

# Back *of the* House

## Taking *'Back'* Your Profitability

A **MUST READ** DIGITAL PUBLICATION  
FOR ALL OPERATING EXECUTIVES



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DIGITAL EDITION

# WELCOME TO THE

# BACK OF THE HOUSE

In 2023, LODGING Media launched the newest extension of the LODGING brand—*LODGING Back of the House*. This quarterly publication serves as a manual for hotel team members at all levels and provides education and guidance regarding operational best practices in the back of the house.



## Must-Read Articles

*LODGING Back of the House* will cover operational topics that help hotels maximize efficiency and save money. Evergreen topics and advice will serve as the cornerstone of the publication, but high-profile industry trends and emerging best practices will also be researched and reported on.

## Product-Focused Content

Each issue will also offer a comprehensive look at the products that facilitate seamless back-of-the-house operations. This coverage will include product galleries, how-to guides, and eventually videos spotlighting the unique business proposition of some of the best products available.

## Advertising Opportunities

Each issue of *LODGING Back of the House* has space reserved for advertorial content from top companies in the hotel industry. This space allows hospitality vendors to set out the exact value proposition of their product and explain in their own words how hoteliers are using it to better their business.

## COMPREHENSIVE COVERAGE

### *Back of the House* will cover topics such as:

- Building operations
- Certifications and education
- Electrical
- Energy efficiency
- Fire safety
- Flooring
- Government regulations
- Green and sustainability
- Housekeeping
- In-room amenities
- HVAC/PTAC
- Janitorial services
- Landscaping
- Laundry
- Lighting
- Maintenance
- Operations
- OSHA compliance
- Pest control
- Plumbing
- Purchasing
- Relocation services
- Renovation design
- Security
- Software
- Swimming pools
- Technology
- Water



## 2024 Editorial Breakdown

*LODGING Back of the House* will reach an audience of hotel owners, operators, and managers, as well as maintenance professionals, engineering directors, management companies, F&B directors, heads of housekeeping, purchasing managers, and operations managers. It will serve as a manual for industry professionals looking to optimize their back-of-the-house operations and spotlight those hospitality workers behind the scenes who work to ensure every guest's hotel experience is a seamless stay. Here is a look at what to expect this year:

### > (Q1) March 29

This issue takes a look at several key categories and how owners can maximize their return on investment through shared best practices and strategies.

- Operations
- Food & Beverage
- Housekeeping
- Make It Work (product costs)

### > (Q2) June 28

This issue will focus on sustainability and a handful of aspects of the green movement that has gained momentum within the hospitality industry.

- Recycling
- Energy Efficiency
- Waste Disposal
- Make It Work (product costs)

### > (Q3) September 29

This edition focuses on the increasing impact of technology on back-of-the-house functionality and how it can streamline operations.

- Technology
- Operations
- Food & Beverage
- Make It Work (product costs)

### > (Q4) December 31

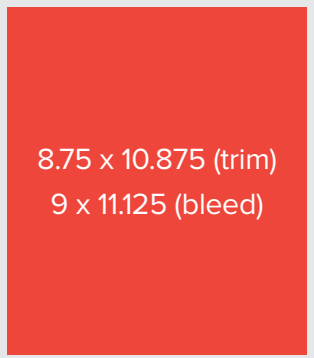
With staffing as a central theme, this issue examines HR solutions that will enhance operations for owners.

- Staffing & Training
- Engineering
- Housekeeping
- Make It Work (product costs)

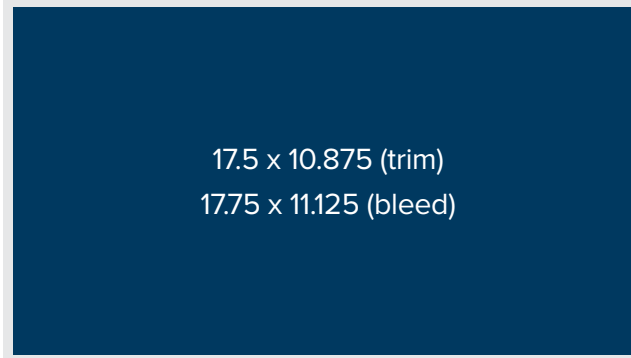
# 2024

## BACK OF THE HOUSE

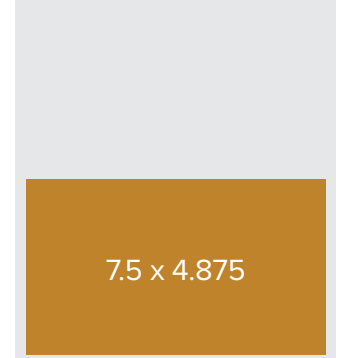
### RATES & SPECS



FULL PAGE  
FULL BLEED



2-PAGE SPREAD  
FULL BLEED



FULL PAGE  
FULL BLEED

#### BOH DIGITAL EDITION

1X

2X

3X

4X

● 2-PG SPREAD

\$4,500

\$4,400

\$4,300

\$4,200

● INSIDE FRONT COVER

\$2,800

\$2,700

\$2,600

\$2,500

● FULL PAGE

\$2,500

\$2,450

\$2,400

\$2,350

● 1/2 PAGE (HORIZONTAL)

\$1,500

\$1,450

\$1,400

\$1,350

#### [LODGINGMAGAZINE.COM/BOH](https://lodgingmagazine.com/boh)

1X

4X

8X

12X

● BACK OF THE HOUSE TAKEOVER

\$4,000

\$3,900

\$3,800

\$3,500

INCLUDES: 728 x 90 LEADERBOARD | 1200 x 400 HERO | 300 x 600 SKYSCRAPER | 1600 x 1200 BACKGROUND

#### LODGING DAILY NEWS

1 DAY

1 WEEK (5X)

● BOH SUPPLIER SHOWCASE AD\*

\$250

\$1,000

INCLUDES: 600 X 160 BOTTOM BANNER | \*NEW SUPPLIER ADVERTISERS ONLY (CALL FOR END OF 2023 SPECIAL DEALS)

## Ad Materials Due:

Q1: MARCH 15 | Q2: JUNE 14 | Q3: SEPTEMBER 13 | Q4: DECEMBER 20

*For more advertising options, including advertorial opportunities, contact:*

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