

NEW LOOK!

# INNS

# 2012

*Finding you an Exquisite Getaway*



Spring-Romance



Summer-Gourmet



Fall-Escapes



Winter-Luxury



## Drinking Chocolate...

*...opening your way to a greater hot beverage!*

We hope you're enjoying ingenious Solutions. This exciting new column is filled with great ideas to simplify your routine. In this issue, we focus on some low-spirited ideas for hot beverages.

Inventive building a connection with friends and family, starting by the light of the fireplace and the view, and leaving you with the best of a slow cooked meal. But when it's time to relax, enjoy the best beverage of the season, a hot chocolate. The art of being good to the back with a few words, or a simple smile, is the key to a great evening. In the first place, this is when it's time to sit back and enjoy the view with a hot chocolate. A hot chocolate is a hot beverage that is made with milk and sugar.



**A** hot chocolate is a beverage made with chocolate and milk. It is a popular winter drink. The best hot chocolate is made with high-quality chocolate and milk. There are many different ways to make hot chocolate, but the most popular is to use a hot chocolate mix. This mix is made with chocolate and milk powder. It is easy to make and tastes great. You can also make hot chocolate from scratch. This is done by melting chocolate and milk together. The result is a rich, creamy hot chocolate. There are many different flavors of hot chocolate, but the most popular is plain. You can also add other ingredients, such as fruit or nuts, to your hot chocolate. Hot chocolate is a delicious and comforting beverage that is perfect for the winter months. It is a great way to warm up and enjoy the view from your fireplace.



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**Gourmet du Village**  
Gourmet du Village is the perfect country setting where you can enjoy the best of both worlds. The resort is located in a beautiful area with a view of the mountains. It is a great place to relax and enjoy the view. The resort has a variety of amenities, including a spa, a pool, and a restaurant. It is a great place to stay for a weekend or a week. The resort is a great choice for anyone who wants to enjoy the best of both worlds. It is a beautiful and relaxing place to stay. The resort has a variety of amenities, including a spa, a pool, and a restaurant. It is a great place to stay for a weekend or a week. The resort is a great choice for anyone who wants to enjoy the best of both worlds. It is a beautiful and relaxing place to stay.

Recipes

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## Rates and Specifications

INSERTIONS	1 insertion	2 insertions	3 insertions	4 insertions
1/12"	275.00	247.00	234.00	206.00
1/6"	500.00	450.00	425.00	375.00
1/3"	925.00	832.00	786.00	694.00
1/2"	1500.00	1350.00	1275.00	1125.00
f/p	2625.00	2387.00	2254.00	1969.00
ibc	3100.00	2790.00	2635.00	2325.00
ifc	3250.00	2925.00	2762.00	2437.00
bc	3500.00	3150.00	2975.00	2625.00
1/8page listing				500.00
Basic Listing				150.00
Deluxe Listing/30 Word Annual Directory Listing per 4-issues				500.00

Ask about custom quotes on gate folds, inserts, and guaranteed positioning. NOTE: Above rates do not include ad designs. Harworth Publishing will be happy to assist you on ad designs, charged at a 10% rate of ad. Taxes not included.

## Advertising Specifications

**Full page with bleeds**  
8.75" x 11.25"

**One Third of a Page Vert.**  
2.07" x 9.4577"

**One Sixth of a Page Vert.**  
2.07" x 3.8718"

**Half Page Vert.**  
3.1641" x 9.4577"

**One Third of a Page Hor.**  
4.8052" x 4.6698"

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4.2581" x 2.07"

**Half Page Hor.**  
6.4463" x 4.6698"

**One Twelfth of a Page**  
2.07" x 2.07"

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## ABOUT US

**Inns Magazine** offers ideas on weddings and honeymoons, anniversaries and romantic getaways. As well, we highlight Innkeepers and their chef's recipes, hidden treasures, and dreamy rendezvous in 4 themed issues, Spring Romance, Summer Gourmet, Fall Great Escapes, Winter Luxury.



## CIRCULATION + DISTRIBUTION

**Total circulation:** 20,000

**Single copy sales:** 4,000 newsstands

**Single copy sales:** 4,000 subscriptions

**Single copy:** 6,000 controlled distribution to in-room circulation, Inns Magazine is available at our advertisers' inns and in their rooms for bulk distribution

**Controlled circulation:** 4,000 Direct-to-Innkeeper distribution

**Additional** 2,000 distributed through consumer and B&B tradeshows

**Canada/US general breakdown** 40%/60% Split



**Inns Magazine features**  
**Bed and Breakfasts to Inns to**  
**Boutique Hotels and Resorts - all**  
**that offer an intimate getaway**

## iTunes App Store

INNS and SPALIFE Magazines will be a featured APP in the **iStore** – digital publishing for iPhone, iPad, PC and Mac, offering online subscription and sales of our magazine, connecting with mobile users everywhere.



## READERSHIP

**Inns Magazine Readership Surveys** of those visiting inns confirm that visitors are primarily professionals between 30-55 years of age who travel year-round and visit inns four times a year. In addition, they are connoisseurs of a host of upscale products and experiences.

- 79% female; 21% male
- 80% are homeowners
- 47% with personal annual income over \$50,000
- 20% travel due to business trips
- 80% travel for restful or romantic getaways
- 50% are college or university graduates
- 8% of inns goers are under the age of 25



## PUBLISHING SCHEDULE

### FOUR TIMES ANNUALLY

- Spring Romance Issue - beautiful places, weddings, honeymoons, special occasions—**March**
- Summer Gourmet Issue - fine cuisine, dining & drink, chef profile, cooking schools—**June**
- Fall Escapes Issue - best value getaways, packages, hidden treasures—**September**
- Winter Luxury Issue - finely appointed, exquisite surroundings, dreamy rendezvous—**December**



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## HARWORTH PUBLISHING INC

Established in 1996, Inns Magazine is an international publication for travel, dining and pastimes. It focuses on Inns, Bed & Breakfasts, Resorts in North America. The magazine is targeted to travelers looking for exquisite, personal getaways.



## MECHANICAL SPECS

- Acceptable press ready file formats: PDF, TIFF, EPS.
- For supplied art, all fonts should be converted to curves/outlines unless they are embedded or included with support files.
- Color artwork must be supplied in CMYK. Any RGB or spot colors will be converted to process color.
- Supplied images must be 300 dpi at 100% for print.
- Any full bleed object must have a 0.25" bleed past the final trim on all sides. Live images and type must be a minimum of 1/2" inside trim size measurements.
- A hard copy of the ad must be received with files to ensure accuracy, otherwise Harworth Publishing Inc. will assume no responsibility for errors.
- Harworth Publishing Inc. does not guarantee 100% color accuracy.
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