

*As of October 2019. Subject to change

LODGING

MEDIA

2020

THE OFFICIAL PUBLICATION OF THE AMERICAN HOTEL & LODGING ASSOCIATION 

CONTENT CALENDAR

PRODUCTS

RATES & SPECS

WE KNOW THE HOSPITALITY BUSINESS

Our subscribers are highly qualified industry leaders representing the most reputable companies in the hospitality industry.

LODGING is the voice of the industry, providing access to thought leaders and a deep understanding of hospitality trends. From real estate investment to daily operations, our content touches all areas of the increasingly sophisticated lodging sector.

OUR VISION

LODGING wants to connect you to the people who matter most for your business in deep and meaningful ways. When you advertise with us, your campaign will be given exclusive priority to targeted demographics across a diverse variety of distribution channels, guaranteed to be seen by the most relevant audience members.



LODGING BY THE NUMBERS



35,000 Print Subscribers



107,000 Website Monthly Views



23,000+ Newsletter Subscribers



19.6% Open Rate



160,000+ Monthly Social Impressions



2020 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
January SPACE: 12/3/19 MATERIALS: 12/13/19	STATE OF THE INDUSTRY The biggest issues facing the industry in 2020 and how hoteliers can step up and have their voices heard.	<ul style="list-style-type: none"> Food & Beverage 	<ul style="list-style-type: none"> Top 25 Markets Volunteerism Government Policies 	<input type="radio"/> ALIS
February SPACE: 1/6/20 MATERIALS: 1/21/20	THE POWER OF EDUCATION How ongoing opportunities for continuing education is pushing hospitality team members to new heights. +Special Advertising Section: Hospitality with Heart	<ul style="list-style-type: none"> In-room Entertainment 	<ul style="list-style-type: none"> Extended-Stay Report Adaptive Reuse Direct Booking 	
March SPACE: 2/3/20 MATERIALS: 2/18/20	THE ECONOMY ISSUE Everything that makes economy hotels tick.	<ul style="list-style-type: none"> Locks, Safety & Security 	<ul style="list-style-type: none"> Hurricane Impact Report Asset Enhancement Brokers 	<input type="radio"/> Hunter Conference <input type="radio"/> AAHOA
April SPACE: 3/4/20 MATERIALS: 3/18/20	GUIDE TO MANAGEMENT COMPANIES Comprehensive guide to the top management companies that includes, interviews, good advice, and indispensable data.	<ul style="list-style-type: none"> Interior Design 	<ul style="list-style-type: none"> Medical Tourism Industry Consolidation 	<input type="radio"/> HD Expo
May SPACE: 4/3/20 MATERIALS: 4/17/20	MAKING MONEY COUNT How to best invest your dollars at this point in the cycle.	<ul style="list-style-type: none"> Mattresses, Linens & Bedding 	<ul style="list-style-type: none"> Rural Hotels Report International Investment Group Business 	<input type="radio"/> NYU Investment Conference
June SPACE: 5/4/20 MATERIALS: 5/18/20	PLUGGED-IN Technology taking hotels to the next level. +HITEC Product Spotlight	<ul style="list-style-type: none"> Technology & Guest Connectivity 	<ul style="list-style-type: none"> HOST Almanac P&L Study Internet of Things Mobile Capabilities 	<input type="radio"/> HITEC



2020 CONTENT CALENDAR (2 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
July SPACE: 6/3/20 MATERIALS: 6/17/20	MENTORS & MENTEES A deep look at the mentor/mentee relationships driving success in the hotel industry. +Special Advertising Section: Mentoring Programs	<ul style="list-style-type: none"> ● Software 	<ul style="list-style-type: none"> ● Soft Brand Report ● Soft Brand Guide ● Wages 	<ul style="list-style-type: none"> ○ NABHOOD Conference
August SPACE: 7/2/20 MATERIALS: 7/16/20	GUIDE TO FRANCHISING This issue contains all the details hoteliers need to make smart franchising decisions. +Special Advertising Section: Brand Profiles	<ul style="list-style-type: none"> ● Pest Control & Cleaning Products 	<ul style="list-style-type: none"> ● Rebranding ● Mixed-Use Properties 	
September SPACE: 8/5/20 MATERIALS: 8/19/20	DEVELOPMENT ESSENTIALS New trends and industry necessities that will allow hotel developers to push the limits of their projects.	<ul style="list-style-type: none"> ● Equipment (HVAC, PTAC, Laundry, etc.) 	<ul style="list-style-type: none"> ● F&B Revenue Report ● REITs ● Waste Removal 	<ul style="list-style-type: none"> ○ Lodging Conference
October SPACE: 9/4/20 MATERIALS: 9/18/20	WOMEN IN LODGING Successful female leaders speak about how they've developed their careers. +HX Product Spotlight	<ul style="list-style-type: none"> ● In-room Amenities 	<ul style="list-style-type: none"> ● Resort Hotels Report ● Apps ● Rooftop Bars 	<ul style="list-style-type: none"> ○ HX ○ BD NY
November SPACE: 10/5/20 MATERIALS: 10/19/20	GOING GREEN Sustainability initiatives that not only help the environment, but also drive profits. +Special Advertising Section: Green Endeavors	<ul style="list-style-type: none"> ● Spa & Fitness 	<ul style="list-style-type: none"> ● Group vs. Transient Report ● Recycling ● Seasonal Business 	
December SPACE: 11/4/20 MATERIALS: 11/26/20	MARKETPLACE + PERSON OF THE YEAR A comprehensive look at vendors in the hotel space, as well as a profile of <i>LODGING's</i> Person of the Year. +Company Profiles spotlighting top vendors.	<ul style="list-style-type: none"> ● Franchising ● Finance & Real Estate ● HVAC & Energy Mgmt. ● Security 	<ul style="list-style-type: none"> ● Design, Furnishings, & Purchasing ● Food & Beverage ● Technology & Entertainment 	<ul style="list-style-type: none"> ● Hotel Operations ● Management Companies ● Associations, Education, & Careers

PRODUCTS & SERVICES

PRINT

Print makes a strong, lasting impression with seasoned industry veterans in which no form of digital advertising can compete. When executives and decision makers read **LODGING**, they become fully immersed in our content. There are no distractions or outside forces competing for their attention. To them, every page represents something new and interesting to learn about.

Distribution: 34,000+ copies sent to AHLA members, hotel owners, hotel operators, hotel investors, hotel developers, management companies, franchise executives and those allied to the trade.

Reach: Each month over 100,000* industry professionals are impacted by **LODGING**

(*Based on an industry average of 3.4 readers per copy)



TOUCH to view digital editions



DIGITAL ADVERTISING

Digital advertising on LodgingMagazine.com is one of the most versatile and rewarding ways to build trust in your brand amongst professionals in the hospitality industry. Our advanced systems let you target your audience by geography, demographics and interests with greater precision.

Monthly Unique Users: 44,000+

Monthly Pageviews: 107,000+

Display Ad Sizes:

- 728x90 Top Leaderboard
- 300x250 Small Rectangle
- 550x450 Pop-up
- 1600x1200 Background/"Bookends"
- 300x600 Half Page
- 468x60 Inline Articles
- 468x60 Middle Homepage

TOUCH to view
LodgingMagazine.com



EMAIL

Email marketing with Lodging Media offers an opportunity for your company to engage directly with top executives in the best possible location—their inbox. Our daily newsletters, weekly special sections, and exclusive ***E-Blast promotional announcements*** are proven to increase traffic, drive sales and build trust in your brand quickly and effectively.

LODGING DAILY NEWS

Our e-newsletter, with 24,000+ subscribers, presents the need-to-know list of everything driving the day in the hotel space, whether that's a big merger or the latest industry performance metrics. Published every weekday, Lodging Daily News aggregates, summarizes, and brings context to the latest happenings in the industry.

LODGING DAILY NEWS TAKEOVER

Advertisers can “take over” Lodging Daily News via one-day sponsorships. These sponsorships include the top banner ad, two smaller ads, as well as content tailored to a specific topic (i.e., Finance or Technology). Sponsors can use their own content or content vetted by the **LODGING** team.

- Technology
- Real Estate & Finance
- Design
- Operations
- Food & Beverage
- Health & Wellness
- Sales & Marketing
- Hospitality with Heart

Please speak with your sales representatives for pricing and additional details.



EMAIL *(Continued)*

E-BLAST

Your unique message delivered as a responsive* HTML document to an email subscriber database of 11,000+. Communicate directly with your target audience of hotel decision makers with a dedicated email that brings your message to prospects' inboxes.

The custom E-Blast is ideal for promoting white papers, special offers, and upcoming events, as well as supporting other digital and print advertising initiatives.

A/B testing of subject line available.

*E-Blast is responsive only when provided HTML document is responsive. Non-responsive HTML documents cannot be made responsive.



DAILY NEWS

TOP LEADERBOARD

MEDIUM RECTANGLES

RESPONSIVE MOBILE LAYOUT

LODGING DAILY NEWS

HBO
 ENTERTAINMENT
 YOUR GUESTS
 WANT TO WATCH

BIG
 CASH-PER-ROOM
 REBATES!
[LEARN MORE](#)

TOP STORY | 08.20.2018



Five Tips for Adding Influencers Into Marketing Strategies

Influencer marketing is rocketing in popularity. However, incorporating influencers into a successful marketing strategy can pose difficulties when it comes to evaluating credentials, managing collaborations, controlling deliverables, and securing approvals for complimentary room nights. Owners and operators can address these challenges by creating a measurable strategy and educating their teams on how to assess and incorporate influencers into hotel marketing. [Read more.](#)

Share Tweet LinkedIn Share Forward

Vostio
 by Agilisys Hospitality

ASSA ARLCY
 Unlock the
 power of
 the cloud
www.assahospitality.com/vostio

Advertisement

PURE HOSPITALITY
 At Agilisys, hospitality
 is our sole focus.
[CLICK HERE TO LEARN MORE](#)

Advertisement

NEWS IN BRIEF



Eight CRS Tools to Improve Direct Bookings

By using a sophisticated, integrated central reservations system (CRS) with built-in tools specifically designed to boost revenues, a property can increase direct booking conversation rates immediately—all without resorting to discounting. Read about eight of these tools and features [here](#).



Survey: Millennial Travelers Want Wellness

New research by FutureBrand Speck found that younger

SPONSORED CONTENT brought to you by Radisson Hotel Group

Grow with Radisson Hotel Group

[Radisson Hotel Group](#) aims to be one of the top three hotel companies in the world. They will reach this goal by executing a five-year operating plan that will deliver creative hospitality innovations, more streamlined operations, an integrated global platform and memorable moments to every guest, owner, business partner and talent.

LODGING'S LATEST



OPENINGS SPOTLIGHT

Holiday Inn Opens at Boston Logan Airport

Colwen Hotels and InterContinental Hotels Group opened the Holiday Inn Boston Logan Airport in Chelsea, Mass. The new property's upscale design is a first of its kind for the Holiday Inn brand. The lobby was designed with a glass fireplace around which guests can relax, work, and socialize. [Read more.](#)

Share Tweet LinkedIn Share Forward



SMART STRATEGY

Four Keys of Behavioral Detection

Hotels typically rely on a layered approach to physical security, with staff dedicated to securing entrances and key access points like the front desk to deter, delay, disrupt, or deny human threats. Behavioral detection and analysis (BDA) is an important part of that security program. Read four keys of BDA [here](#).

Share Tweet LinkedIn Share Forward

PRODUCT SPOTLIGHT brought to you by HBO®



HBO® | The Entertainment Your Guests Want to Watch

New movies every week, the latest, most addictive shows, family favorites and so much more! With HBO, there's something for everyone. HBO offers big cash-per-room rebates!

Visit HBOBULK.COM for the property rebate forms

Advertisement

NEW!

ROUNDTABLE

The inaugural **LODGING** Roundtable sponsorship provides your company an unparalleled opportunity to reach key decision makers while promoting your brand and executives. We invite you to join us in contributing to the success of this industry event, but more importantly, the success of our joint mission in reaching core customers.

2-hour closed event* with sponsorship packages available.

Please speak with your sales representatives for pricing and additional details.

Packages can include:

- (1) One person to be featured on the roundtable**
- Logo on footer of The LODGING Roundtable promotional email
- Company logo featured on round table write-up on lodgingmagazine.com and within **LODGING** Magazine
- (2) Two video posts on lodgingmagazine.com
- Full-page advertisement in **LODGING**
- Post-event dedicated email promotion of the roundtable

*All guests and sponsors to provide their own travel and room. | **LODGING Magazine to collaborate with sponsor on selecting remaining panelists.



SOCIAL MEDIA

There is no more effective method of generating sales and improving brand perception than by word of mouth. **LODGING** has sponsored social opportunities so that our advertisers can reach and engage directly with their key audiences.

Please speak with your sales representatives for pricing and additional details.



KEY METRICS

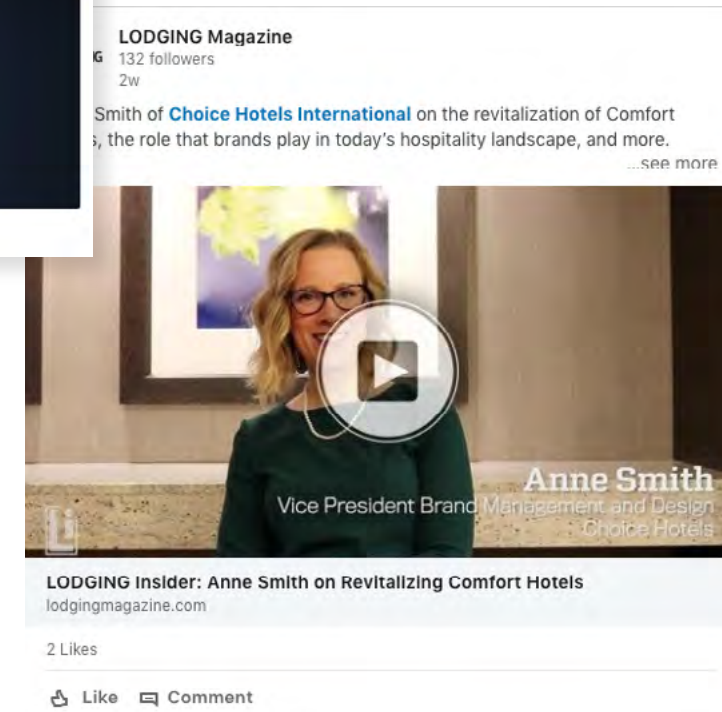
Total Monthly Social Impressions: **160,000+**

- **13,900** Twitter followers, **150,000** impressions a month
- **2,700+** Facebook followers, **7,900+** reach/impressions per month
- **1000+** Instagram followers (impressions not available)
- **500+** LinkedIn followers, **2,400** impressions a month



RETWEETS

Followers retweet what we post



IMPRESSIONS

How many people have seen our post

Organic impressions: 917 Impressions

Show stats



COMMENTS

See what people have to say

SPONSORED PRINT CONTENT

LODGING's print advertorials were created and designed to be an aesthetically pleasing complement to our traditional editorial content. Advertisers may write their own copy, or work with the LODGING team to craft something entirely unique.

Please speak with your sales representatives for pricing and additional details.



SPONSORED DIGITAL CONTENT

LODGING's sponsored digital content gives advertisers the opportunity to reach industry decision makers with relevant content while promoting their company's expertise. Online sponsored content includes a full-length article and an exclusive feature article position on LODGING's homepage. Sponsored content in Lodging Daily News, LODGING's daily e-newsletter that is sent to 24,000+ subscribers, is also available.

Please speak with your sales representatives for pricing and additional details.



*As of October 2019. Subject to change

LODGING
M E D I A

RATES & SPECS

Print Advertising Rates (net)

AD SIZE	1X	3X	6X	12X	18X	24X
2-PG SPREAD	\$13,000	\$12,000	\$10,800	\$10,300	\$9,750	\$8,800
BACK COVER (+20%)	\$7,550	\$7,200	\$6,850	\$6,500	\$6,150	\$5,550
INSIDE FRONT OR BACK (+15%)	\$7,250	\$6,900	\$6,500	\$6,250	\$5,900	\$5,300
FULL PAGE	\$6,300	\$6,000	\$5,700	\$5,400	\$5,150	\$4,650
2/3 PAGE	\$4,700	\$4,500	\$4,275	\$4,075	\$3,875	\$3,475
1/2 ISLAND	\$4,100	\$3,900	\$3,700	\$3,500	\$3,350	\$3,050
1/2 PAGE	\$3,475	\$3,300	\$3,150	\$2,950	\$2,850	\$2,550
1/3 PAGE	\$2,525	\$2,400	\$2,300	\$2,150	\$2,050	\$1,850
1/4 PAGE	\$2,100	\$1,975	\$1,875	\$1,775	\$1,700	\$1,550



**All other guaranteed premium positions carry a 10% premium charge. French door covers, gatefolds, belly bands, bookmarks, and inserts are available. Please contact your rep for a custom quote.*

2020 Issue Dates

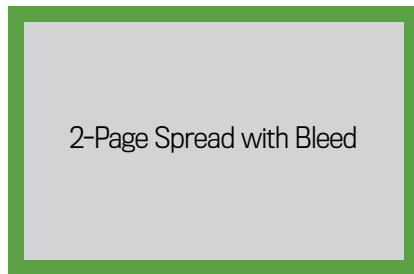
	SPACE	MATERIALS
JAN	12/3/19	12/13/19
FEB	1/6/20	1/21/20
MAR	2/3/20	2/18/20
APR	3/4/20	3/18/20
MAY	4/3/20	4/17/20
JUN	5/4/20	5/18/20
JUL	6/3/20	6/17/20
AUG	7/2/20	7/16/20
SEP	8/5/20	8/19/20
OCT	9/4/20	9/18/20
NOV	10/5/20	10/19/20
DEC	11/4/20	11/16/20

DATES AS OF 10 2019

Print Advertising Specs

TRIM SIZE: 8.75" x 10.875" | **BLEED:** Image must extend 1/8" beyond trim. Keep live matter 1/4" from final trim edges and gutter. | **LIVE AREA:** 8.25" x 10.375"

17.75" x 11.125"



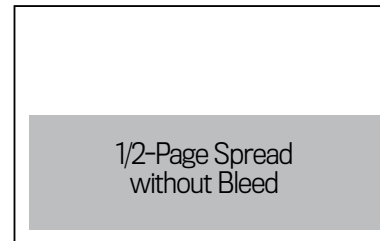
2-Page Spread with Bleed

16.75" x 10.125"



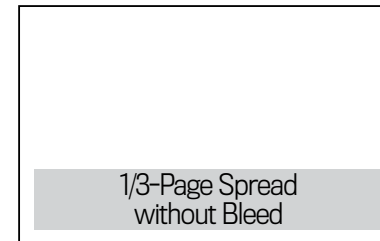
2-Page Spread without Bleed

16.5" x 4.875"



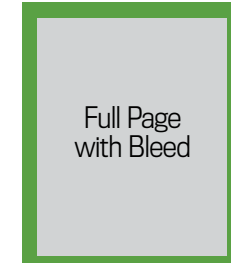
1/2-Page Spread without Bleed

16.5" x 3.125"



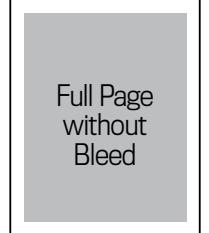
1/3-Page Spread without Bleed

9" x 11.125"



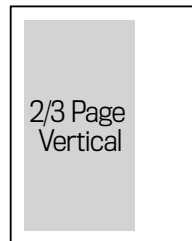
Full Page with Bleed

8" x 10.125"



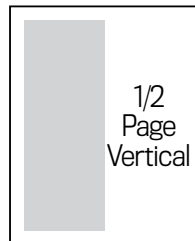
Full Page without Bleed

4.937" x 9.75"



2/3 Page Vertical

3.656" x 9.75"



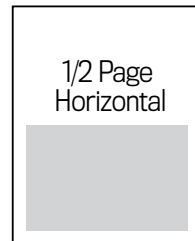
1/2 Page Vertical

4.937" x 7.25"



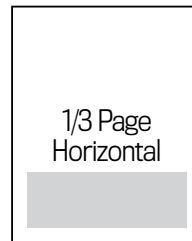
1/2 Page Island

7.5" x 4.875"



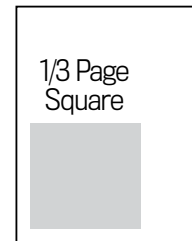
1/2 Page Horizontal

7.5" x 3.125"



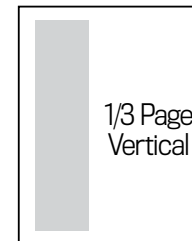
1/3 Page Horizontal

4.937" x 4.875"



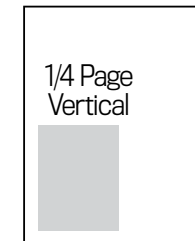
1/3 Page Square

2.375" x 9.75"



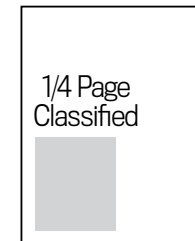
1/3 Page Vertical

3.656" x 4.875"



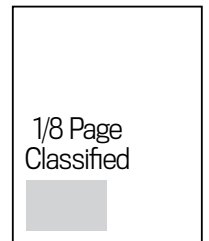
1/4 Page Vertical

3.75" x 4.625"



1/4 Page Classified

3.75" x 2.125"



1/8 Page Classified

PRINTING PROCESS:

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

FILE SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All advertisements are 4-color. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please call the production department with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable.

DELIVERY INSTRUCTIONS:

Please e-mail digital advertising files with issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 158

PRODUCTION CHARGES:

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

MATERIALS STORAGE:

Storage of materials will be provided for a period of three months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

PAYMENT TERMS: ([CLICK HERE](#))

Digital Advertising

LodgingMagazine.com (rates shown are per month, one of 4 rotations in that position)

Subject to change. Based on averages of 90,000+ page views per month and 44,000 unique visitors per month

LODGINGMAGAZINE.COM	DIMENSIONS	1X	3X	6X	12X	18X	24X
POP-UP AD (ONE PER MONTH)	550 X 450	\$3,500	\$3,250	\$3,000	\$2,850	\$2,700	\$2,550
LEADERBOARD*	728 X 90	\$2,150	\$2,025	\$1,925	\$1,825	\$1,750	\$1,600
SMALL RECTANGLE	300 X 250	\$1,450	\$1,375	\$1,300	\$1,250	\$1,200	\$1,075
BACKGROUND/"BOOKENDS"	1600 X 1200	\$5,000	\$4,800	\$4,600	\$4,450	\$4,300	\$4,150
HALF PAGE	300 X 600	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400	\$2,250
INLINE ARTICLES*	468 X 60	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
MIDDLE HOMEPAGE*	468 X 60	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,350

SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

*For Leaderboard, Inline Article, and Middle Homepage ads, please submit a 320 x 50 mobile version of the ad in addition to the ad matching specs provided above.

DELIVERY INSTRUCTIONS

Please e-mail advertisement, as well as issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 158



Digital Advertising *{Continued}*

DIGITAL EDITION

SPONSORSHIP

1X	3X	6X	12X
\$4,750	\$4,000	\$3,500	\$3,000

	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
PRESENTATION PAGE	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
WIDE SKYSCRAPER	160 X 600	72 DPI	40K	RGB STATIC JPEG OR GIF
IPAD DISPLAY AD	710 X 710	72 DPI	60K	RGB JPEG
E-BLAST LEADERBOARD	728 X 90	72 DPI	40K	RGB STATIC JPEG OR GIF

*One digital edition sponsorship is available for each monthly issue. Sponsorship includes a **top leaderboard** ad in the issue's E-Blast, which is sent to 24,000+ subscribers, as well as an ad opposite the cover in the digital edition, providing immediate and powerful impact. Displays in all formats, including tablet and mobile. Runs for a minimum of one year.



Email

LODGING DAILY NEWS | Monday through Friday

NEWSLETTER TAKEOVER

Rotating through the following topics:

● Design ● Technology ● Real Estate ● Operations ● Food & Beverage ● Health & Wellness ● Sales & Marketing ● Hospitality with Heart

LODGING DAILY NEWS

TOP LEADERBOARD

600 (WIDE) X 160 (TALL)

DAILY

\$800

MEDIUM RECTANGLES

300 X 250

\$600

LEADERBOARD

600 X 160

\$500

SPONSORED CONTENT \$750/DAY

• **INCLUDES:** Headline, 50 words of copy, Hyperlink to website

PRODUCT SPOTLIGHT \$750/DAY

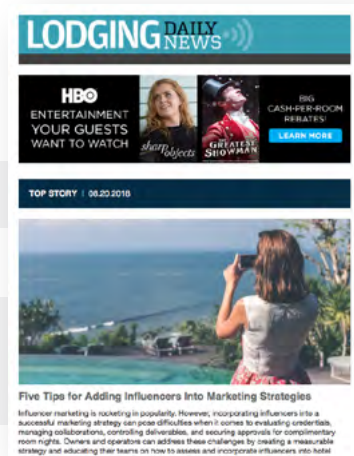
• **INCLUDES:** 600x250 image, Headline, 50 words of copy, URL

SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

SHIPPING INSTRUCTIONS

Please e-mail advertisement, as well as issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 158



E-BLAST PROMOTIONS | Available every Wednesday on a weekly basis. \$3,000 per blast.

LODGING requires that materials be sent as an HTML document with linked image files (JPG/GIF) or as a 72 dpi 600 wide x 750 tall jpeg. Width of the email should be **NO LARGER** than 600 pixels. Images must be RGB. Please provide a subject line of 100 characters or less.



Marketplace

HOTEL BUYERS GUIDE

LODGING has partnered with AHLA and the association world's largest B2B publisher, Multiview, to give you the access to **LODGING's** digital buyers guide.

The guide enables hospitality professionals to source the products and services they need to effectively run their properties. Your free listing in the AHLA Buyers Guide will put you in front of our lodging members at the moment they're ready to buy. In addition to a free basic listing, AHLA is providing our allied members with an exclusive opportunity to advertise in this guide at a **15% discount**.



FREE LISTING to AH&LA Members
CLICK TO VIEW



LODGING PRINT MARKETPLACE

SIZE	1X	3X	6X	12X	18X	24X
1/4 PAGE	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
1/8 PAGE	\$925	\$875	\$875	\$775	\$725	\$625

SHIPPING INSTRUCTIONS

Please e-mail advertisement, as well as issue date(s) of insertion to:
production@lodgingmagazine.com | Phone: 215.321.9662, ext. 164



1/8 PAGE

3.75" x 2.125"

1/4 PAGE

3.75" x 4.625"

Other Rates & Specs

Please contact your sales rep for rates, specs, and more information for the opportunities listed below:

- Newsletter Takeover
- Video Advertising
- Roundtables
- Social Media
- Sponsored Print and/or Digital Content



LODGING Magazine
132 followers
2w

smith of **Choice Hotels International** on the revitalization of Comfort
the role that brands play in today's hospitality landscape, and more.
...see more



LODGING Insider: Anne Smith on Revitalizing Comfort Hotels
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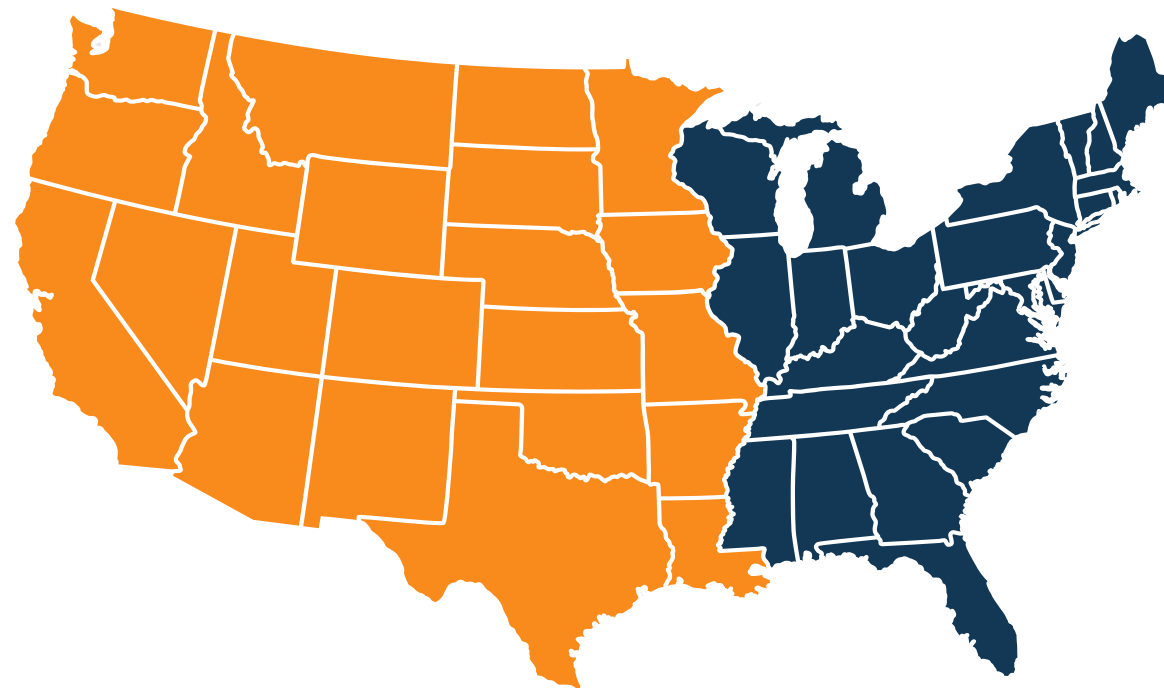
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