

AccomNews

The essential industry guide



PRINT+DIGITAL

MEDIA KIT 2022



Multimedia
Pty Limited

Proudly published by Multimedia Pty Ltd – for further information, please contact:
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www.accomnews.com.au



11,956

Subscribers to the twice
weekly digital newsletter

14,500

Print and Digital Copies
distributed each issue

***AccomNews* remains unrivalled as Australia's
premier product and service guide for the
Australian accommodation industry.**

The print and digital edition of *AccomNews* is delivered directly, on a quarterly basis, to over 14,500 owners, managers and key personnel in hotel, motel, resort, apartment and holiday park properties throughout Australia.

These readers range from senior hoteliers to regional motel operators plus everyone in between and they are the key decision makers/purchasers in the Australian accommodation industry.

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.

Each of the *AccomNews* 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.

For over 18 years we have been trusted as the leading industry magazine providing all of the critical information these operators depend on to run their business.



Readers by type/sector

Apartment	(33%)
Small Lodges	(9%)
Backpackers/Hostels	(1%)
Hotel	(11%)
Motel	(41%)
Tourist Parks	(5%)

Readers by Size (Rooms/Units)

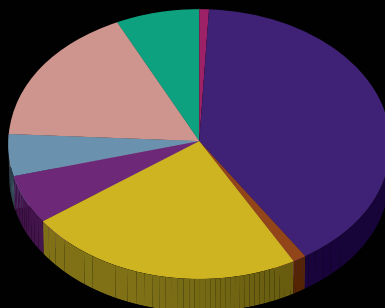
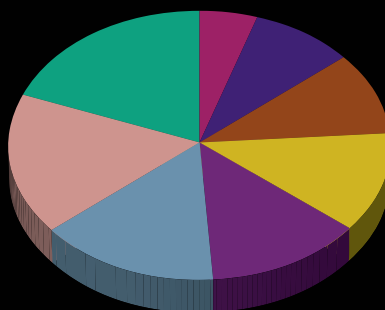
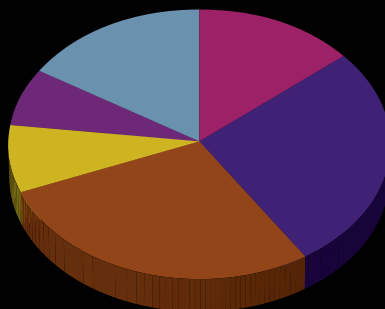
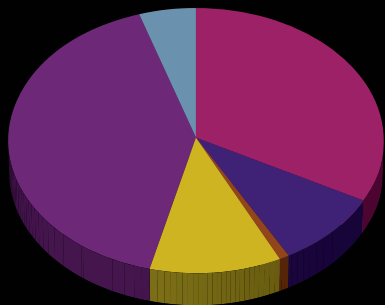
1 - 10	(14%)
10 - 20	(27%)
20 - 40	(28%)
40 - 60	(8%)
60 - 100	(7%)
100+	(16%)

Readers by Star Rating

1.5 Stars	(5%)
2 Stars	(9%)
2.5 Stars	(10%)
3 Stars	(12%)
3.5 Stars	(13%)
4 Stars	(15%)
4.5 Stars	(17%)
5 Stars	(19%)

Readers by State

ACT	(1%)
NSW	(40%)
NT	(1%)
QLD	(23%)
SA	(6%)
TAS	(5%)
VIC	(17%)
WA	(7%)



Content Marketing

Use the expert skills of the Multimedia production team to create a 1 or 2 page content marketing piece tailored to the AccomNews audience.

Content marketing pieces are designed to educate the AccomNews readership on your new product or service whilst allowing you to provide an in-depth description of your product/service and its relevance to our audience.

1 Page Content Marketing

Package Includes:

- 700 word content marketing piece to be written by a Multimedia journalist (will also include 3-4 images)
- Content marketing piece hosted on the AccomNews website for 1 month
- Content marketing piece promoted on the twice weekly AccomNews newsletter for 1 month

Total Rate: \$3,000 ex GST

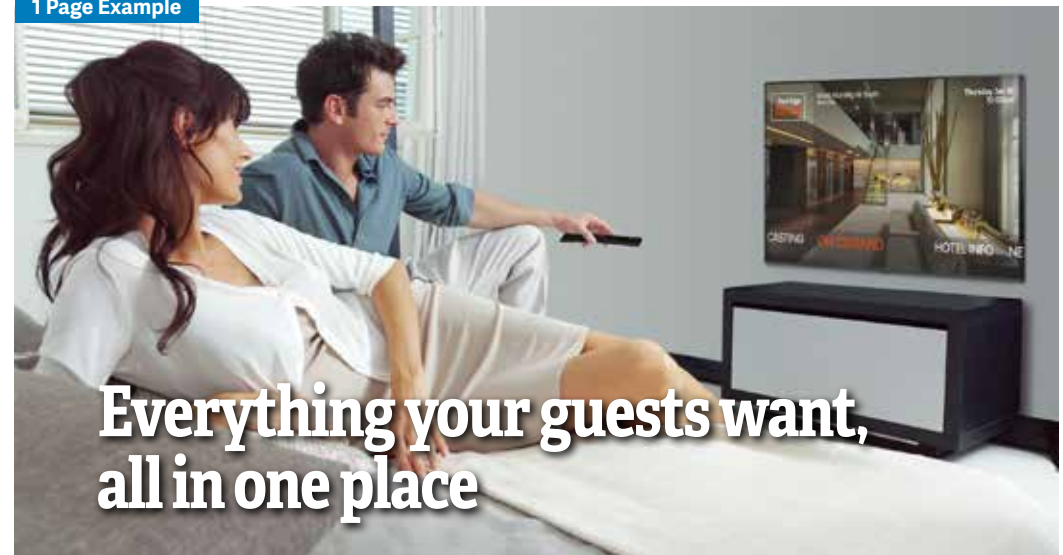
2 Page Content Marketing

Package Includes:

- 1,400 word content marketing piece to be written by a Multimedia journalist (will also include 7-8 images)
- Content marketing piece hosted on the AccomNews website for 1 month
- Content marketing piece promoted on the twice weekly AccomNews newsletter for 1 month

Total Rate: \$5,000 ex GST

1 Page Example



Business iQ is Foxtel's most advanced entertainment and technology system, and provides your guests with more content choices than ever before.

They can choose to watch live television from a selection of Foxtel's 90+ channels of live sport, entertainment, movies and documentaries. Or they can choose to watch over 20,000 hours of On Demand movies and TV shows. Or should they wish to watch their own streaming apps, they can cast them using the Business iQ's in-built casting solution.

Usage data from over 5,000 rooms already using the Business

iQ, shows that guests spend an average of 2.5 hours per day watching television in their hotel room. The data also shows that 85% of this consumption is of Live/Broadcast TV, predominantly sport, news, movies and exclusive drama. The remainder of the time is spent accessing the free On Demand content (10%) and Casting from their own devices (5%). Clearly, guests appreciate having the flexibility to choose how they consume content.

Customisable technology

Not only does the Business iQ give your guests access to a range of entertainment options, but its leading-edge technology allows you to customise the platform to

promote your hotel better. The digital compendium enables you to promote your onsite services, restaurants and bars as well as your loyalty program while the guest messaging feature allows you to directly message individuals or groups of guests. You'll also be able to add in your own content such as welcome videos or external content channels. All of this is fully managed via an easy-to-use online portal, complete with remote monitoring and troubleshooting capabilities.

Future-proof solution

The truly unique benefit of the Business iQ is that it is constantly evolving, whether that's the content available on the platform

or the technology and features that are remotely updated. Foxtel refresh their content each month with approximately 6,000 new TV programmes and movies. Since launching the product 18 months ago, Foxtel are already on their fourth major update of some of the technology and features and have some exciting new developments in the pipeline. With the Business iQ, Foxtel are able to evolve the product based on technology trends as well as changes in media consumption and user behaviour, providing a truly future-proof solution for hoteliers. ▲

Give your guests everything they want, all in one place. Call Foxtel Business, 1300 760 347 or visit foxtel.com.au/biq

Hear what these industry-recognised Hoteliers have to say about the Business iQ:



Badelle Francis, General Manager, Oval Hotel Adelaide

"We were looking for a premium product, and Business iQ was a natural extension of our intuitive in-room technology, offering our guests more choices and a seamless user experience."



Vincent Bellerose, Franchisee, Quest Portland

"The Business iQ took guest entertainment to another level... It's a one stop shop. The compendium, on-demand movies, guest information and the TV channels are all together, and our guests can use the casting as well if they want."



Peter Tudehope, General Manager, Radisson Blu Plaza Hotel Sydney

"From the technically advanced to guests who turn up with none of their own technology, we now have an entertainment system that caters to everyone."



Bruce McAleer, General Manager, The R Hotel Geelong

"The Foxtel Business iQ package stood out as a very user-friendly system with literally anyone being able to pick up the remote and navigate their way through channel selection, on demand and hotel compendium."

TFE HOTELS – GROWING TO



Adina Apartment Hotel, Brisbane

TFE Hotels is in its biggest growth phase yet, as it heads towards 100 hotels in its portfolio.

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TFE Hotels was formed as a joint venture in 2013 between TOGA Group's TOGA Hotels, established in Sydney in 1963, and the hospitality arm of Singapore's Far East Orchard Limited.

As the only international hotel group headquartered in Australia, TFE Hotels has 72 hotels in Australia, New Zealand

and Europe and another 28 in the pipeline. That's an extraordinary 41% growth in the next five years. Its brands encompass Adina Apartment Hotels, Vibe Hotels, Travelodge Hotels, Rendezvous Hotels and TFE Hotels Collection.

FOUR NEW HOTELS IN 2018

TFE Hotels has added four new hotels to its portfolio in 2018 and has many more on its horizon. In 2018 it added Adina Serviced Apartments in Dickson, Canberra, followed by the cool and contemporary Vibe North Sydney, which captured the business and corporate markets. The redeveloped Northpoint offers guests access to an exciting "eat



Adina Apartment Hotel, Canberra

street" and new retail precinct, then early next year a rooftop bar and pool, all developed by Cromwell Property Group. In July, TFE opened the doors to the stunning Adina Apartment Hotel on George Street, Brisbane, in a beautifully redeveloped former Government Bank built in 1920. Its river views and lobby are major talking points, as is the basement-level bar and chic ground floor restaurant, Donna Chang.

TFE Hotels has also just opened Australia's first urban resort, The Calile Hotel, in Brisbane's premier fashion and lifestyle precinct, James Street. This falls under TFE Hotels Collection brand, a portfolio of beautiful

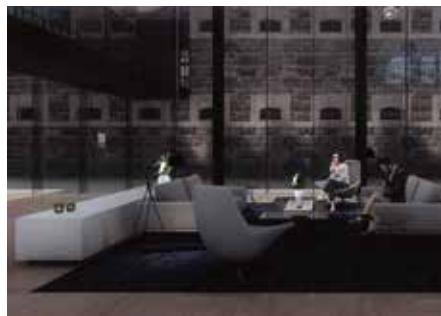
discovery hotels with a sense of story, place and purpose.

The Calile Hotel adds a cool new lobby bar and flagship poolside restaurant Hellenika with cabanas for dining under the stars. An adjoining laneway is filled with eateries and bars, and there are premium Australian fashion boutiques fronting the street.

Next month, TFE will unveil a reimagined Art Deco gem, Savoy on Little Collins, Melbourne (once the famous Savoy Plaza), after a multi-million-dollar refurbishment, and in 2020, The Hotel Britomart will open in Auckland's sophisticated urban precinct, both under the TFE Hotels Collection brand.



The Savoy Hotel on Little Collins, Melbourne



Adina Apartment Hotel Melbourne Pentridge

100 HOTELS WORLDWIDE

SEVEN HOTELS UNDER CONSTRUCTION

As part of its development pipeline of 28 new hotels, TFE Hotels has an extraordinary seven hotels already under construction in Australia, as well as seven new hotels in its pipeline in Germany.

Construction is underway at Vibe Hotel Hobart; Vibe Hotel at Darling Harbour, Sydney; and Vibe Hotel in Queen Street, Melbourne – and a Vibe Hotel Adelaide has just been signed. Vibe Hotels are known for their appeal to those in a millennial mindset with social spaces and inspired design. This marks a huge milestone for the brand, which will soon have 12 hotels around Australia, after launching in Sydney in 2003.

The Adina Apartment Hotels brand has evolved from its beginnings in Sydney in 1982 to become a major brand with 36 hotels in five countries – and at least another 13 in the pipeline.

These include several hotels that will create new lifestyle precincts for the cities in which they are located. The former Pentridge prison in Melbourne will be transformed into a spectacular lifestyle precinct, complete with Adina Apartment Hotel, outdoor cinema and microbrewery. An Adina in Canberra will offer a "Theatre

Lane" forming a new foodie and retail precinct for the city centre. At Melbourne's West End, an exquisite Adina hotel draws on a rainforest and futuristic elements in its design, with a yoga pod, massage studio, Jacuzzi, indoor lap pool and indoor garden "social hub".

In the second half of 2019 an Adina will open in Southbank, Melbourne, and in 2020 there are three new Adina hotels set for Fremantle in Western Australia and Macquarie Park near Sydney, as well as a spectacular new-build on George Street in Sydney.

Also on the horizon are Travelodge Hotels in Auckland and Adelaide, with a fresh new design ethos for the brand.

MAKING A MARK IN GERMANY

TFE Hotels is the second largest operator of serviced apartments in Germany, with 11 Adina Apartment Hotels under management (Horwath HTL report). Last year the brand added two beautiful new Adina hotels in hip Leipzig and in the port city of Hamburg as it celebrated its 10th year in Germany and has signed contracts for seven new hotels. ▲

For more information please visit development.tfehotels.com



Vibe Hotel, Melbourne

The Calile Hotel debuts in Brisbane

Australia's first urban resort opens its doors



The Calile Hotel

Brisbane's most anticipated new address, The Calile Hotel, has officially opened its doors as Australia's first urban resort.

It offers premium rooms, with a medispa, flagship fashion boutiques and sophisticated bar and dining options, in the heart of James Street, Brisbane's foremost retail and lifestyle precinct. The hotel is managed by TFE Hotels under the TFE Hotels Collection brand.

The Calile Hotel's 175 generous guest rooms include nine suites and two premier suites. Each is designed with an individual balcony, Bluetooth sound bar, motorised blackout blinds, 55" flat screen television and complimentary new-release movies.

Beautiful and flexible event spaces cater to intimate culinary soirees, poolside cocktail parties, a grand ballroom celebration or wedding for up to 500 people.

The Lobby Bar, on the ground-floor of the hotel, offers a sophisticated space to enjoy cocktails inspired by the local area. Flagship restaurant, Hellenika, opens out on the pool terrace and has an exciting modern Greek menu, similar to its

award-winning sister restaurant by Simon Glioftis on the Gold Coast. The restaurant has a vast 600 square metres of dining space and poolside cabanas. Ada Lane offers five new street-level tenancies dedicated to eateries and bars.

One of Australia's top wellness and spa facilities completes the experience. Meaghan South, of Brisbane's famed Dome Retreat, has opened KALLO Wellness Medispa on the pool deck level and it boasts 10 treatment rooms. A holistic wellness experience combines ancient wisdom with modern approaches to skin health, medical aesthetics and beauty essentials. Brisbane Cosmetic Medicine Specialist Dr Edwina Morgan heads up a team of therapists and doctors.

Forme Fitness offers technologically advanced gym equipment and personal training, in a boutique space with well-considered and luxurious facilities.

Australia's most sought-after fashion labels have opened their Queensland flagship stores on the ground floor of the hotel, fronting James Street: Dion Lee, Bassike, Venroy, Bec & Bridge and Love Stories. ▲

Hotel bookings can be made at www.thecalilehotel.com or by phoning 13 86 42 in Australia, or +61 2 9356 5062 from outside Australia.



Rates + Requirements

Display Advertising		Term			
Size		x1	x2	x3	x4
1/8 Page		740	700	660	600
1/4 Page		1,280	1,220	1,160	1,020
1/2 Page		2,120	2,020	1,920	1,700
1 Page		3,240	3,080	2,920	2,600
2 Page		5,320	5,040	4,780	4,240

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 \$5,120)

Profile Advertising					
Half display and half advertorial space		x1	x2	x3	x4
1/2 Page (1/4 Page Ad + 200 Words)		1,900	1,800	1,710	1,520
1 Page (1/2 Page Ad + 350 Words + 1 Images)		2,900	2,750	2,610	2,320
2 Page (1 Page Ad + 750 Words + 2 Images)		4,780	4,540	4,300	3,820

Inserts			
Regional rates per 1000		Regional	Full
DL		460	3,450
A4		520	4,350
A3 (maximum flat A4)		650	5,475

Note: All prices exclude GST. Agency commission terms & conditions apply. Rates effective 01/09/2020. E&OE

File specifications:

Files supplied as 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 the above file formats, any supplied materials will be used as a visual guide only.

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.

Double Page

Trim to Page:
297mm x 420mm

Bleed Area:
307mm x 430mm



Full Page

Trim to Page:
297mm x 210mm

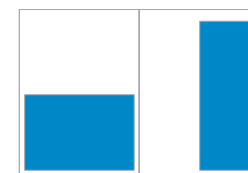
Bleed Area:
307mm x 220mm



Half Page

Vertical:
267mm x 89mm

Horizontal:
131mm x 183mm



1/4 Page

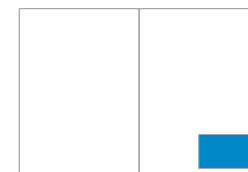
Standard:
131mm x 89mm

Horizontal:
63mm x 183mm



1/8 Page

Horizontal:
63mm x 89mm



2022 Deadlines

Summer 2022

Final Booking Deadline: 13th January 2022
Final Artwork Approval Deadline: 21st January 2022
Magazine Release: Early February 2022

Autumn 2022

Final Booking Deadline: 1st April 2022
Final Artwork Approval Deadline: 8th April 2022
Magazine Release: Late April 2022

Winter 2022

Final Booking Deadline: 1st July 2022
Final Artwork Approval Deadline: 8th July 2022
Magazine Release: Late July 2022

Spring 2022

Final Booking Deadline: 30th September 2022
Final Artwork Approval Deadline: 7th October 2022
Magazine Release: Late October 2022

Summer 2023

Final Booking Deadline: 13th January 2023
Final Artwork Approval Deadline: 20th January 2023
Magazine Release: Early February 2023

Please note that these dates may change without notice,
and are indicative guide only.



Features + Regular Sections



Summer 2022

Outdoor Furniture
Amenity Dispensers
Internet Solutions
Coin Operated Laundry Equipment
Swimming Pool Maintenance/Repairs
Guest Entertainment Supplement

Autumn 2022

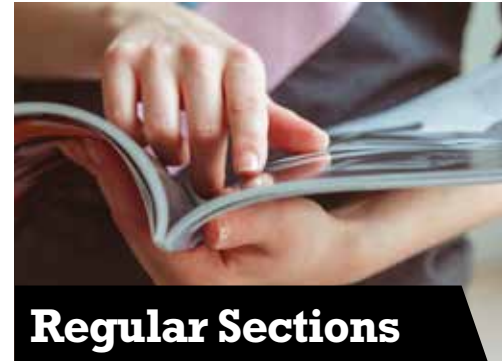
Annual Property Management
Software Supplement
Positives of Franchising
Outdoor Heating
The Future of Door Lock Technology
Interior Design & Furniture Trends
Property Management Software
Supplement

Winter 2022

Air-Conditioning Upgrades
Hospitality TV's
Property Refurbishments
Guest Entertainment
Beds & Bedding
Guestroom Amenities Supplement

Spring 2022

Hotel Furniture Packages/Trends
Perimeter & Access Control Systems
Guestroom Amenities
Hospitality Vacuums
Digital Signage
Interior Design Supplement



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.

Refurbishment

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

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.

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.

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.

Guest Facilities

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

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

Training, career paths, remuneration, superannuation - our expert writers keep you up with the play.

AccomNews - Online

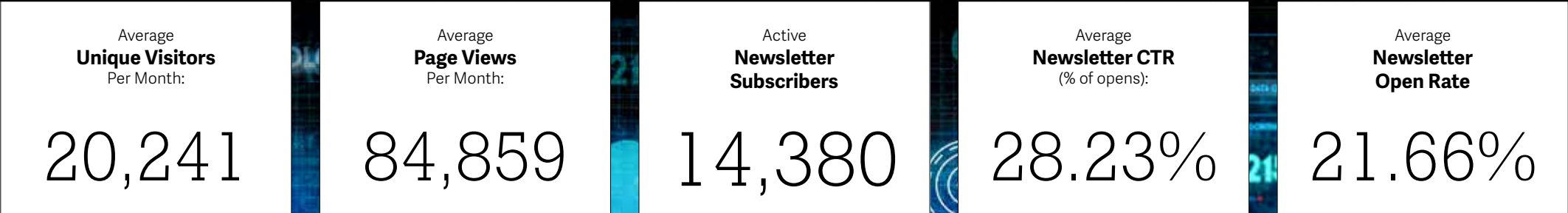


AccomNews.com.au is the leading industry-wide portal providing all of the critical information needed by accommodation industry management, professionals and suppliers.

AccomNews keeps our readers informed by regularly delivering the latest industry news, specialist articles, industry forums, product releases, statistics, and product profiles via the website, twice weekly digital newsletter and social media channels.

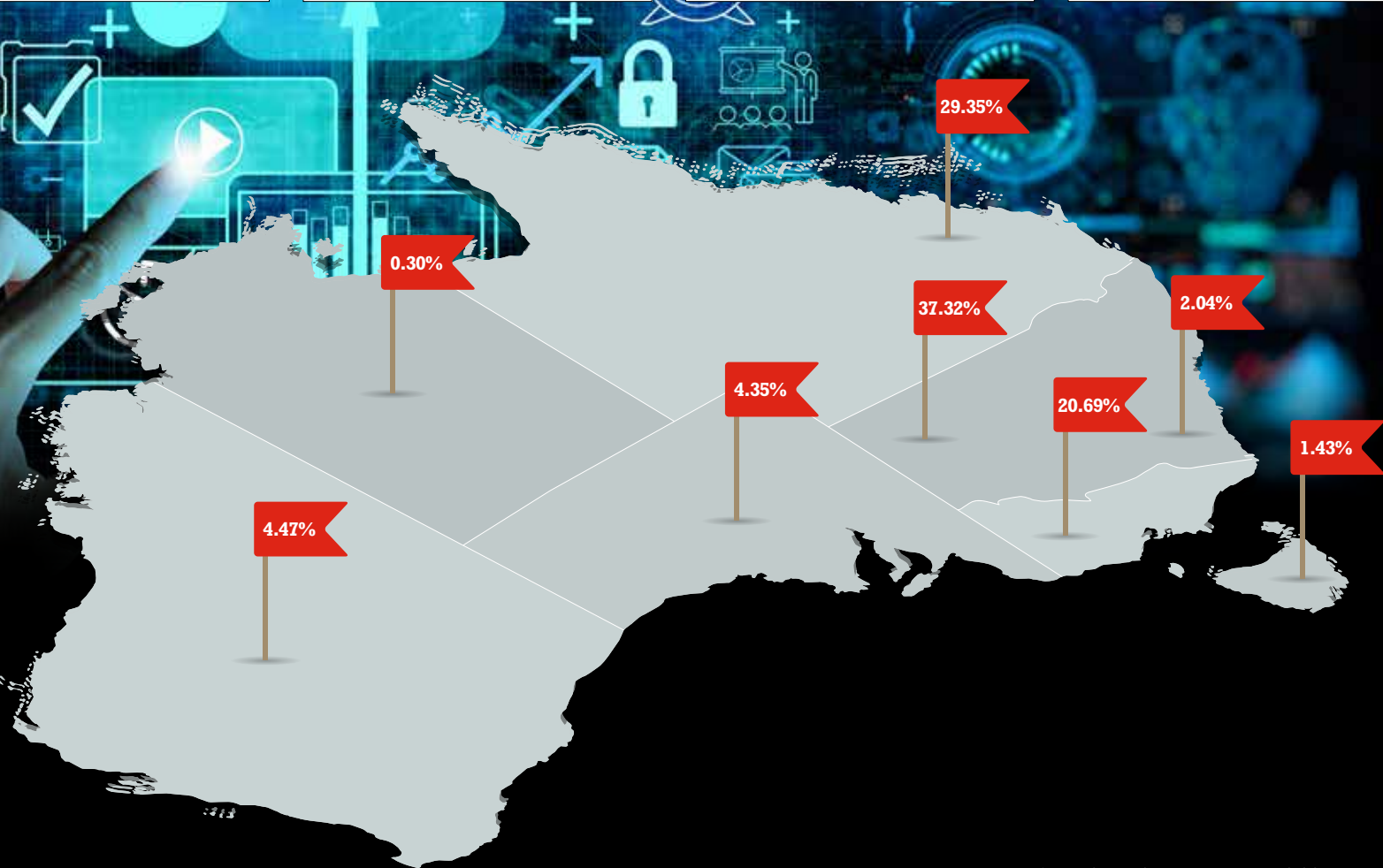


Website Statistics



Australian Visitor Breakdown by State

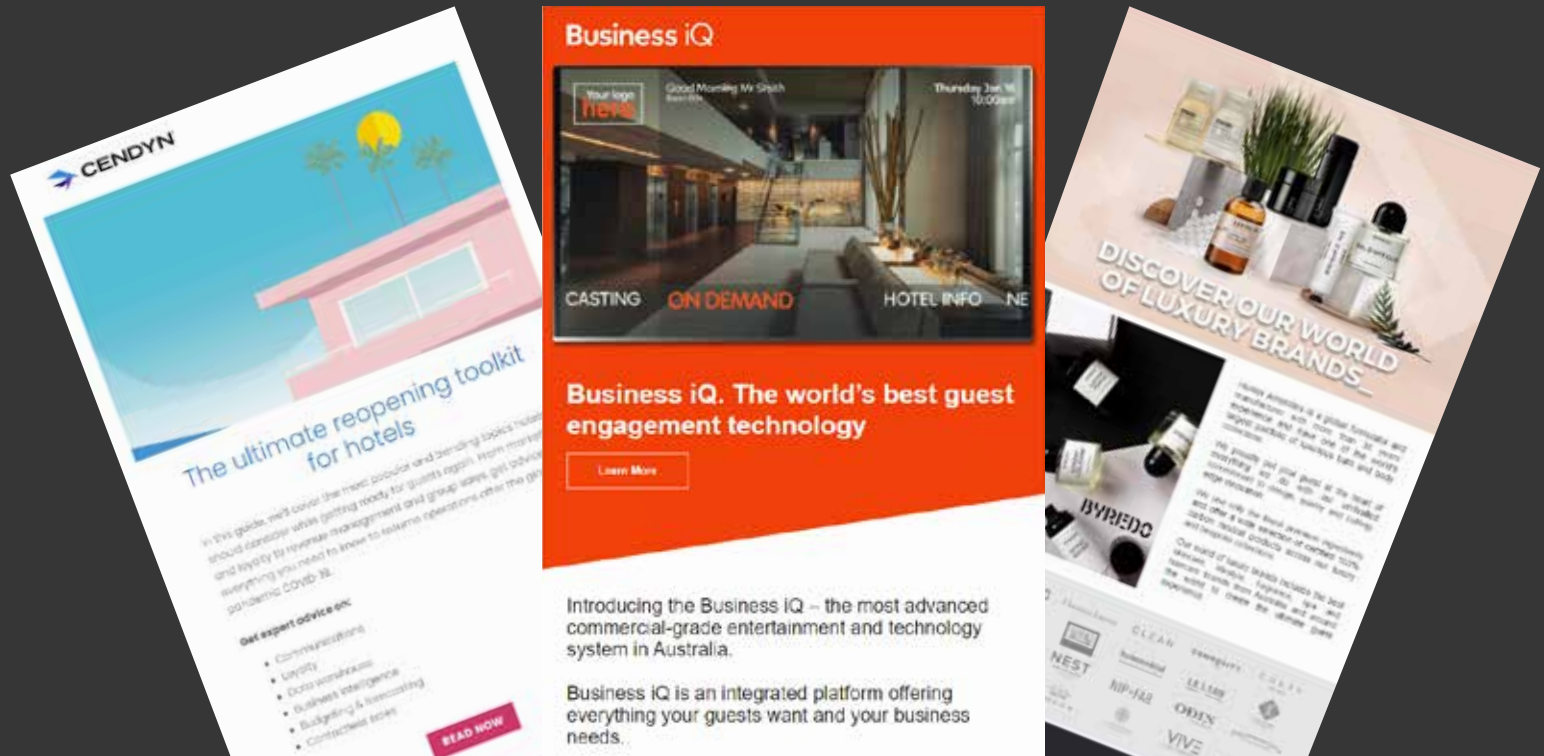
NSW:	SA:
37.32%	4.35%
QLD:	ACT:
29.35%	2.04%
VIC:	TAS:
20.69%	1.43%
WA:	NT:
4.47%	0.30%



*Google Analytics reports available on request

Electronic Digital Marketing

Reach 9,600 accommodation industry professionals in Australia with an AccomNews EDM package!



EDM Package includes:

1x EDM blast to 9,600+ 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

Average EDM Open Rates: 21.86%

Average EDM CTR (% of opens): 7.82%

“ My digital advertising agency ran a solus EDM send to the Accom News Australia subscriber database recently on behalf of my client Scintex. The email was promoting our range of disinfectant sprayers and accessories. The open rate was well above industry average at 22.6% and the quality of the clicks generated lead to numerous online sales over the next 1-5 days providing a solid ROI from the expenditure. Reaching key decision makers in the accommodation industry has always proven a difficult task in the past but the sales generated by this email prove the value of the Accom News audience and I will recommend it to my client in the future.”

Dave Wright
Principle Media Australia

Website Takeover

New product to launch? Huge announcement to make?
Why not takeover our website for a month with this high impact takeover.

ACCOM PROPERTIES SALES & RENTALS

JOIN OUR 300+ RESIDENT MANAGERS ALREADY BENEFITTING FROM ACCOMPROPERTIES

Monday, September 21 2020 Breaking News New Oaks Cairns and government stimulus to aid region's recovery

AccomNews

Home Latest News ▾ NZ News ▾ Sections ▾ Latest Print Issue Digital Newsletter Directory Advertise ▾

1,000+ listings for sale ACCOM PROPERTIES

NEW INTRODUCTORY OFFER!

SIGN-UP CLICK HERE TODAY!

Latest Articles

- © 20 hours ago
Struggling hotels keen to meet increased demand for Quarantine program
- © 19 hours ago
Is it the year of the caravan and camping holiday? Millennials replacing grey nomads
- © 18 hours ago
Buying Management Rights?
Search Australia's leading Management Rights portal for ALL listings.
ACCOM PROPERTIES accomproperties.com.au

Takeover package includes:

HomePage Skins (A) (B) (C)

(Left, right & above the masthead)

728x90 Title Banner (D)

(Also appearing on the newsletter)

300x250 Panel Banner (E)

(Also appearing on the newsletter)

Package Cost: \$4,000 ex GST (Valued at \$6,700 ex GST)

Placements + Rates

A Header Banner (728px x 90px)

B Title Banner (728px x 90px)

C Large Panel Banner (300px x 500px)

D Panel Banner (300px x 250px)

Email + Website Front Page

Includes banner on minimum eight email newsletters per month.

Banners	Newsletter Size	Website Size	x1	x2	x3	x6	x12
A Header	600x74	728x90	1400	1330	1260	1120	980
B Title	600x74	728x90	2450	2330	2205	1960	1715
C Large Panel	N/A	300x500	2600	2470	2340	2080	1820
D Panel	N/A	300x250	1250	1190	1125	1000	875

Website Front Page

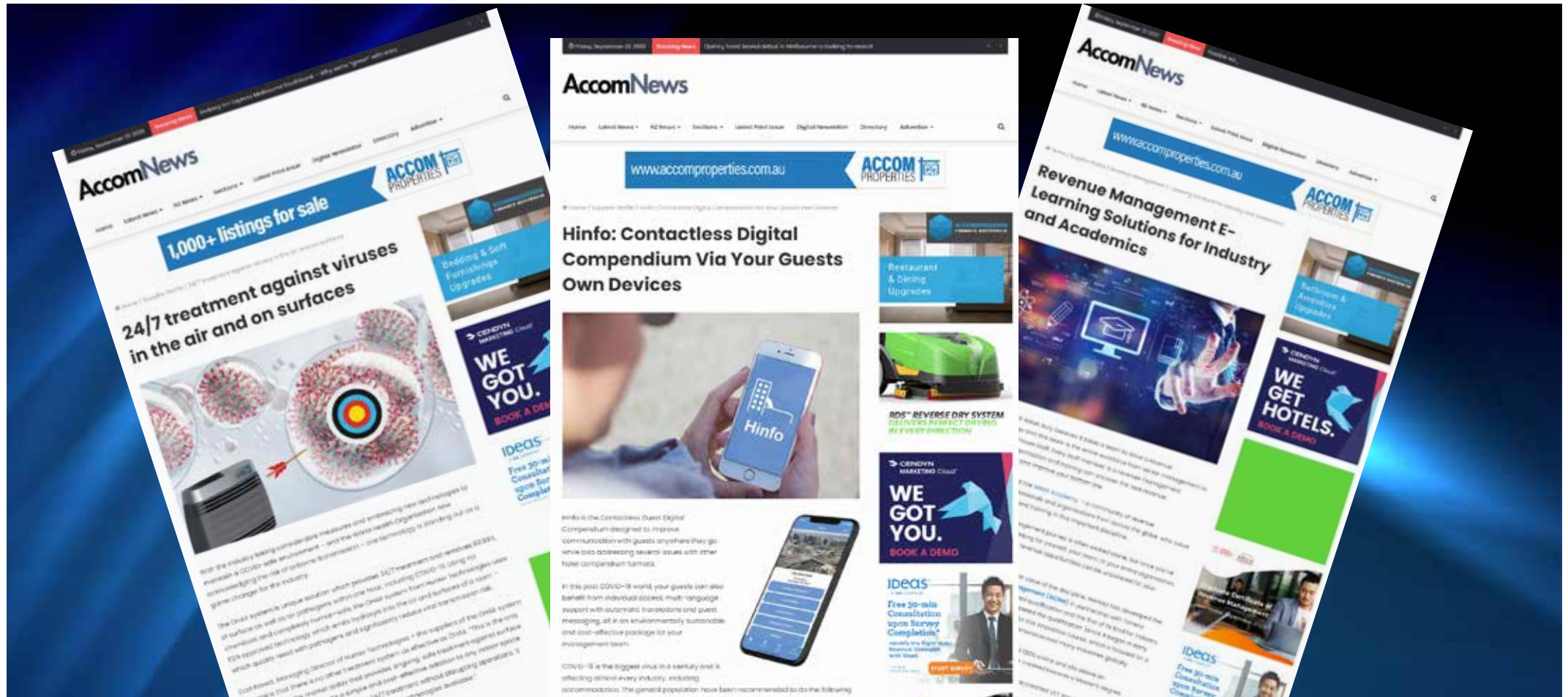
Includes web banner placement on front page.

Banners	Size	x1	x2	x3	x6	x12
A Header Banner	728x90	980	930	880	780	685
B Title Banner	728x90	1715	1630	1540	1370	1200
C Panel Banner	300x250	875	830	785	700	610
D Premium Panel Banner	300x500	1820	1725	1635	1455	1270

Production Charges

For Artwork Included (Max 2 client corrections)	No Charge
Additional Changes	120/hour
Advertorial (200 words)	120
Advertorial (400 words)	200
Advertorial (400 words)	360

Product & Supplier Profiles



Get the edge with our platform...

Showcasing your products and services in our “Supplier News” section of the website, has never been easier and offers advertisers the platform to promote their products or services to an ever increasing base of site readers.

From the simplest of products to the most complex services on offer, this integrated content solution facilitates the advertising with ease.

Product & Supplier Profiles

Includes advertorial page in our Supplier News section (Website and Newsletter).

		x1	x2	x3	x6	x12
Small	200 Words + 1 Image	500	475	450	400	350
Medium	400 Words + 2 Images	650	620	585	520	455
Large	800 Words + 4 Images	750	715	675	600	525

Off Network Advertising

Target our cookie pool of 12,000 users after they leave *AccomNews* with our off-network marketing options.



How does off network marketing work?

Accom News Australia uses advanced pixel technology to track unique users that visit our website on a monthly basis to allow retargeting of these users on high reach Google partner websites outside of our own network.

These ads specifically target these users and influence

this highly sought after B2B audience through display ads in prominent positions on high reach Google partner websites.

Remarketing is a very powerful advertising tool as it builds reach & frequency and in turn qualified leads for your business.

What is included?

A 1 x month campaign with 50,000 impressions included. Readers will be served with a 300x250 and 728x90 banner.

Package Cost: \$1,600 ex GST

Other Associated Titles



Resort News

Resort News is the Accommodation Industry journal read by 2,000+ owners and managers throughout Queensland and northern New South Wales monthly. This includes all the major industry groups and associations, with additional copies distributed to professionals, associates, and educational institutions from across the industry. *Resort News* is our longest running title and is often regarded as the bible for the management rights/strata industry.



School News

The print and digital edition of *School News* is delivered to over 14,000 education industry professionals at primary and secondary schools throughout Australia. The reader demographic is principals, head of departments, property managers, purchasing officers & student advisors (the decision makers!)

 www.school-news.com.au



AccomProperties

AccomProperties is the fastest growing website for buying and selling Management Rights, Motels, Hotels and Caravan Parks in Australia.

We currently have just over 900 listings for sale on the website and are continuing to grow.

 www.accomproperties.com.au