The priority read for accommodation industry decision makers.

KEY FACTS:

Published:
Quarterly (Seasonal)

Circulation/Readership:
6,500/19,500

Demographic:
Key decision makers in the Accommodation Industry

Distribution:
Nationwide

Group Member Distribution:
8 Hotels
Accor Hotels
Arra Hotels
Best Western Australasia
Choice Hotels
Golden Chain Motels
Hilton
InterContinental Hotels Group
Mantra Group
Metro Hospitality Group
Pan Pacific Hotels Group
Quest Serviced Apartments
Rydges Hotels & Resorts
Seasons Apartment Hotel Group
SilverNeedle Hospitality
Starwood Hotels & Resorts
StayWell Hospitality Group
TFE Hotels
Wyndham Hotel Group
AccomNews remains unrivalled as Australia’s premier product and service guide for the Australian accommodation industry, with every issue distributed to over 6,500 accommodation properties and associated industry professionals.

Circulation across key management personnel within each property gives the AccomNews an estimated total readership in excess of 19,500.

AccomNews is designed to provide the accommodation professional with the critically important, but often disregarded, background information on the real issues that are vitally pertinent to the successful operation of all types of accommodation properties.

AccomNews gets down to the nitty-gritty: our editorial staff constantly look for real solutions to the problems that face accommodation professionals in the day-to-day running of their properties.

Each of our information sections align with the departmental structure of a typical accommodation property; it is this structure that makes AccomNews a leader in accommodation industry B2B journals.

Each issue of the AccomNews provides our readers with the latest on:

- Management
- Marketing
- Energy & Resources
- Food & Beverage
- Housekeeping
- Refurbishment
- Technology
- Guest Facilities
- Safety & Security
- Human Resources

### ACCOMNEWS READERS

#### Type/Sector
- Apartments (33%)
- Small Lodges (9%)
- Backpackers/Hostels (1%)
- Hotel (11%)
- Motel (41%)
- Tourist Parks (5%)

#### Size (Rooms/Units)
- 1 - 10 (14%)
- 10 - 20 (27%)
- 20 - 40 (28%)
- 40 - 60 (8%)
- 60 - 100 (7%)
- 100 + (16%)

#### Star Rating
- 1.5 (5%)
- 2 (9%)
- 2.5 (10%)
- 3 (12%)
- 3.5 (13%)
- 4 (15%)
- 4.5 (17%)
- 5 (19%)

#### Location (State/Territory)
- ACT (1%)
- NSW (40%)
- NT (1%)
- QLD (23%)
- SA (6%)
- TAS (5%)
- VIC (17%)
- WA (7%)
Let some of our valued clients tell you why...

“Time Out Internet has advertised in every edition of AccomNews for the last two years. The customer service and response from the team at the magazine is fantastic and they make everything very easy and simple and no request is too hard. The best part about advertising with AccomNews is that our phones ring as soon as it hits the street! The response is fantastic and we are very happy we chose this advertising medium.”

– Judy Senn, Time Out Internet

“Yardley Hospitality has been working with Multimedia since 2007 and has always found the service of all staff there to be professional, courteous and prompt. No task is too much to ask for and the designers always seem to have new, fresh ideas for layout and copy. They take the hard work out of marketing for us! We always get a good response from magazine advertisements, editorials and advertorials that they have put together.”

– Inger Yardley, National Manager, Marketing & Advertising, Yardley Hospitality

“I can certainly say that the effort put in by the AccomNews team to produce the feature on the Hotel Room of the Future was superb.”

– Michael-William Kelly, Hotel Hospitality & Design

“Our experience with the team from the AccomNews has always been one of professional reliability and interesting content. We are constantly sure of prompt attention to detail. Our advertising exposure with them is money well spent.”

– Lisa Sattinger, Vintech Systems

“Samsung Electronics has been dealing with Multimedia for the past two years and have found them to be a very professional and easy company to do business with. Not only the after sales service but the fact that they provide you with feedback and figures for hits on AccomNews Web Banners is an added bonus. We will definitely continue to work with Multimedia to grow our brand awareness in the hospitality industry.”

– Stuart Meighan, Commercial Business Development Manager, Samsung Electronics Australia

And our readers...

“I read the whole magazine from cover to cover.”

– Rachel Krizaic, Manager, Pavilion On Northbourne, Dickson

“I develop five star buildings, and this magazine has lots of good ideas.”

– Chas & Sue Lainson, Owners, Calypso Holiday Apartments, Coffs Harbour

“I find reading the adverts to see what is available, very useful. The magazine is extremely well presented.”

– Keith Williams, Manager, The Palms Apartments, Merimbula

“We buy all our stuff from a supplier we found in AccomNews and try to use the advertisers that are in the magazine.”

– Julie Carnell, Manager, Perouse Lodge, Randwick

“We like all areas of the magazine.”

– Ian & Irene Pan, Owners, Coburg Motor Inn, Coburg North

“I consider this as a very credible publication.”

– John Hughan, Manager, Arcadia Sunmoon Resort, Scarborough

“I really enjoyed the profiles on hotels and suppliers. In fact, I really enjoy all of it, there is something in every section.”

– Grace Esogon, Manager, Sydney Harbour Marriott Hotel, Sydney

I think this is a very good publication, I even took it on holiday to read!

– Shane O’Reilly, O’Reilly’s Rainforest Retreat, Lamington National Park
Make sure you join our growing family of successful advertising clients.

A H Beard
Accor Asia Pacific
Aircon Off
Amenities Australia
Andrew Barton Laundry Equipment
Aqua Logic
Arra Accommodation Group
ASSA ABLOY Hospitality
Augusta Golf Cars
Avico Electronics
Bev Martin Textiles
Choice Hotels Australasia
Concept Amenities
Daydream Leisure Furniture
Expresso Services
Foxtel Business
Health Pak Ltd
Heliocol Solar
Hirum Australasia
Host Plus
HotelHome
HotelsApart
Hotelworld Design
Intervac Australia
Jean Charles Holdings
John Batman Group
John Beazley & Co
LG-Nortel Systems
Mainlinen
Maytronics Australia
Meiko Australia
Miele Australia
Mini Kitchens Australia
Nilfisk - Advance
Noble House Design
Nufurn
Philips
Programmed Property Services
Quest Serviced Apartments
R Weatherdon & Co
Resort Interiors Australasia
Reward Hotel Projects
Rexel Electrical Supplies
Roof & Building Service
Rubbedin
Samsung Electronics
Sealy of Australia
SilverNeedle Hospitality
SiteMinder
Sleepmaker
Starfleet Business Solutions
Steam Australia
Surji Ceanee
Swisstrade
Technology 4 Hotels
Teco Australia
Thermo Controls
Time Out Internet
TripAdvisor
Tripleplay Services
Verbatim Australia
Vintech
WMK Architecture
Wyndham Hotel Group
Yardley Hospitality
Regular Topics

- **Management**
  Providing timely information on the tools needed to manage in the accommodation industry - everything from insurance to staff rewards...

- **Housekeeping**
  The most vital link in any accommodation business - keeping abreast of new equipment, techniques and staff management...

- **Guest Facilities**
  What the guest desires to ensure an enviable stay and return over and over. Pools, gyms, playgrounds and even the outdoor kitchen..

- **Energy & Resources**
  With utilities dominating costs for accommodation managers plus the pressures of being environmentally sensitive, keeping up-to-the-minute with information here is vital to the bottom line....

- **Refurbishment**
  Keeping your accommodation sparkling and always refreshed means contented guests, good tariffs, return business and higher star ratings...

- **Safety & Security**
  Guest and staff safety is paramount but with ever changing technology it can be a minefield to stay ahead of the competition...

- **Marketing**
  Rampant technological advances means greater opportunities to have your accommodation product to the fore in the marketplace. AccomNews helps you achieve this...

- **Technology**
  Guests demand the latest advances in technology and this area is a tough topic for managers to stay on top of. A great talent of experts can help your decision making...

- **Food & Beverage**
  Food and tourism are inseparable but F&B can be a disaster financially or a bonanza. Getting the right mix means keeping abreast of innovation...

- **Human Resources**
  Staff are your most vital asset. Training, career paths, remuneration, superannuation - our expert writers keep you up with the play...
**File and Film Specifications:**

Files supplied as QuarkXpress, InDesign, Photoshop, Illustrator, PDF, EPS, TIFF & JPEG. All images CMYK at 300dpi with all relevant fonts and images included with file.

You must specify CMYK/PMS colour codes when supplying hard copy of logos, etc for exact colour reproduction. Do not supply artwork or text in Microsoft Publisher™ format.

For further information and advice contact the production department on (07) 5440 5322 or speak to your Advertising Coordinator.

**Agency Commission & Terms:**

Ten percent (10%) of gross billing on space, position premiums and colour charges only to recognised agencies. Commission rescinded if payment not received within 45 days from invoice.

Terms: Net 45 days. Interest penalty of 2%, compounded monthly, will be added to balances due after 45 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.

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**Material Requirements**

**Double Page**
- Trim to Page: 297mm x 420mm
- Bleed Area: 307mm x 430mm

**Full Page**
- Trim to Page: 297mm x 210mm
- Bleed Area: 307mm x 220mm

**Half Page**
- Vertical: 267mm x 89mm
- Horizontal: 131mm x 183mm

**1/4 Page**
- Standard: 131mm x 89mm
- Horizontal: 63mm x 183mm

**1/8 Page**
- Horizontal: 63mm x 89mm

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**Display Advertising**

<table>
<thead>
<tr>
<th>Term</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
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<tbody>
<tr>
<td>1/8 Page</td>
<td>740</td>
<td>700</td>
<td>660</td>
<td>600</td>
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<tr>
<td>1/4 Page</td>
<td>1,280</td>
<td>1,220</td>
<td>1,160</td>
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<tr>
<td>1/2 Page</td>
<td>2,120</td>
<td>2,020</td>
<td>1,920</td>
<td>1,700</td>
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<tr>
<td>1 Page</td>
<td>3,240</td>
<td>3,080</td>
<td>2,920</td>
<td>2,600</td>
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<tr>
<td>2 Page</td>
<td>5,320</td>
<td>5,040</td>
<td>4,780</td>
<td>4,240</td>
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**Special Positions**

- Back Cover: 4,370, 4,150, 3,940, 3,510
- Inside Cover: 4,050, 3,850, 3,650, 3,250
- Inside Cover Spread (2 Page): 5,580, 5,290, 5,010, 4,450
- Front Cover Banner (1/4 page strip): 2,560, 2,440, 2,320, 2,040
- Front Cover Sponsorship Package*: 9,000, 8,550, 7,690, 6,150

* Includes Front Cover Branding Image and text + Bonus 2 page Profile Advert (Value $5120)

**Profile Advertising**

<table>
<thead>
<tr>
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<th>x4</th>
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<tbody>
<tr>
<td>Half display and half advertorial space</td>
<td>1,900, 1,800, 1,710, 1,520</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>1/2 Page (1/4 Page Ad + 200 Words)</td>
<td>2,900, 2,750, 2,610, 2,320</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1 Page (1/2 Page Ad + 350 Words + 1 Images)</td>
<td>4,780, 4,540, 4,300, 3,820</td>
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**Inserts**

<table>
<thead>
<tr>
<th>Term</th>
<th>Regional rates per 1000</th>
<th>Regional</th>
<th>Full</th>
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<tbody>
<tr>
<td>DL</td>
<td>460</td>
<td>3,450</td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td>520</td>
<td>4,350</td>
<td></td>
</tr>
<tr>
<td>A3 (maximum flat A4)</td>
<td>650</td>
<td>5,475</td>
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**Email & Website Home Page + Run of Site**

<table>
<thead>
<tr>
<th>Term</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
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</thead>
<tbody>
<tr>
<td>Title</td>
<td>728x90</td>
<td>2,450</td>
<td>2,330</td>
<td>2,205</td>
<td>1,960</td>
<td>1,715</td>
</tr>
<tr>
<td>Header</td>
<td>468 x 60</td>
<td>1,400</td>
<td>1,330</td>
<td>1,260</td>
<td>1,120</td>
<td>980</td>
</tr>
<tr>
<td>Panel</td>
<td>300x250</td>
<td>1,250</td>
<td>1,190</td>
<td>1,125</td>
<td>1,000</td>
<td>875</td>
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**Website Only**

<table>
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<th>Term</th>
<th>Size</th>
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<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel</td>
<td>300 x 250</td>
<td>875</td>
<td>830</td>
<td>785</td>
<td>700</td>
<td>610</td>
</tr>
<tr>
<td>Large Panel</td>
<td>300x500</td>
<td>1,450</td>
<td>1,375</td>
<td>1,300</td>
<td>1,150</td>
<td>1,010</td>
</tr>
<tr>
<td>Off Network Targeted*</td>
<td>300x250 / 728x90</td>
<td>1,600</td>
<td>1,520</td>
<td>1,440</td>
<td>1,280</td>
<td>1,120</td>
</tr>
<tr>
<td>Mid Article Panel Banner*</td>
<td>300x250</td>
<td>1,000</td>
<td>950</td>
<td>900</td>
<td>800</td>
<td>700</td>
</tr>
<tr>
<td>HomePage Skins Left &amp; Right</td>
<td>Custom</td>
<td>750 Per Week</td>
<td>710 Per Week</td>
<td>675 Per Week</td>
<td>600 Per Week</td>
<td>525 Per Week</td>
</tr>
</tbody>
</table>

*Off Network Targeted banners deliver banners to acccomnews users on other websites they visit based on the content they view on acccomnews.com.au – An example of this is when a user views an article in the management section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

* Mid Article Panel Banners target specific section articles, appearing mid article - Example only management articles

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**Electronic Direct Marketing Package**

1x EDM blast to 9,200+ accommodation industry professionals throughout Australia, panel banner 300 x 250 on AccomNews website and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner) - EDM Only $3,000 Excl. GST

EDM sends limited to only 4 per month

**Total Package** $5,000 excl. GST

**Supplier News**

<table>
<thead>
<tr>
<th>Term</th>
<th>x1</th>
<th>x2</th>
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<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier/Product Profile (Up to 800 words + 4 images)</td>
<td>750</td>
<td>715</td>
<td>675</td>
<td>600</td>
<td>525</td>
</tr>
<tr>
<td>Supplier/Product Profile + Weekly Newsletter</td>
<td>900</td>
<td>855</td>
<td>810</td>
<td>720</td>
<td>630</td>
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Note: All prices exclude GST. Agency commission terms & conditions apply. Rates effective 01/09/2019, E&OE