



## BRINGING INFORMATION, PRODUCTS AND SERVICES TO LODGING AND RESTAURANT PROFESSIONALS ACROSS THE GLOBE

Only **Southern Hospitality—Professional** caters lodging and restaurant professionals and qualified buyers globally.

**Southern Hospitality—Professional** also showcases the industries suppliers and informs operators and owners of the top services and products in the industry with our “best-valued” buyers guide up all year with direct links back to suppliers.

**Southern Hospitality—Professional**, works through a website, face book, twitter and email subscribers to create a versatile platform for suppliers to showcase products and service to the hospitality industry.

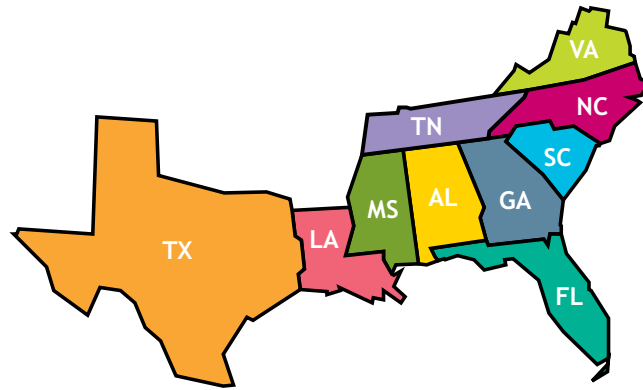
We have been serving the hospitality industry for over 20 years. We love the industry and work hard to bring our readers and suppliers together. Our goal is to deliver personal service, reasonable rates and complete satisfaction.



888-592-3465

*Southern Hospitality*  
PROFESSIONAL

WHY ADVERTISE?



14,000+  
a week

AUDIENCE PROFILE & REACH

## 2011 GLOBAL REACH

### WEBSITE

**Southern Hospitality Magazine—Professional's** website showcases each issue, industry blogs, our buyers guide, industry shows, state news and more to more than 14,000 visitors a week.

### FACEBOOK

**Southern Hospitality Magazine—Professional** is on facebook. We share property news, new hires, new products and services from around the Southeast with dedicated hotel and restaurant operators. This is included with all banner or ad purchases.

### TWITTER

**Southern Hospitality Magazine—Professional** is on twitter @shmpro. We share the industry's current news and events as well as point people toward our advertisers with info and links. This is included with all banner or ad purchases.

### EMAIL BLASTS

**Southern Hospitality Magazine—Professional** shares our advertisers and their news, products and services with or digital subscribers in email blasts that go out every month. This is included with all banner or ad purchases.

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	up front	featuring
<p><b>SPRING 2011</b></p> <p>COPY: MAR. 15 AD: APRIL 5 LIVE: MAY 25</p>	<p><b>TECH UP:</b> IN-ROOM ENTERTAINMENT</p> <p><b>DESIGN TRENDS:</b> POOL &amp; FITNESS</p> <p><b>SPECIAL REPORT</b> PROVIDING FOR PETS</p>	<p><b>SALTWATER SPAS</b></p> <p><b>SMART PHONES: MAKE THEM WORK FOR YOUR BUSINESS</b></p> <p><b>CREATING OUTSIDES THAT BRING GUESTS INSIDE</b></p>
<p><b>SUMMER 2011</b></p> <p>COPY: MAY 20 AD: MAY 27 LIVE: JULY 1</p>	<p><b>TECH UP:</b> SECURITY</p> <p><b>FOOD &amp; BEVERAGE:</b> DESSERTS AND FROZEN DRINKS</p> <p><b>SPECIAL REPORT:</b> FRANCHISING</p>	<p><b>AMENITIES: WHAT'S MOST IMPORTANT</b></p> <p><b>WATER FEATURES</b></p> <p><b>LOSE THE CARPET: FLOORING MATTERS</b></p>
<p><b>FALL 2011</b></p> <p>COPY: AUG 20 AD: AUG. 26 LIVE: SEPT. 6</p>	<p><b>TECH UP:</b> KITCHEN &amp; LAUNDRY EQUIPMENT</p> <p><b>DESIGN TRENDS:</b> REDOS AND UPDATES</p> <p><b>SPECIAL REPORT:</b> INSURANCE</p>	<p><b>BUSINESS OR PLEASURE</b></p> <p><b>TOTAL ACCESS: SPECIAL NEEDS GUESTS</b></p> <p><b>MARKETING WITH THE SENSES</b></p>
<p><b>WINTER 2011</b></p> <p>COPY: OCT. 10 AD: OCT. 15 LIVE: NOV. 10</p>	<p><b>TECH UP:</b> POS, PMS</p> <p><b>FOOD &amp; BEVERAGE:</b> WINE &amp; SEAFOOD</p> <p><b>SPECIAL REPORT:</b> TRANSPORTING GUESTS</p>	<p><b>ENVIRONMENTS FOR PARTIES</b></p> <p><b>BUILDING A TEAM</b></p> <p><b>GIVING BACK: SHOW GUESTS YOU CARE</b></p>

**always look for ...**

**BEST-VALUED BUYERS GUIDE:**  
UPDATED EVERY QUARTER ONLINE

**STATE SCENE:**  
NEWS FROM STATE ASSOCIATIONS  
AND SHOWS

**PEOPLE PLACES THINGS:**  
PROMOTIONS, RENOVATIONS,  
NEW PRODUCTS

**FROM THE KITCHEN:**  
FAVORITE RECIPES FROM  
TOP CHEFS

**FROM THE BAR:**  
FAVORITE DRINK RECIPES FROM  
TOP BARTENDERS

**CHEF SPOTLIGHT:**  
MEET TOP CHEFS FROM  
THE SOUTHEAST

**MARK YOUR CALENDAR:**  
DATES TO KNOW,  
PLACES TO GO

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## DOING BUSINESS SMARTER

**Southern Hospitality Magazine—Professional** presents special advertising opportunities in many formats. Whether you want to promote a product or service, we work with you to customize your marketing for the best possible results.

### BUYERS GUIDE

Our buyers guide is online with a link back to your email and website all year and renews each year. It includes a company listing with a 200 word description (form provided).

### BANNER/DISPLAY ADS

Our website offers banner options, which link directly back to your website. These digital ads can be still or animated.

### FACEBOOK

It's free! Here's a place to share product and services with properties around the Southeast. We post news for our advertisers to our facebook fans.

### TWITTER

It's free! We highlight our advertisers' product and services with links. @shmpro also tweet about relevant industry news.

### EMAIL BLASTS

It's free! We highlight our advertisers and their news, products and services with or digital subscribers in email blasts that go out about every month.

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## COMPARE OUR ADVANTAGE RATES

**WEBSITE DISPLAY ADVERTISING** See editorial calendar for deadlines.

Ads should be 72 dpi.

	1-2X	3-4X
SKYSCRAPER	\$1,800	\$1,300
POSTER CHOICE FRONT	\$1,200	\$800
SLIDE BANNER	\$1,100	\$700
POSTER CHOICE INSIDE	\$600	\$350
SQUARE INSIDE	\$300	\$100
BUYERS GUIDE (1 year-includes 5 service categories)		\$75

**SKYSCRAPER:**

120 x 600 pixels  
Ads should be 72 dpi.

**SLIDE BANNER:** 728 x 90 pixels Ads should be 72 dpi.

**SQUARE INSIDE:**

120 x 120 pixels  
Ads should be 72 dpi.

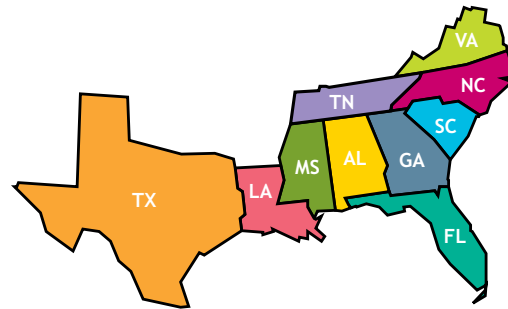
*Terms: Advertiser may pay by check, Mastercard, Visa or Discover.*

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**POSTER CHOICE:**

120 x 300 pixels  
Ads should be 72 dpi.



## ADVERTISING

888-592-3465

## PUBLISHING OFFICE

**CREATIVE DIRECTOR** Debbie Dewell  
editor@southernhospitalitymagazine.com

**MANAGER OF FINANCE/CLIENT SERVICES** David Dewell  
david@southernhospitalitymagazine.com

**DIRECTOR OF EDITORIAL SERVICES** Elaine Cappellino  
elaine@southernhospitalitymagazine.com

[southernhospitalitymagazine.com](http://southernhospitalitymagazine.com)

**GREAT MINDS**  
A CREATIVE GROUP

8275 HUNTERS RIDGE TRAIL  
TALLAHASSEE, FL 32312  
TOLL FREE 888-592-3465  
FAX 850-386-7401 (call first)

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CONTACT