

HospitalityUpgrade

A service of  HFTP

2026

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](https://www.hospitalityupgrade.com)

HOSPITALITY UPGRADE A PART OF HFTP

Engagement Through Content, Conversation and Events

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

It delivers through a variety of channels including print, digital, multimedia and annual events.

Production includes:

- Magazine published four times a year in print and digital formats
- Watercooler technology newsletter, delivered twice a month
- Articles, videos and podcasts, including interviews with industry experts and industry innovators
- Dedicated email messages
- Surveys and Annual IT Spend Study
- Three C-level events: CIO Summit, CIO Summit EMEA and The Executive Vendor Summit



MAGAZINE SNAPSHOT

4 issues a year



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

Audience:
45,000
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 that research, purchase or approve technology for their companies.
- **More than 20%** of subscribers work in MIS, security, development and design, F&B, purchasing or consulting areas.
- **20% of subscribers** work in the sales, marketing, guest relations or communications areas of their properties or companies.
- **200 top CIOs** from the industry's leading brands, chains, management companies and independents are subscribers.



DISTRIBUTION

Print

29,000 industry distribution and subscribers



Digital

16,000 subscribers



Online*

Site Visitors

Page views: 165,000

New Users: 78,000

Visitors by Country

- United States — 43k
- Germany — 6k
- India — 2k
- China — 1.7k
- United Kingdom — 1.7k



Source*: Google Analytics (Oct 1, 2024 — Oct 1, 2025)

PROMOTIONAL CAMPAIGNS

 **MOST POPULAR!**

PRINT + DIGITAL ANNUAL	SINGLE EVENT	DIGITAL FOCUS
4x Full-page Ad Four-color ad in the Spring, Summer, Fall and Winter issues	1x Full-page Ad Four-color ad in one issue	1x Email Dedicated advertiser message
3x Vendor Update 500-word advertiser-supplied message in the Spring, Summer and Fall issues	1x Vendor Update 500-word advertiser-supplied message in one issue	2 months Banner Ad Run-of-site
30-day Banner Ad Run-of-site	2x Social Media Post Two social media plugs, including one during selected industry event	3x Vendor Update 500-word advertiser-supplied message in the Spring, Summer and Fall issues
BONUS All print advertising programs include press release distribution online and in the <i>Watercooler</i> e-newsletter; plus, mentions of the advertiser's five most recent industry installs/projects in the print and digital editions.	Press Release Posts Distributed in the <i>Watercooler</i> e-newsletter and the <i>Hospitality Upgrade</i> site	3x Digital Edition Tower Ad Promotion with the Spring, Summer and Fall digital issues
	3 months Banner Ad Run-of-site on mid- and lower-positions	
	All elements of this program must be used within 90 days.	This campaign offers digital-forward promotions with complementary print placement.
Campaign Cost: \$15,000	Campaign Cost: \$6,270	Campaign Cost: \$9,600

VENDOR UPDATES

Share a company message across media channels

FEATURES

Primary

- Listing in the **Pipeline Index** by category
- Includes 500–word advertorial plus logo
- Appears in the print and digital editions

Additional

- **Reference Guide:** 75–word company description in the digital edition and on a unique, company profile page in the site’s Vendors section.
- **Recent Projects and Installations:** Promote your most recent projects or installations within this section, exclusive to print advertisers. Customer projects are added to the online database as well as company profile.
- **Unlimited press release postings** and distribution for the term of the campaign.

Rate

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

Printed Vendor Updates



Online Vendors Section



EDITORIAL

A compelling, company-sponsored Featurette or Feature Article increases consumer interest and boosts revenue

OPTIONS

Featurette

- **650-word** message addressing the topic of your choice (i.e. product or service, industry honor, company milestone)
- Written by *Hospitality Upgrade* expert writer
- Includes **Full-page ad** adjacent to editorial

Rate: \$6,595

Feature Article

- **2,500-word**, long-form article addressing the topic of your choice
- **6-page** branded section to create a deep dive into your messaging and branded strategy
- Written by *Hospitality Upgrade* expert writer
- Includes **Full-page ad** within branded section

Rate: \$15,000



ADVERTISING

Connect with a highly-engaged, tech-focused hospitality audience

DETAILS

Benefits

- Advertising reaches senior decision-makers across hotels, resorts and tech providers
- A variety of ad sizes help companies fit their unique promotion strategies and budgets
- Ads appear in both print and digital issues
- Four issues annually help companies align their promotions with key hospitality trends and launches

Digital Add-ons

- All print advertising packages include press release distribution in the Watercooler e-newsletter and on the *Hospitality Upgrade* site
- 75-word company profile in digital edition and the Vendor section of the *Hospitality Upgrade* site
- 5 most recent industry installs/projects in print and digital editions



Available Ad Sizes

- Full Page
- Double Page
- Half Page
- 1/3 Page

Premium Positions

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Page 1



2026 ADVERTISING RATES

	1X	3X	4X
Double page	\$7,300	\$6,300	\$6,000
Full page	\$3,830	\$3,275	\$3,000
Half page	\$2,680	\$2,295	\$2,000
One-third page	\$2,300	\$2,025	N/A

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 rates are NET per issue



EDITORIAL CALENDAR AND CLOSING DATES

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

SPECIAL COVERAGE

Spring

- Cruise technology section
- Technology Rockstars

Issue closing: February 12, 2026

Summer

- Boutique luxury technology section
- HITEC®

Issue closing: May 12, 2026

Fall

- Gaming technology section
- CIO Summit

Issue closing: September 16, 2026

Winter

- State of the industry
- Investment insights
- HFTP Corporate Allied Sponsor Spotlights

Issue closing: November 20, 2026



DEADLINES AND EVENT DISTRIBUTION

2026 PRINT DEADLINES				
Issue	Featurettes	Vendor Updates	Partial Page Ads	Full Page Ads
Spring (March)	Jan. 16, 2026	Jan. 28, 2026	Feb. 9, 2026	Feb. 12, 2026
<i>Bonus distribution: Hunter Investment Conference, CIO Summit EMEA, AAHOACON, The Executive Vendor Summit</i>				
Summer (June)	April 17, 2026	April 27, 2026	May 6, 2026	May 12, 2026
<i>Bonus distribution: HITEC, HSMAI CSW, The CIO Summit, G2E, Lodging Conference, CIO Summit India</i>				
Fall (October)	Aug. 19, 2026	Aug. 27, 2026	Sept. 16, 2026	Sept. 16, 2026
<i>Bonus distribution: HFTP Annual Convention, The Hospitality Show, NNE's Gaming and Hospitality Security Conference</i>				
Winter (January)	Nov. 11, 2026	Not Available	Nov. 20, 2026	Nov. 20, 2026



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	—	8.625" w x 5.4" h
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 PDFX-1a:2001. All supporting files, fonts and graphics must be supplied or embedded in high resolution (300 dpi). Supply colors as CMYK. True Type 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 PDFX-1a:2001 ad files to materials@hospitalityupgrade.com.

Questions: Email liz.vogan@hftp.org

DIGITAL OPTIONS

DIGITAL EDITION SPONSORSHIP

Including

- Left-of-cover sponsorship page
- Multimedia upgrade
- Run-of-site ticker at the bottom of the digital edition viewer
- Premium ad placement in the contents view (HTML5 digital edition viewer)
- Leaderboard banner ad in digital edition e-blast notification

Sponsorship Specs

- Left-of-cover ad and multimedia upgrade: 594x793 px; HTML 5
- Run-of-site ticker: 500x20 px; static JPG
- E-blast leaderboard banner ad: 620x90 px; static JPG

Rate: \$6,500 per issue

DIGITAL EDITION TOWER BANNER

Including

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

Sponsorship Specs

- 160x60 px
- GIF or static JPG

Rate: \$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



Share your expertise through an article and video with key takeaways and engage through social outlets.

- Requires a two-issue minimum package.

Note: To participate in the video and email digital options you must have a contracted advertisement in a print issue.

Rate — \$1,500

Dedicated Email Message



Entertainment solutions for any size hotel

Provide a targeted message directly to *Hospitality Upgrade's* 11,000+ digital subscribers.

- Advertiser furnished HTML message
- Limited availability

Rate — \$3,200

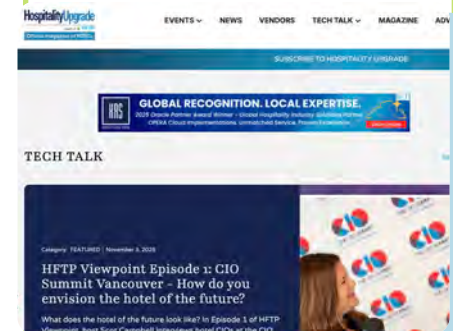
Newsletter Sponsorship



Secure a prominent position on our semi-monthly e-newsletter, the *Watercooler* an industry resource providing topics and trends to more than 11,000 opt-in industry subscribers.

Rate
Top: \$995
Mid: \$595

Run-of-Site Banner Ad



Display a visual representation of your company throughout the website.

- Top position: 728x90
- Tower: 300x600
- GIF and static JPG
- Ads rotate with other banners

Rate
Top: \$1,250/month
Tower: \$1,450/month

ADDITIONAL OPPORTUNITIES

HFTP CORPORATE ALLIED SPONSORS

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

- **Get exclusive savings** on pricing for HFTP event exhibits, sponsorships, advertising and publishing.
- **Access focused resources** through HFTP membership with benefits such as chapter affiliation, webinar access, event registration discounts and more.
- **Gain visibility** when HFTP recognizes its CAS on its website, event signage and in *Hospitality Upgrade's* Winter issue



Benefits From *Hospitality Upgrade*

- Advertising packages special to CAS
- Recognition as a CAS in Winter issue, including opportunity to be profiled in special spotlight section
- Discount registration to the Executive Vendor Summit

Investment: \$4,000

Join: membership@hftp.org

HFTP AND *Hospitality Upgrade* EVENT SPONSORSHIPS

Unique, invitation-only industry events that bring together senior-level technology executives for a combination of networking, social events and programming in a relaxed atmosphere.

Executive
**VENDOR
SUMMIT**

March 25–27, 2026
The Hilton Fort Worth
Fort Worth, Texas USA


CIO SUMMIT EMEA

April 16–17, 2026
Amsterdam, The Netherlands


THE CIO SUMMIT

September 9–11, 2026
Milwaukee, Wisconsin USA

Inquire with the HFTP Sales Team about the multiple sponsorship opportunities available.

NEWS DISTRIBUTION



Publish announcements to a broad audience of hospitality professionals

- *Hotel Online* is a B2B hotel industry news site covering property news, operations, technology, finance, industry happenings and more
- Releases published on *Hotel Online* website and daily newsletter
- Daily newsletter goes to 13k opt-in subscribers with a 33% open rate
- Customers are provided with performance analytics
- News is categorized to specify areas of reader interest
- Freshly-designed website is easy to navigate and includes personalization features for building custom news feeds



hotel-online.com

RELEASE RATES

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



CUSTOM PACKAGES

Reach out to build a custom program and for additional opportunities.

Explore our customized and engaging campaigns that include video, dedicated message push, event sponsorships, banners and more.



CONTACT

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[HOSPITALITYUPGRADE.COM](https://www.hospitalityupgrade.com)

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