

AHR forum

AHR Forum is a professional magazine intended for owners, operators and managers of accommodation and catering facilities, the directors of vocational schools and representatives of the media with a focus on the hospitality and gastronomy business. Each month the magazine brings the most important up-to-date news from the field and informs readers about the steps and activities of the Czech Association of Hotels and Restaurants (AHR CR) in the scope of legislature, education and professional growth, cooperation with state administration, negotiations with suppliers or events held by the Association. An inseparable part of each issue is also a promotion for interesting products of guaranteed suppliers.

ABOUT AHR CR

The Czech Association of Hotels and Restaurants (AHR CR) is a vocational non-profit organisation, whose main objective is to support entrepreneurs in the field of hospitality and gastronomy. AHR CR is a member of the European Confederation of Hotel and Restaurant Associations – HOTREC and also represents the interests of its members on a European level. The regional sections of AHR CR cooperate with local governments in promoting and developing travel and tourism in regions and supporting their members in marketing.

Target groups

- > owners and management of hotels and guesthouses
- > owners and operators of catering facilities and catering companies
- > lecturers and students of vocational secondary schools or universities

Distribution

- > direct nominal distribution to AHR CR members and distribution at events held by AHR CR (conferences, Road Show, seminars, trainings, etc.)
- > 85% to AHR CR members
- > 10% at AHR CR events
- > 5% at trade fairs and travel and tourism exhibitions

Basic data

Circulation: 1 800 copies
Periodicity: monthly

Schedule for 2012

Month	Closing date	Date of issue	Month	Closing date	Date of issue	Month	Closing date	Date of issue
January	19. 12. 2011	17. 1. 2012	May	23. 4. 2012	14. 5. 2012	October	25. 9. 2012	15. 10. 2012
February	27. 1. 2012	14. 2. 2012	June	28. 5. 2012	15. 6. 2012	November	29. 10. 2012	15. 11. 2012
March	27. 2. 2012	15. 3. 2012	July / August	22. 6. 2012	13. 7. 2012	December	26. 11. 2012	14. 12. 2012
April	23. 3. 2012	13. 4. 2012	September	28. 8. 2012	17. 9. 2012	January 2013	14. 12. 2012	16. 1. 2013



We prepare for



Pricelist for basic surfaces

Surface	Price
1/1	16 000 CZK
1/2	10 000 CZK
1/4	6 000 CZK

Additional fee of 10% for placement on a specific position.

Pricelist for special surfaces

Surface	Price	Insert	10 000 CZK
Back side of the cover	23 000 CZK	Price per double sheet up to A4 in size. In other cases, price as negotiated.	
3rd page of the cover	20 000 CZK		

Processing graphics	350 CZK/Hour
Processing texts	350 CZK/Standard page

Discounts for number of repetitions

Number of repetitions	discount
2 repetitions	5%
3 repetitions	7%
4 repetitions	10%
5 repetitions	13%
6 repetitions	15%
7 repetitions	17%
8 repetitions	20%
9 - 11 repetitions	30%

Discount for AHR CR members up to 50% according to the form of membership.



1/1
210x297
(+3 mm border)



1/2
182x132



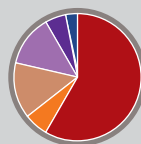
1/4
89x132
182x62

OTHER TITLES OF THE EDITORSHIP:



C.O.T. media editorship reserves the right to changes.

Reader structure



■ hotel	58 %
■ supplier	6 %
■ gastronomy	14 %
■ facility, catering	13 %
■ guesthouse	13 %
■ school	5 %
■ others	3 %