

Hotel SA

Media Kit 2024



Digital editions



Reach owners by name

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aHa|sa
Australian Hotels Association (SA)



AT A GLANCE

The official publication of The Australian Hotels Association of SA (AHA|SA), *Hotel SA* is the leading digital trade publication for the South Australia's hospitality industry. It is emailed by name to decision makers.

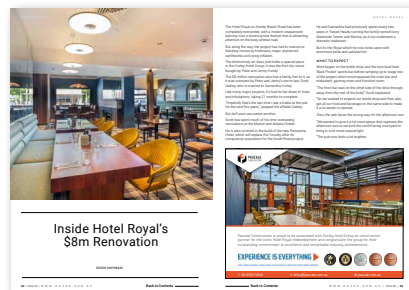
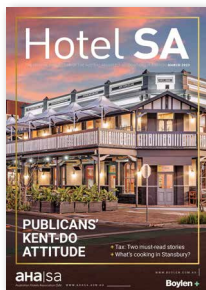
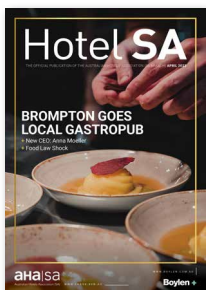
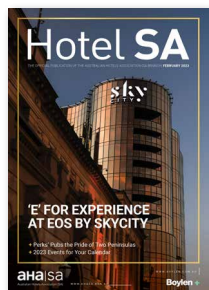
REGULAR SECTIONS INCLUDE:

- Hotel Refurbishments
- New Products and Technology
- Management and Finance Skills
- Workplace Relations
- President's and General Manager's Reports
- Women in Hotels
- Scott's Spot
- Hotel Manager Spotlight

Hotel SA is the official digital monthly magazine of the Australian Hotels Association SA (AHA|SA). It is sent directly to all owners and senior managers in the industry, ensuring that advertisers get their message in front of decision makers. Each digital issue includes deep-dive features and opinion pieces that hold readers on the page because of the quality of the editorial, and this gives greater exposure for advertisers to this targeted audience who have engagement and purchasing intent in mind.

READERSHIP - Owners and manager of:

- Hotels
- Licensed clubs
- Small bars
- Top restaurants
- Motels
- Architects, builders and interior designers
- Brewers & wineries



RATES

Size	Price
Full Page	\$3,350 + GST
1/2 Page	\$2,300 + GST
1/4 Page	\$1,450 + GST
Outside Back Cover	\$3,990 + GST
Inside Front Cover	\$3,800 + GST
Inside Back Cover	\$3,500 + GST

Discounts

Applicable for long term bookings.

Design Service

We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

Terms & Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.

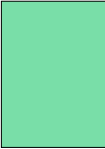
DEADLINES

February 2024	March 2024	April 2024	May 2024	June 2024
Booking 26 Jan	Booking 23 Feb	Booking 22 Mar	Booking 19 Apr	Booking 17 May
Material 2 Feb	Material 29 Feb	Material 1 Apr	Material 1 May	Material 27 May
Publication 15 Feb	Publication 14 Mar	Publication 17 Apr	Publication 16 May	Publication 13 June

July-December 2024 dates to be advised.

Please note: Deadlines subject to change. Cancellations MUST be received in writing by the booking date.

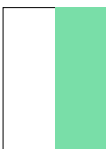
SPECS



Full Page
210mm (w) x 297mm (h)
+ 3mm bleed



1/2 Page H
185mm (w) x 135mm (h)



1/2 Page V
90mm (w) x 270mm (h)



1/4 Page H
185mm (w) x 65mm (h)



1/4 Page V
90mm (w) x 135mm (h)

Supplied Material

Artwork can be sent via email, Hightail or Dropbox. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) with a minimum of 3mm bleed around all edges for full page ads. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign, please package all links and fonts. For artwork that features a white background or border, a grey border must be applied to define the edge of the ad. The border must be a 40% tint of black and 0.5pt stroke weight.

Please note: Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.