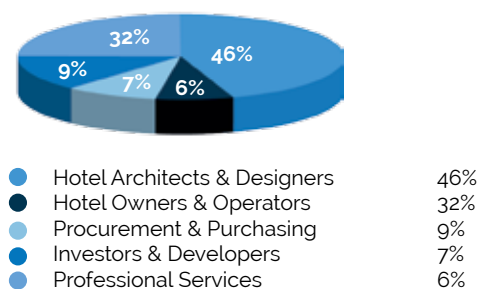
In addition to our controlled circulation, additional copies of SPACE are presented at the following trade shows, events and exhibitions taking place around world:

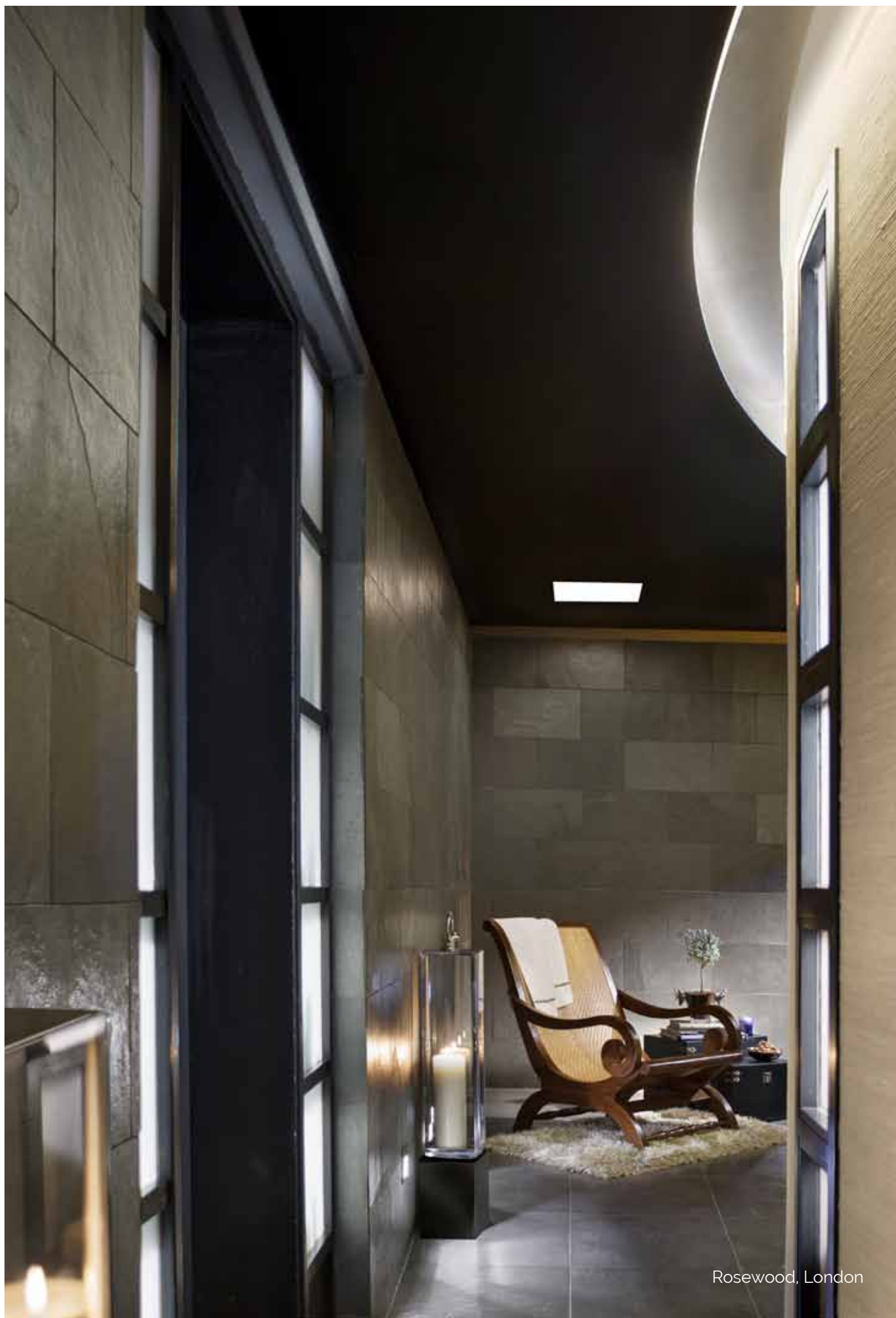
- > Sleep
- > BDNY
- > BDNY West
- > HD Expo
- > HD Boutique
- > Maison & Object
- > Hotel Show Dubai
- > Hotelympia
- > The Hospitality Show
- > Decorex
- > 100% Design
- > Chelsea Design Week
- > Clerkenwell Design Week

CONTROLLED CIRCULATION BY REGION



CONTROLLED CIRCULATION BY PROFESSIONAL ROLE





Rosewood, London



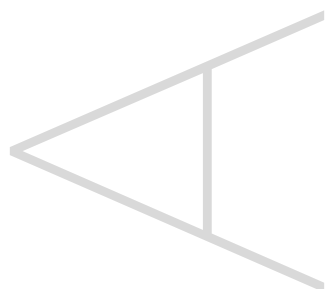
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INTERNATIONAL HOTEL DESIGN

SPACE ADVERTISING RATES

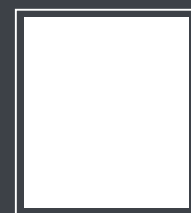
	Single insertion	X2 per insertion	X4 per insertion
DPS	\$8,245	\$7,425	\$6,680
Full Page	\$4,585	\$4,120	\$3,705
Half Page	\$2,980	\$2,682	\$2,425
OBC	\$7,110	\$6,395	\$5,755
IFC / IBC	\$6,470	\$5,825	\$5,240

Product Focus minimum four insertions \$1,395 per insertion
(1/4 page to include 100 words, large image and web address)



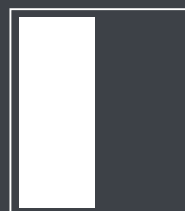
Double Page Spread:

Type: $9 \frac{5}{8}'' (h) \times 8 \frac{1}{8}'' (w) *$
Trim: $10 \frac{7}{8}'' (h) \times 18 \frac{5}{8}'' (w)$
Bleed: $11 \frac{1}{8}'' (h) \times 18 \frac{13}{16}'' (w)$



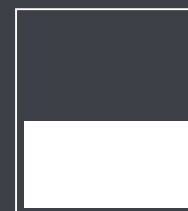
Full Page:

Type: $9 \frac{5}{8}'' (h) \times 8 \frac{1}{8}'' (w)$
Trim: $10 \frac{7}{8}'' (h) \times 9 \frac{5}{16}'' (w)$
Bleed: $11 \frac{1}{8}'' (h) \times 9 \frac{9}{16}'' (w)$



Half Page Vertical:

$9 \frac{5}{8}'' (h) \times 4 \frac{9}{16}'' (w)$
no bleed



Half Page Horizontal:

$4 \frac{13}{16}'' (h) \times 8 \frac{1}{8}'' (w)$
no bleed

Artwork Format: Our preferred artwork is PDF but we can also accept JPEG, EPS and TIFF. Please ensure your copy is high resolution 300dpi at 100% of final printed size and CMYK.





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INTERNATIONAL HOTEL DESIGN

SPACE DIGITAL

Extend the marketing reach of your brand and products to hotel specifiers, architects and designers through the SPACE range of digital platforms.

WWW.HOTELSPACEONLINE.COM

The website that supports SPACE magazine. Providing specifiers and buyers with sector news, features, interviews, project reviews and details of an extensive range of quality FF&E products. A full range of banners and promotional opportunities are available for companies looking to exploit the benefits of precisely targeted brand marketing.

RATES: Leader board x3 months \$2,700
Skyscraper x3 months \$2,160

SPACE NEWS E-LETTER

A weekly news and information bulletin that is sent directly to the inboxes of more than 8,000 hotel executives, designers, architects and procurement personnel around the world. Providing the perfect opportunity to incorporate your advertising message into a news led, interactive environment.

RATES: Leader board x1 \$360, x4 \$1,300, x8 \$2,305, x12 \$3,025.
Product panels \$280 each

SPACE E-SHOTS

Use the extensive space e-mail database to send your message directly to the inboxes of key international hotel specifiers. Exclusive, precisely targeted marketing opportunities delivered exactly to whom and when you want.

RATES: \$180 per 1,000 contacts (or part of)

SPACE MAGAZINE DIGITAL

The digital version of the hard copy magazine, so readers can access issues via their computer, tablet or smart phone, keeping them up to-date whenever and wherever they happen to be.

To discuss and plan your digital campaign contact us:
+44 (0) 1732 371 583 or louise.opitz@purplems.com

**SPACE MAGAZINE - Delivering Creative,
Effective Digital Marketing Solutions**



ME London, England

NEWS, INTERVIEWS, ARTICLES, FEATURES, BUSINESS

HEAD SPACE

In every issue we will carry interviews with industry leaders and creative visionaries from companies such as: HBA, Joi Design, Richmond International, KCA, G. A. Design, AJI, ERP, Marriott, Firmdale, Intercontinental, Hilton, RF Hotels, Melia Hotels, Mandarin Oriental, Hyatt, Jumeirah Hotels to name just a few.

SPACES

Each issue of SPACE will include a broad range of case studies featuring innovative and fascinating hotel projects from around the globe all beautifully illustrated with detailed imagery

FUTURE SPACE

Review what's on the drawing board and in the pipeline from the fascinating to the fantastic.

NEWS

People Places Projects & Products.

SECTOR INTELLIGENCE

Working in association with global hospitality consultants JLL Space brings you research and analysis of the business trends affecting international hospitality development. Highlighting the issues and opportunities presented by the sector.



FEATURES

ISSUE 1.

Hotel area focus; Lobbies
Product focus; Furniture, Seating, Case goods
– Mirrors, Frames, Fine and Decorative Art –
Surfaces, Wall Coverings, Ceiling Finishes

ISSUE 3.

Hotel area focus; Guest Rooms
Product focus; Bathroom fittings and
accessories – Guest Room entertainment and
facilities – Landscaping and plant displays

ISSUE 2.

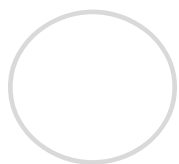
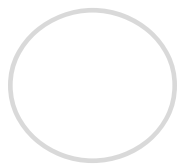
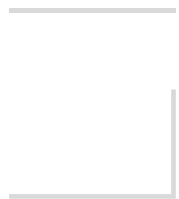
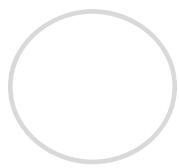
Hotel area focus; Bathrooms
Product focus; Outdoor and Casual Furniture
– Soft Furnishings, Fabrics Drapes and Blinds –
Entry Systems and Signage

ISSUE 4.

Hotel area focus; Pools and Spas
Product focus; Lighting - Flooring - Doors
Movable walls Partitions



The Alpina Hotel, Switzerland



SPACE

INTERNATIONAL HOTEL DESIGN

SPACE INTERNATIONAL HOTEL DESIGN PORTFOLIO

SPACE MAGAZINE

Published quarterly focusing on all aspects of international hotel design.

WWW.HOTELSPACEONLINE.COM

Web site and digital extension of Space Magazine providing real time news, information and project details.

SPACE DIGITAL MARKETING

Exclusive e-marketing opportunities to our extensive global database.

HOTEL SPEC

The world's leading reference work for hotel design, detailing designers, hotel executives, procurement specialists and manufactures and suppliers

WWW.HOTELSPECONLINE.COM

The digital version of HotelSpec the most comprehensive database of suppliers of products and services to the global hotel design market in the world.



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