

*As of November 2020. Subject to change

LODGING

MEDIA

2021

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

 **100,000+** WEBSITE MONTHLY VIEWS

 **21,000+** NEWSLETTER SUBSCRIBERS
 **19.6%** OPEN RATE

 **160,000+** MONTHLY SOCIAL IMPRESSIONS



2021 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
January/February SPACE: 12/28/20 MATERIALS: 1/11/21	STATE OF THE INDUSTRY COVID-19 battered the hotel industry in 2020. The first issue of the new year will help hoteliers take stock of their business and shine a light on what they need to focus on as the industry recovers.	<ul style="list-style-type: none"> In-room Entertainment 	<ul style="list-style-type: none"> Top 25 Markets Government Policies 	
March SPACE: 2/1/21 MATERIALS: 2/15/21	FOCUS ON MARKETING Getting occupancy back up will take a solid marketing strategy. This issue will focus on what works—and what doesn't—when attracting guests.	<ul style="list-style-type: none"> Food & Beverage 	<ul style="list-style-type: none"> P+L Report Brokers Managing Cash Flow 	<ul style="list-style-type: none"> Hunter Hotel Conference
April SPACE: 3/4/21 MATERIALS: 3/18/21	GUIDE TO MANAGEMENT COMPANIES A good management company makes all the difference when times are tough. This feature will spotlight top management companies in the United States.	<ul style="list-style-type: none"> Locks, Safety, & Security 	<ul style="list-style-type: none"> Special Event Report Group Business 	<ul style="list-style-type: none"> AAHOA Convention & Tradeshow HD Expo ALIS
May SPACE: 4/2/21 MATERIALS: 4/15/21	SPEND OR SAVE? A look at where hoteliers will be investing in 2021, as well as potential reasons to save.	<ul style="list-style-type: none"> Mattresses, Linens, & Bedding 	<ul style="list-style-type: none"> Hurricane Impact Report Financing 	<ul style="list-style-type: none"> NYU Investment Conference
June SPACE: 5/4/21 MATERIALS: 5/18/21	EMBRACING TECHNOLOGY COVID-19 forced hoteliers to adapt at a lightning pace. Which of that technology has stuck around, and what was a flash in the pan?	<ul style="list-style-type: none"> Technology & Guest Connectivity 	<ul style="list-style-type: none"> Hotel Ramp Up Report Apps and Software 	<ul style="list-style-type: none"> HITEC

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2021 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
July/August SPACE: 7/7/21 MATERIALS: 7/19/21	GUIDE TO FRANCHISES All the details hoteliers need to make smart franchising decisions.	<ul style="list-style-type: none"> ● Pest Control & Cleaning Products 	<ul style="list-style-type: none"> ● Soft Brand Report ● Rebranding 	<input type="radio"/> NABHOOD
September SPACE: 8/5/21 MATERIALS: 8/19/21	DEVELOPMENT IN THE TIME OF COVID How the pandemic impacted hotel development and how it will continue to influence it for years to come.	<ul style="list-style-type: none"> ● Equipment (HVAC, PTAC, Laundry, etc.) 	<ul style="list-style-type: none"> ● Short-term Rentals Report ● Conversion Properties 	<input type="radio"/> The Lodging Conference
October SPACE: 9/2/21 MATERIALS: 9/17/21	M&A ACTIVITY Drivers behind mergers and acquisitions in 2021.	<ul style="list-style-type: none"> ● Software 	<ul style="list-style-type: none"> ● Segmentation (Group vs. Transient) Report ● Industry Recovery 	<input type="radio"/> HX: The Hotel Experience <input type="radio"/> BDNY
November/December SPACE: 11/4/21 MATERIALS: 11/17/21	PERSON OF THE YEAR A profile spotlighting a person who has had a profound impact on the hotel industry in 2021. +Corporate Profiles	<ul style="list-style-type: none"> ● In-room Amenities, Spa, & Fitness 	<ul style="list-style-type: none"> ● Market Insights Report ● Education 	

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PRODUCTS & SERVICES

LODGING
M E D I A

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.

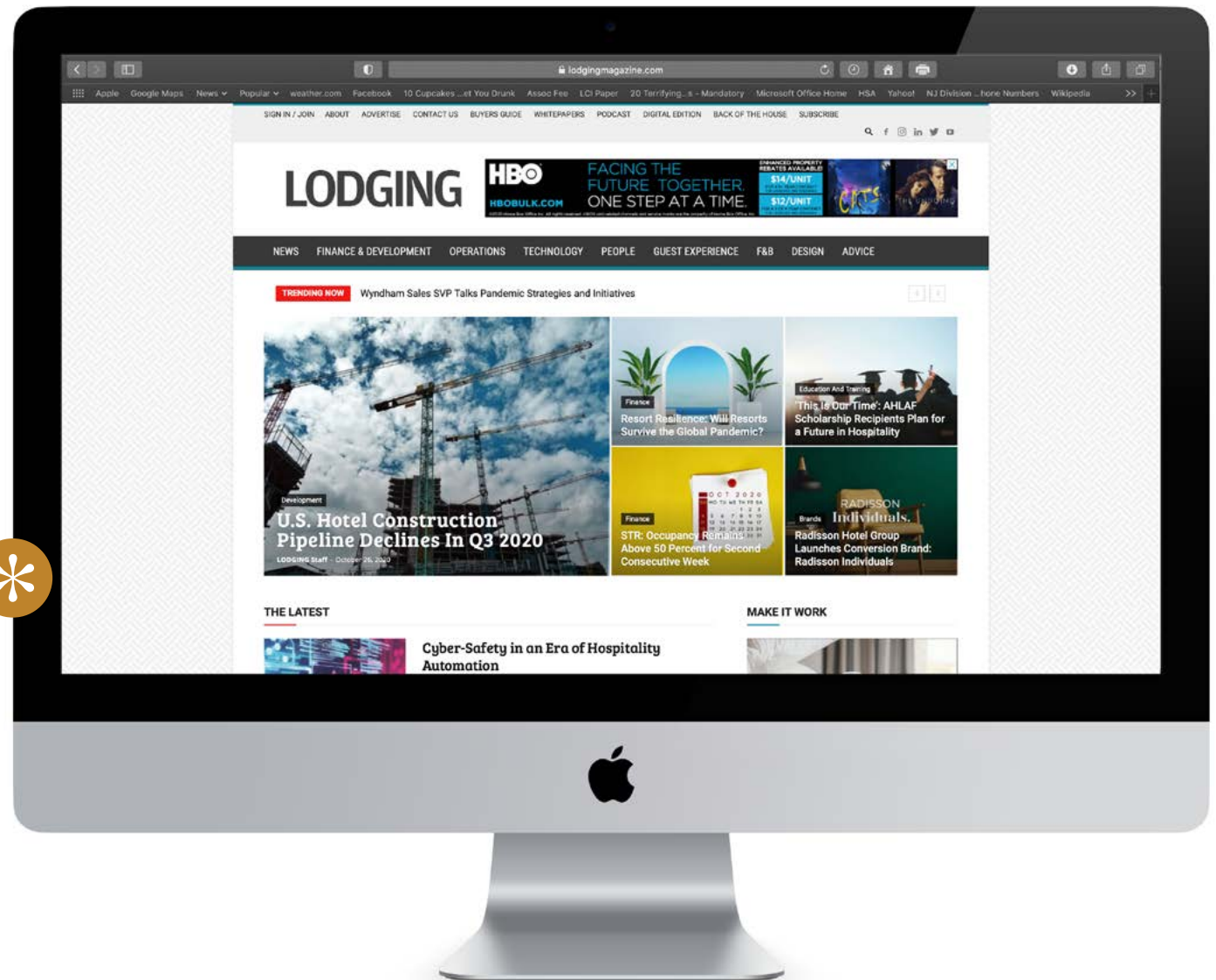
MONTHLY UNIQUE USERS: 52,000+

MONTHLY PAGEVIEWS: 100,000+

DISPLAY AD SIZES:

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

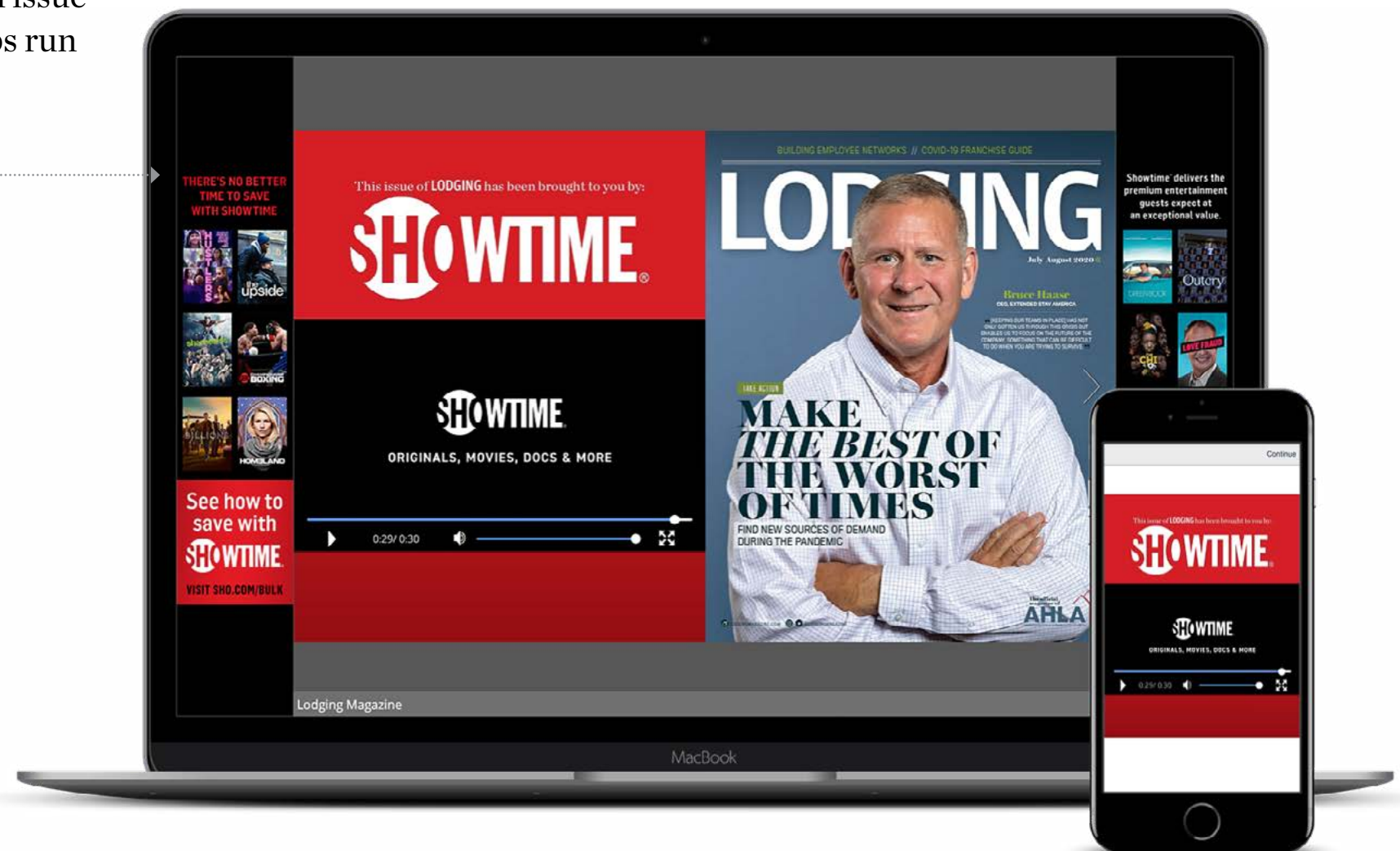
**TOUCH to view
LodgingMagazine.com**



DIGITAL EDITION

Reach a wider audience by sponsoring LODGING's Digital Edition. Available for each monthly issue, sponsorships include a top leaderboard ad in LODGING's Digital Edition eblast, which is shared with 23,000+ subscribers, and a premium placement ad opposite the issue's cover for maximum visibility and impact across all formats, including desktop, tablet, and mobile. Pop-ups and interstitial pages are also available to appear within an issue for more targeted advertising. Sponsorships run for a minimum of one year.

- Sponsorship
(Includes presentation page, wide skyscraper, and e-blast leaderboard)
- **NEW!** Pop-up/Interstitial Page
- **NEW!** Pop-up/Interstitial Video



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 21,000+ 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 (e.g., finance or technology). Sponsors can contribute articles for takeovers or, for an additional fee, work with *LODGING*'s editorial team to develop custom content.

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



EMAIL (CONTINUED)

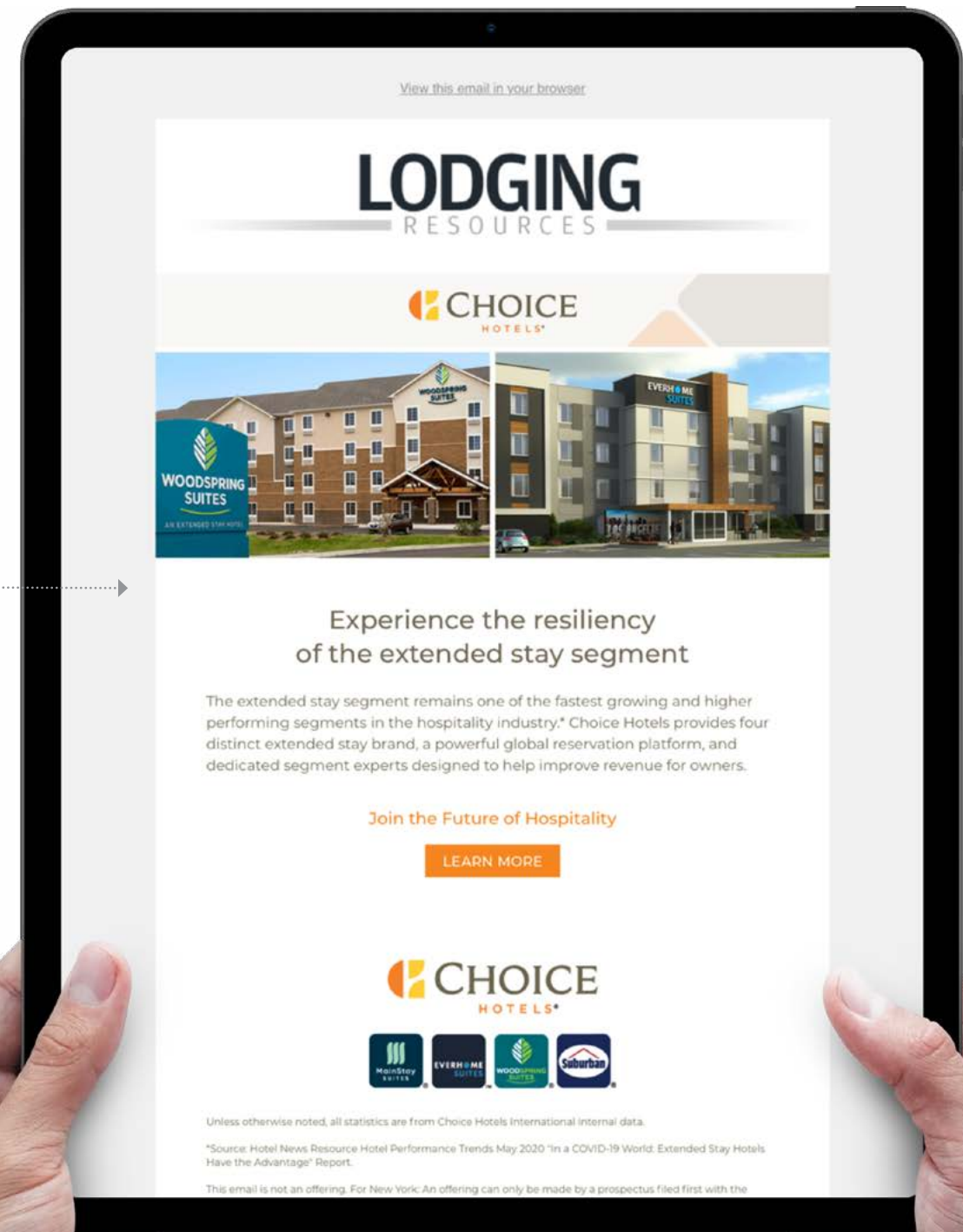
E-Blast

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](#) [Share](#) [Forward](#)

Vostio
unlock the
power of
the cloud

ASSA ABLIFY

[www.assahospitality.com/vostio](#)

Advertisement

PURE HOSPITALITY

At Agilysys, hospitality
is our sole focus.

Agilysys [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

Colwell 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](#) [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](#) [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

SPONSORED
CONTENTPRODUCT
SPOTLIGHT

ROUNDTABLE

The *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+**

- **14,600+** Twitter followers
- **2,400+** Facebook likes
- **1,400+** Instagram followers
- **2,000+** LinkedIn followers



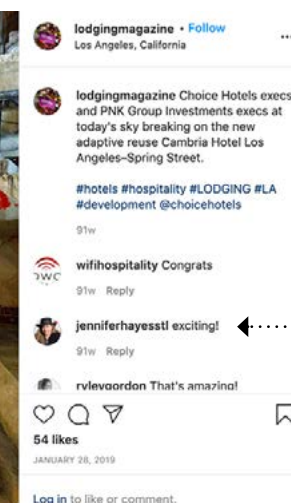
Retweets

Followers share our posts



Engagement

Industry professionals engage with our content



Comments

Our coverage sparks conversations

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.

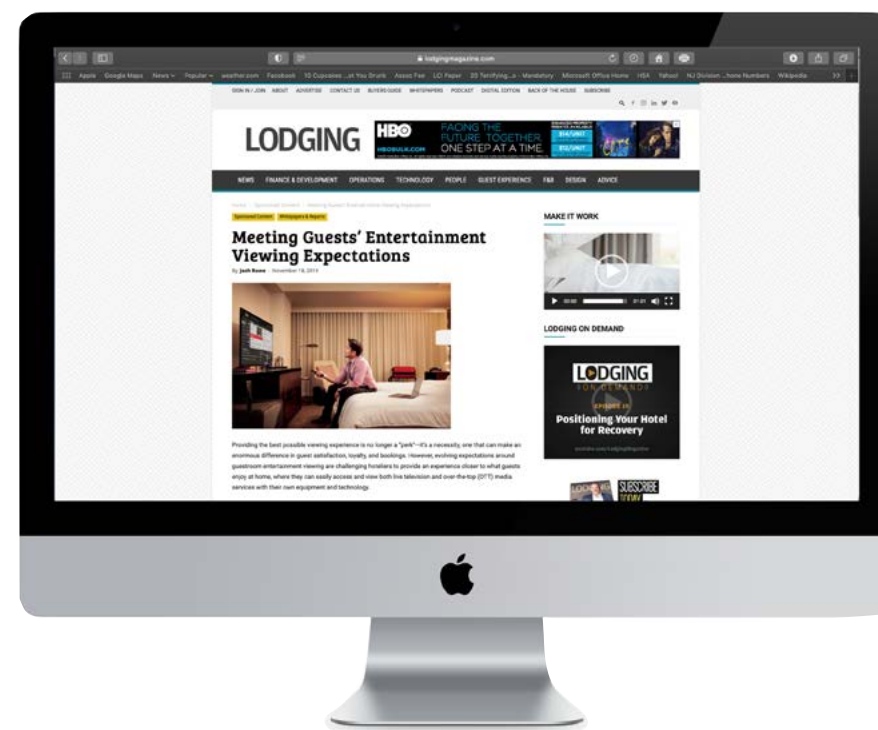
Please speak with your sales representatives for pricing and additional details.



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 21,000+ subscribers, is also available.

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



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RATES & SPECS

LODGING
M E D I A

PRINT | DIGITAL | EMAIL | OTHER

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.*



2021 Issue Dates

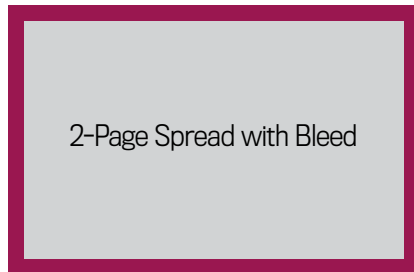
	SPACE	MATERIALS
JAN/ FEB	12/28/20	1/11/21
MAR	2/1/21	2/15/21
APR	3/4/21	3/18/21
MAY	4/2/21	4/15/21
JUNE	5/4/21	5/18/21
JUL/ AUG	7/7/21	7/19/21
SEP	8/5/21	8/19/21
OCT	9/2/21	9/17/21
NOV/ DEC	11/4/21	11/17/21

DATES AS OF NOVEMBER 2020

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"

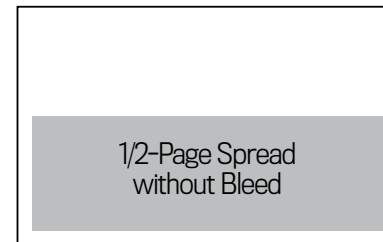
17.75" x 11.125"



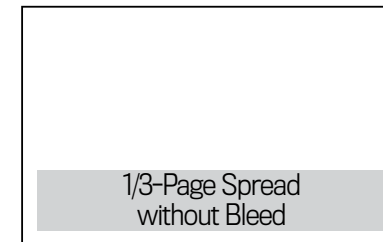
16.75" x 10.125"



16.5" x 4.875"



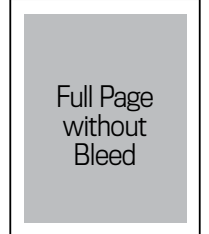
16.5" x 3.125"



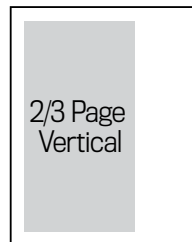
9" x 11.125"



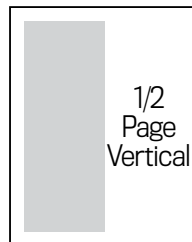
8" x 10.125"



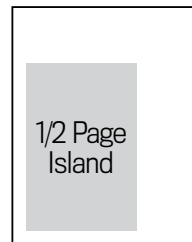
4.937" x 9.75"



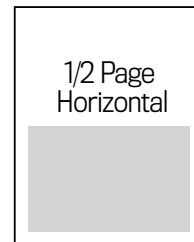
3.656" x 9.75"



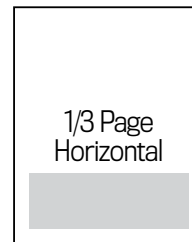
4.937" x 7.25"



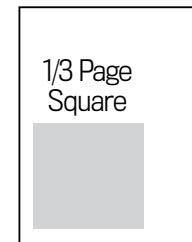
7.5" x 4.875"



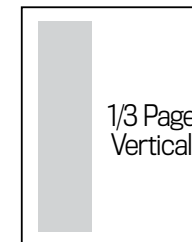
7.5" x 3.125"



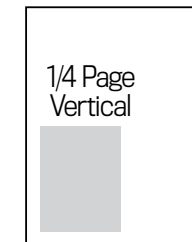
4.937" x 4.875"



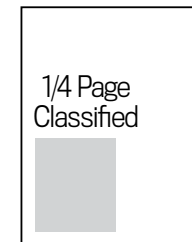
2.375" x 9.75"



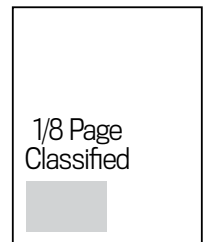
3.656" x 4.875"



3.75" x 4.5"



3.75" x 2.125"



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.

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

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.

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

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 EDITION

	1X	3X	6X	12X
<i>Sponsorship</i>	\$4,750	\$4,000	\$3,500	\$3,000
<i>Pop-up/Interstitial Page</i>	\$1,000	\$X	\$X	\$X
<i>Pop-up/Interstitial Video</i>	\$1,500	\$X	\$X	\$X

SIZE	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
<i>Presentation Page</i>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<i>Wide Skyscraper</i>	160 X 600	72 DPI	40K	RGB STATIC JPEG OR GIF
<i>e-blast Leaderboard</i>	728 X 90	72 DPI	40K	RGB STATIC JPEG OR GIF
<i>Pop-up/Interstitial Page</i>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<i>Pop-up/Interstitial Video*</i>	Videos must be in MP4, F4V or FLV video format. The bitrate must be between 300kb/s and 700kb/s. The maximum file size is 100MB.			

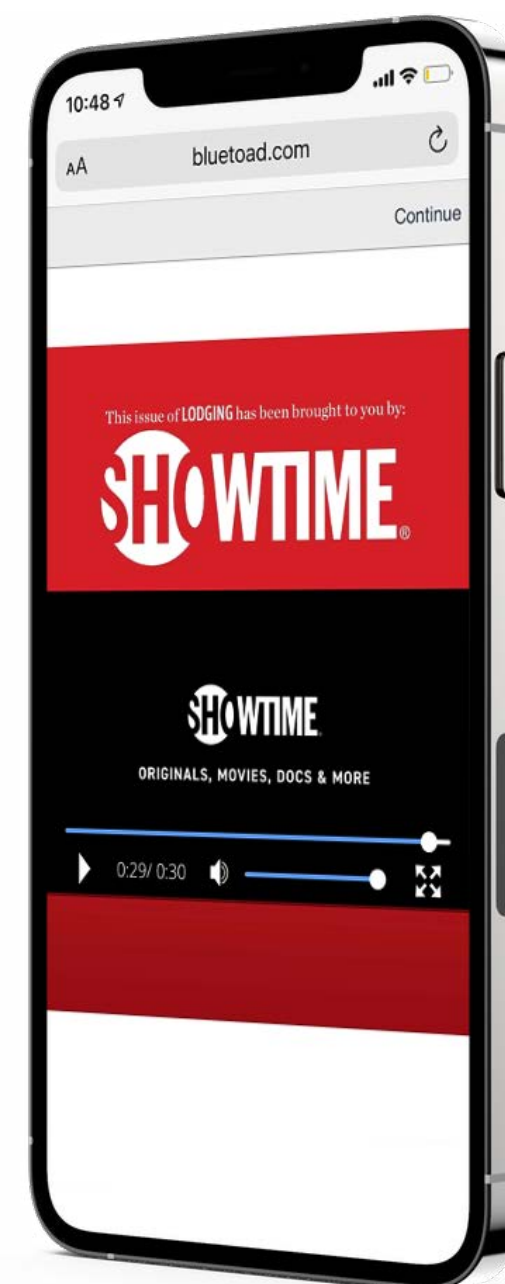
SPECIFICATIONS:

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

*For pop-up/insterstitial video, please provide an EPS or PNG version of your logo, in both 4C and white.

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production@lodgingmagazine.com | Phone: 215.321.9662, ext. 158



EMAIL

LODGING DAILY NEWS

Monday through Friday

NEWSLETTER TAKEOVER

Available every Tuesday — advanced notice required

E-BLAST PROMOTIONS

Available every Wednesday and Thursday on a weekly basis

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

• **INCLUDES:** Headline, 50 words of copy, URL

\$750

Product Spotlight

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

\$750

E-BLAST

E-blast Promotion

600 X 750

\$3000



SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB and should not exceed 2MB.

E-blast materials may be sent as either an HTML document with linked image files (JPG/GIF) or as 600 wide x 750 tall at 144DPI jpeg or png. The width of the email should be NO LARGER than 600px. Images must be RGB and should not exceed 2MB. Please provide a subject line of 100 characters or less.

DELIVERY INSTRUCTIONS

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

MARKETPLACE

HOTEL BUYERS GUIDE

LODGING has partnered with AHILA 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 AHILA 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, AHILA 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
1/2 page	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
1/4 page	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
1/8 page	\$925	\$875	\$875	\$775	\$725	\$625

DELIVERY INSTRUCTIONS

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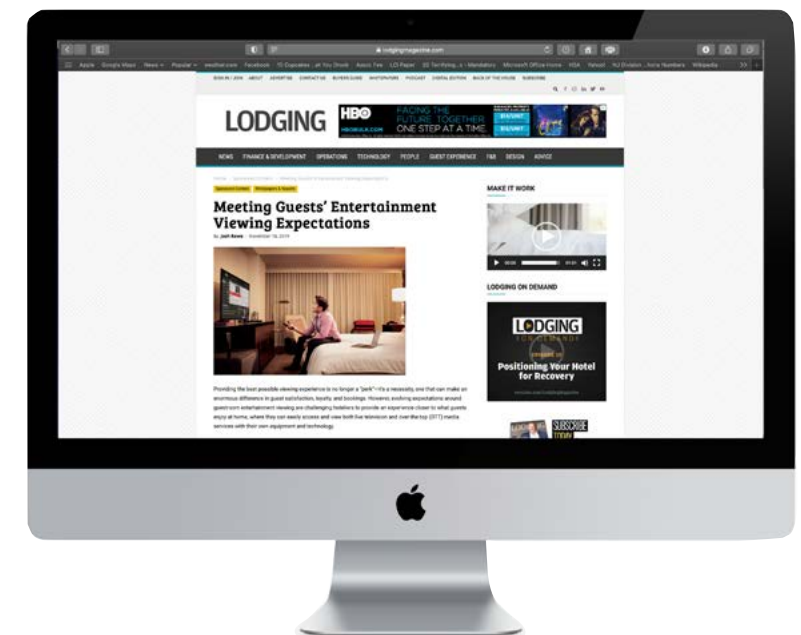
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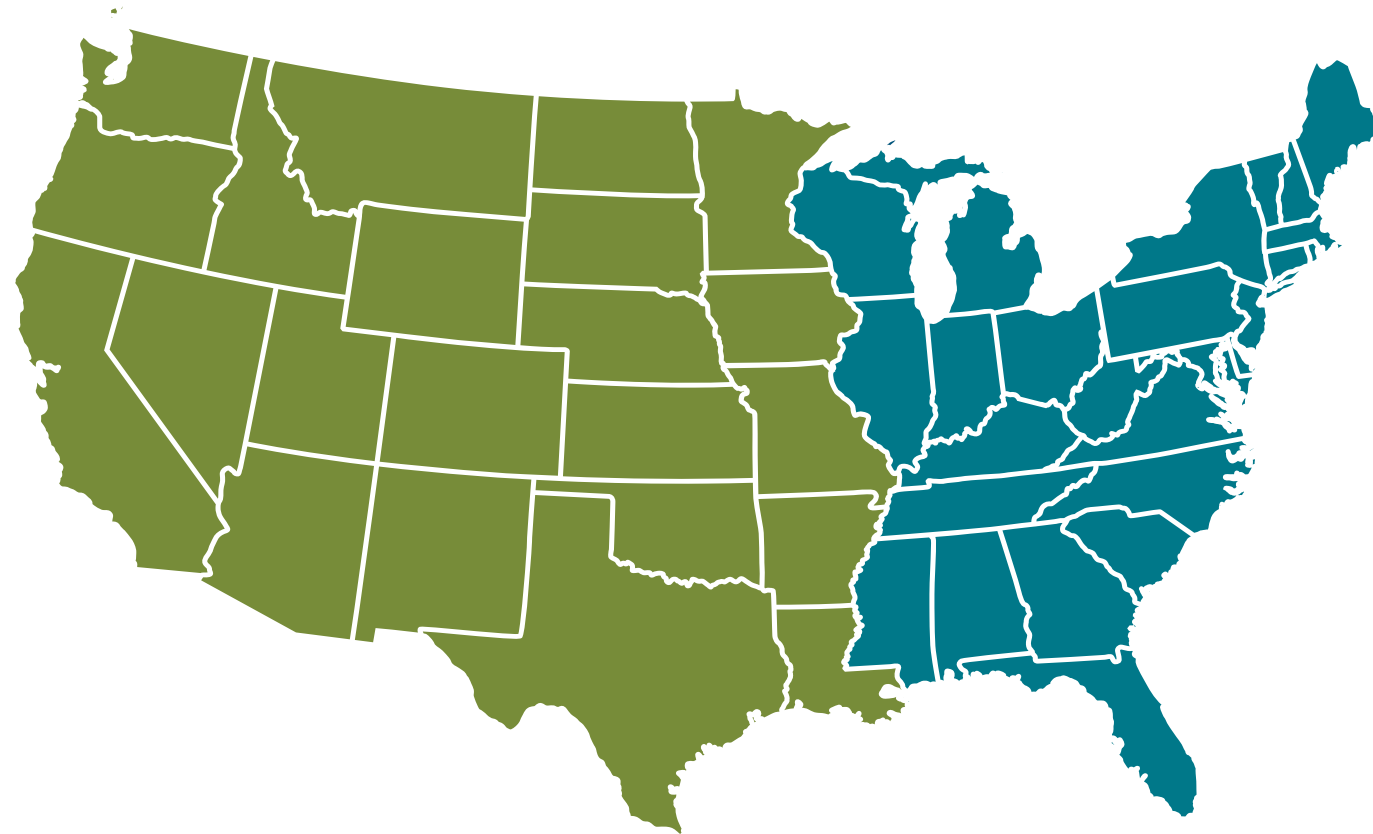


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