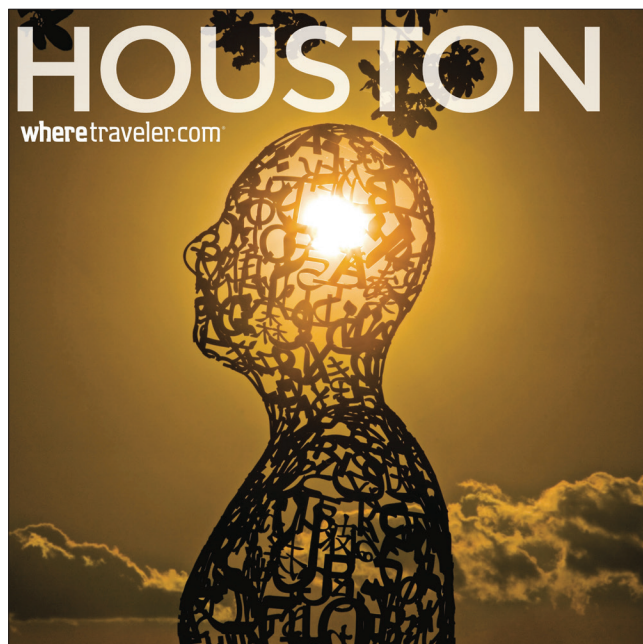


## 2018 HOUSTON WHERE GUESTBOOK® | The Essence of Houston.



Published since 1937, **Where GuestBook®** is distributed exclusively in-room at a select collection of upscale hotels. Available at venues in 42 U.S. markets and 29 markets around the world, in Europe, Asia, Canada and Australia.

Written with affluent travelers in mind, Where GuestBook is an annual, in-room, museum-quality coffee table book that readers are compelled to pick up and linger over—timely yet timeless, elegant, poetic and reflective of the soul and spirit of the city they are visiting. Through stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city.

### IN EVERY EDITION

#### FIRST LOOK

A brief, visual overview of the city and its top attractions. From must-see landmarks to hidden local treasures, this eclectic lineup showcases the area's unique character.

#### FEATURES

Gorgeous photography, thoughtful articles, insightful essays and celebrity interviews encapsulate the essence of the city, engaging readers who know it well and those who are experiencing it for the first time.

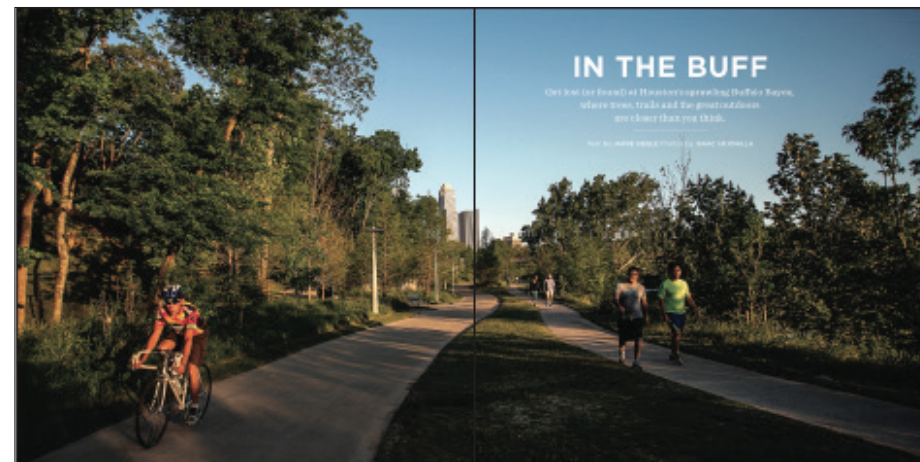
#### NEIGHBORHOODS

Covering the quintessential and the colorful, these pages provide an overview of the city's principal neighborhoods.

#### LISTINGS

A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

# Demographic Profile | 2018 HOUSTON WHERE GUESTBOOK®



## READER DEMOGRAPHICS

### Gender

Male	67%
Female	33%

**Average Age** 45

### Marital Status

Married	53%
Unmarried*	47%

\*single, partnered, separated, widowed, divorced

### Affluence

Average Household Income: \$130,000	<b>Age</b> < 45
Average Household Income: \$149,000	> 45

### Education and Employment

Graduated College+	75%
Post-Graduate Study/Degree	43%
Professional/Managerial Employment	77%

## READER ENGAGEMENT

- 78% of readers obtain the book in-room and 12% obtain in their hotel lobby
- Readers spend an average of 44 minutes, in total, reading **Where GuestBook.**
- 50% Where GuestBook readers are repeat readers.
- Readers refer to the book 3 times during their trip.
- Where Guestbook is the primary source for visitor information for 95% of readers
- 94% of readers have taken an action as a result of reading Where Guestbook

Source: 2015 Where GuestBook Reader Profile Study, GfK, MRI

# Distribution | 2018 HOUSTON WHERE GUESTBOOK®

Distributed in more than 22,000 hotel rooms and reaching 4.5 million readers annually.



## DOWNTOWN/MED CENTER

Crowne Plaza – Downtown  
 DoubleTree Hotel – Downtown  
 Embassy Suites Houston –  
 Downtown  
 Hilton Americas - Houston  
 Hilton Houston Plaza/Medical  
 Center  
 Hilton University of Houston  
 Hotel Alessandra  
 Hotel ICON  
 Hotel Ylem  
 Hyatt Regency Houston  
 The Lancaster Houston  
 Magnolia Hotel Houston  
 Marriott Medical Center  
 The Sam Houston Hotel  
 The Westin Houston Downtown  
 Wyndham Houston – Medical  
 Center Hotel & Suites

## WOODLANDS/NORTH HOUSTON

DoubleTree by Hilton –  
 Intercontinental Airport  
 Hilton Houston North (IAH Airport)  
 Holiday Inn Express & Suites  
 Houston North-Spring Area  
 Homewood Suites by Hilton – The  
 Woodlands  
 Hyatt Market Street – The  
 Woodlands  
 Hyatt North Houston (IAH Airport)  
 Marriott Houston at George Bush  
 Intercontinental Airport  
 Marriott Houston North/  
 Greenspoint  
 The Woodlands Waterway Marriott  
 Hotel and Convention Center  
 The Woodlands Resort and  
 Conference Center  
 Westin Woodlands

## UPTOWN/GALLERIA AREA/ SOUTHWEST

Crowne Plaza Galleria  
 Crowne Plaza River Oaks  
 DoubleTree by Hilton Hotel –  
 Greenway Plaza  
 DoubleTree Suites by Hilton Hotel –  
 Galleria  
 Embassy Suites by Hilton – Galleria  
 Hilton Houston Post Oak  
 Hilton Garden Inn/Houston Galleria  
 Hotel Derek  
 Hotel Granduca  
 Hotel Indigo Houston – Galleria

Hyatt Regency Galleria  
 Marriott West Loop – Galleria  
 Omni Houston Hotel  
 Royal Sonesta Hotel Houston  
 Sheraton Suites – Galleria  
 The St. Regis Houston  
 Sugar Land Marriott Town Square  
 The Westin Galleria  
 The Westin Oaks Houston – Galleria

## GALVESTON/BAY AREA/ HOBBY AIRPORT

The Boardwalk Inn  
 Harbor House Hotel & Marina at  
 Pier 21  
 DoubleTree by Hilton Hotel –  
 Houston Hobby Airport  
 Holiday Inn Resort Galveston –  
 On the Beach  
 Holiday Inn – Houston Hobby  
 Airport  
 Hotel Galvez & Spa  
 Marriott South – Houston Hobby  
 Airport  
 Moody Gardens Hotel Spa &  
 Convention Center  
 San Luis Resort Spa & Convention  
 Center  
 South Shore Harbor Resort &  
 Conference Center  
 Hilton Galveston Island Resort  
 The Treemont House

## WEST/NORTHWEST

Crowne Plaza Northwest

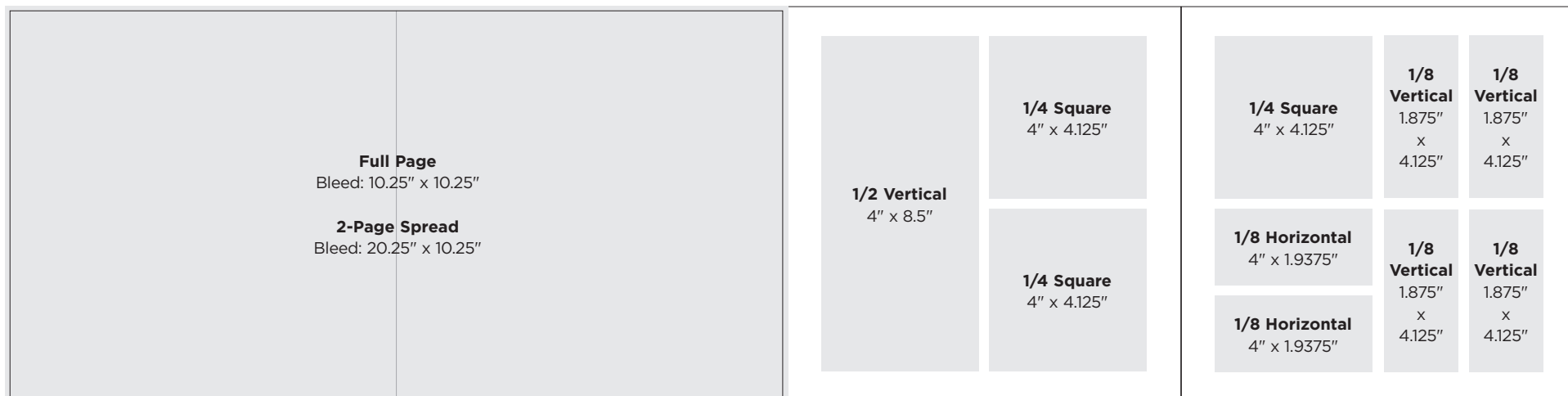
“The WHERE Book is a valuable source of information for local and international guests alike. I am proud to have this publication in my Hotel.  
 Marty Oeser, Magnolia Hotel Houston

–Brookhollow  
 Embassy Suites by Hilton – Energy  
 Corridor  
 Four Points by Sheraton –  
 CITYCENTRE  
 Hilton Houston Westchase  
 Hilton Garden Inn Energy Corridor  
 Hotel Sorella CITYCENTRE  
 Houston Marriott Energy Corridor  
 Marriott Westchase  
 Omni Houston Hotel at Westside  
 Sheraton Houston Brookhollow  
 Hotel  
 Sheraton Houston West Hotel  
 The Westin Houston – Memorial  
 City

## ADDITIONAL/ CORPORATE LODGING

Briar Forest Lofts  
 Eclipse  
 The Halstead

# Rates, Specs & Schedules | 2018 HOUSTON WHERE GUESTBOOK®



## RATES/SIZES

UNIT	1 ANNUAL
2-Page Spread Display	\$17,000
2-Page Spread Format	\$14,000
Full Page Display	\$10,000
Full Page Format	\$8,000
1/2 Page Display	\$7,500
1/2 Page Format	\$6,500
1/4 Page Display	\$5,000
1/4 Page Format	\$4,000
1/8 Page Display	\$3,500
Back Cover	\$24,000
Inside Back Cover	\$20,000
Opposite TOC	\$12,000
Masthead	\$8,000

## SPECIFICATIONS

UNIT	TRIM	BLEED	NON-BLEED/LIVE AREA
2 Pg. Spread	20" x 10"	20.25" x 10.25"	18.5" x 8.5"***
Full Page	10" x 10"	10.25" x 10.25"	8.25" x 8.5"*
1/2 Vertical	4" x 8.5"		<b>USEFUL MEASUREMENTS</b> 1/8 = .125    7/8 = .875 1/4 = .25    5/16 = .3125 1/2 = .5    15/16 = .9375
1/4 Square	4" x 4.125"		
1/8 Vertical	1.875" x 4.125"		
1/8 Horizontal	4" x 1.9375"		

## ADVERTISING DEADLINE

ISSUE	AD CLOSE	MATERIALS DUE
July	May 18	May 25

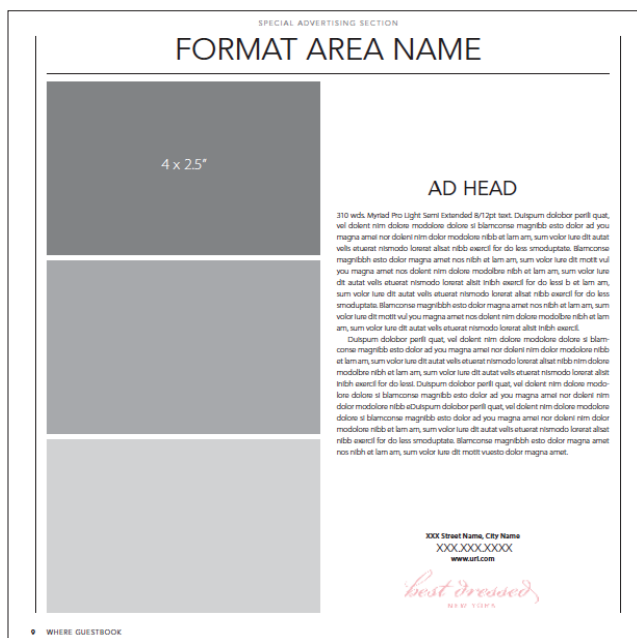
\*Live Area, 1 page: Please keep all important/livematters such as text, addresses and branding within this dimension to ensure it's inclusion on the page after the manufacturing process.

\*\*Live Area, spread: Please keep all important/livematter within this dimension. Live area width dimension does not include extra space for gutter, please allow a minimum of .375" either side of center line. Do not place important information across center of page.

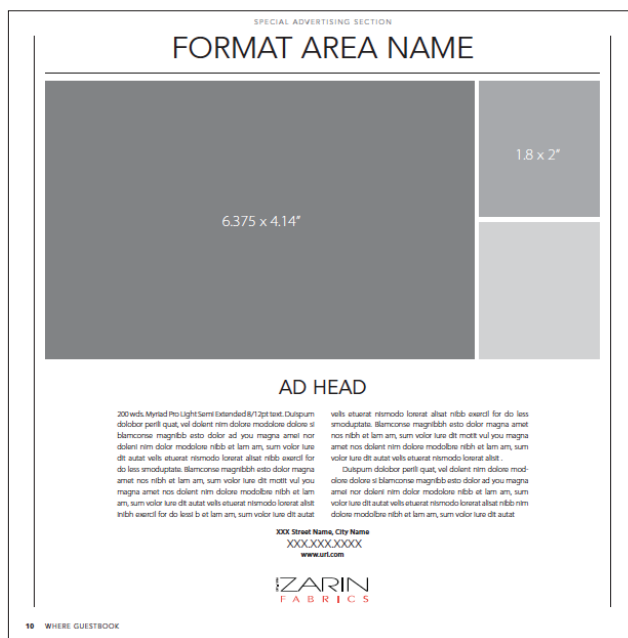
All ads must conform to the dimensions above. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

# Full-Page Formatted Ad Examples | 2018 HOUSTON WHERE GUESTBOOK®

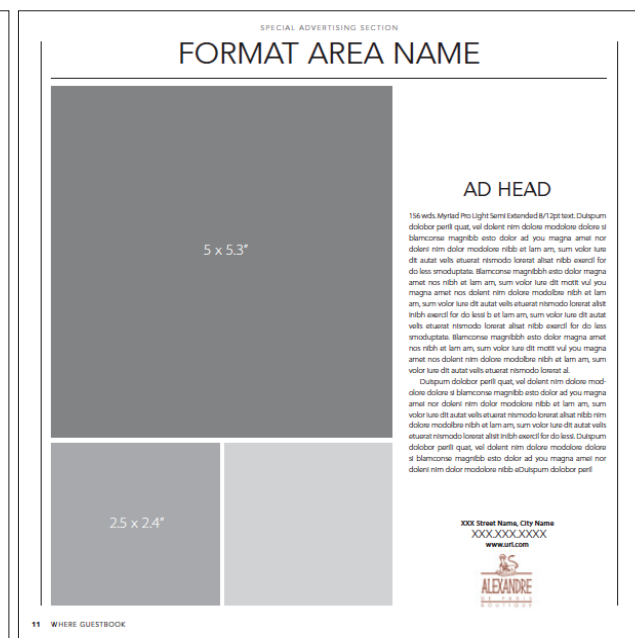
Designed to flow seamlessly with editorial features and listings sections, full-page formatted ads have a clean, sophisticated design that grabs readers' attention.



**Full-Page Format**  
**3 photos 4" x 2.5"**  
**Text 310 words**



**Full-Page Format Alt.1**  
**1 photo 6.375" x 4.14"**  
**2 photos 1.8" x 2"**  
**Text 200 words**



**Full-Page Format Alt.2**  
**1 photo 5" x 5.3"**  
**2 photos 2.5" x 2.4"**  
**Text 156 words**

# Group Formatted Ad Examples | 2018 HOUSTON WHERE GUESTBOOK®

SPECIAL ADVERTISING SECTION

## FORMAT AREA NAME

2.7 x 2.8"	2.7 x 2.8"	2.7 x 2.8"
<b>AD HEAD</b>	<b>AD HEAD</b>	<b>AD HEAD</b>

127 wds. Myriad Pro Light SemiExtended. DumTIm re modolore dolore si blamconse magnibb esto dolor ad you magna amet nor dolani nim dolor modolore nibb et lam am, sum volor lura dti autat velis etuatat nismodo loserat alisat nibb exercif fer do lesa smoduaptate. Blamconse magnibb esto dolor magna amet nos nibb et lam am, sum volor lura dti moitt vuf you magna amet nos dolent nim dolore modolore nibb et lam am, sum volor lura dti autat velis etuatat am, sum volor lura dti moitt v autat velis etuatat am, sum ul

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XXX Street Name, City Name  
XXXXXXX  
www.url.com

*best dressed*  
NEW YORK

XXX Street Name, City Name  
XXXXXXX  
www.url.com

*Starbright*  
floral design

XXX Street Name, City Name  
XXXXXXX  
www.url.com

**EMPLOYEE OWNED**

2 WHERE GUESTBOOK

### 3 Per Page Group or Format Ads

1 photo 2.7" x 2.8"  
Text 127 words

SPECIAL ADVERTISING SECTION

## FORMAT AREA NAME

4 x 3.8"	4 x 3.8"
<b>AD HEAD HERE</b>	<b>AD HEAD HERE</b>

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XXX Street Name, City Name  
XXXXXXX  
www.url.com

**IZARIN FABRICS**

XXX Street Name, City Name  
XXXXXXX  
www.url.com

2 WHERE GUESTBOOK

### 2 Per Page Group or Format Ads

1 photo 4" x 3.8"  
Text 154 words

SPECIAL ADVERTISING SECTION

## GROUP AREA NAME

2.9 x 1.7"	<b>AD HEAD HERE</b>
2.9 x 1.7"	<b>AD HEAD HERE</b>
2.9 x 1.7"	<b>AD HEAD HERE</b>
2.9 x 1.7"	<b>AD HEAD HERE</b>

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XXX Street Name, City Name  
XXXXXXX  
www.url.com

2 WHERE GUESTBOOK

### 4 Per Page Group or Format Ads

1 photo 2.9" x 1.7"  
Text 110 words

SPECIAL ADVERTISING SECTION

## GROUP AREA NAME

1.875 x 2.24"	<b>AD HEAD</b>	1.875 x 2.24"	<b>AD HEAD</b>
1.875 x 2.24"	<b>AD HEAD</b>	1.875 x 2.24"	<b>AD HEAD</b>
1.875 x 2.24"	<b>AD HEAD</b>	1.875 x 2.24"	<b>AD HEAD</b>

158 wds. Myriad Pro Light SemiExtended. DumTIm re modolore dolore si blamconse magnibb esto dolor ad you magna amet nor dolani nim dolor modolore nibb et lam am, sum volor lura dti autat velis etuatat nismodo loserat alisat nibb exercif fer do lesa smoduaptate. Blamconse magnibb esto dolor magna amet nos nibb et lam am, sum volor lura dti moitt vuf you magna amet nos dolent nim dolore modolore nibb et lam am, sum volor lura dti autat velis etuatat am, sum volor lura dti moitt v autat velis etuatat am, sum ul

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XXX Street Name, City Name  
XXXXXXX  
www.url.com

Chicago Book Name, 300 Elm St.,  
St. Louis, Mo. 63102-1234

Chicago Book Name, 300 Elm St.,  
St. Louis, Mo. 63102-1234

Chicago Book Name, 300 Elm St.,  
St. Louis, Mo. 63102-1234

Chicago Book Name, 300 Elm St.,  
St. Louis, Mo. 63102-1234

4 WHERE GUESTBOOK

### 6 Per Page Group or Format Ads

1 photo 1.875" x 2.24"  
Text 50 words

# Technical Information | 2018 HOUSTON WHERE GUESTBOOK®

## MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications, as these cannot create acceptable PDFs.

### Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. One-bit images (such as black-and-white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 300%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof, which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color, as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

## GENERAL INFORMATION

MVP is not responsible for, nor does it guarantee, the accuracy or reproduction quality of materials that do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

### Digital/Web:

- Be sure to include your Web address in your ad creative.
- Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your website, your Web address must be included in the ad.

## SHIPPING INFORMATION

### All materials must be received on or before issue closing date.

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

### Mail to:

Where® Dallas Fort Worth  
14800 Quorum Dr. Suite 140  
Dallas, TX 75254  
214.522.0050  
Group Publisher, Elizabeth Humphreys  
[elizabeth.humphreys@morris.com](mailto:elizabeth.humphreys@morris.com)

## CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.