

gs

the magazine that gets results

your effective media partner



A new initiative has been developed by GS Magazine with the aim of creating the most effective marketing tool in the industry

We are totally committed to generating genuine, productive business enquiries for all of our advertisers.

Booking an advertisement or promotion in GS Magazine is just the beginning. As soon as your advertisement is published, you are guaranteed exposure to ten thousand of the industry's key decision makers; but it doesn't stop there. At GS we monitor the constant changes that are taking place in the industry: company restructures, acquisitions and takeovers, new brand launches and so on. As these changes take place we will send complimentary copies of the magazine containing your advertisement in a welcome pack to the new buyers.

All the time your advertisement is current we will ensure it is in front of the right people. Periodically we will let you know of these changes so you will have the opportunity to make direct contact with new industry decision makers.

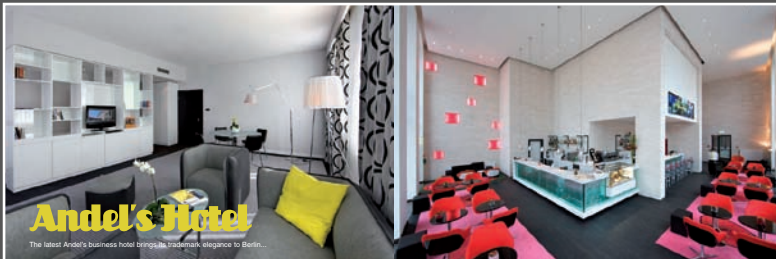
We will attempt to make ourselves familiar with your company so that at every given opportunity we can promote you and recommend you to those with purchasing capacity who are looking to buy.

Wherever and whenever possible we will make a personal introduction between you and a potential client; do bear in mind that our editor and other members of the team are regularly out and about meeting architects, designers and operators.

We will regularly keep in touch with you for the duration of your advertisement to check that you are happy with the volume and quality of business contacts that GS is generating.

GS Magazine is actively involved with the best trade exhibitions in the industry. We organise and run design features, host seminars, attend judging panels and talk at various key functions. Copies of GS are circulated at these events so your advertisement will benefit from this extra, free exposure.

a fully requested readership



Andel's Hotel

The latest Andel's business hotel brings a modern elegance to Berlin...

Photo: www.galpin.com for Vienna International

Since the fall of the Berlin Wall in 1989 the city has become a hotbed of architectural projects. The historic and modern buildings in Berlin have been transformed into modern hotels and apartments. The latest Andel's Hotel is a prime example of this architectural renaissance. The hotel is a prime example of the re-development of post-war Berlin, providing a modern architectural landmark in the city. The hotel is a prime example of the re-development of post-war Berlin, providing a modern architectural landmark in the city. The hotel is a prime example of the re-development of post-war Berlin, providing a modern architectural landmark in the city.



Photo: www.galpin.com for Vienna International

RESTO - INTERIORS

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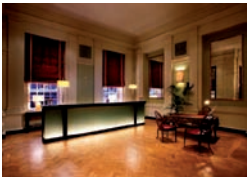


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Bloomsbury Hotel

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GS Magazine is considered the premier trade publication serving the hospitality market today

The magazine is read by the most influential buyers within the industry - approximately 35,000 senior decision makers and purchasers. Distributed quarterly to qualifying, named individuals, this unique circulation is fully requested.

Editorial encompasses hotel and restaurant launches and refits, spa openings, interior design and architecture as well as furnishing, fabric and colour trends, lighting, kitchens and tableware, art, surfaces and finishes, outdoor spaces, technology, flooring, pr and marketing. With our US media partner, hd magazine, we also feature groundbreaking international projects.

Copies of GS are sent to

- All UK hotels with over 25 bedrooms
- All UK hotel groups and operators
- All Architects and Designers with over 5 staff
- All UK Lighting Designers
- All Restaurant groups and operators
- Spas, leisure groups and health clubs
- Pub and bar groups
- FCSI Members
- Contract catering companies
- Coffee bar groups and operators
- Fast food groups and operators

GS Magazine has for the past eight years hosted the design features at both Hotelympia and Hospitality, the UK's largest and most important hospitality trade shows. Thousands of additional copies of the magazine are printed for direct circulation at these highly important industry events. More information on these shows is available from the websites hotelympia.com & hospitalityshow.co.uk

ad rates and dimensions

our pick of the best new products

Speed Digital Storage uses the highest performance

Speed Digital Storage uses the highest performance... (text continues)

editor's choice

The ultimate addition to the hotel or gym fitness studio

Techniques for fitness centres... (text continues)

editor's choice

Philip Lighting in London County Hall

Philip Lighting in association with... (text continues)

our pick of the best new products

Developing a London 2012 Museum Exhibition

Project is to design... (text continues)

LG Healthcare new interactive TV system

LG Healthcare, the global technology... (text continues)

New online resource for designers and clients

Interior Design Now is a new... (text continues)

Real Estate

The collection of real estate... (text continues)

Real Estate

The collection of real estate... (text continues)

We work very closely with clients and their agencies to ensure that marketing objectives are met and response targets achieved. All pages are colour...

Display Advertising	
Double page spread	£4975
Full page	£2950
Half page	£1625
Quarter page	£795

Advertorial (Editor's Choice)	
Half page (250 words & 2 images)	£575
Quarter page (125 words & 1 image)	£295

Special positions	
Inside covers	£3540
Outside back cover	£3680
First right hand page	£3390

Series discounts	
Two issues	15%
Three issues or more	20%

Agency discount 10%	
Ad dimensions (mm - width x depth)	
DPS bleed	466 x 303
DPS trim	460 x 297
PAGE bleed	236 x 303
PAGE trim	230 x 297
PAGE type	200 x 262
HALF LANDSCAPE bleed	236 x 147
HALF LANDSCAPE type	200 x 126
HALF PORTRAIT bleed	116 x 303
HALF PORTRAIT type	95 x 262
QUARTER type	95 x 126

Urban Beds launches new website
www.restfullnights.com

Urban Beds "Quality doesn't have to be expensive"

Domestic Beds | Commercial Beds | Home | About Us | Products | News | Contact Us

Latest News

• **Setting up your new high performance website**

• **Urban Beds launches new website**

• **Urban Beds launches new website**

Urban Beds is a leading manufacturer of domestic and commercial beds and mattresses. The company has recently launched its new website, www.restfullnights.com, to provide a comprehensive online shopping experience for its customers.

The website features a wide range of products, including beds, mattresses, and bedlinen, all designed to offer exceptional quality and value for money. The new site is user-friendly and easy to navigate, making it simple for customers to find the products they need and place their orders online.

Urban Beds is committed to providing the highest quality products and services to its customers. The new website is a testament to the company's dedication to excellence and its commitment to meeting the needs of its customers.

gs perceptions

Amourset Global Head Office: +44 (0)1753 466648

Amourset has expanded their global business with the introduction of a new USA sales office and distribution centre in Las Vegas, Nevada.

Viva Las Vegas!

A leading manufacturer of domestic and commercial office furniture and equipment, Amourset has recently expanded its operations to include the USA market. The new sales office and distribution centre in Las Vegas, Nevada, will provide a comprehensive range of products and services to meet the needs of the local market.

The new office is a state-of-the-art facility, equipped with the latest technology and furniture. It is a testament to the company's commitment to excellence and its dedication to providing the highest quality products and services to its customers.

Amourset is a leading manufacturer of office furniture and equipment, with a reputation for quality and reliability. The new USA sales office and distribution centre in Las Vegas, Nevada, is a significant milestone for the company and a testament to its global reach.

For full technical spec contact art@gsmagazine.co.uk
 Art & Design Director Miles Johnstone 020 7278 3542

advertiser & reader feedback

launchpad new openings

The Deck

More than 100 designers have been invited to create a new collection of furniture for the new restaurant, The Deck, in London. The Deck has just opened a restaurant, a new addition to the list of new openings in the capital. The restaurant is a new addition to the list of new openings in the capital. The restaurant is a new addition to the list of new openings in the capital.



It's a vibrant space, combining a large glass extension that is lit up at night with a modern, industrial feel. The restaurant is a new addition to the list of new openings in the capital. The restaurant is a new addition to the list of new openings in the capital.

12 | 10 NOVEMBER 2010



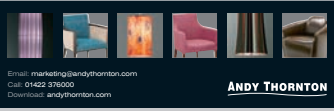
Attic

While many of the old world buildings have been restored and carefully preserved, few have been converted into modern living spaces. The Attic is a new addition to the list of new openings in the capital. The restaurant is a new addition to the list of new openings in the capital.

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The new Andy Thornton catalogue is out now

Comprehensive 416 page catalogue
Hundreds of new products
Exceptional style and value



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don't just take our word for it

unsolicited testimonials...

"I have just spoken with your referred contact and he has given us the go ahead to supply the restaurant. Fantastic news! Also, and potentially far more valuable, I had a meeting with a general manager of a large hotel group in Cardiff, which was a direct result of our ad in GS Magazine, of which he spoke very highly. They have ditched their discussions with another company and now we are just discussing cost."

Peter Turness, Managing Director, Housewater UK

"We've been inundated with enquiries and swept off our feet."

Sally, Director, Boldstone Sculpture

"GS Magazine has become a mainstay of designers literature. In my opinion it's the leading hotel design magazine on the market."

Conrad Smith, MD, Reardon Smith Architects (Europe's largest hotel Designers & Architects)

"The latest issue has just landed on my doormat. I thought I'd e-mail to say that of all the magazines I receive each month none gives me more pleasure – whether you love them or loathe them nearly every project that you feature sets the mind racing – I particularly like the feature on future hotels."

Paul Kohler, CellarDoor, London WC2

"Just a quick note to say what a great issue; the magazine feels chunky and has some great projects in it. The articles and pictures are fantastic! It's certainly more dynamic and positive than many of your competitors!"

Kerr Blyth, Director, KBA+D



feel the heat

Classing up the Party in Hawaii

Through the large range of past heat, feeling better and look like you're in Hawaii. The restaurant is a new addition to the list of new openings in the capital. The restaurant is a new addition to the list of new openings in the capital.



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NEW inspiration for your hospitality business.

From design inspiration to creative ideas for product range of new products for your next design project.

hotelympia
café • restaurant • pub • bar
hotel • contract catering
28 Fife - 04 Mar 2010 • E16GL London
Register for FREE entry at hotelympia.com

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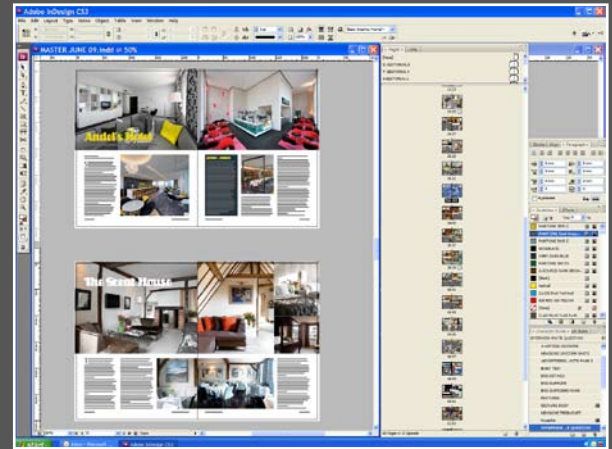
technical stuff

GS is printed sheet-fed litho - 4 colour process.

The trim size is 230mm wide x 297mm deep.

The following information is provided to assist clients and agencies in supplying the correct copy materials, to ensure the highest quality print. Failure to supply copy correctly may result in sub-standard print, for which the publisher cannot be held responsible.

Tel: 020 7278 3542 Email: art@gsmagazine.co.uk



COPY/ARTWORK

Digital copy is required for all display ad submissions. Our preferred file format is PDF/X-1a, a print-compliant format for hi-resolution digital artwork in CMYK format. We accept copy by email to art@gsmagazine.co.uk or via www.mailbigfile.com however if the file is larger than 25mb we ask for copy to be supplied on a PC format CD or DVD.

'Advertorial' promotions should be supplied as raw text files (Word or RTF file) with images supplied as individual TIFF or JPEG files (300dpi).

Please read the following notes carefully, as supplying correct, clean artwork will result in the best quality print...

PDF/X-1a FORMAT

Visit www.pass4press.com full pre-press guidelines and auto-settings downloads

PDF/X-1a files eliminate common errors in file preparation, such as missing images or incorrect colour space. To create a PDF/X-1a file, the native application file (Indesign, Quark Xpress, Illustrator etc) is converted to a Postscript file, which is then distilled using a PDF/X-1a compliant plug-in or application such as Apago's X-Checkup or Adobe Acrobat 6 (full version).

Adherence to the following guidelines in file preparation will aid in successful file conversion:

- Include ALL High-Resolution images and fonts in the native application file before conversion to Postscript/Exporting to PDF.
- Use ONLY PostScript Type 1 fonts (NO TrueType FONTS - these will not print successfully).
- Use ONLY images in CMYK at 300 DPI (Bitmaps at 1200 dpi) with a total area density of 300%. (NO RGB, PDF or JPEG images).
- Include required trapping in the native file.
- Set native application files in portrait mode at 100% of size with no rotations.
- Trim, bleed and centre marks should be included in the file but kept outside the 'live' area. Any bleed must extend 3mm beyond trim. In bleed advertisements (DPS, page and half pages only) keep live matter at least 5mm from trim edge.

GS Magazine is published by Stevenson Publications Limited. Offices at: 19 Wharfedale Road, London N1 9SB.

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