

The priority read for  
New Zealand Accommodation  
Industry professionals.

accom  
management guide

hotels • motels • resorts • apartments • time share • holiday parks • management rights

profiles

MANZ:  
A valuable support for motellers

management

Guest Satisfaction:  
It's not rocket science

refurbishment

Case Study:  
Best Western Ellerslie International Motor Inn

accom  
management guide

www.accomnews.co.nz  
Issue 18 | Spring 2012  
NZD \$16.50 (inc GST)

the no.1 guide to specialist accommodation industry product & service suppliers

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## Media Kit

Opportunity.  
Information.  
Investment.  
Return.

### KEY FACTS:

Published:  
Quarterly  
(Summer/Autumn/Winter/Spring)

Circulation/Readership:  
4500/12000+

Distribution:  
The key decision makers  
in New Zealand Hotels,  
Motels, Apartments, Time  
Share and Holiday Parks  
plus the leading Industry  
Professionals.

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the no.1 guide to accommodation industry product & service suppliers



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## Bringing industry professionals together.

Accom Management Guide (AMG) is unrivalled as **the premier product and service guide** for the accommodation industry, with every issue distributed to over 4500 industry properties and professionals. Circulation across key management personnel within each property gives AMG an estimated total readership across New Zealand in excess of 12000.

The New Zealand edition of AMG provides 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 genres of accommodation properties.

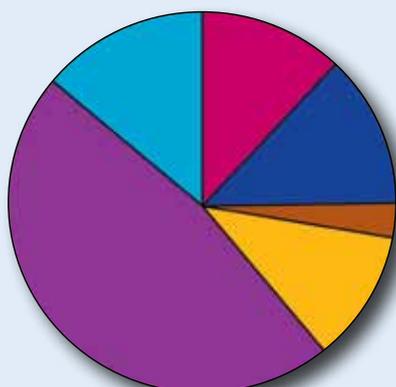
AMG gets down to the nitty-gritty: our editorial staff constantly look for real solutions to real problems that face accommodation professionals in the day-to-day running of their properties.

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

- Industry News and Events
- Management
- Marketing
- Energy and Resources
- Communications
- Food & Beverage
- Housekeeping
- Refurbishment
- Technology
- Engineering
- Outdoor Facilities
- Swimming Pools & Spas
- Safety & Security
- Human Resources

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

### AMG New Zealand Readers by Type/Sector



● Apartments	438
● Small Lodges	476
● Backpacker/Hostel	127
● Hotel	560
● Motel	1936
● Tourist Parks	494
<b>TOTAL</b>	<b>4031</b>

## Response!

### From our Readers...

The magazine is always current...I love the global perspective and articles on management from top influential industry managers"

**Greg Campbell, Ibis Christchurch**

"Covers most things...great magazine to read and get great ideas from"

**Graeme Horsley, Heartland Hotel Queenstown**

"I like your whole magazine...I think it's great, a magazine purely for our benefit"

**Diane Smith, Queenstown Motel Apartments**

"Don't change a thing! Great magazine, love the quality I use it as my #1 industry tool."

**Ngaira Small, Fountain Resort Motel**

"I was pleasantly surprised by your magazine, a very professional feeling, raising the tone within the industry"

**Stephan Rudich, Paihia Beach Resort & Spa**

"Love the profiles and case studies...it is a very helpful and useful publication"

**Gale Parlane, Midway Pacifica Lodge**

"We are new to the industry and find the publication of immense help"

**Evelyn & Tony Martin, A1 Park View Motel**

"I like the magazine and believe it to be one of the better industry magazines"

**Blair Chalmers, Kingsgate Hotel Rotorua**

"I like the advertising the best out of all the aspects of the magazine."

**Karen Metcalf, Koanui Lodge & Backpackers**

"Enjoy keeping up to date with what's happening in the industry"

**Colin Gestro, Queenstown Gateway Apartments**



## Regular Sections

- Front Desk
- Industry
- Management
- Housekeeping
- Maintenance
- Guest Facilities
- Energy & Resources
- Refurbishment
- Safety & Security
- Marketing
- Technology
- Food & Beverage
- Human Resources
- Property
- Profiles

## Booking & Material Deadlines

<b>Summer 2013</b>	<b>Issue 19</b>	<b>Spring 2013</b>	<b>Issue 22</b>
Booking Deadline	21 January 2013	Booking Deadline	13 September 2013
Cancellation Deadline	18 January 2013	Cancellation Deadline	6 September 2013
Incomplete Artwork	23 January 2013	Incomplete Artwork	18 September 2013
Final Approval/Payment	23 January 2013	Final Approval/Payment	20 September 2013
<b>Autumn 2013</b>	<b>Issue 20</b>	<b>Summer 2014</b>	<b>Issue 23</b>
Booking Deadline	14 March 2013	Booking Deadline	16 January 2014
Cancellation Deadline	7 March 2013	Cancellation Deadline	9 January 2014
Incomplete Artwork	19 March 2013	Incomplete Artwork	17 January 2014
Final Approval/Payment	21 March 2013	Final Approval/Payment	23 January 2014
<b>Winter 2013</b>	<b>Issue 21</b>	<b>Autumn 2014</b>	<b>Issue 24</b>
Booking Deadline	11 June 2013	Booking Deadline	14 March 2014
Cancellation Deadline	4 June 2013	Cancellation Deadline	7 March 2014
Incomplete Artwork	14 June 2013	Incomplete Artwork	16 March 2014
Final Approval/Payment	18 June 2013	Final Approval/Payment	21 March 2014



## [www.accomnews.co.nz](http://www.accomnews.co.nz)

The accomnews.co.nz website offers readers an increasing range of online services to compliment the information provided in the printed magazine.

If you are looking to increase your online response and drive traffic to your website then advertising on the accomnews.co.nz provides you with a range of cost-effective advertising and marketing solutions.

To enquire more email [advertising@amguide.co.nz](mailto:advertising@amguide.co.nz) or call Stewart Shimmin on (03) 974 1036.

## Rates & Material Requirements

### Display Advertising

Size	x1	x2	x3	x4
1/8 Page	680	640	600	580
1/4 Page	1,180	1,120	1,060	1,000
1/2 Page	1,940	1,840	1,740	1,640
1 Page	3,080	2,940	2,780	2,620
2 Page	4,860	4,600	4,360	4,120

### Preferred Positions

Back Cover	4,150	3,960	3,750	3,530
Inside Cover	3,850	3,670	3,470	3,270
Inside Cover Spread (2 Page)	5,100	4,830	4,570	4,320
Select R/L Page	3,380	3,230	3,050	2,880

### Profile (Display/Advertorial)

Half display and half advertorial space.

	x1	x2	x3	x4
1/2 Page Profile (1/4 Ad + 1/4 Ed)	1,740	1,650	1,560	1,470
1 Page Profile (1/2 Ad + 1/2 Ed)	2,770	2,630	2,490	2,350
2 Page Profile (1 Ad + 1 Ed)	4,320	4,100	3,880	3,670

### Web - accomnews.co.nz

Rates are per month.

	x1	x2	x3	x6
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Web - Front Page	Specifications				
Title	728x90	630	595	565	500
Header	468x60	360	340	320	285
Panel	300x250	320	305	290	255
Large Panel	300x500	665	635	600	530
Sponsor	120x90	190	185	175	155
Side Vertical	120x600	335	315	300	265

Web - Section	Specifications				
Panel	300x250	185	175	165	145
Large Panel	300x500	350	330	315	280
Sponsor	120x90	110	105	100	90
Side Vertical	120x600	200	190	180	160

Profile (Advertorial)	Specifications				
Small	200 Word + 1 Image	185	175	165	145
Medium	400 Word + 2 Images	240	225	215	190
Large	800 Word + 4 Images	275	260	245	220
Spotlight	Large + Spotlight	330	315	295	265

\* Banners include hyperlink to external URL or direct to email address

### Preferred Supplier Directory (Members Only - Please Enquire)

Rates are for annual placement

			Annual
Quantity	x1	x2	x3
Small Display - 45x25	1,400	2,380	3,150
Medium Display - 45x50	2,600	4,420	5,850
Large Display - 45x75	3,800	6,460	8,550

### Inserts

(max 350gsm).

	National	North	South
DL	1950	1320	700
A4	2450	1660	880
A3 (maximum flat A4)	3050	2070	1090

Note: All prices exclude GST. Agency commission terms & conditions apply.

## ADVERTISING ENQUIRIES

Please contact Stewart Shimmin on (03) 974 1036 or email: [s.shimmin@amguide.co.nz](mailto:s.shimmin@amguide.co.nz)



[www.multimediapublishing.co.nz](http://www.multimediapublishing.co.nz)

### NEW ZEALAND

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Fax: +64 (03) 365 1655

Postal: PO Box 5104, Papanui, Christchurch, 8053

[advertising@amguide.co.nz](mailto:advertising@amguide.co.nz)

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management guide

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## Material Requirements

### Material Requirements

#### Display

Size		Height	Width
2 page	Bleed	307mm	430mm
	Trim	297mm	420mm
	Type Area	287mm	410mm

1 page	Bleed	307mm	220mm
	Trim	297mm	210mm
	Type Area	287mm	200mm

1/2 page	Horizontal	131mm	183mm
	Vertical	267mm	89mm

1/4 page	Standard	131mm	89mm
	Horizontal	63mm	183mm

1/8 page	Horizontal	63mm	89mm
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#### Profile

Size		Words	Images
2 page	(1 + 1)	800	4
1 page	(1/2 + 1/2)	400	2
1/2 page	(1/4 + 1/4)	200	1

### Web Banners

Size	Width	Height
Title	728	90
Header	486	60
Panel	300	250
Large Panel	300	500
Sponsor	120	90
Side Vertical	120	600

Banners can be accepted in GIF, JPEG or FLASH formats. Maximum file size 40Kb. Files should be set to 96dpi.

### File Specifications

AMG is a FULL COLOUR publication, so all files are to be supplied as process CMYK. Indesign CS3, Photoshop, Illustrator, Freehand & Acrobat PDF Files are supported.

Files to be supplied as EPS, TIFF, JPEG or PDF. All images must be CMYK @ 300DPI with all relevant fonts and images associated with the file.

You must specify CMYK/PMS colour values when supplying hard copy of logos, etc. for exact colour reproduction. Supply text via email or on disk.