

The Executive HOUSEKEEPER

2017 media kit

Tourism and travel could not have become the major industry it has without the availability of high standard hotel accommodation, and it is the Housekeeper who ensures this accommodation meets the high expectations of today's business and holiday guests.

The Executive Housekeeper, initially launched by the core group of Executive Housekeepers from Melbourne's four and five star hotels, with input from senior staff at the Royal Melbourne Institute of Technology (RMIT), came into being to raise the profile and recognition of hotel housekeeping in all states. Every effort is made with each issue for it to include features that will expand the knowledge and ideas of readers with news suited to their industry, and including special articles involving products well suited to the industry needs. Most writers who prepare the articles are well known and respected names in their field of expertise.

The journal continues to work in close liaison with the housekeeping groups around the country, being produced in association with **PEHN** (Professional Executive Housekeeping Network), **SEQPHA** (South East Queensland Professional Housekeeping Association) and Senior Executive Housekeepers from major hotels in other states. It has become a resource for all professional housekeepers and their staff, along with teachers in the institutional field. It can also be a most useful aid to instruct students in technical schools and colleges that are seeking career information about the important part or the hospitality industry and lodging field.

Produced three times per year, The Executive Housekeeper is sent to exclusive B&B's, 4/5 star hotels and those that cater for upwards of 50 rooms. It is sent to each Executive Housekeeper, and has a large readership of General Managers. These are the very people who make the decisions involving products they use, such as those associated with your company.

Advertising is the very lifeblood of any commercial enterprise. It was with this thought in mind that we make contact with you, as we do have access through our distribution to the major hotels who remain the backbone of the expanding accommodation business. If we can be of use in helping you promote your services, don't hesitate to discuss this with Adbourne Publishing.

The Executive HOUSEKEEPER



The Executive Housekeeper IS ONLINE & INTERACTIVE

We are pleased to announce that in conjunction with our hard copy magazine,

The Executive Housekeeper is online and interactive and currently **distributed to over 7000 readers.**

See overleaf for details on hyperlinking your advertisement.

advertising rates



Double Page Spread

Type area: 270 mm(h) x 396 mm(w)

Trim: 297 mm(h) x 420 mm(w)

(add 3 mm bleed to trim)

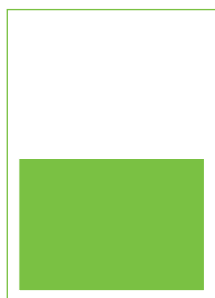


Full Page

Type area: 270 mm(h) x 185 mm(w)

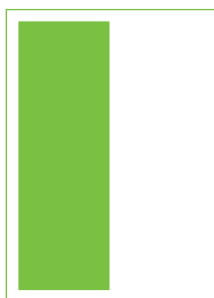
Trim: 297 mm(h) x 210 mm(w)

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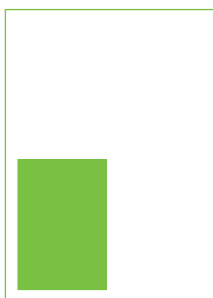
½ page horizontal

130 mm(h) x 185 mm(w)



½ page vertical

270 mm(h) x 90 mm(w)



¼ page vertical

130 mm(h) x 90 mm(w)

	1 issue	2 issues	3 issues	4 issues
Double page spread	Price on Application			
Full page	\$2150*	\$2050*	\$1950*	\$1850*
Half page	\$1395*	\$1295*	\$1195*	\$1095*
Quarter page	\$895*	\$795*	\$695*	\$595*

*All prices + GST

For cover or preferred positions please add 10%

Agency commission add 10%

deadlines

Edition	Artwork/editorial deadline
Vol 21-1 April 2017	20th April
Vol 21-2 August 2017	12th July
Vol 21-3 December 2017	10th November

material specifications

Format	Macintosh (Press Quality PDF is Adbourne's preferred file type)
Hardware	Mac-compatible CD or DVD
Software	Adobe Creative Cloud, Acrobat Professional (We do not accept other formats including Quark, Pagemaker, CorelDRAW, MS Word, PowerPoint or Publisher)
Fonts	All fonts must be embedded or supplied
Colour	Text and images must be supplied CMYK or grayscale, no embedded colour profiles
Images	ALL Illustrations, images and logos to be TIFF or EPS, JPGs will only be accepted subject to quality
Resolution	300dpi or better at 100% finished size
Email limit	10 MB

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Hyperlinks

Now when the magazine is viewed online, readers can click on your advertisement and be redirected to you. Please supply your preferred web address when you submit your advertisement.

editorial submissions

All editorial submissions should be sent to Neil Muir,

E: neil@adbourne.com

Items will be published at the editor's discretion.

Adbourne Publishing reserves the right to edit or abridge items accepted for publication.

www.adbourn.com



PO Box 735, Belgrave, VIC 3160

www.adbourn.com

contact us

Advertising

Neil Muir

(03) 9758 1433

neil@adbourn.com

Robert Spowart

0488 390 039

robert@adbourn.com

Production

Emily Wallis

(03) 9758 1436

production@adbourn.com

Administration

Tarnia Hiosan

(03) 9758 1436

admin@adbourn.com