



4 ABOUT HOTEL



**PRESENTATION
AND PRICE LIST**





ONLINE

- Newsletter
- "Special" advertorials
- DEM to Hotels (18.000 emails)
- DEM to Foreign buyers (15.000 emails)

SOCIAL

- Facebook



ABOUTHOTEL, THE ONLINE MAGAZINE DEDICATED TO THE WORLD OF HOTELS.

AboutHotel aims to be a reference point for the hotel industry. Investment & real estate, management, training, technology, numbers & statistics, Food & Beverage and design, seven categories presented each week in the form of reports by a team composed of the top experts in the sector.

LE ULTIME NOTIZIE DAGLI HOTEL

POWERED BY GUIDA/VIAGGLIT

11.01.2015: Il Buddha sdraiato di Wat Pho tra le 10 più imponenti statue religiose del mondo

11.01.2015: New entry per Nuovi Bed & Breakfast Firenze

10.01.2015: Ny: riapre il Cooper Hewitt, Smithsonian Design Museum

09.01.2015: Parigi: la Farnesina ribadisce "massima attenzione negli spostamenti"

09.01.2015: Buono il bilancio 2014 dei musei italiani

But as well as reports, it also provides the very latest news on what's happening in the hotel world. Hotel owners, investors and operators all use AboutHotel as a reference resource for keeping up to date with the latest trends and taking advantage of the most interesting opportunities.

Readers have full access to a weekly newsletter sent to over 18,000 email addresses in the hotel industry.

Finally, every week, AboutHotel takes a poll of its readers to identify the hottest trending topics.

AboutHotel is an Aica (Associazione Italiana Confindustria Alberghi) preferred media partner.

LA DOMANDA DELLA SETTIMANA

Amazon nel mercato turistico

E' un bene o un male l'ingresso di un nuovo player?

Bene

Male

Rispondi

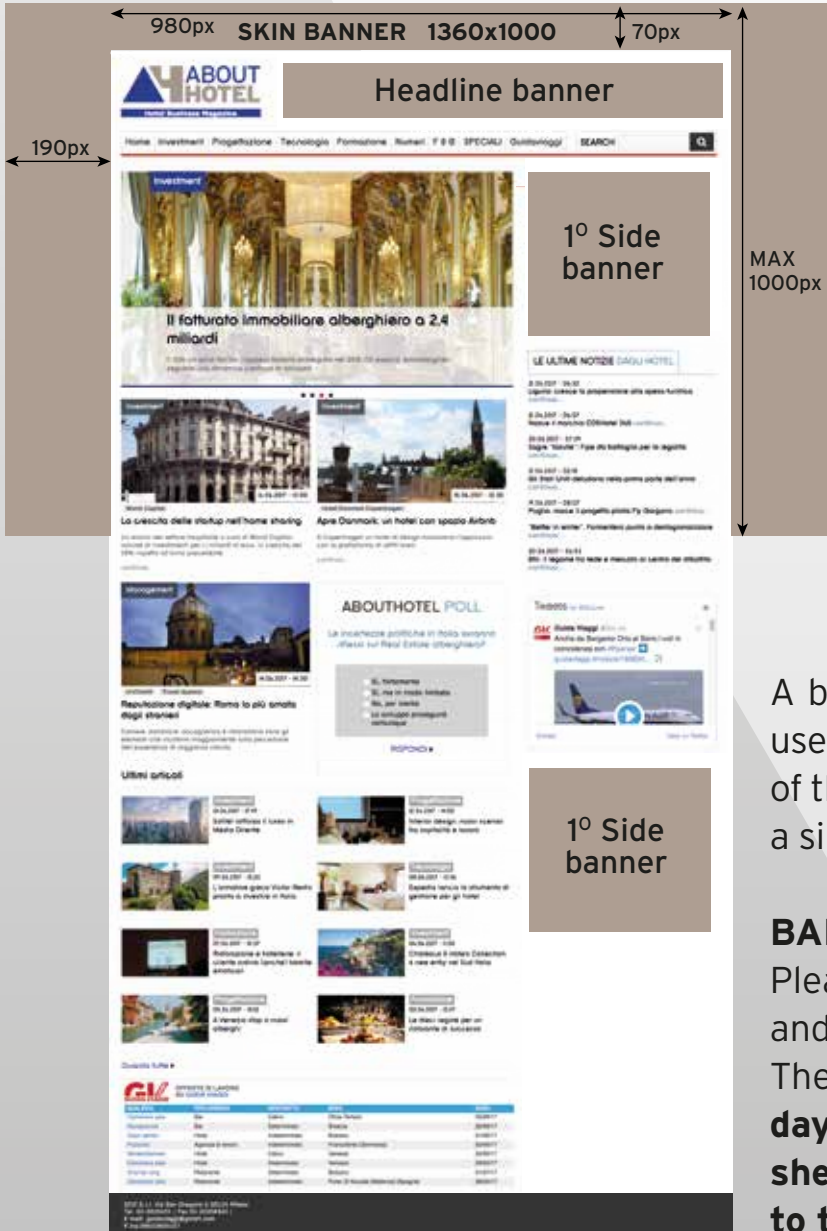
[Guarda i risultati](#)

ABOUTHOTEL IN FIGURES

Our readership is composed as follows:

3-Star hotels (28%), 4-Star hotels (30%), 5-Star hotels (16%), Residences and apartments (4%), Consortia (8%), Public institutions (4%) hotel product or service suppliers (10%).

FORMATS AND PRICES



SKIN BANNER		Per week
1360x1000 pixel gif/jpg maximun weight 20 k (web site space 980)		800
Headline banner	Rotation	Exclusive
4 weeks		
728 x 90 pixels gif or jpg	800	1.200
1st Side banner		
300 x 250 pixels gif or jpg	800	1.200
2nd Side banner		
300 x 250 pixels gif or jpg	550	800
Prices in euro excluding VAT		

A banner is a graphic box from which the user can gain direct access to the website of the customer who has placed the ad with a simple click.

BANNER

Please submit banners in gif or jpg format and the link to which the image will lead. The materials must be sent by **email 5 days before it is scheduled to be published online to grafica@givisrl.com and to the competent sales account.**

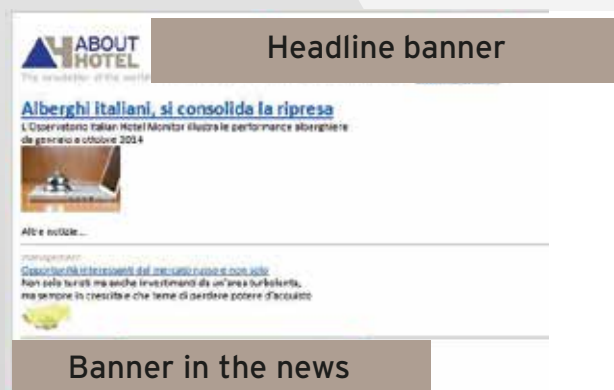
All the banners can be purchased as either **rotating** or **exclusive elements**.

“Rotating” means that the banner shares the same space with another advertiser, and both have a 50% chance of being shown each time the pages of the website are opened, that is, they are not shown one after the other.

The newsletter is the summary of the headlines of all the news published during the week, listed in chronological order. It is sent once a week. The banners must be in **jpg** or **NON-ANIMATED gif format**.

Prices in euro excluding VAT

FORMATS AND PRICES



Sent 4 times per month	Euro
Headline banner in the newsletter 728 x 90 pixels gif or jpg	1.200
Banner in the news of the newsletter 728 x 90 pixels gif or jpg	800

"SPECIAL" ADVERTORIAL

The advertorial is a **PROMOTIONAL ARTICLE** visible to all the readers of AboutHotel. Its contents are established in advance with the customer or provided by the same. The advertorial is added to the archive of AboutHotel articles depending on the topic discussed therein, and to a specific "advertorial" archive. In addition to being published on the website, the advertorial is also promoted with a DEM and a banner in the newsletter.

The cost of the advertorial is Euro 1,600.

(The price includes 1 DEM and 1 banner in the newsletter for 2 weeks). Longer promotions and those spanning a longer period of time are also available. For these, please refer to the price lists.

FORMAT OF MATERIALS

The files sent must contain text, photos or videos. The text can contain parts which are underlined or in bold type. Finally, the text must be divided into sections, each with its relative title. The materials must be sent by email to **grafica@givisrl.com** and to the advertiser's own sales **account**.

You take care of the contents and we take care of promoting your business!
With Direct Email Marketing (DEM), you can create and personalise an exclusive newsletter and send it to the mailing lists of AboutHotel. This way, your message reaches 18,000 Hotels and/or 15,000 foreign buyers directly. Average rate of return for personalised emails: 9% of emails opened, click-through rate 0.41%.



COSTS AND DEADLINES FOR SUBMISSION OF MATERIALS

Sent once to 1 database Euro 800

The materials must be sent by **email 5 days before the scheduled online publication date**. They must be sent to **grafica@givisrl.com** and to the customer's own sales account.

FORMATS OF MATERIALS

The DEM can be freely **composed of**:

- text only
- a single image (gif or jpg) and the link to which the image takes the user
- a combination of images and text (in this case a zip file containing the html file and the images folder) must be sent

Please also send **the subject of the newsletter** along with the material. The message will be sent with the running header of AH promotion.

TIPS FOR CREATING A SPAM-PROOF DEM

In order to create a striking DEM with immediate effect that dodges anti-spam system filters, we recommend that you:

- use between **30 and 40 characters** (including spaces);
- avoid using **uppercase**
- refrain from using non-alphanumeric **special characters** and spam trigger terms
- do not exceed the measurements 600x800 for your template
- use a **white background** if possible
- do not add white text if using a **coloured background**



GIVI s.r.l. - Via San Gregorio 6 - 20124 Milano
Tel. +39 02.20.20.431 - Fax +39 02.20.20.4343

www.abouthotel.it

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