HospitalityUpgrade

A part of HFTP

2021

MEDIA KIT

PRINT + DIGITAL + EVENTS









Partner with a trusted resource connecting readers with innovative solutions and strategies to thrive in a dynamic, tech-driven hospitality landscape.

HOSPITALITYUPGRADE.COM

HOSPITALITY UPGRADE A PART OF HFTP

Engagement Through Content, Conversation and Events

Hospitality Upgrade serves an international audience of hospitality technology professionals through education, news, trends and reporting on industry technology solutions and innovations.

Hospitality Upgrade delivers content through multimedia channels, including print, digital and invitation-only events.

Snapshot:

- *Hospitality Upgrade* magazine, published 4X a year in print and digital formats
- Watercooler technology newsletter, delivered 2X per month
- Articles, videos and podcasts, including interviews with industry experts and innovators
- Dedicated email messages and press release distribution
- IT Spend Study and surveys
- C-level events: CIO Summit, CIO Summit EMEA and the biennial Executive Vendor Summit (2028)







MAGAZINE SNAPSHOT

4 issues a year

Issue make-up:
Editorial: **60%**
Advertising: **40%**

Audience:
40,000
print + digital

Bonus distribution at industry events

AUDIENCE SNAPSHOT

Discerning hospitality technology professionals, purchasers and users

- **More than 45%** of subscribers are VP or higher executives within the hospitality industry who research, purchase or approve technology for their companies.
- **Over 20%** of subscribers work in MIS, security, development and design, F&B, purchasing or consulting.
- **20% of subscribers** work in sales, marketing, guest relations or communications for their properties or companies.
- **200 top CIOs** from the industry's leading brands, chains, management companies and independents are subscribers.



DISTRIBUTION

Print	25,000 industry distribution and subscribers
Digital	15,000 subscribers

ONLINE*

HOSPITALITY UPGRADE

Average Monthly Statistics	**Page views:** 44,800 **Users:** 34,400
Top Monthly Visitors by Country	**#1.** United States **#2.** India **#3.** United Kingdom **#4.** Canada **#5.** Brazil

HOTEL ONLINE

Average Monthly Statistics	**Page views:** 112,000 **Users:** 88,000 **Newsletter subscribers:** 12,000

*Source: Google Analytics (Oct. 1, 2025–Oct. 1, 2026)

PROMOTIONAL CAMPAIGNS

MOST POPULAR!

Print+Digital 12-Month Integrated Marketing Campaign	The One-Hit Wonder 1 Issue	Digital Focus
Vendor Talk Video Produced and distributed by HU, under 5 minutes **3× Vendor Updates** **4× Full-page ads** Spring, Summer, Fall, Winter issues **Dedicated E-Blast** To HU digital subscribers and *Hotel Online* subscribers **1 Year Unlimited Press Releases** Posted on the HU and *Hotel Online* website news feeds **10× *Hotel Online*, Secondary Position** Placed in secondary position in the *Hotel Online* newsletter **1× Video on *Hotel Online*** Placed on the website and newsletter, one month **3× Published Articles** Educational thought leadership articles in HU	**1× Full-page Ad** Four-color ad in one issue **1× Vendor Update** 500-word advertiser-supplied message in one issue **2× Social Media Posts** Two social media plugs, including one during a selected industry event **Press Release Posts** Distributed in the Watercooler e-newsletter and the *Hospitality Upgrade* site **3 months of Banner Ads** Mid or lower banner or mobile banner ad	**1× Email** Dedicated advertiser message **2 months of Banner Ads** Run-of-site **3× Vendor Updates** 500-word advertiser-supplied message in the Spring, Summer and Fall issues **3× Digital Edition Tower Ads** Promotion with the Spring, Summer and Fall digital issues
Price: $24,000	**Price: $6,270**	**Price: $9,600**

BONUS: All print advertisers receive added promotions, including an active Technology Partners profile page on HospitalityUpgrade.com, press release distribution and mention of the advertiser's five most recent industry installs/projects in the HU print and digital editions.

HFTP VIEWPOINT VIDEO EPISODES

Video conversations featuring the perspective of hospitality leaders on key industry topics

FEATURES

- **Video interview series** by *Hospitality Upgrade*
- **One-on-one conversations** with hospitality technology and industry leaders
- **Topics shaping the industry** like AI, workforce, guest experience and advocacy
- **Real insights and takeaways** from hotels, resorts, casinos and industry associations
- **On-demand episodes** to share on media platforms and channels

Price: $5,000 per episode







ANNUAL IT SPEND STUDY

Align your brand with the industry's benchmark for hotel technology spending

Hospitality Upgrade surveys hospitality CIOs and technology leaders on projected IT investments. As the **exclusive sponsor**, your company receives prominent visibility when the report is published.

BENEFITS

- **Sponsor recognition: "Presented by Sponsored Company"** with branding recognition in the print/digital editions and on HospitalityUpgrade.com
- **Full-page ad in the Fall issue**, adjacent to an executive summary with study results
- **Shape the survey direction** on the questions and topics presented
- **Sponsor recognition during the Spend Study presentation** at the CIO Summit North America
- **Logo on survey outreach** to hotel technology leaders
- **Sponsor recognition** on the executive summary published in the Watercooler e-newsletter
- **Early access to** topline results before publication

Price: $12,000



PARTNER VENDOR UPDATES

Promote your brand through trusted industry content across multiple media platforms

FEATURES

- **500-word advertorial** with logo and contact information
- **Listing in the Pipeline Index** by category
- Included in **print and digital editions**
- **Technology Partners directory page** on HospitalityUpgrade.com
- **Promote recent projects** and installations in the print and digital editions
- **Unlimited press release postings and distribution** for term of campaign

Price

- 1–2 issues: $1,500 each
- 3 issues: $3,900 discounted (prepaid price)



SPONSORED CONTENT – EDITORIAL

Compelling company-sponsored content that educates, influences and builds brand credibility

OPPORTUNITIES

Featurette

- 650-word editorial-style feature that spotlights your products, solutions and expertise, professionally crafted by *Hospitality Upgrade*'s editorial team
- Includes full-page ad adjacent to editorial

Price: $6,595

Feature Article

- 2,500-word long-form feature article that spotlights your products, solutions and expertise, professionally crafted by *Hospitality Upgrade*'s editorial team
- 6-page feature article that takes a deep dive into your brand strategy
- Includes full-page ad within editorial

Price: $15,000

Frequency discounts available





ADVERTISING

Connect with a highly engaged, tech-focused hospitality audience

BENEFITS

- **Reach** executive decision-makers across hotels, resorts and technology providers
- **Select** from a range of ad sizes to fit your promotion strategy and budget
- **Appear** in both print and digital editions
- **Schedule** messages with four issues a year aligned with key hospitality trends and product launches
- **Post and distribute** press releases on the HU and *Hotel Online* websites and newsletters
- **Create** a customized company profile in the Technology Partners directory, where buyers research available solutions
- **Highlight** your five most recent industry installs and projects in the print and digital editions

Available Ad Sizes

- Full Page
- Double Page
- 1/2 Page
- 1/3 Page

Premium Positions

- Inside Front Cover
- Back Cover
- Page One
- Inside Back Cover









2027 ADVERTISING PRICES

Ad Sizes	1X	3X	4 OR MORE
Double page	$7,300	$6,300	$6,000
Full page	$4,050	$3,475	$3,000
1/2 page	$2,850	$2,430	$2,000
1/3 page	$2,300	$1,950	N/A

Special Winter Issue full-page ad pricing: $2,500

Premium Positions			
Inside Front Cover	Inside Back Cover	Back Cover	Page One
$5,500	$4,500	$6,500	$5,500



Notes

- Pricing is for four-color artwork
- All prices are NET per issue
- Frequency discount offered for consecutive issues

EDITORIAL CALENDAR

Technology-specific coverage with a focus on topics for hotels, travel, cruise and gaming

SPECIAL COVERAGE

Spring

- Technology Rockstars

Issue closing: February 10, 2027

Summer

- Boutique and Luxury Technology
- AI (HITEC® precoverage)

Issue closing: May 13, 2027

Fall

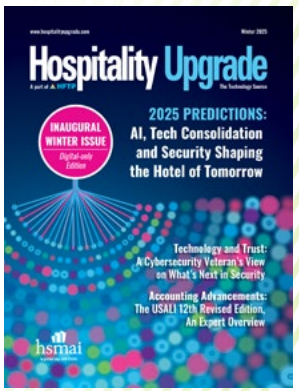
- Gaming and Casino Technology
- CIO Summit

Issue closing: September 14, 2027

Winter

- State of the Industry
- Economic Forecast
- HFTP Corporate Allied Sponsor Spotlights

Issue closing: November 12, 2027









DEADLINES AND EVENT DISTRIBUTION

2027 PRINT SUBMISSION DEADLINES				
Issue	**Featurettes**	**Vendor Updates**	**Partial-Page Ads**	**Full-Page Ads**
Spring *(March)*	Jan. 13, 2027	Jan. 20, 2027	Feb. 10, 2027	Feb. 10, 2027
Bonus distribution: Hunter Investment Conference, CIO Summit EMEA, AAHOACON, the biennial Executive Vendor Summit (2028)				
Summer *(June)*	April 16, 2027	April 27, 2027	May 13, 2027	May 13, 2027
Bonus distribution: HITEC®, HSMAI CSW, The CIO Summit, Lodging Conference, CIO Summit India				
Fall *(October)*	Aug. 19, 2027	Aug. 27, 2027	Sept. 14, 2027	Sept. 14, 2027
Bonus distribution: HFTP Annual Convention, The Hospitality Show, NNE's Gaming and Hospitality Security Conference				
Winter *(January 2028)*	Nov. 10, 2027	CAS Messages: Nov. 16, 2027	Nov. 12, 2027	Nov. 12, 2027



PRINT SPECIFICATIONS

Unit	Live	Trim	Bleed
Double page spread	16.25" w x 10.50" h	16.50" w x 10.875" h	17.25" w x 11.25" h
Full page	7.875" w x 10.50" h	8.25" w x 10.875" h	8.625" w x 11.25" h
Half page — horizontal	7.25" w x 5.0" h	—	No bleed available
Half page — vertical	3.5" w x 9.875" h	—	No bleed available
1/3 page — horizontal	7.5" w x 3.25" h	—	No bleed available
1/3 page — vertical	2.3" w x 9.875" h	—	No bleed available
Vendor Update	500 words, plus logo	—	—

Issue Specifications	
Publication trim size	**8.25" w x 10.875" h**
Live area	**7.875" w x 10.50" h**
Bleed size	**8.625" w x 11.25" h**
Binding	**perfect bound**

Ad Files

Electronic files are accepted as PDF/X-1a:2001. All supporting files, fonts and graphics must be supplied or embedded in high resolution (300 dpi). Supply colors as CMYK. TrueType fonts are a potential problem that may incur charges or delays in production. Ads NOT conforming to *Hospitality Upgrade's* digital ad specs may be charged up to $250 per placement. *Hospitality Upgrade* will not make changes to ad files. Color cannot be matched from digital files. **Please email PDF/X-1a:2001 ad files to materials@hftp.org.**

Questions: liz.vogan@hftp.org

ADDITIONAL DIGITAL EDITION OPTIONS

DIGITAL EDITION SPONSORSHIP

Includes

- Left-of-cover sponsorship page
- Multimedia upgrade
- Run-of-book ticker at the bottom of the digital edition viewer
- Premium ad placement in the contents view (HTML 5 digital edition viewer)
- Leaderboard banner ad in digital edition e-blast notification

Sponsorship Specs

- Left-of-cover ad and multimedia upgrade: 590×790 px; HTML 5
- Run-of-book ticker: 500×20 px; static JPG
- E-blast leaderboard banner ad: 620×90 px; static JPG

Price: $6,500 per issue

DIGITAL EDITION TOWER BANNER

Includes

- Tower banner appears on each side of the digital edition pages
- Banner is not exclusive and part of a three-ad rotation

Sponsorship Specs

- 160×600 px
- GIF or static JPG

Price: $750 per issue or $1,900 for four issues

Note: To participate in one of the digital options, you must have a contracted advertisement in a print issue.

DIGITAL OPTIONS

Thought Leadership and Video



Lead the conversation: publish your expertise as an article and video, with key takeaways promoted to HU's social audience.

Price — $1,500

Dedicated E-Blast



Provide a targeted message directly to HU's 15,000 digital subscribers.

- Advertiser-furnished HTML message
- Limited availability

Price — $3,200

Newsletter Sponsorship

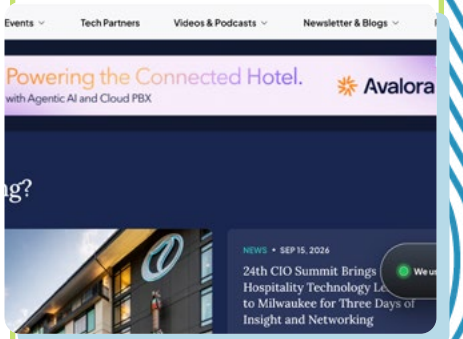


Secure a prominent position in our semi-monthly e-newsletter, the Watercooler, an industry resource providing topics and trends to more than 15,000 industry subscribers.

Custom package discounts available.

Price
Top: $1,100
Mid: $750

Banner Ad



Prime web placement that drives clicks to your site.

- Top position: 728×90
- Tower: 300×600
- Lower: 728×90
- GIF and static JPG
- Ads rotate with other banners

Price
Top: $1,250/month
Tower: $1,250/month
Lower: $650/month

Note: To participate in one of the digital options, you must have a contracted advertisement in a print issue.

ADDITIONAL OPPORTUNITIES

HFTP

CORPORATE ALLIED SPONSORS (CAS)

Grow your company reach, brand visibility and industry network while saving money

- **Exclusive savings** on HFTP events, HITEC® exhibits, sponsorships and advertising
- **HFTP membership** with benefits of chapter affiliation, webinar access, event registration discounts and more
- **Elevated recognition** on HFTP.org, HITEC.org, event signage and in *Hospitality Upgrade's* Winter issue
- **Select discounted *Hospitality Upgrade* advertising** and CAS recognition/profile in Winter issue spotlight section



Investment: $4,000

Email: membership@hftp.org

HFTP AND HospitalityUpgrade

EVENT SPONSORSHIPS

Invitation-only industry events that bring together senior-level technology executives in a refined, yet informal setting for networking, social engagement and immersive learning experiences.

CIO SUMMIT EMEA

April 14–16, 2027
Renaissance Porto Lapa Hotel
Porto, Portugal

THE CIO SUMMIT

September 8–10, 2027
New Orleans, Louisiana, USA

Executive VENDOR SUMMIT

NEW!
EVS is now a biennial event.
See you in 2028!

Inquire with the HFTP Sales Team about additional sponsorship opportunities.

NEWS DISTRIBUTION ACROSS HFTP MEDIA

Spread the news! Publish your press releases across HFTP media sites

- Runs on the Hospitality Upgrade, Hotel Online, HFTP and HITEC* *(current exhibitors only)* websites. Distribution includes posts on the sites' news feeds and in the daily Hotel Online e-newsletter.
- *Hotel Online* is a B2B hotel industry news site covering property news, operations, technology, finance, industry happenings and more
- Daily newsletter goes to 12k opt-in subscribers with a 33% open rate
- Customers are provided with performance analytics
- News is categorized to specify areas of reader interest



hotel-online.com

RELEASE PRICES

PLACEMENT**	1X	1X CAS	5X pkg	12X pkg
Lead	$425	$362	$1,950	$4,080
Secondary	$275	$234	$1,100	$2,475
Regular	$200	$170	$800	$1,800

Other Opportunities

- *Hotel Online* offers additional promotional opportunities, including banner ads, direct emails and videos
- *Hotel Online* offers several packages which bundle advertising and news releases

Contact **sales@hotel-online.com** for details

* News published on the HITEC.org newsfeed is reserved for current year HITEC exhibitors only.

** Placement indicates position in the Hotel Online daily e-newsletter. Distribution also includes posting on listed websites.



CUSTOM PACKAGES

Reach out to build and explore our customized and engaging advertising campaigns that include video, dedicated message push, event sponsorships, banners and more.



CONTACT
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HOSPITALITYUPGRADE.COM

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