

RESORT...RECREATION

THE BUSINESS of EXCEPTIONAL HOSPITALITY

2015 P L A N N I N G

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The Organization for
Exceptional Hospitality

Delivering
a
world
of Exceptional
Hospitality

SUPPLIER MEMBER BENEFITS

MEMBERSHIP LEVELS		INTRODUCTORY	SUPPLIER	VIP	PARTNER (IMP)	
MONTHLY FEE		\$7.42*	\$35**	\$89**	\$850***	
R+R magazine subscription	Corporate subscription	✓	✓	✓	✓	
	Courtesy subscription for all member's client properties		✓	✓	✓	
ADVERTISING Support	Online Members & Suppliers Directory listing					
	Basic listing: Company name, address, phone number	✓	✓	✓	✓	
	+ Hotlink to website		✓	✓	✓	
	+ Logo		✓	✓	✓	
	+ Key contact name & email		✓	✓	✓	
	+ Description		✓ 40 words	✓ 100 words	✓ 100 words	
	+ Category Index listing		✓ One listing ¹	✓ Unlimited listings	✓ Unlimited listings	
	+ Web Ad (250 x 250)				✓	
	Web Ads (250 x 250; Top position rotation on all pages)		✓ 2nd position rotation on home page	✓ Top position rotation on all pages	✓ Top position rotation on all pages	
	Resource Directory listing (every issue of R+R)			✓ 100-word description	✓ 100-word description	
Newsletter sponsorship (R+R Hospitality News Update)				✓		
R+R Full page ad (every issue, both print and digital editions)				✓		
Online Leaderboard Ad (728 x 90; Rotation all pages RandRBizPro.com)				✓		
EDITORIAL Support	Market Report coverage in R+R					
	+ 1 installation/issue	✓	✓	✓	✓	
	+ EH badge		✓	✓	✓	
	+ Contact info		✓	✓	✓	
	+ Inclusion on RandRBizPro newsfeed			✓	✓	
	Showcase/Pavilion coverage (expanded installation profile)			✓		
One per year				✓		
One per issue				✓		
Eligible for inclusion in interviews/article quotations	✓	✓	✓	✓		
Market Briefs article (member's topic choice of same size as paid ad)				✓		
Jobs Board	Access	✓	✓	✓	✓	
Conferences	30% discount					
	1 attendee	✓	✓	✓		
	Unlimited attendees				✓	
	Recognition in all materials			✓	✓	
	Eligible for sponsorships			✓	✓	
Priority notice (First choice booth location ¹)				✓		
International Services	International consulting support		✓	✓	✓	
	Translation services ²		✓	✓	✓	
Business Development Services	SEO (Search Engine Optimization) of online content & promotions			✓	✓	
	Linen Saver rebates			✓	✓	
	EHospa 3D Media revenue sharing			✓	✓	
	Contract sales & trade show representation			✓	✓	
	Research assistance/Online polls			✓	✓	
	Twitter Meet (monthly participation)				✓	
	Sponsored EHospa Premium Membership for all client properties:					✓
	1) Premium highlighted listing on MyResortLIFE.com with photo, link to property description, links to articles, additional photos and video and direct-booking link					
	2) Access to post Daily Deals					
	3) R+R subscription for staff					
4) Member pricing for conferences/meetings						
5) Posting access to Jobs Board + LinkedIn Group						
6) Monthly Twitter meetings (Meet the Experts)						
7) Paid access to Education & Certification, International Trade development						
8) R+R Adventures magazine press visits (4 comp room nights minimum + on-property hospitality). Guaranteed online coverage post-visit; guaranteed R+R Adventures magazine coverage with transportation and complimentary onsite hospitality.						
PR. + Communications	12 R+R-written online press releases per year				✓	
	Guest blogging opportunities on RandRBizPro.com				✓	
*Paid in one annual installment of \$89. **Monthly autopayment rate (One-time payment rate: \$395/year for Supplier Members; \$850/year for VIP members) . ***Discounted autopayment rate (\$895 for non-autopayment; billed monthly in advance). ¹ Subject to points balance. ² Fee-based service.						
Points	1 point for each consecutive year of membership 1 point for each consecutive year of advertising 3 points for each consecutive year of annual ad contracts					

PROVIDER MEMBER BENEFITS

MEMBERSHIP LEVELS		INDIVIDUAL	CORPORATE BASIC	CORPORATE PREMIUM	FEATURED
MONTHLY FEE		\$4.92*	\$7.42**	\$9.92/ \$13.25/\$15.75***	\$39.08/ \$42.42/\$44.92***
R+R magazine subscription (print or digital)	One subscription	✓			
	Three subscriptions (Member + DOSM and GM)		✓		
	Unlimited subscriptions (all staff members)			✓	✓
MARKETING/PROMOTIONAL Support	MyResortLIFE.com				
	Online company listing (with complete access for maintenance/updates)		✓	✓	✓
	Basic listing details (Company name, address, phone number and hot link to booking URL)		✓	✓	✓
	Premium (highlighted) listing with basic details plus:				
	Property description and photos		✓	✓	✓
	Links to articles featuring member's property (featured on MyResortLIFE.com)		✓	✓	✓
	Video links		✓	✓	✓
	Access to post Daily Deals			✓	✓
	R+R Adventures magazine article focused on your property:				
	Potential editorial coverage in R+R Adventures or MyResortLIFE.com (based on 4 comp room nights min. for editorial staffer's visit)		✓		
	Guaranteed editorial coverage on MyResortLIFE.com (based on 4 comp room nights min. + on-property hospitality for editorial staffer's visit)			✓	✓
	Guaranteed editorial coverage in R+R Adventures (print & digital) (based on 4 comp room nights min., on-property hospitality + transportation for editorial staffer's visit)			✓	✓
	Rotating Web ad on MyResortLIFE.com Home Page				✓
	Social media promotion (postings to Facebook, Twitter, Google+, etc.)				✓
	Discounted ad placement on EHospa 3D Media Network				✓
SEO (Search Engine Optimization) of online content & promotions			✓	✓	
Premium positioning in search results of MyResortLIFE.com				✓	
Feature article on MyResortLIFE.com ¹				✓	
EDUCATIONAL/NETWORKING Support	Access to RandRBizPro.com				
	Read-only access	✓			
	Full access		✓	✓	✓
	Member pricing for conferences/meetings	✓	✓	✓	✓
	Access to RESORT AND RECREATION Net+Work Groups on LinkedIn	✓	✓	✓	✓
	Invitation to monthly Twitter Meet-the-Expert Meet-Ups	✓	✓	✓	✓
Jobs Board	Read-only access	✓	✓	✓	✓
	Posting access		✓	✓	✓
Revenue Sharing Opportunities	Eligibility for EHospa 3D Media revenue-sharing plan			✓	✓
	Eligibility for EHospa 3D Media revenue-sharing BONUS plan				✓
	Linen Saver rebates			✓	✓

*Equivalent monthly payment rate. Membership is paid via one annual installment of \$59.

**Equivalent monthly payment rate. Membership is paid via one annual installment of \$89.

***Equivalent monthly payment rate. Membership is paid via one annual installment based on facility's revenue amenities:

Corporate Premium Rates:

\$119 (1-2 revenue amenities)

\$159 (3-5 revenue amenities)

\$189 (6+ revenue amenities)

Featured Rates:

\$469 (1-2 revenue amenities)

\$509 (3-5 revenue amenities)

\$539 (6+ revenue amenities)

¹Member provided. ²Fee-based events.

RATES

EHOspa 2015 R+R ADVERTISING MEMBER RATES (BEFORE AUTO-PAY DISCOUNTS) ARE:

	1x	4x
Full Page 4/color	\$2,900	\$1,995
2/3 Page 4/color	\$2,590	\$1,795
1/2 Page Island 4/color	\$2,590	\$1,795
1/2 Page Horizontal 4/color	\$2,050	\$1,450
Footstrip 4/color	\$1,695	\$1,195
1/3 Page 4/color	\$1,695	\$1,195
1/4 Page 4/color	\$1,055	\$725

2015 R+R ADVERTISING NON-MEMBER RATES ARE:

	1x	4x
Full Page 4/color	\$3,295	\$2,600
2/3 Page 4/color	\$2,985	\$2,290
1/2 Page Island 4/color	\$2,985	\$2,290
1/2 Page Horizontal 4/color	\$2,445	\$1,750
Footstrip 4/color	\$2,090	\$1,395
1/3 Page 4/color	\$2,090	\$1,395
1/4 Page 4/color	\$1,450	\$755

COVER AND PREMIUM POSITION RATES ARE:

	1x	4x
Cover Spread	\$5,250	\$4,850
Other Spread	\$4,950	\$4,650
Contents Page	\$4,120	\$3,640
Cover 2 or 3	\$4,990	\$3,820
Cover 4	\$5,250	\$4,075
Suppl/ied BRC	\$3,500	\$3,500
All Other Specified Positions, +10%		

Black & White Rates: 25% off 4/color rates

Special Color Rates

PMS Colors or Metallic Inks.....\$700 per page

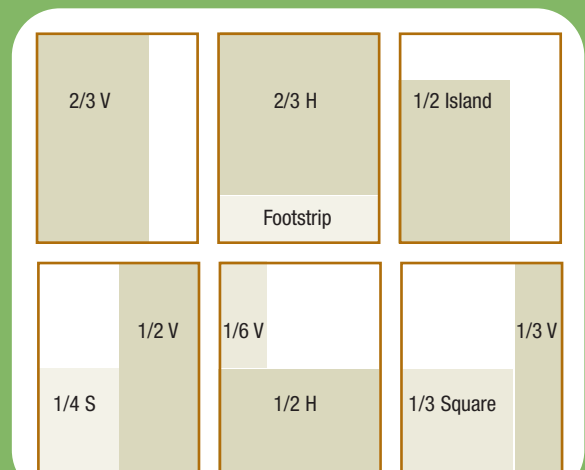
Standard rates based on number of issues within one year.
Inserts available; call for information

Insertions placed with R+R appear in both the print and Digital editions. Gain more interaction and immediate contact with hot prospects by using R+R's Web and Digital Text hotlink enhancements!



AD SIZES

	Horizontal	Vertical
Standard Spread	15.75"	9.875"
Bleed Spread (Live Area)	15.75"	9.875"
(Trim Size)	16.75"	10.875"
(Bleed Allowance)	17"	11.125"
Standard Full Page	7.25"	9.875"
Bleed Full Page (Live Area)	7.25"	9.875"
(Trim Size)	8.375"	10.875"
(Bleed Allowance)	8.625"	11.125"
2/3 Page Horizontal	7.25"	6.58"
1/3 Page Vertical	4.83"	9.875"
1/2 Page Horizontal	7.25"	4.75"
1/2 Page Vertical	3.625"	9.875"
1/2 Page Island	4.75"	7.25"
1/3 Page Vertical	2.25"	9.875"
1/3 Page Square	4.75"	4.75"
1/4 Page	3.625"	4.75"
1/6 Page	2.25"	4.75"
Footstrip	7.25"	1.75"



RandRBizPro.com

Web and Social Media Marketing



Online Advertising (Maximum File Size: 15K / GIF or static JPG format)

Top Home Page Leaderboard (728w x 90h) - \$750/month
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

Side Rectangle (300w x 250h) - \$125/month
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

Side Tower Banner Ad (300w x 600h) - \$550/month
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

Online Knowledge Center Editorial + Advertising Partnerships

Sponsored Editorial

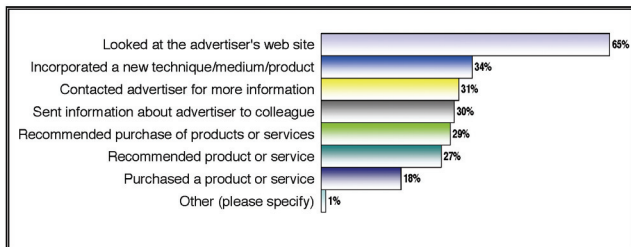
Purchase a hotlinked 300w x 250h ad placed with your promotional article or commercial case study trumpeting your company's success stories. Achieve exclusivity of recognition in the minds of our 80,000+ buyer community.
\$750 each
(subject to R+R editorial guidelines)

Library Ads

Purchase a hotlinked 300w x 250h ad placed with an archived topical article. Achieve vendor recognition in the minds of our 80,000+ buyer community.
\$550 each

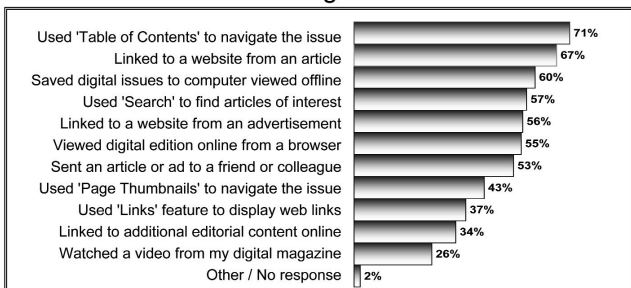
Action Oriented with Products or Services

90% of digital magazine readers take one or more actions with regards to a product or service



What actions have you taken as a result of reading an ad/article in this digital publication?

Over half of digital readers use at least 7 different features of digital editions



What features of digital publications have you used?

Digital Magazine

R+R Interactive Marketing Generates MORE Sales Leads

Turn HOT prospects into immediate BUYERS by using R+R's Web and Digital Text hotlinks!

- R+R's Digital readers are 4 times more likely to visit your Web site or view your embedded demonstration video using enhanced interactivity tools
- R+R Prospects are 10 times more likely to find your ad by virtue of R+R's Digital Search and Share tools like Keywords and Hotlinks

TEXT HotLinks Within Digital Issues

	Purchase an Ad (per Pg)	If No Ad (per Pg)
Product or Company Name hotlinks:		
To client URL video/website	\$250	\$450
To embedded video	\$150	\$350
Key Word hotlinks (cannot be another company's name):		
To client URL video/website	\$450	\$750
To embedded video	\$250	\$550

Sponsorships and E-Mail Marketing Opportunities

Available Positions:

Email Sponsorship	\$350
Logo on Nav Bar (1 per issue)	\$1,550
Ad Opposite Cover 1 (1 per issue)	\$2,500
Drop Down Ad (from Nav Bar; 1 per issue)	\$200
E-Newsletters, Webinars	Call For Pricing

OUR AUDIENCE R+R DELIVERS A WORLD OF HOSPITALITY

RESORT AND RECREATION serves a uniquely targeted community of over 80,000 hospitality professionals at the world's finest properties, including destination resorts, spas and hotels, resort residential, fitness/golf/country clubs, waterparks, conference centers and community recreation.

RESORT AND RECREATION's audience consists of dedicated forward-thinkers in positions of buying influence among owner/operator/innkeepers, corporate management, operations and purchasing, architecture/design, real estate, financing and development, facilities, technology and IT management, food and beverage, recreation, health/fitness and spa management.

RESORT AND RECREATION taps the potential of multiple marketing channels to put your company "Top of Mind" in meeting the daily challenges our audience faces in managing their operations.

Unmatched Market Capitalization & Annual Purchasing Power

- Over \$20 Billion in Aquatics and Water Play revenues
- Over \$8 Billion in Food & Beverage purchases
- Over \$5 Billion in Spa revenues booked
- Over \$400 Million in Golf Course equipment purchases
- Over \$400 Million in Fitness Equipment purchases
- Over \$90 Million in In-Room Lodging & Amenities

Your Best Opportunity to Expand Your Reach in this Lucrative Market

- Over 55,000 offer Private Clubs, Athletic or Fitness Facilities
- Over 50,000 offer Golf
- Over 40,000 offer Beachfront Aquatics, Pools or Waterparks
- Over 40,000 offer Overnight or Extended Stay Lodging
- Over 20,000 offer Conference/Meeting Facilities
- Over 15,000 offer Timeshare/Fractional Ownership or Resort Residential
- Over 6,500 offer Spa Services

**Get In The Game!
Earn Your Share of this
\$480 Billion Hospitality Market!**

**Advertise with RESORT AND RECREATION
Call 616-891-5747 • Fax 616-891-5669**

MECHANICAL & REQUIREMENTS BLEED ADS

Full-Page Bleed:

- Final trim size for RESORT AND RECREATION is 8.375" x 10.875" Tolerance for final trim is plus or minus 1/16"
- Ads designed to bleed off the edges of the page must add an additional 1/8" beyond the trim size. Final dimensions for a bleed ad must be no less than 8.625" x 11.125"
- Place any critical type or image matter 1/4" from the edge of the page to ensure it is not cut off during the binding operation. For safety, locate all critical matter within the following dimensions 7.25" x 9.875"

Two-Page Spread:

- Final trim size is 16.75" x 10.875"
- Ads designed to bleed off the edges of the page must add an additional 1/8" beyond the trim size. Final dimensions for a bleed ad must be no less than 17" x 11.125"
- Place any critical type or image matter 1/4" from the edge of the page to ensure it is not cut off during the binding operation. For safety, locate all critical matter within the following dimensions 15.75" x 9.875"
- Compensation tolerance is 1/16" The variation from head to foot between the left and right pages of a two-page spread can be as much as 1/16" The major effect concerns cross alignment. Ads should not split a letter or word across the gutter. Preferably, headlines should not jump the gutter.

AD PREPARATION

General Design Guidelines:

- Type should be reversed from as few colors as possible.
- Reverses in four-color areas should not contain fine serif type, or be smaller than 10 points in size. Anything less may produce register and legibility problems.

Image Resolution:

- 300 dpi is the minimum resolution for black/white and color photography; line art should be 1200 dpi. Please note: images used on websites are normally at resolutions far too low for acceptable print reproduction. If you use an image from a website, please be sure it is a minimum of 300 dpi.
- PDF, TIF, JPG, and EPS files are acceptable.

Media:

- Files can be accepted on CD.
- Files less than 6 MB may be emailed, larger files should be placed on our (or your) FTP site — contact your account manager for instructions.

All electronically submitted files should be accompanied by a hard copy of the ad including color proof of 4-color material.

We do not accept native files created with Microsoft Publisher or word processing programs.

CATERING

	WINTER JAN/FEB/MARCH	SPRING APR/MAY/JUNE
SPECIALS:	SERVICE SUPERSTARS: Annual Service Awards IAAPA: FUN MONEY DEVELOPMENTS: PURCHASING PROS, MANAGEMENT Companies, & CONSTRUCTION KINGS DESIGN SHOWCASE	Americas Lodging Investment Summit (ALIS) PGA GOLF WATERPARK CONSTRUCTION REPORT
DESIGNER'S NOTEBOOK	Aquatics/Pools + Outdoor Spaces	Golf + Club Operations
SALES/DISTRIBUTION + REVENUE MGMT	Managing Weddings Events	Sales & Marketing
RESORT LIFE – Sustainable Hospitality	Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation
DEPARTMENTS: AQUATICS + Water Play Product Listings	Water Slides, Upgrades & Maximizing Your Poolside Revenues Water Rides, Surf & Sprays, Cabanas/Umbrellas, Swim Diapers, Sunscreens, Toys	Accessibility, Coatings, HVAC, Lighting, Lockers, Shade Structures + Signage Aquatics Safety: Insurance, AEDs, Lifeguards, Surfaces, Risk Mgmt Rafts + Flotation, Chemicals + Sanitizers
LODGING / ROOMS	Kitchen & Baths, HVAC, Flooring & Lighting	Housekeeping – Laundry, Flooring and Floor Care Pest Control
GOLF + CLUB	Site Furnishings + Bridges, Cabanas, Structures, Shelters, Gazebos	Pro Shop Revenue & Course Equipment Product Focus: Golf Cars
RECREATION	Play & Fitness Structures and Surfaces Product Focus: Bikes	Beach/Waterfront Recreation Product Focus: Watercraft
VACATION OWNERSHIP/ CONDO / FRACTIONALS	Finance, Real Estate and Doing the Deal	Resort Transportation
WHAT'S NEW:	Uniforms	Golf Retail & Equipment
COLUMNS: SPEAKING OF SPA	Spa Education + Equipment Tables/Beds, Chairs	BODY AND SKINCARE: What's Working Now
TECHNOLOGY	Property Mgmt Systems Locks + Security	REVENUE TOOLS Locks + Security
Ad Space Reservations	11 / 20 / 14	2 / 20 / 15
Ad Materials Due	12 / 20 / 14	3 / 20 / 15
Mails	1 / 15 / 15	3 / 25 / 15
BONUS Distribution *	Americas Lodging Investment Summit, ARDA	HITEC, HD EXPO, Resort Hotel Assn Conf, NYU Investment Conference

SUMMER JULY/AUG/SEPT	FALL OCT/NOV/DEC	
Furnishings, Flooring and Wallcoverings HITEC TECHNOLOGY & HOSPITALITY DESIGNS Insurance + Risk Mgmt – Resort Hotel Association NYU Investment Conference: WHERE TO PUT THE MONEY NOW	TECHNOLOGY PAVILION: Using Technology To Improve Services and Drive Revenues The Lodging Conference “SPA SPECIALISTS”	SPECIALS:
Spa, Salon + Fitness	Timeshare + Fractional	DESIGNER’S NOTEBOOK
Maximizing Travel Agency Business	Groups, Meetings & Conventions Business	SALES/DISTRIBUTION + REVENUE MGMT
Profitable Energy and Environmental Practices in Hospitality & Recreation	Profitable Energy and Environmental Practices in Hospitality & Recreation	RESORT LIFE – Sustainable Hospitality
DESIGN THEMES + PLAN / DESIGN / BUILD Concerns Sanitation, Filters, Controls, Motors, Heaters	Waves of Fun – Technology Innovations Around Aquatics & Water Play Fountains + Sprays	DEPARTMENTS: AQUATICS + Water Play Product Listings
Housekeeping – Bedding & Linens	In-Room Entertainment – Equipment & Programming	LODGING / ROOMS
Course Design + Playability Issues	Group Outings + Events Management Products: Tabletops, Structures	GOLF + CLUB
Tours: ATVs, Bikes, Ground/Bus/Van, Snow, Water Product Focus: Vans/Shuttles	Partnering with Rail Travel Product Focus: Snow/Ski	RECREATION
Play Amenities and Recreation for Increased Sales	Sales Center Operations + Technology	VACATION OWNERSHIP/ CONDO / FRACTIONALS
In-Room (Mattresses & More)	Fitness + Club Operations	WHAT’S NEW:
Products: Strength Training/ Pilates/Mats/Weights	HOLIDAY SPA RETAIL Products: Accessibility	COLUMNS: SPEAKING OF SPA
ENERGY MANAGEMENT Locks + Security	Communications Connectivity Locks + Security	TECHNOLOGY
5 / 20 / 15	8 / 20 / 15	Ad Space Reservations
6 / 20 / 15	9 / 20 / 15	Ad Materials Due
6 / 25 / 15	9 / 25 / 15	Mails
The Lodging Conference	IHMRS, IAAPA, ISPA, RCRA	BONUS Distribution *

Q A T T E N D A R

advertising planning