

media kit

# HNR HOTEL NEWS



# Introduction



Firstly, thank you for the opportunity to discuss partnering with your organization.

Nevistas and Hotel News Resource resulted from a happy accident in 1998. The internet was virgin territory, and I was looking to combine my passion for hotels and technology, and I developed a content management system without realizing it. It featured a directory, news, and other content specifically for anyone connected to the industry.

Over the years, it morphed into an online information and knowledge base for the hotel, travel, and other hospitality industry segments.

Today Hotel News Resource is in the Top 10 Ranking for most significant hotel and hotel industry-related search terms in Google, including hotel news, hotel industry news, hospitality news, hotel technology news, hotel marketing news, etc.

We utilize proprietary software, which we continually update and develop based on feedback from our partners, members, and subscribers.

Our team members, Amber, Daniel, Peter, Ridley, and of course, I look forward to working with you.

Thomas Wahl  
Founder Nevistas



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# We've been busy



## Site

**500,000+**

Page views per month

**100,000+**

Visits per month



## Users

**50,000+**

Users

**20,000+**

Active Subscribers



## Content

**100,000+**

Articles

**3,500+**

Companies



## Traffic

**57.1%**

Organic

**36.2%**

Direct

# Our visitors and subscribers come to us for one and only reason: to stay informed on the latest news, trends, and research in the industry

By advertising on Hotel News Resource, you'll reach:



29.2% Corporate Managers



17.8% General Managers



15.5% Department Managers



12.2% Owners



53.9% North America



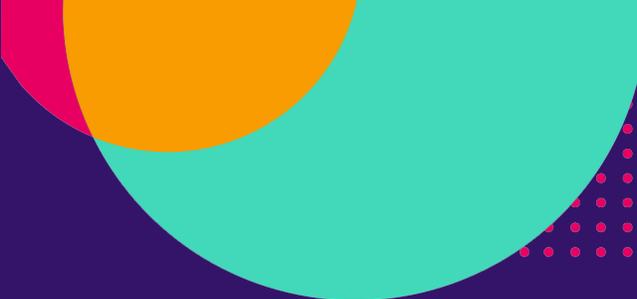
21.4% Asia



17.3% Europe



4.3% Middle East & Africa



# Best Practices

You know your target market, and we know our audience!

Let's talk - please let us know if you would like to schedule a call to review best practices to engage with our audience.

Thomas Wahl

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# Membership

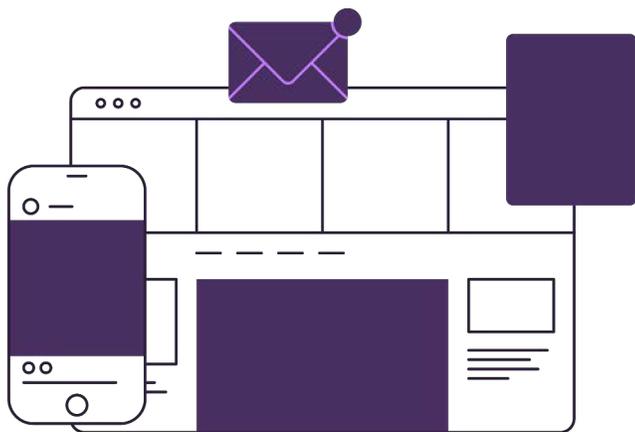
The core of Hotel News Resource is content distribution.

Our visitors come to us for only one reason: to stay informed on the industry's latest news, trends, and research.

You can reach this highly targeted audience by distributing your content via our platform.

By becoming a member, you will receive discounts on our advertising packages on the slides below.

You can learn more about the platform [here](#).



## Membership Packages:

### 1. Content Amplification

Unlimited Distribution of Content including Press Releases, Blogs and Editorials

\$2,150 USD per year including 120,000 ad impressions

\$1,650 USD per year

\$475 per quarter

### 2. Press Releases

Unlimited Distribution of Press Releases

\$1,350 USD per year

\$1,950 USD per year including 120,000 ad impressions

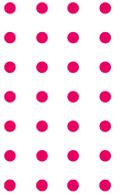
### 3. Hotel Openings and Staff Announcements

Unlimited Distribution of Hotel Opening and Staff Announcements

\$850 USD per year

### 4. Agencies/Brands

Packages are available for agencies to submit content for multiple clients and brands.



# Advertising



# Premium Ad Package

Our premium ad space package is designed to give your campaign the greatest exposure across our network and includes:

- 970x90 leader board banner placed in the header and rotated on all pages.
- 320x100 mobile leader board banner on all **mobile** optimized pages.
- 125x125 logo ad placed in the right column.
- Text ad placed in the right column.
- 300x250 banner inserted within relevant articles.
- 160x600 premium ad insertion in our mailings.
- Premium Sponsored text ad inserted into pages containing news listing.



## Minimum Advertising Term:

1 month

## Pricing:

\$1,070 USD per month

\$2,900 USD per quarter

## Member Pricing:

### Billed Monthly

\$850 USD / month

### Billed Quarterly

\$750 USD / month

### Billed Annually

\$600 USD / month



# Web Marketing Package

Our classic marketing package that to build your company brand, credibility and generate leads:

- 970x90 leader board banner placed in the header and rotated on all pages.
- 320x100 mobile leader board banner on all **mobile** optimized pages.
- 125x125 logo ad placed in the right column.
- Text ad placed in the right column.
- 300x250 banner inserted within relevant articles.



## Minimum Advertising Term:

1 month

## Pricing:

\$870 USD per month

\$2,350 USD per quarter

## Member Pricing:

### Billed Monthly

\$700 USD / month

### Billed Quarterly

\$625 USD / month

### Billed Annually

\$500 USD / month



# Logo & Text Ad Package

A very effective method to retain ongoing exposure on our website:

- 125x125 logo ad placed in the right column.
- Text ad placed in the right column.



## Minimum Advertising Term:

1 month

## Pricing:

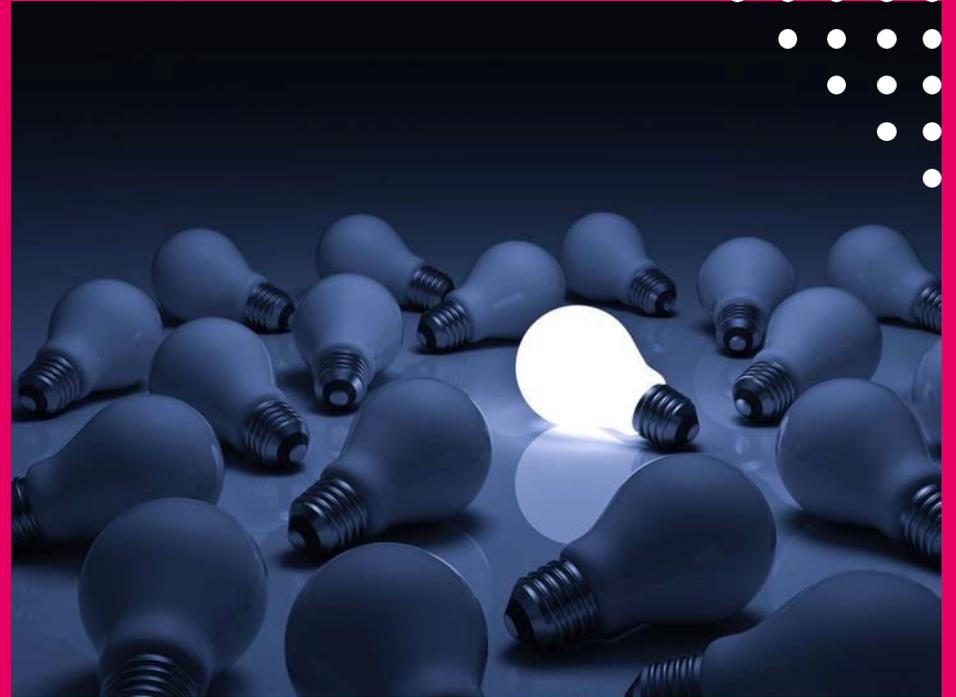
\$370 USD per month

\$950 USD per quarter





# Creative



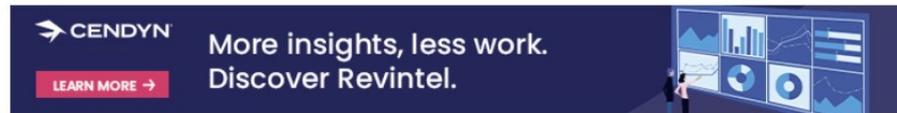
# Creative: Leader Board

970 x 90

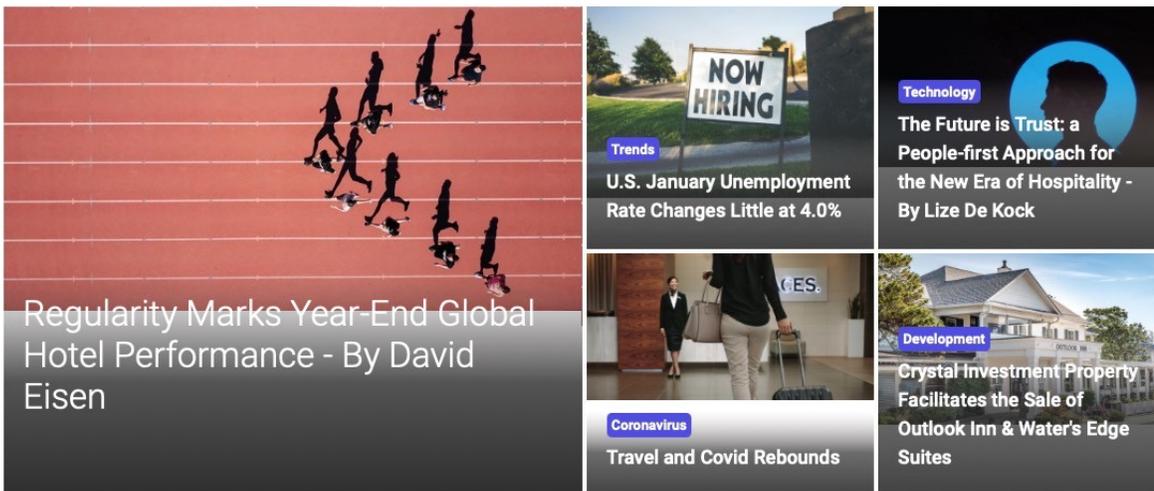
728 x 90

**HNR** HOTEL NEWS   HOME   ALL NEWS   CATEGORIES ▾   REGIONAL ▾   INFO ▾   LOGIN   Q

Advertisement



CENDYN More insights, less work. Discover Revintel. LEARN MORE →



Regularity Marks Year-End Global Hotel Performance - By David Eisen

**Trends**  
U.S. January Unemployment Rate Changes Little at 4.0%

**Technology**  
The Future is Trust: a People-first Approach for the New Era of Hospitality - By Lize De Kock

**Development**  
Crystal Investment Property Facilitates the Sale of Outlook Inn & Water's Edge Suites

**Coronavirus**  
Travel and Covid Rebounds



## Position:

Top of Page

## Sections:

Run of Site

Category Targeting

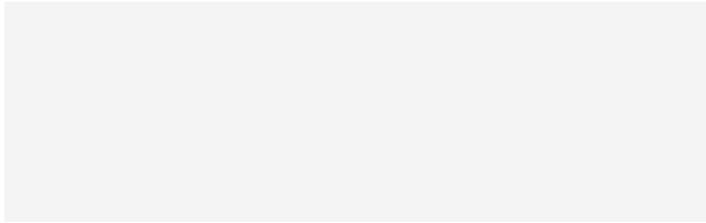
## Availability:

Premium Ad Package

Web Marketing Package

Annual Membership Subscription Add-on

# Creative: Mobile



## Position:

Top of Page

## Sections:

Pages accessed by cell phones

Run of Site on our Mobile Web Applications

## Availability:

Premium Ad Package

Web Marketing Package

Annual Membership Subscription Add-on

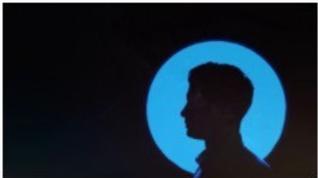
# Creative: Logo Ads



Home » Next » Back

## All Hotel Industry News

### Reputation Management



#### Industry Blog

### The Future is Trust: a People-first Approach for the New Era of Hospitality - By Lize De Kock

So much has changed in the hospitality industry, but one thing is certain to stay the same. In fact, at TrustYou we have spent the last months talking to hundreds of independent and enterprise hoteliers, as well as destination marketers, about the power of trust. The conversations typically take the same direction: quality, communication, relationships. It has never been more important to make that human connection.

2022-02-04

Advertisement

<p><b>IPPWORLD</b> Transcreation Services. <i>Why your hotel or travel business really need this.</i> Read more →</p>	<p><b>IPPWORLD</b> The Set of Seven. Your golden guidelines for safe travels. Click to read →</p>
<p><b>HITEC BYTES</b> Produced by HFTP</p>	<p><b>CENDYN</b> FIND NEW WAYS TO CONNECT WITH YOUR GUESTS LEARN MORE →</p>



#### Position:

Page Right

#### Sections:

Run of Site

#### Availability:

Premium Ad Package – *includes insertion into mailings*

Web Marketing Package

Logo Ad & Text Ad Package

Annual Membership Subscription Add-on

# Creative: Article Ads



300 x 250

Grand Chamber Suites along with multiple dining and drinking outlets, including Commons Club, Virgin hotel's iconic cultural hub.

Advertisement

Unleash the power of CMS and award-winning web design

CENDYN LEARN MORE →

## Virgin Hotels

**Glasgow** will open in late spring as the brand's second Scottish hotel. The property will sit on Clyde Street, a prime City Centre position known for its defining arts and music scene. The hotel – which

boasts panoramic views of the River Clyde – will feature 240 Chambers and Grand Chamber Suites and various restaurant and



## Position:

Page Center

## Sections:

Inserted into Selected Articles

## Availability:

Premium Ad Package

Web Marketing Package

Annual Membership Subscription Add-on

# Creative: Skyscraper



## Position:

Newsletter Insertion

## Sections:

Inserted Into Subscriber Mailings

## Availability:

Premium Ad Package

160 x 600



## An In-depth Guide to Hotel Revenue Management

Revenue management can be defined as the strategic distribution and pricing tactics used to sell a property's perishable inventory to the right guests at the right time, to boost overall revenue growth. [Read More](#)

Market Report India

### HVS India - Indian Hotel Sector – 2021 Performance Review - By Mandeep S Lamba and Dipti Mohan

This article briefly discusses the Indian hotel sector's performance in 2021. [Read more](#)

Business Intelligence Platform

### Onyx CenterSource Announces Launch of Tax Services Solution

The solution, powered by Onyx's CommPay service, helps U.S. hotels overcome the challenge of manually collecting, registering and maintaining travel agency demographic data necessary for tax preparation related to 1099 IRS reporting. [Read more](#)

Hotel Opening Oman

### Avani Muscat Hotel Opens in Oman Capital

Avani Hotels & Resorts has announced the launch of Avani Muscat Hotel, its newest property in the Middle East and the brand's first property in the Sultanate of Oman. [Read more](#)

Ads by Nevistas

IPPWORLD



The Set of Seven.  
Your golden guidelines for safe travels.

[Read Now](#)

HITEC

# Creative: Sponsored Ads

## Travel Recovery



### Industry Blog Travel and Covid Rebounds

It seems as if the future of travel has become dependent on pandemic trends. Over the last two years, changes in the travel and tourism industry have primarily been Covid-focused, with new attention being paid to remote variables and contactless benefits.

2022-02-03

## Connect With Your Guests on Their Unique Journey

Start making sense of your data and put your guests at the heart of what you do. [more](#)

 Sponsored

## Hotel Development Italy



### 7Pines Resort Sardinia Joins Destination by Hyatt Portfolio

Hyatt Hotels Corporation (NYSE: H) announced that a Hyatt affiliate has entered into a franchise agreement with 12.18. group to debut the Destination by Hyatt brand in Italy with 7Pines Resort Sardinia.

2022-02-03

*A great vehicle to capture leads by linking to White papers*



## Position:

Page Center

## Sections:

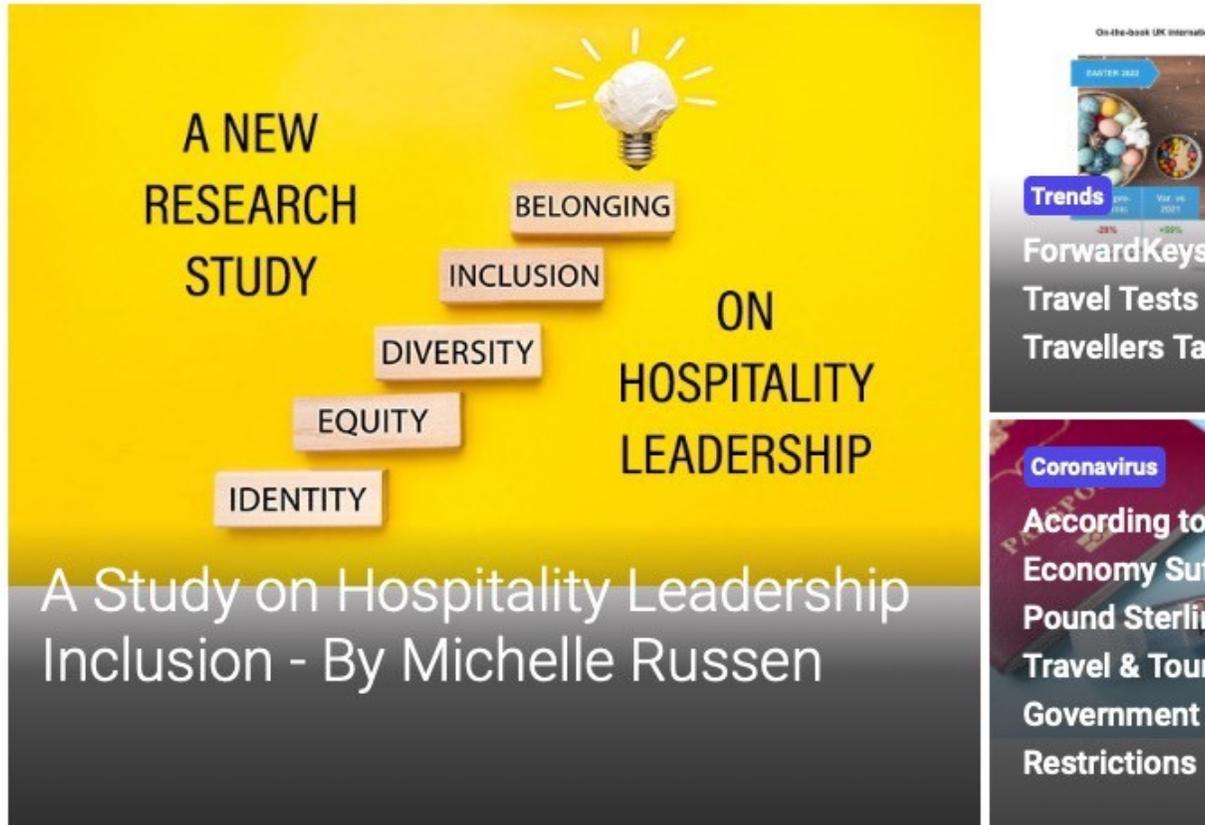
Run of Sites

## Availability:

Premium Ad Package

Web Marketing Package

# Creative: Sponsored Ads



*Links to one of your articles on the site*



## Position:

Featured Article

## Sections:

Home Page

## Availability:

Premium Ad Package

Web Marketing Package



# Creative: Text Ads



**Position:**

Page Right

**Sections:**

Run of Site

**Availability:**

Premium Ad Package

Web Marketing Package

Logo Ad & Text Ad Package

## Facebook Marketing



### Industry Blog Facebook Marketing Tips For Your Vacation Rental Listing

Need a place to show your guests why they should pick your vacation rental over another? Social media platforms like Facebook are the ideal start.

2022-02-04



### Accor Releases Northern Europe Travel Trends Report

2022-01-31

Advertisement

SmartPads Microfiber Mop  
Dispenser

Activate Your Ecommerce

Connect With Your Guests on  
Their Unique Journey

## Virgin Hotels Development Update



### Virgin Hotels to Debut Two U.K. Hotels and a New-build Hotel in New York City In 2022

The Virgin Hotels portfolio expands with three new hotels that are slated to open through 2022, including five hotels that have already debuted in the U.S.

2022-02-04



# Electronic Direct Mail

Looking to get your product/app/service directly in front of our email list?

We provide EDMS on a limited basis at a maximum of one per month.



## Position:

Electronic Direct Email

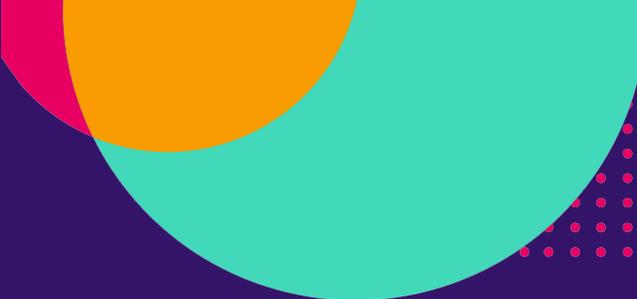
## Availability:

Only available to Premium Ad Package clients with a quarterly commitment

## Pricing:

Varies





# Let's Do Something Together!

One size does not always fit all, and we are very open to learning from you!

Please feel free to contact us with your specific requirements and suggestions, and we'll gladly put together a program that meets your needs.

Thomas Wahl

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