

# Hotel SA

Media Kit



Digital and print 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 trade publication for the South Australia's hospitality industry. It is mailed by name to decision makers.



## REGULAR SECTIONS INCLUDE:

- Food & Beverage
- Hotel refurbishments
- New products and technology
- Management and finance skills
- Industrial relations
- President's and General Manager's Reports
- Hotel Care
- Women in Hotels
- Smithy's Shout & About
- Ravo's Bush Telegraph

 **5,000**  
**READERS PER ISSUE**

Hotel SA is a bi-monthly, full colour magazine. It has a controlled circulation of 2,000 to AHA members, hotels, club owners and the top restaurateurs in SA. It is mailed using the official AHA database. It can also be found online at [www.boylen.com.au](http://www.boylen.com.au) and [www.ahasa.com.au](http://www.ahasa.com.au). As a result, *Hotel SA* reaches executive staff and other professionals who are directly employed by members of the AHA|SA.



## 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

### Inserts

Price on application.

### 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

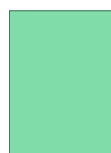
All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production. For Terms and Conditions go to [www.boylen.com.au/termsandconditions](http://www.boylen.com.au/termsandconditions)

## DEADLINES

February - March	April - May	June - July
Booking 24th Jan	Booking 15th March	Booking 10th May
Material 31st Jan	Material 22nd March	Material 27th May
Publication 26th Feb	Publication 17th April	Publication 12th June
August - September	October - November	December 2019 - January 2020
Booking 12th July	Booking 13th Sept	Booking 8th Nov
Material 19th July	Material 20th Sept	Material 15th Nov
Publication 13th Aug	Publication 17th Oct	Publication 11th Dec

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

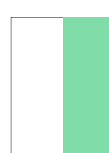
## SPECS



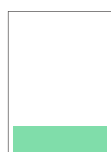
**Full Page**  
210mm (w) x 297mm (h)  
+ 3mm bleed



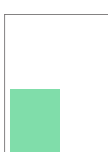
**1/2 Page H**  
185mm (w) x 135mm (h)



**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 or ftp (eg. 'Hightail' or 'Dropbox'). Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/creative formats, please include all resources (i.e. links and fonts).

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