



## Preferred Brand B2B Publications

Media Kit

2026



# Preferred Brand Publications

B 2 B P u b l i c a t i o n 2 0 2 6

## B2B Publication

- Worldwide Hotel Listing

## Addeundum

B2C publications

- Preferred Travel magazine
- Preferred Global co-op brand ad program





# B2B: Worldwide Hotel Listing

## Travel advisors + agencies

An invaluable resource for the travel trade industry, this detailed listing of 600 independent hotels, resorts, and residences is easy to navigate and utilized regularly by individual advisors and travel agencies.

### Audience

- Preferred Travel Advisors + Agencies
- Global Trade Industry Conferences
- Preferred Global Sales Offices

### Distribution

- Multichannel: Print + Digital
- Published 3x per year:
  - April – space deadline – Feb. 6, 2026
  - August – space deadline – June 12, 2026
  - December – space deadline – Oct. 1, 2026

### Rates

- Full Page brand ad = \$2,900 net
- Listing image = \$725.00 net

### Material Specifications

- Full Page Brand Ad
  - Bleed Size: 8.750 in x 11.250 in
  - Trim Size: 8.5 in x 11 in
  - Resolution: 300 DPI
  - File Type: PDF
  - Color Space: CMYK
  - No crop marks
- Listing Image
  - No materials needed
  - \*space limited: first come, first served



Guestrooms			
NEW JERSEY			
L.V.X.	» Pendry Natirar	Peapack and Gladstone	68
NEW YORK			
L.V.X.	» Lake House on Canandaigua, The	Canandaigua	125
L.V.X.	» Garden City Hotel, The	Garden City	269
LEG	» Baccarat Hotel New York	New York	114
LEG	» Dominick, The	New York	391
LIF	» Maritime Hotel, The	New York	126
LIF	» Michelangelo New York - Starhotels Collezione, The	New York	179
LIF	» ModernHaus SoHo	New York	114
L.V.X.	» Park Lane New York	New York	610
L.V.X.	» Pendry Manhattan West	New York	164
LIF	» Prince Kitzano New York, The	New York	149
LIF	» Roylton Park Avenue	New York	249
L.V.X.	» Sherry-Netherland, The	New York	50
LIF	» Smyth Tribeca	New York	100
LEG	» The Mark	New York	150
L.V.X.	» Virgin Hotels New York	New York	460
L.V.X.	» Wall Street Hotel, The	New York	181
OHIO			
LIF	» Summit Hotel, The	Cincinnati	239
LIF	» Blackwell Inn and Plaza Conference Center, The	Columbus	151
OREGON			
LIF	» Retreat at Silver Valley Ranch, The	Seneca	46
PENNSYLVANIA			
L.V.X./PRR	» Hemacolin	Farmington	260
LIF	» Hotel Rock Litz	Litz	139
RHODE ISLAND			
L.V.X.	» Brenton Hotel	Newport	57
L.V.X./PRR	» Preserve Sporting Club & Resort, The	Richmond	51
SOUTH CAROLINA			
LEG/PRR	» Montage Palmetto Bluff	Bluffton	230
LEG	» Hotel Bennett, Charleston	Charleston	179

LEG - LEGEND L.V.X. - L.V.X. LIF - Lifestyle PRR - Preferred Residences  
» participates in I *Preferred* Hotel Rewards | T.P.A. - Preferred Travel Partner



# Addendum

B2C publications portfolio





# Preferred Travel magazine

Leading luxury travel publication

## Publication 2026 Schedule

- Vol 31, March
- Vol 32, June
- Vol 33, September
- Vol 34, December

## Audience

- Avg Age: 34-54
- Avg HHI: \$350k+
- Avg HNW: \$2M+

## Distribution

- 600 hotels, resorts, residences in 80 countries
- AMEX Centurion Lounges
- AMEX Centurion Digital Library
- PressReader- largest global digital newsstand
- [www.PreferredTravelMag.com](http://www.PreferredTravelMag.com)

## Reach

- Rate base – 100,000
- Audience – 700,000
- Total brand footprint – 1,000,000





# Preferred Travel magazine

## Branding Opportunities

### Branding Advertising

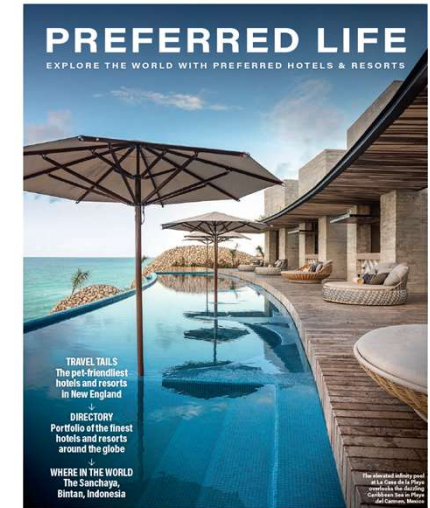
- Page Rates (Net):
  - Full page:
    - 1-2x = \$10,500
    - 3-4x = \$7,500
  - Double Page:
    - 1-2x = \$21,000
    - 3-4x = \$15,000
- Rail listing in Worldwide Hotel Directory:
  - Cost = \$350 net
- Preferred Life edit opener:
  - Cost = \$2,000 net

### 2026 Ad Space Deadlines

- Vol 31, March - Space deadline – Jan. 6, 2026
- Vol 32, August - Space deadline – March 16, 2026
- Vol 33, September - Space deadline – June 26, 2026
- Vol 34, December - Space deadline – October 1, 2026



Full page brand ad example



Preferred Life edit opener

ITALY		
LXV	Hotel Villa Cipriani, Asolo	
LXV/PHR	Locanda Rossa, Capri	
LXV	Villa Marina Capri, Capri	
LXV	Casa di Langa, Corretto Langhe	
LXV	Hotel Sassonghor, Cortina	
LXV	Grand Hotel Courmayeur Mont Blanc, Courmayeur	
LXV	Bernini Palace Hotel, Florence	
LIF	Hotel Number Nine, Florence	
LIF	Sanse Experience Resort, The, Fofonica	
LXV	Grand Hotel Imperiale, Forte dei Marmi	
LEG	Lefay Resort & SPA Lago di Garda, Gargnano	
LXV	Hotel Bristol Palace, Genova	
LXV	Excelsior Belvedere Hotel & SPA, Ischia	
LXV	Almar Giardino di Costanza Resort & SPA, Mazara del Vallo	
LEG	Armani Hotel Milano, Milan	
LIF	Milano Verticale LUNA Esperienze, Milan	
LXV/PHR	Rosa Grand Milano - Starhotels Collezione, Milan	
LIF	Square Milano Duomo, The, Milan	
LEG	Passalacqua, Moltrasio	
LEG	Castellotti, Montorio	
LIF	Grand Hotel Santa Lucia, Naples	
LIF	Preidhof Luxury Dolce Vita Resort, Naturno	
LIF	Castello Dal Pozzo Resort, Oleggio Castello	
LIF	SAVOY HOTEL & SPA, Pesum	
LIF	HOTEL EXCELSIOR SPA & LIDO, Pesaro	
LEG/PHR	Lefay Resort & SPA Dolomiti, Pinzolo	
LXV	Covo Del Saraceni, Positano	
LEG	Excelsior Palace Portofino Coast, Rapallo	
LIF/PHR	Corso 281, Rome	
LXV	DOM Hotel, Rome	
LXV	First Musica, The, Rome	
LXV	First Roma Arte, The, Rome	
LXV	First Roma Dolce, The, Rome	
LXV	Palazzo Roma, Rome	

WWHL Rail image listing



# The Power of Print Brand Advertising

## Effectiveness

### Inherent Advantages with Print Brand Advertising:

- Print is Trusted
  - 46% U.S. adults say they Trust Print Ads
    - 19% say they trust social media ads
- Science to back it up
  - Luxury magazines are a multi-sensory experience
    - Print ads elicit a stronger emotional response and longer lasting impact than digital
    - Readers spend more time with physical ads with stronger staying power
- Print readers attracts a more affluent and influential audience
- More focused eye
  - Brand message resonates more deeply
    - Print allows you to step away from the barrage of screen/digital impulses
- Brand ad continuity
  - Builds strong brand equity, fosters trust and creates lasting impression
  - Repetition reinforces brand recognition and increases likelihood of conversion

#### \*Research:

- C&EN Buying Power Survey 2023
- Neuromarketing Study by Temple University & USPS





# Preferred Travel magazine

## Material Specifications and deadlines

### Print File Preparation

- High-res CMYK PDF files with all fonts embedded
- Clearly label the file with the featured company name and the correct volume
- Black text should be supplied as 100% black, not 4-color black
- Final creative sent with no crop marks
- Take note of bleed size and allow for trim + live size
- Email final creative to: eallerton@preferredtravelgroup.com

<u>Size</u>	<u>Full Page (w x h)</u>	<u>Spread (w x h)</u>
Bleed Size	231 mm x 281 mm	456 mm x 281 mm
Trim Size	225 mm x 275 mm	450 mm x 275 mm
Live Area	205 mm x 255 mm	430 mm x 255 mm

### 2026 Material Deadlines

- Vol 31, March - deadline – Jan. 13, 2026
- Vol 32, August - deadline – March 23, 2026
- Vol 33, September - deadline – July 3, 2026
- Vol 34, December - deadline – October 7, 2026







# Preferred Print Brand Advertising

Co-op Program

*Preferred*  
HOTELS & RESORTS



# Preferred Global Print Brand Ad

## CO-OP PROGRAM 2026

The Preferred Hotels & Resorts' global brand co-op advertising program is a yearlong campaign utilizing the most highly esteemed, global luxury travel publications.

As a member, your unique brand may participate and reach a dynamic luxury audience, cost efficiently.

### *Audience*

- Passionate, avid luxury global travelers

### *Branding Opportunity*

- Image placement inclusion
  - Rate = \$2,500 - \$6,000 net per placement

### *Materials*

- No materials needed - turnkey

### *Publications*

- Conde Nast Traveler
  - Americas; India
- Travel & Leisure
  - Americas; India; Italy
- Town & Country
- KINGDOM Golf magazine
- CREA Traveller
- Financial Times- HTSI
- Afar
- Departures International
  - Switzerland; UK; Mexico; Hong Kong; Japan; Germany



## Luxury Travel Begins Here

Begin your journey with 600 hotels, resorts,  
and residences in 80 countries.  
[PreferredHotels.com](https://PreferredHotels.com)

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NIZUC RESORT & SPA  
Cancun, Quintana Roo, Mexico

MONUMENT HOTEL  
Barcelona, Spain

CAMP CREEK® INN  
Inlet Beach, Florida, USA

ARMANI HOTEL MILANO  
Milan, Italy

Preferred HOTELS & RESORTS | LEGEND | LVX | LIFESTYLE | Preferred RESIDENCES



# Preferred global brand print ad schedule



	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCTOBER	NOVEMBER	DECEMBER
DEPARTURES INT'L									<b>Departures</b> UK Germany Japan		<b>Departures</b> Switzerland + Hong Kong	<b>Departures</b> Mexico
TRAVEL & LEISURE					<b>T&amp;L Americas</b> IT + 500 List Issue			<b>T&amp;L</b> WORLD'S BEST AWARDS	<b>T&amp;L India</b> Adventure Issue	<b>T&amp;L Americas</b> Culinary  <b>T&amp;L Mexico</b>	<b>T&amp;L Americas</b> Best in Class  <b>T&amp;L India:</b> Hotels issue	<b>T&amp;L Americas</b> Destination of the Year
CONDE NAST TRAVELER GLOBAL	<b>CNT America</b> + UK GOLD LIST				<b>CNT America</b> HOT LIST Issue			<b>CNT India</b> Destination Wedding		<b>CNT</b> READER'S CHOICE AWARDS	<b>Middle East + India</b> READER'S CHOICE AWARDS	<b>Americas</b> Winter Sun Issue
KINGDOM GOLF				<b>Kingdom</b> Spring Majors Issue				<b>Kingdom</b> Summer Travel Issue			<b>Kingdom</b> Fall/Winter- List + 2025 Preview Issue	
TOWN & COUNTRY ----- CREA						<b>Town &amp; Country</b> Travel Issue				<b>CREA Traveller</b> Japan Hotels Issue		
FORBES ----- Financial Times: HTSI				<b>Forbes</b> Travel Star Awards						<b>FT-HTSI</b> Travel issue		



**We are here to serve  
our member hotels'  
brand marketing needs**

Brand marketing consultation:  
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