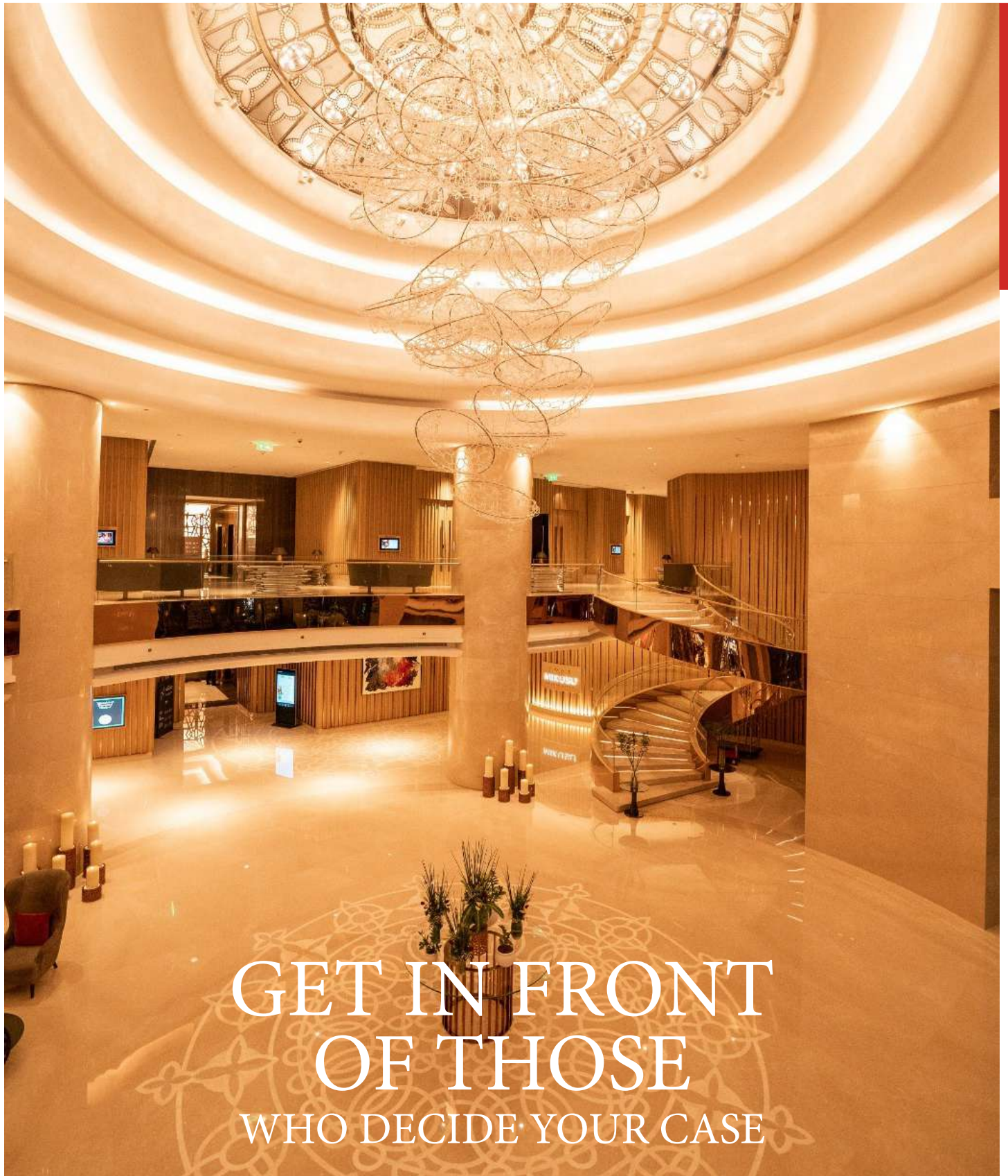


BW HOTELIER

B W H O T E L I E R . C O M

MEDIA KIT 2024



GET IN FRONT
OF THOSE
WHO DECIDE YOUR CASE

BW HOTELIER

B W H O T E L I E R . C O M

BW HOTELIER enables you to get your products in front of the decision makers and who are specifically looking for what you have to offer.

The opportunity to influence these specific professional groups brings greater accuracy to your advertising and marketing strategies.

Make BW HOTELIER the vehicle through which you deliver your message to those who are constantly searching for the best in the industry.

Since its inception in 2015, BW HOTELIER has occupied pole position in its domain, leading with its rich editorial offerings, be it print, online, events on ground and virtual, social media and now through its top drawer web shows with thought provoking content.

With a diverse portfolio of niche tourism products, the Indian tourism and hospitality industry has been one of the key drivers of growth among the services sector in India. In WTTC's Economic Impact 2020 report, India ranked 10th among 185 countries in the world in terms of the nation's travel and tourism sector contributing to the GDP.

Who can bring better the Hospitality, Travel & Tourism and F&B industries to the target audience than the BW HOTELIER !

BWHOTELIER

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BW HOTELIER in India offers

6 PLATFORMS to connect with its large B2B audience

PRINT

The flagship bimonthly BW HOTELIER magazine is printed 6 times a year, with the best editorial and coffee table book-like presentation. Each issue is a collectors' delight and good to keep for long.

EVENTS

Our trademark industry events, both on ground and virtual led by the iconic annual BW HOTELIER Indian Hospitality Awards & Summit or as is better known as the 'IHA'

ONLINE

Our rich online presence with BWHOTELIER.COM where we provide the target audience with the latest in the Hospitality, Travel & Tourism and F&B domains, each minute, each day, as it unfolds.

DAILY MAILERS/NEWSLETTERS

We bring the latest undiluted industry developments to our large database's mail box.

WEB SHOWS

We now dominate this space with hardly anyone even coming near to our capacity and capability. We produce some of the most breath-taking web shows, we call weBBlasts, across various domains and verticals of the Hospitality, Travel & Tourism and F&B industries. The very biggest names globally have graced our shows which have been watched by audiences in hundreds of thousands.

We host customised shows for brands across business verticals focussed at the Indian Hospitality, Travel & Tourism and F&B industries.

SOCIAL MEDIA

Our social media play is aggressive, rich, varied, with the highest action in the industry and is growing exponentially with passage of time.

BW HOTELIER

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*In the Hospitality domain, BW HOTELIER brings forth **5 PILLARS** that mean and matter for commerce to the suppliers of goods & services and are critical for the industry's progress and expansion.*

OPERATORS

Domestic & international hospitality industry brand owners who operate various hospitality chains in India.

OWNERS

The Investor-cum-developer who develop large hospitality projects & infrastructure; critically important to the industry's progress and expansion.

GENERAL MANAGERS & THEIR TEAM

The Captain & crew of the proverbial ship (Hotel), who sail the ship gainfully once it is built by the Operator-Owner combine.

DEVELOPMENT & PROJECT

The very top leadership from the industry from these domains is par for the course for BW HOTELIER and they are decision makers for developing projects. Especially : Projects Team

EXPERTS

All experts, specialists, consultants & advisors from across all domains who help build a new hotel or help refurbish and run an existing hotel. Especially: Architecture, Design, Engineering, Procurement, Housekeeping, Security, IT, Revenue, Kitchen, Horticulture, Environment & Conservation and HR.

At BW HOTELIER, we aid not just commerce, we connect people by creating opportunities to meet and network in line with our credo,

"BW HOTELIER is that bridge which brings the consuming and supplying parts of the hospitality, travel & tourism and F&B industries on the same platform".

MEDIA KIT 2024

FREQUENCY

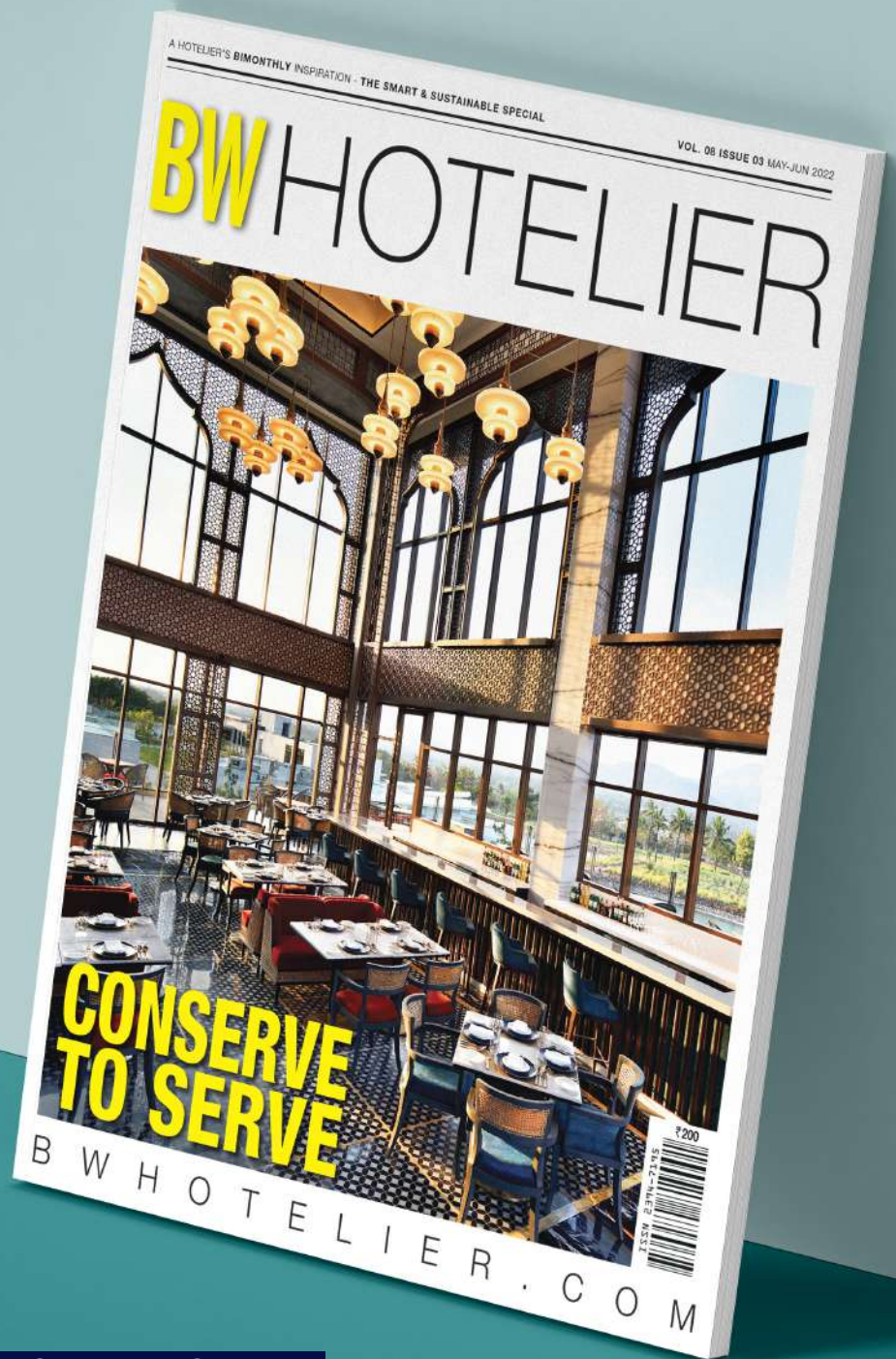
Bi-monthly
(6 Issues per year)

PRINT RUN:

48,500 copies

COVER PRICE:

INR 300



TARGET GROUP / READERSHIP PROFILE

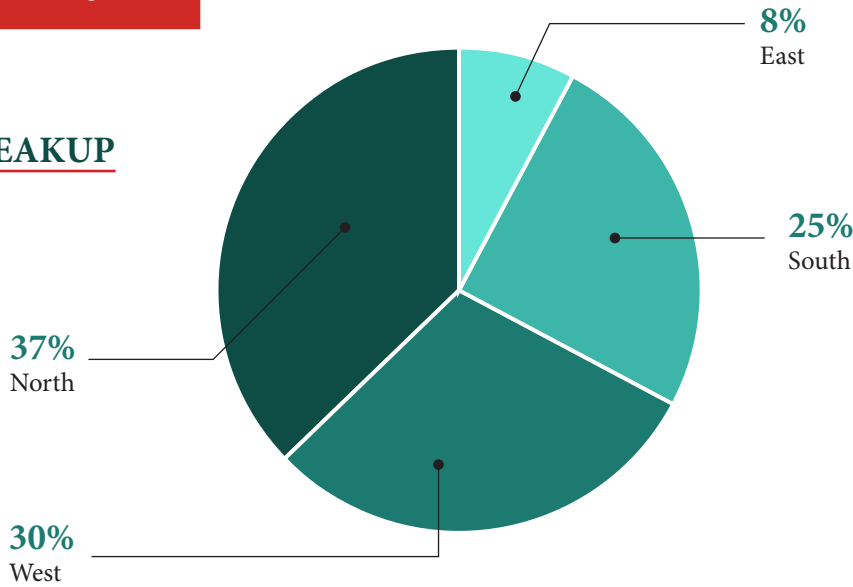
HOSPITALITY INDUSTRY

CXO's, General Managers, Hotel Managers, Resident Managers, DOSMs, Chefs, F&B, Housekeeping, PR, Marketing, Corporate Communication, Finance, Development, Architecture, Design, Engineering, Procurement, Housekeeping, Security, HR, IT & Technology, Kitchen, Procurement, Chief Engineers, Concierge, Utilities, Service & Maintenance and Horticulture etc.

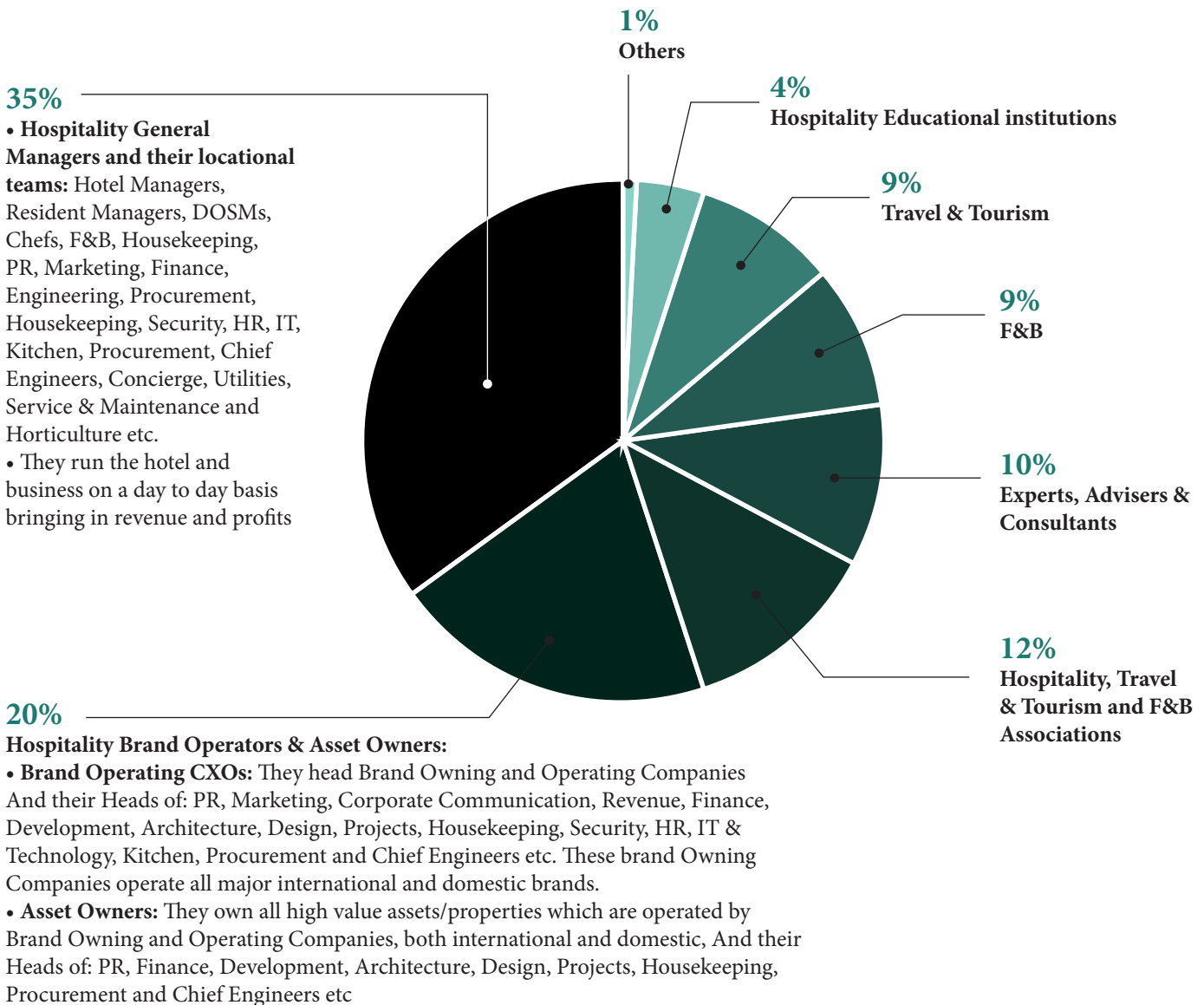
BEYOND HOSPITALITY

Vendors & Suppliers, Consultants & Advisers, Architects & Interior Designers, F&B Industry Experts, State & Central Tourism Ministries, International Tourism Boards, Central Civil Aviation Ministry, Airports, National & International Airlines, Corporate Travel Purchasers, Embassies & Diplomats, Travel Trade Associations, Online Travel Portals, Hotel Management Institutes, Top Management Schools, Green & Environment Experts, Wedding & Event Planners, MICE organisers, prominent Book Stores and Magazine Outlets

REGIONAL BREAKUP



READERSHIP PROFILE



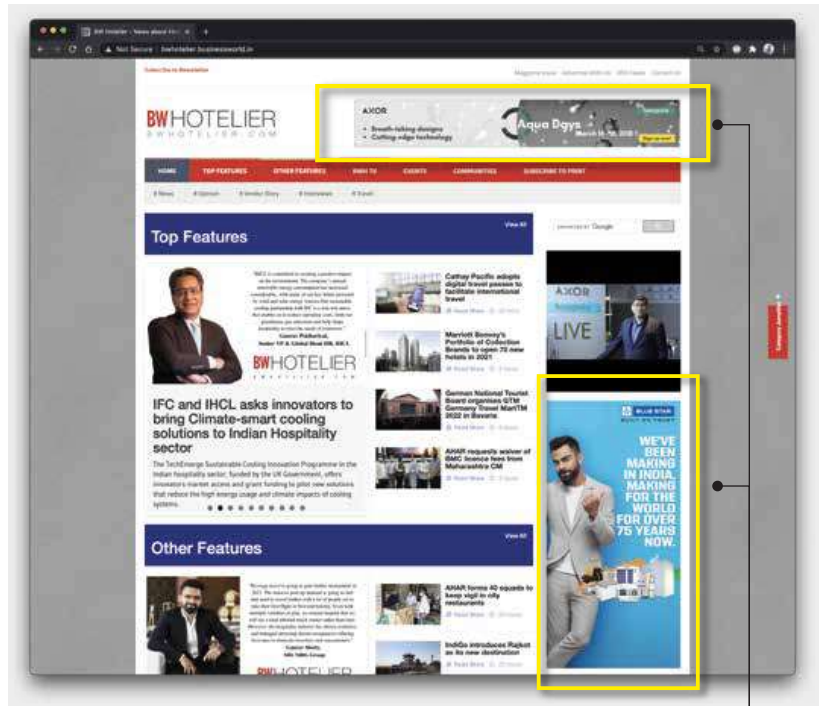
BWHOTELIER

B W H O T E L I E R . C O M

About BWHOTELIER.COM

BWHOTELIER.COM serves as an insightful platform for those who want to keep themselves updated and ahead of the Hospitality, Travel & Tourism and F&B business. With latest developments and updates in this sector, BWHOTELIER.COM is a single-door gateway for all the information anyone would need. With our target and dedicated audiences, BWHOTELIER.COM is an excellent platform for the brands who are looking to showcase their products and services to Hospitality, Travel & Tourism and F&B clientele. We carry:

NEWS | INTERVIEWS & ARTICLES |
UPCOMING TRENDS | NEW PROPERTY LAUNCHES
| EXPERTS VIEWS | NEW APPOINTMENTS



Other than banner advertisements, BW Hotelier is an ideal digital platform for:

- Virtual Round Tables
- Sponsored Video Interviews
- Podcasting services
- Native Advertising
- Exclusive and detailed video content

Banner Advertisement on the Home page

Prominent Banner Position on our portal
www.BWHOTELIER.COM

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Branding on our Newsletter:

Our Newsletters are relayed daily with the latest undiluted industry developments to our large industry database.

Content Mailer / Dedicated mailer:

Dedicated mailers can be used as a marketing tool to reach out to the targeted audience with major announcement/offers. Creatives to be provided by the client (Contents to be discussed and approved by our editorial team).

Engagement Type	Frequency /Period	Specification (in pixels)	Deadlines	Card Rate
Banner on www.BWHOTELIER.COM	Monthly (Minimum 6-12 Month)	300 (W) x 250 (H)	A week prior to the activity date in gif/html	Rs.1,00,000 per month
Banner in News Letter	Thrice per week (Min. 4-6 activities per month)	728 (W) x 90 (H)	A week prior to the activity date in gif/html	Rs. 75,000 per mail
Content Mailers/ Dedicated Mailers. From the perspective of any major announcement(s) in terms of launches, innovations, certification programmes to be provided by client (Content to be discussed in Consultation with edit team)	As per client requirement	600 (W) x 800 (H)	A week prior to the activity date in gif/html	Rs.1,00,000 per activity
Product videos on functional aspects of usage of the products and/or solutions.	As per client requirement	File Size Max. 200 MB	A week prior to the activity date in gif/html	Rs.1,50,000 per month

**All online activities attract GST*



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19% HOSPITALITY BRAND OPERATORS & ASSET OWNERS

Brand Operating CXOs

They head Brand Owning and Operating Companies

- And their Heads of: PR, Marketing, Corporate Communication, Revenue, Finance, Development, Architecture, Design, Projects, Housekeeping, Security, HR, IT & Technology, Kitchen, Procurement and Chief Engineers etc
- These brand Owning Companies operate all major international and domestic brands

Asset Owners

They own all high value assets/properties which are operated by Brand Owning and Operating Companies, both international and domestic

- And their Heads of: PR, Finance, Development, Architecture, Design, Projects, Housekeeping, Procurement and Chief Engineers etc

36% HOSPITALITY GENERAL MANAGERS AND THEIR LOCATIONAL TEAMS

Property GMs and their locational teams

They run the hotel and business on a day to day basis bringing in revenue and profits

- Hotel Managers, Resident Managers, DOSMs, Chefs, F&B, Housekeeping, PR, Marketing, Finance, Engineering, Procurement, Housekeeping, Security, HR, IT, Kitchen, Procurement, Chief Engineers, Concierge, Utilities, Service & Maintenance and Horticulture etc.

11% EXPERTS, ADVISERS & CONSULTANTS AND INDUSTRY ASSOCIATIONS

Experts, Advisers & Consultants and Industry Associations

Engineers, Architects, Designers, Interiors, Concierge, PMC (Property Management Consultants), F&B, Banquets, Procurement, Maintenance, Security, Marcomm, Design & Architecture, Chefs, Energy & water experts, IT, Technology and Revenue etc

- which includes Project Management Consultants, Restaurant Consultants, IT Consultants, F&B Consultants, HVACR Consultants, Kitchen Consultants, System Integrators, Facility Management Companies, Legal Consultants, Financial Consultants, Plumbing Contractors
- Finance, Restructuring, Mergers, Acquisitions and Reality companies
- They decide & advise on what goes in to a new or running hotel
- Various boards (Which includes: FSSAI, Travel, Tourism Authorities & Boards, Ministries)

11%

Industry associations and forums

Which includes FHRAI, NRAI, FAITH, HAI, HPME, AWESOME, HOTREMAI, MEPA, GHTP, IFCA, ICF, PHA, IPHA, IWF, Le xxxxx (concierge) et

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3%

Education

*Which includes: Hotel Management
Institutes & Catering Institutes*

4%

Vendors and suppliers

Of goods and services

8%

Travel & Tourism

8%

F&B



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Double Page Spread	440 mm x 275 mm + 5 mm Bleed Margin	Rs 3.50 Lac
Full Page	220 mm x 275 mm + 5 mm Bleed Margin	Rs 2.00 Lac
Inside Front Cover	220 mm x 275 mm + 5 mm Bleed Margin	Rs 3.00 Lac
Front Reverse Gate Fold	428 mm x 275 mm + 5mm Bleed Margin*	Rs 4.00 Lac
Inside Back Cover	220 mm x 275 mm + 5 mm Bleed Margin	Rs 3.00 Lac
Outside Back Cover	220 mm x 275 mm + 5 mm Bleed Margin	Rs 3.50 Lac
Half Page	105 mm x 275 mm + 5 mm Bleed Margin	Rs 1.25 Lac

* Fold Point will be 215mm (from left side) + 213mm (from right side)

GST Extra as applicable

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JAN - FEB 2024 (9TH ANNIVERSARY)

Theme: **Development & Investment**

MAR - APR 2024

Theme: **Operational Excellence**

- Leadership, Elevating Guest Experience, Air conditioning & Air Handling

MAY - JUN 2024

Theme: **People**

- Hospitality Education & Human Resources

JUL - AUG 2024

Theme: **Luxury & Design**

- Architecture, Design, Renovation & Refurbishment

SEP - OCT 2024

Theme: **F&B and Kitchens + IHA**

NOV-DEC 2024

Theme: **SMARTTECH**

- IT, Technology & AI

BW HOTELLER

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BW BUSINESSWORLD

— www.businessworld.in —

**THINK BUSINESS.
THINK BW BUSINESSWORLD.**

BW Businessworld is among the fastest growing business media houses in India. With a network spanning across 17 niche business communities and 8 magazines, BW Businessworld is proud to be entrenched in various verticals in the domestic as well as global business ecosystem.

With changing times BW now has massive readership in the digital space as well. With its 17 niche B2B communities, BW organizes conferences and forums to facilitate interaction between sectoral business leaders and create a conducive environment for collaboration.



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THANK YOU

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