

# MEDIA KIT 2025

**AH | GG | WOMEN OF COLOR | LEADERSHIP SERIES**



**ASIAN MEDIA GROUP**  
ENGAGE, EMBRACE, ENRICH

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# ABOUT



Our business, launched on 1st April 1968 with Garavi Gujarat, has grown into a diversified media house publishing iconic Asian media brands and hosting leading UK events.

Operating in the UK, US, and India, we attract over a million unique website visitors and reach 1.3 million readers monthly.

Britain's largest Asian publishing house, established over 50 years ago, publishes iconic and trusted media brands and hosts leading Asian events. Our market-leading publications include Garavi Gujarat, Eastern Eye, Asian Trader, Pharmacy Business, and Asian Hospitality. Operating in the UK, US, and India, we reach over 3 million readers monthly through our websites, digital assets, and publications.

We host various events, including black-tie award dinners, seminars, conferences, and roundtable discussions. Key events include the GG2 Leadership Awards, Asian Business Awards, ACTAs, Pharmacy Business Awards, and Asian Trader Awards.

Today, we are a diversified media business with leading digital and web portals, supported by a state-of-the-art CRM and data management centre in India.

# GARAVI GUJARAT



Garavi Gujarat is the go-to magazine for reaching ethnic Asians in the UK and USA. With high production values, up-to-date news, and engaging content, it connects with the Indian Asian community by celebrating their ethnic and cultural values.

The magazine covers news, fashion, celebrities, beauty, real-life stories, business, spirituality, sports, art, and food. Garavi Gujarat is an affordable and effective way to advertise to the educated, affluent, and ambitious Asian market, appealing to readers across all generations in the UK and USA.



# WHAT ARE THE BENEFITS

## Social Class

GARAVI GUJARAT, the best-selling full-color Asian newsweekly in the USA and UK for over 38 years, caters to the affluent ABCL segment of the Asian community. Companies targeting products and services in these markets frequently advertise in this magazine.

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## Circulation & Readership

Garavi Gujarat boasts a circulation of 45,000 copies and a readership of over 300,000 in the UK. In the USA, it has a circulation of 20,000 and a readership of 80,000. It also serves as an in-flight magazine on Air India, distributing 5,000 copies weekly on various flights.

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## Content... to our readers

Read by the whole family and strikes an emotional chord with its readers since it provides latest news and stories from their homeland.

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## Clients

An array of clients targeting their products and services to the ethnic Asian families feature in the magazine. Business offering fashion, designer wear, jewellery, consumer goods, food & drinks, movies, music, furniture and many more feature in the magazine.

# Advertising Rate card

## Advertising Rates

Inside Front Cover.....	\$3501
Inside Back Cover.....	\$3395
Outside Back Cover.....	\$3601
Full Page.....	\$3001
Double Page Spread.....	\$5901
Half Page / Mini Page.....	\$2401
Half Page / Mini Dps.....	\$4241
Quarter Page.....	\$1601

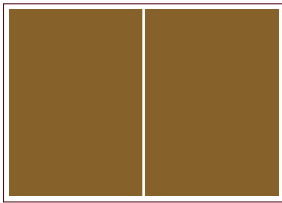
## Special Positions

1st Right Hand Page.....	\$3395
2nd Right Hand Page.....	\$3325
3rd Right Hand Page.....	\$3281
1st Dps / Centre Dps.....	\$6051
2nd Dps.....	\$5951

## Recruitment

Page.....	\$3101
Half Page.....	\$2401
Quarter Page.....	\$1601
Classified (Per Col. Inch).....	\$41
Inserts, Gatefolds	
Tip-Ons, Direct Mail	
Availabale on Request	

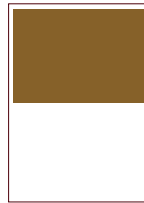
## Advertisement Size



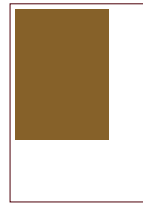
DPS  
20.79 x 16.02



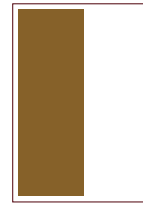
Full Page  
10 x 16.02



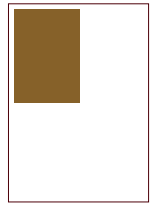
Half Page  
Spread  
10 x 7.48



Mini Half Page  
(Horizontal)  
7.48 x 10



Half Page  
(Vertical)  
4.92 x 15.35



Quarter  
Page  
4.92 x 7.48

### Four Column Page Film Specifications

Positive films, right reading,  
emulsion side down,  
Colour Screen 133,  
Cromalin required

### Electronic Specifications

jpeg or pdf files (fonts embedded)  
for PC Colour proof required  
email ads to  
ggusa@studio.amg.biz

## Terms and conditions

- Rates do not include charges for colour separations.
- Agency 15% Commission payable to registered advertising agencies.
- Any other special positions guaranteed only if 10% extra paid and confirmed in writing to Garavi Gujarat. No other positions can be guaranteed.
- Payment Terms : 15 days from date of invoice (2% interest per month will be charged on overdue accounts.)
- Full terms and conditions available on request.

**NOTE :** This ratecard can be superceded at the publisher's discretion and without notice. USA jurisdiction applies to all contracts.

# asian Hospitality



Asian Hospitality is the leading magazine for Asian American hoteliers in North America. Published in English and Gujarati, Asian Hospitality is your road map into the Asian American hotelier community.

Asian Hospitality is written and edited by award-winning journalists with a unique and profound understanding of the Asian-Indian community and the hospitality industry.





## At the Heart of the Community

The majority of Asian-Indian hoteliers in the U.S. are Gujaratis from Gujarat, India, known for their business acumen and community spirit. Early immigrants in the 1960s and 1970s helped friends and relatives establish homes and businesses, significantly impacting the hospitality industry. Mahatma Gandhi, born in Gujarat, led India's freedom struggle from his ashram, now a museum in Ahmedabad.

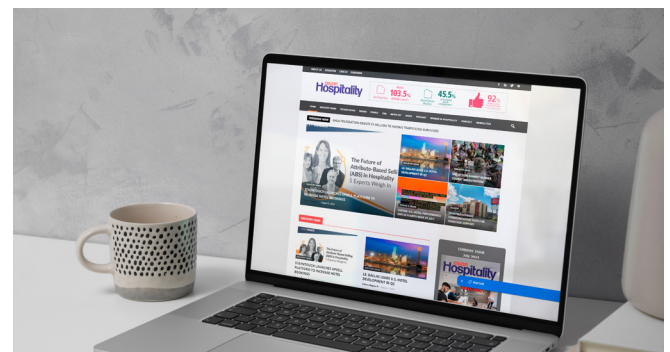
## Special sponsorships

We offer sponsorship opportunities for special issues and articles, including our new leadership interview series featuring video conversations with C-suite executives from major hotel and hospitality companies. These interviews, with sponsor names, will appear on our website, in our e-news, and in print. Additional sponsorship opportunities include industry-focused sections, such as the strong performance of extended-stay hotels during the pandemic, and "Priya," our insert recognizing women in hospitality leadership. For rates and more information, contact Associate Publisher Nirmal Puri at [nirmal.puri@amg.biz](mailto:nirmal.puri@amg.biz) or 770-364-2347.

Indian Americans have combined entrepreneurial skills with Indian hospitality to dominate the U.S. hotel industry, especially in the economy, midscale, and upper midscale sectors. Indian American women play key roles in managing these family-run enterprises and actively engage with publications like Asian Hospitality and Garavi Gujarat.

## Digital opportunities for 2025

Asian Hospitality provides robust online promotion tools for hospitality businesses, including eblasts that reach over 14,000 hoteliers subscribed to our weekly newsletter and 8,000 daily website readers. These eblasts feature targeted ads and messages for specific audiences or events, such as holiday promotions for Christmas and Diwali.



## The New Trailblazers

Second-generation Asian American hoteliers, well-educated and experienced, operate in midscale to upscale U.S. hotels, building on their parents' entrepreneurial legacy and seeking new opportunities. Asian Hospitality connects with both the pioneering first generation and the new generation of industry leaders.





## Highlights

1. Most subscribers are Asian American hotel owners and operators.
2. Most own and operate one to four hotels.
3. One-third own and operate an independent hotel.
4. Hotels range from economy to upper upscale.
5. The vast majority are not members of a hotel trade organization.
6. Half receive no other hotel trade magazine besides Asian Hospitality.

## Priya

Priya is a special insert that celebrates and recognizes women in leadership in the hospitality industry. It provides news, features and advice on business, career and family and adds fun with tips on personal style and practical products that help women balance their lives and get the job done.



## Print edition

Asian Hospitality boasts over 10,000 subscribers and 55,000 monthly readers, with BPA-certified subscriptions. A recent survey highlights its role as a key news source for thousands of Indian American hotel owners and operators in the U.S., with nearly half relying solely on this magazine for industry news. Most subscribers are not part of any hotel trade organization, and the magazine is 100% requested and read. In summary, Asian Hospitality is the essential magazine for Asian hoteliers, published in their preferred language.

- Monthly B2B magazine for Asian hoteliers in the U.S.
- Targets Asian American men and women of all ages in the hotel industry.
- Published in English and Gujarati.
- Reaches key decision makers.
- BPA audited circulation: 10,200.
- Readership: Over 50,000.







## Website

Asian Hospitality, a B2B hotel trade title for Indian American hotel owners, operates AsianHospitality.com for daily industry news. The site averages 8,068 visits daily, 156,872 unique visits monthly, and 1.2 million monthly page views, with 2.9 pages viewed per visitor.



## E-News

Asian Hospitality's weekly e-newsletter reaches 15,000 subscribers monthly, with an average open rate of 10.27% and a click-through rate of 15%, both above industry averages.

# 2025 Editorial Calendar

Issue	Features	Events	Products	Bonus distribution	Reserve ad space	Ads due
FEB	Cover: New administration and Congress		Laundry		Jan. 21	Jan. 25
MAR	Cover: TBD	Hunter Hotel Conference	Robotics	Hunter Hotel Conference	Jan. 21	Jan. 25
APR	Cover: AAHOA transition	AAHOA Convention & Trade Show April	In room entertainment	AAHOA Convention & Trade Show April	Mar 21	Mar 25
MAY	Cover: Immigration reform and labor		Housekeeping equipment, supplies		Apr 21	Apr 25
JUN	Cover: Marketing to summer travelers		Touchless technology	HiTech June 16-19 Indianapolis	May 21	May 25
JUL	Cover: Consolidating technology platforms		Locks		Jun 21	Jun 25
AUG	Cover: TBD		Pest control		Jul 21	Jul 25
SEP	Cover: Financial Tech		Lobby pantry/markeplace		Aug 21	Aug 25
OCT	Cover: TBD Diwali issue	The Lodging Conference, The Hospitality Show	FF&E	The Lodging Conference - Oct. 6-9 Phoenix : The Hospitality Show Oct. 26-28, Denver	Sep 21	Sep 28
NOV	Cover: Extended stay update	NYU Conference	Backroom tech/ Rev Man/ PMS		Oct 21	Oct 25
DEC - JAN	Cover: TBD	ALIS	F&B	ALIS	Nov 21	Nov 25

# Asian Hospitality Leadership Series 2023



Asian Hospitality's strong online presence offers valuable promotion opportunities for the hospitality industry. With access to over 14,000 hoteliers through targeted eblasts and daily reach of 8,000+ readers, you can effectively advertise special promotions and events like Christmas and Diwali.

## A conversation with leaders

We offer sponsorship opportunities for special issues and articles, including our new leadership interview series. This series features in-depth video conversations with top hotel and hospitality executives. Sponsors' names will be highlighted in banner ads on our website, in our ENEWS, and prominently in print. Topics will cover new technologies for hotels, eco-friendly practices, and franchisee-franchiser relationships, with personal insights from industry leaders.

## What else is on the menu

Explore diverse sponsorship opportunities with Asian Hospitality! Highlight your brand through special tabs and sections on key industry topics, like the success of extended-stay hotels during the pandemic. Support our Priya insert celebrating women in hospitality leadership, and leverage our strong online presence with special eblasts to over 14,000 hoteliers and daily stories reaching 8,000 readers. Each eblast offers tailored ads for promotions and events. For rates and details, please request our sponsorship form.

## What you get

For each Leadership Series interview, the sponsor's names will appear in these forms:

- 20-30 sec video intro & ad integrated with interview video
- Story top & print cover placement
- Full-page print ad
- Banner ad on website & in ENEWS
- Special story in ENEWS

## Sponsorship rates

1 month.....	\$11,000
4 months.....	\$40,000
8 months.....	\$80,000
11 months.....	\$100,000

# Advertising Costs & Sizes

UNIT SIZE	FREQUENCY		
	1-3	4-6	6+
Full Page	\$4,500	\$4,000	\$3,500
2/3 Page	\$3,800	\$3,200	\$2,700
1/2 Page	\$3,000	\$2,600	\$2,200
1/3 Page	\$2,400	\$2,000	\$1,600
1/4 Page	\$1,800	\$1,500	\$1,100
Inside Front Cover	\$3,900	\$3,900	\$3,900
Inside Back Cover	\$5,000	\$5,000	\$5,000
Back Cover	\$5,500	\$5,500	\$5,500

SPECIAL UNITS	
Front Cover Banner <small>(Includes 1/2 page Advertorial and Full Page Ad)</small>	\$7,000
Front Cover Banner <small>(Includes 1/2 page Advertorial)</small>	\$4,000

ELECTRONIC
Top Banner 780 x 90 Pix \$ 2,000
Vertical Banner 160 x 240 Pix \$1,000
Bottom Banner 780 x 90 Pix \$1,500

CLASSIFIED	
Business Card Size	\$500
1/4 Page	\$800
1/2 Page	\$1,200

**ASIAN HOSPITALITY NEWSLETTER**

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1 Page Current Events Update.....\$1,000  
emailed to magazine subscribers 4x per month

Special Discount Package : Print, Website, and Newsletter Bundled Together!

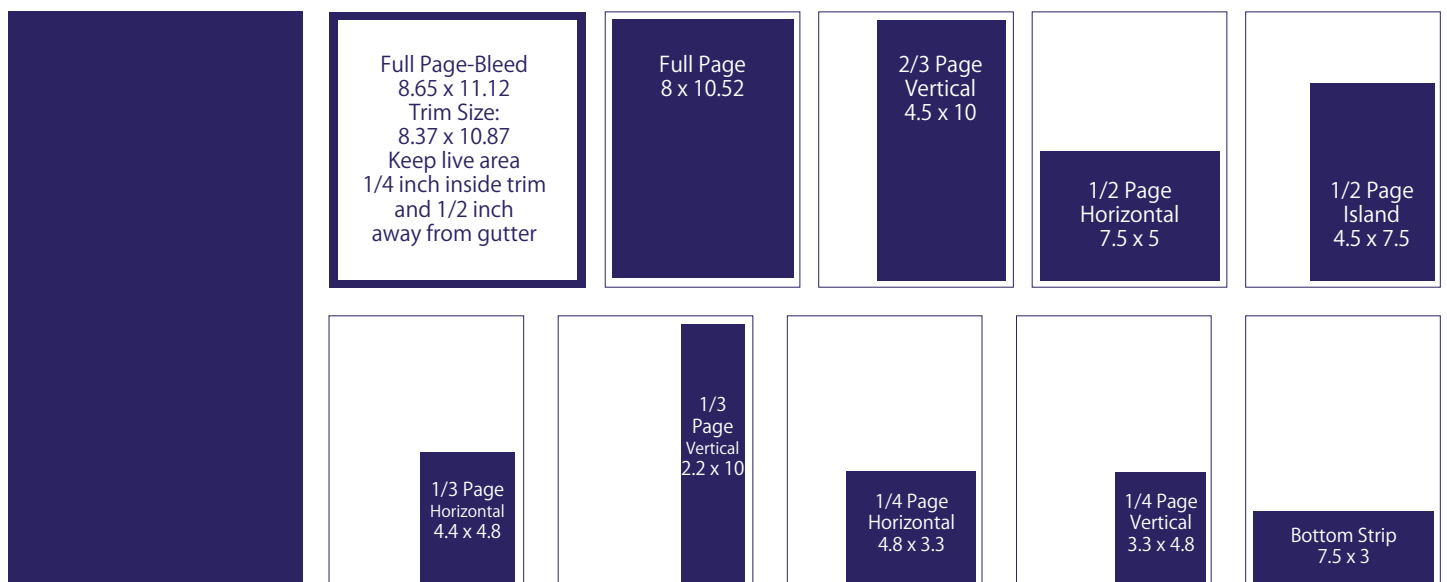
Bleed : No extra charge

Positions : Guaranteed special positions have a 10% extra fee and require 90 days' notice to cancel. Preferred positions are available on a first-come, first-served basis. Contracted positions have the first right to renew.

Terms : Due upon presentation of invoice

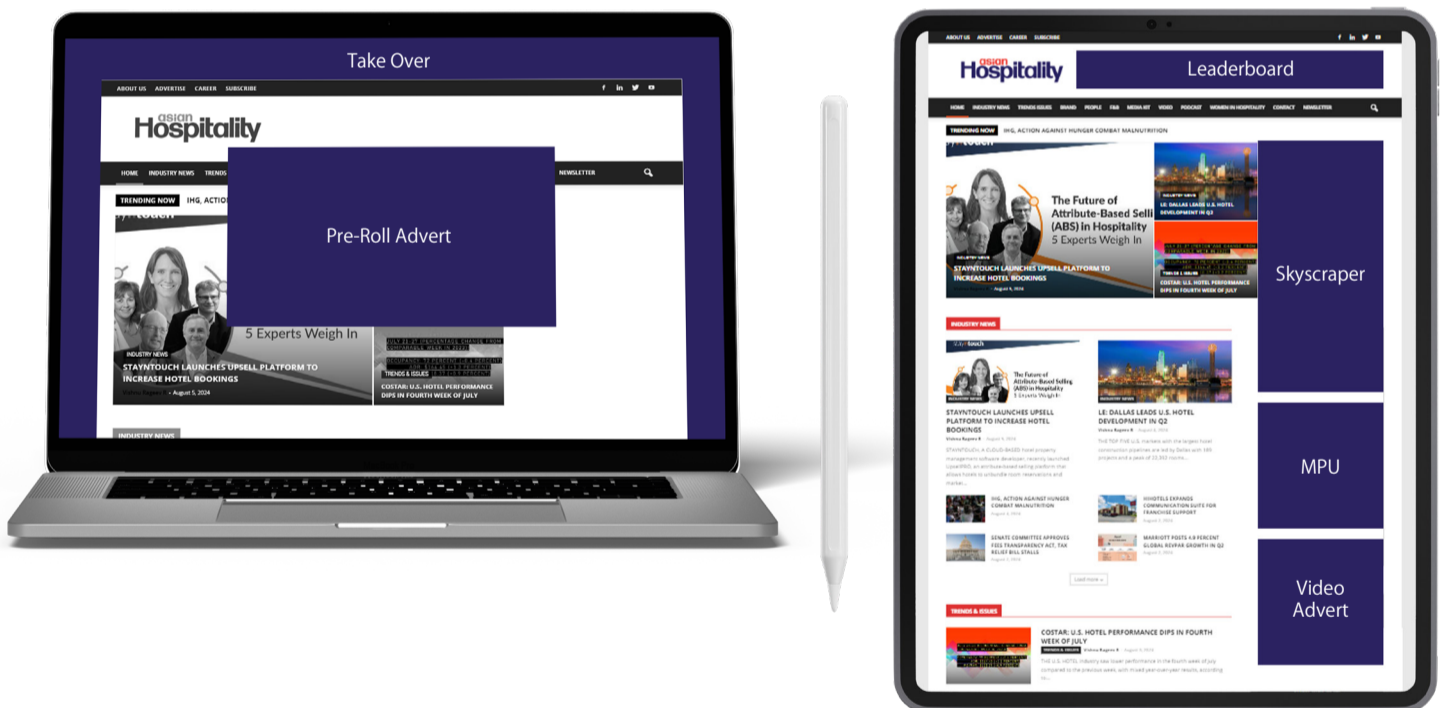
Agency Commissions : Advertising agencies receive a 15% commission on space, inserts, and positioning. No commission is given for printing or reprints, and no commission is allowed for accounts overdue by 30 days.

Copy & Contract Regulations : Advertisers are responsible for the content of their ads and any claims made against the publisher. The publisher can reject ads that don't meet standards. Cancellations are accepted up to four weeks before the closing date; cover positions cannot be canceled.



# 2025 Digital Calendar

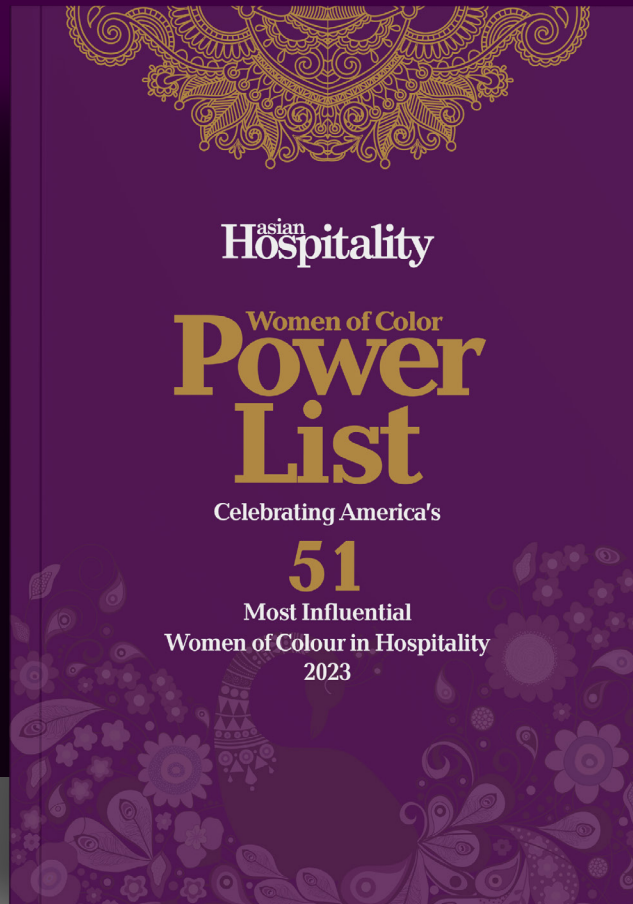
Month	Copy deadline	Editorial deadline	Features
January	Dec. 15	Dec. 20	Laundry
February	Jan. 15	Jan. 20	EB3 visas
March	Feb. 15	Feb. 20	Extended Stay
April	Mar. 15	Mar. 20	Robotics
May	Apr. 15	Apr. 20	Most successful chain scale segments
June	May 15	May 20	Online marketing
July	Jun. 15	Jun. 20	Housekeeping equipment, supplies
August	Jul. 15	Jul. 20	Tipping apps
September	Aug. 15	Aug. 20	Staffing shortage update
October	Sept. 15	Sept. 20	Linens and bedding
November	Oct. 15	Oct. 20	EV charging stations
December	Nov. 15	Nov. 20	Pest control



## Digital Costs & Specs

	CPM charges (per 1K view)	Fixed monthly rates	Fixed Weekly rates	Fixed rates	Ad size (W x H)
Leaderboard.....	\$30.....	\$1500.....	\$375.....		728 x 90
Skyscraper.....	\$30.....	\$1500.....	\$375.....		300 x 600
MPU.....	\$40.....	\$2000.....	\$500.....		300 x 250
Take Over.....	\$150.....	\$7500.....	\$1875.....		1400 x 90
Video Advert..... (10-30 seconds)	\$60.....	\$3000.....	\$750.....		300 x 250
Pre-Roll Advert.....	\$50.....	\$2500.....	\$625.....		640 x 360
Inter-video advert.....	\$50.....	\$2500.....	\$625.....		300 x 250
Advertorial.....				\$250.....	

# CELEBRATING WOMEN OF COLOR IN HOSPITALITY



Women are advancing in the hospitality industry, holding key positions at major companies and driving growth. Indian, Black, and Hispanic American women are crucial to the sector, managing family-owned hotels and contributing significantly to its success.

Celebrating their achievements, Asian Hospitality magazine will publish the Women of Color Power List, highlighting 51 influential female leaders. With a 55-year heritage, Asian Media Group will produce a glossy magazine and online profiles, including video interviews, to inspire future female leaders of color in hospitality and corporate America. Partnership opportunities, including advertising, are now available.



## Key Facts

- Profile of 51 most influential female leaders of color in hospitality
- Glossy, coffee table publication, printed on high quality paper and perfect bound
- All profiles will be available online and digitally
- Series of video interviews with selected individuals on list

## Distribution

- Women of Color Power List will be sent to top 5,000 hoteliers on Asian Hospitality database
- C-Suite and senior leaders in hospitality industry and ancillary services
- Selected Senators, Congressmen and women, State Senators and Assembly men and women

# What Partners Receive

## Headline Partnership

- 'In association with' branding on front cover of the list
- 'In association with' branding on all publicity material
- Back cover advertisement
- Message from CEO of the partner company
- Two page profile of company, showcasing work in ED&I
- Company advert and logo on video interviews with five leading women on the list. Video interviews will be between 15 to 20 mins. Opportunity to show company advert before and at end of video
- Banner advertising logo on Asian Hospitality website hosting Women of Color Power List
- Two special eblasts to the subscribers to our weekly newsletter list, including more than 14,000 hoteliers

**Cost: \$35,001**

## Associate Partner

- Associate Partner acknowledgement on Contents page with logo
- Full Page advertisement in prime position
- Two page editorial
- Company advertisement and logo on video interviews with three leading women on the list. Video interviews will be between 15 to 20 mins. Opportunity to show company advert before and at end of video
- Logo on Asian Hospitality website hosting Women of Color Power List
- One special eblast to subscribers of our weekly newsletter including more than 14,000 hoteliers

**Cost: \$20,001**

## Advertising Rates:

Full Page.....	\$4,901
Double Page Spread.....	\$9,501
Half Page.....	\$2,901

## Copy & Contract Regulations

Advertisers and advertising agencies assume liability for all content (including text, illustration, and representation) of ads printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standard. Cancellations accepted four weeks to space closing date, cover positions are noncancelable.

Full Page-Bleed  
8.65 x 11.12  
Trim Size:  
8.37 x 10.87  
Keep live area  
1/4 inch inside trim  
and 1/2 inch  
away from gutter

Full Page  
8 x 10.52

Double Page Spread  
10.52 x 16

1/2 Page Horizontal  
7.5 x 5



**ASIAN MEDIA GROUP**

ENGAGE, EMBRACE, ENRICH



# CONTACT

**To learn more about Asian Hospitality**

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