



HA+D is created twice annually to showcase the latest trends, inspirational ideas, product guides, technology trends and signature projects in hospitality architecture and design.

**15,000+**  
Circulation:

**Print:**

10,000 Hotel Owners and Design Specifiers (100% First-Year Qualified)

**Digital:**

5,000+ Hotel Design Industry Professionals

**Bonus Distribution**

HD Expo (May)  
BDNY (November)

## ha+d 2012 Issue Highlights

### May

Ad Close: 4/16 • Material Due: 4/23

Architecture  
Design Trendlines  
Product Showcase  
Just Tech  
Trend Spotting  
Bonus Distribution

Renovation Projects  
Guestrooms  
Seating • Outdoor Furniture • Lighting  
TV/Audio/Wi-Fi  
Meeting & Function Rooms  
Hospitality Design Expo (HD Expo) • NYU International Hospitality industry Investment Conference • HOTECDesign

### November

Ad Close: 10/11 • Material Due: 10/18

Architecture  
Design Trendlines  
Product Showcase  
Just Tech  
Trend Spotting  
Bonus Distribution

Resorts  
Lobbies • Guest Check-Ins  
Lighting • Bath  
Connectivity  
Guestroom As Office • Hotel Task Furniture  
International Hotel, Motel + Restaurant Show (IHMRS) • Boutique Design New York (BDNY)

### Print Mechanical Requirements

- Publication trim size** ..... 8.875" x 10.75"  
(225 mm x 273 mm)
- Spread\*** ..... 18.25" x 11"  
(463 mm x 279 mm)
- Page\*** ..... 9.125" x 11"  
(231 mm x 279 mm)
- 1/2 page horizontal/bleed\*** ..... 9.125" x 5.5"  
(231 mm x 139 mm)
- 1/2 page horizontal/non-bleed** ..... 8" x 5"  
(203 mm x 127 mm)

## advertising rates

Magazine Display (All rates are net)

Print Distribution		
	1x	2x
<b>Full Page Spread</b>	\$12,143	\$11,032
<b>Full Page</b>	\$6,752	\$6,163
<b>Half Page</b>	\$4,365	\$4,031

### ADDITIONAL FEES

**Covers**

- Cover 2 10%
- Cover 3 10%
- Cover 4 10%

**Premium Positions**

Preferred Positions 10%