

Food & Beverage
Business Review

HOTEL
Business Review

BAKERY
REVIEW

● **Media Guide**

Food & Beverage
Business Review

Your gateway to emerging Indian market

HOTEL
Business Review

HAMMER
Publishers Pvt. Ltd.

BAKERY
REVIEW

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Business Review

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www.hammer.co.in

Introduction

HAMMER, with its focus on the niche publication segment, started in year 1999 with a team of professionals having 25 years of experience and had propensity, classiness and expertise. The objective of the organization is to provide quality, enhanced and concise information among the focused audience in a specific industry segment, all over India. The information provided is of the industry, by the industry, for the industry.

THE NEED

With a more liberalized business culture, improved socio-economic factors and globalization of the Indian business, the professionals in industry demands "value information". The Indian market is today flooded with new industries, products, brands and services. The technology from international markets has goaded the Indian unorganized sector to go systematic and effective, which in turn has induced a new thrust for growth of industry.

To be competitive in this changing scenario, industry is now focusing on investing in technology, product development, marketing, manpower, training and consumer education. Price being the cutting edge in competition, cost reduction through cost-effective measures is also a must. It is imperative for industry professionals to be well equipped with latest and updated information, constantly.

THE OBJECTIVE

Media plays a direct role in disseminating this much-needed information. It is very important in today's Indian business scenario that the information provided should focus on precise segment of the industry in an elaborated form. Thus, it is important that the media should also be tailor-made for a specific industry. Undoubtedly, a special interest niche publications delivers better value and follow-up when weighed against the general publications.

The advertisers reach out to the targeted market through niche publications, where every reader matters in order to save on diffused information, readers and also the advertising cost. The publication acts as a perfect bridge between the buyer and the seller.

OUR ACHIEVEMENTS

Treading on virgin territory, HAMMER forged in the publication orb, to fill the yawning gap in the industry about information and knowledge. HAMMER introduced bi-monthly magazines, - 'Food & Beverage Business Review' for foodservice and organised food retail business, - 'Hotel Business Review' focusing on providing information to the owners and business executives in the fast growing hotel business, - 'Bakery Review' for bakery and confectionery professionals.

Only-of-its-kind magazines in India, they reach out to the targeted markets in over 417 cities to more than 27,000 institutions, read by over 60,000 professionals at operational, project & corporate level. The right mix of quality content, credibility and superior production values and above all reach are the major factors that decided their success. The magazines provides exclusive editorial content with specific objective to produce valuable information source, to assist readers in maximising their business. It also offers fresh information on leadership style and management techniques to key decision makers in business.

HAMMER also forayed into event publishing through 'Trade Show Supplements', in Tabloid format to work in tandem with multiple exhibitions and event organisers. Today HAMMER is represented at all major national trade shows on Food & Beverage, Foodservice, Bakery, Hotel.

www.hammer.co.in

Our Publications

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On Amazon Search for Magzter



On Web Search for Magzter



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From Your Android Tablet Please go to Google Play and Search for Magzter

Food & Beverage Business Review



Food & Beverage Business Review - a bi-monthly magazine covering the entire gamut of activities that define the institutional Food & Beverage business - from "Farm to Fork", right from Agri Produce and Meat Products to Dairy, Food Processing, Bakery, Beverage, Equipment, Cuisine, Marketing & Retail and other related issues. The magazine goes behind the scenes to give the F&B professional information, news and features about the business. The objective of the magazine is to develop a proper institutional marketing synergy between Food & Beverage, Food Processing, Foodservice and Food Retail Industry. The range of the articles covers food services, processing, food retail, equipment, themes & designs, technology, food hygiene, marketing & training etc.

www.fbrmag.com

Hotel Business Review



Hotel Business Review - the first and only bi-monthly magazine exclusively focussed at Indian hotel business. The magazine provides exclusive editorial content with specific objective to produce valuable information source, to assist owners and hotel executives in maximizing their business. It offers fresh information on leadership style and management techniques to key decision makers. Critical to success is access to quality database. The circulation of the magazine offer maximum qualified respondents with highest volumes of purchases. The primary focus is at Corporate Management, Projects & Facility Planning and top-end Operational Management of the hotel business.

www.hbrmag.com

Bakery Review



Bakery Review - a bi-monthly magazine provides the latest information to the professionals seeking knowledge of the fast changing Indian Bakery & Confectionery industry. The magazine offers in-depth information on the issues that largely affect the bakery business in India. 'Bakery Review' explores the new growth areas and latest developments in the baking industry. The magazine focus on the trends and developments in the Commercial, Retail, In-store Bakeries and Foodservice industry along with allied industries like Milling, Dairy, Snack Food industries. It provides articles on the new techniques, equipment, recipes etc. The magazine provides exclusive reach to the bakery professionals in India. The only of its kind magazine assists owners to enhance their knowledge for future business growth.

www.bakerymag.com

Hotels & Institutions Buyers' Guide



Hotels & Institutions Buyers Guide - a unique editorial driven annual buyers' guide referred by decision makers while they are engaged in the buying process. The editorial provides latest products & market trends, product descriptions, equipment specifications and other services required in hotels, foodservice and catering business. The guide is a comprehensive source book providing exhaustive list of equipment manufacturers, suppliers, consultants, architects, designers, contractors, related to the industry. The unique features, combined with an editorial tone that uses wit and style to deliver the most sophisticated product-based editorials in the field, generate strong readership and reader loyalty.

www.hammer.co.in

Trade Show Supplement



Trade Show Supplement - the only show tabloid in India for major hotel, foodservice and catering tradeshow. The editorial provides in-depth information of the companies, products and services on display in the show. The supplement works as a ready reckoner for the visitors at the show. It is distributed to all visitors at the shows, absolutely free of cost. Over last 19 years the supplement has gained immense status and is the most sought after information source at the trade shows. The tabloid is also circulated to professional in various hotels & restaurants, who could not visit the show. Thus the information of the show has extended reach for the participants who advertise in the supplement.

www.hammer.co.in

The Business Magazine for Institutional Food Business in India

Editorial Profile

- ⇒ Up-to-date news & views from the industry
- ⇒ Latest trends that effects the industry
- ⇒ Business information based on industry feedback
- ⇒ Marketing aspects to enhance business & profits
- ⇒ Discussion on effective techniques, equipments, products & Supplies

Readers Profile

- ⇒ 65% Owners / Directors / CEO
- ⇒ 06% Corporate / Project / Category Managers / Central Purchase
- ⇒ 29% Chefs / F&B Managers / Bartenders / Purchase

The Reach

- ⇒ 21% in Hotels
- ⇒ 22% in Fine Dine Restaurants
- ⇒ 06% in Fast Food Restaurants & QSR's
- ⇒ 07% in Pubs, Bars & Lounges
- ⇒ 04% in Hospitals
- ⇒ 04% in Industrial / Commercial Caterers/ Banquet Halls
- ⇒ 02% in Clubs
- ⇒ 01% to Foodservice Consultants
- ⇒ 10% in Food Processing Industry
- ⇒ 02% in Dairy Industry
- ⇒ 07% in Bakery Industry
- ⇒ 06% in Food & Beverage Importers & Distributors
- ⇒ 05% in Food Retail
- ⇒ 03% to Suppliers

Rates & Specifications in mm. (Height x Width)

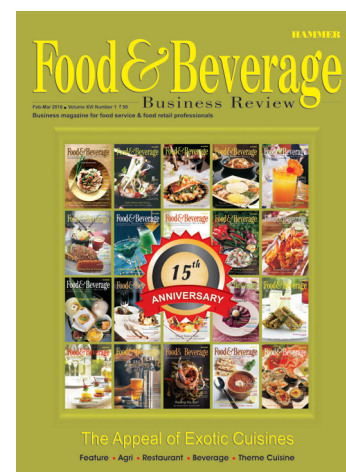
Unit	Non-Bleed	Bleed	Rate*	
TRIM SIZE	297 x 210		Col.	B&W
Cover-Gate Fold	On Request		140000	N/A
Cover-Back	275 x 185	307 x 220	64500	N/A
Cover-Front Inside	275 x 185	307 x 220	58000	N/A
Cover-Back Inside	275 x 185	307 x 220	50000	N/A
Cover-Facing Page	275 x 185	307 x 220	43000	N/A
Premium Position	275 x 185	307 x 220	37500	N/A
Double Spread		307 x 440	54500	43500
1/1 Page	275 x 185	307 x 220	33000	25500
2/3 Page (V)	254 x 118	307 x 140	25500	19500
1/2 Page (H)	126 x 180	155 x 220	20500	16000
1/2 Page (V)	254 x 88	307 x 109	20500	16000
1/3 Page (V)	254 x 56	307 x 78	14500	11000
1/4 Page (V)	126 x 85	N/A	13000	9000
Classifieds (per cc.)		N/A	700	N/A

* GST @ 5% applicable on the above mentioned rates

a **HAMMER** publication

Food & Beverage

Business Review



An Overview

The brisk rhythmized revolution in global trends have steered a new paradigm shift in Indian economy & lifestyle. Economists envisage consistent growth in the food & foodservice industry along with organised food retail business.

'Food & Beverage Business Review' presents an India centric platform to the institutional F&B business in the country. The objective of the magazine is to develop a proper synergy between Food, Food Processing, Food Retailing and FoodService Industry.

In today's multi-national marketplace, many new products are entering Indian markets. Food, Foodservice & Food retail industry involved in concept creation are now working in tandem to ensure the success of newest gourmet ideas.

Editorial Focus

The magazine talks of the whole gamut of activities that defines the F&B business from "Farm to Fork", right from the agricultural produce to food processing, food retail, food preparation, equipment, design, cuisine. The magazine goes behind the scenes to give the F&B professionals in-depth information, news, features, business stories and technical know-hows.

The magazine provides exclusive editorial content with specific objective to produce valuable information source, to assist professionals in maximizing their business.

The magazine discusses new products, launches and the variables influencing their use for prototype recipes, for the institutional foodservice market. Partnering with vendors, the magazine informs the target audience of new developments thus saving their valuable time and money.

Readership

The circulation of "Food & Beverage Business Review" offers maximum qualified respondents with highest volumes of purchases. The Qualified recipients are individuals who have titles of Chef, F&B Manager, Menu Planner, Restaurateur, Bartender, Sommelier, etc. in Foodservice industry, Channel buyers / Category managers in major organised retail chains & stores and importers & distributors.

Reach - Print & Digital Format

The Print version of magazine has 40,000 professional readers in over 20,000 establishments, covering Hotels, Restaurants, Pubs, Fast Food Outlets, Hospitals, Catering, Clubs, Banquet Halls, Food Processing (Dairy, Bakery, Meat), Departmental Stores, Food Retail, Importers & Distributors, Beverage industry, etc. in more than 417 cities across India and digital issue is exposed to more than 4,00,000 Food & Beverage professionals around the world.

Cost Effective

The magazine helps in reaching a focussed audience without any diffused cost, in the most economical manner. It also helps in reaching new markets and market segments.

www.fbrmag.com

The Business Magazine for Bakery & Confectionery Industry in India

Editorial Profile

- ⇒ Up-to-date news & views from the industry
- ⇒ Latest trends that effects the industry
- ⇒ Business information based on industry feedback
- ⇒ Marketing aspects to enhance business & profits
- ⇒ Discussion on effective techniques, equipments, products & Supplies

Readers Profile

- ⇒ 70% Bakery Owners / Directors / CEO
- ⇒ 30% Executive Pastry Chef / Pastry Chef / Senior Sous Chef- Patisserie

The Reach

- ⇒ 50% in Commercial - Standalone / Chain Bakeries
- ⇒ 10% Gourmet Bakeries in Hotels
- ⇒ 05% in In-Store Bakeries
- ⇒ 05% in Fast Food Restaurants / QSR's
- ⇒ 05% to Gourmet Chocolates Co.'s
- ⇒ 03% in Industrial Bakeries
- ⇒ 03% in Snack Food Industry
- ⇒ 02% in Milling Industry
- ⇒ 05% in Dairy Industry
- ⇒ 05% in Food Retail
- ⇒ 04% in Food / Bakery Ingredients Industry
- ⇒ 03% to Suppliers

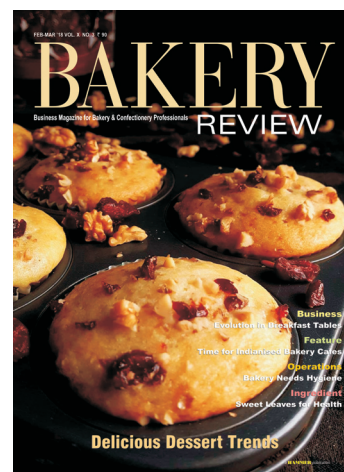
Rates & Specifications in mm. (Height x Width)

Unit	Non-Bleed	Bleed	Rate*	
TRIM SIZE	297 x 210		Col.	B&W
Cover-Gate Fold	On Request		125000	N/A
Cover-Back	275 x 185	307 x 220	57000	N/A
Cover-Front Inside	275 x 185	307 x 220	51000	N/A
Cover-Back Inside	275 x 185	307 x 220	44000	N/A
Cover-Facing Page	275 x 185	307 x 220	38000	N/A
Premium Position	275 x 185	307 x 220	30000	N/A
Double Spread		307 x 440	43000	32000
1/1 Page	275 x 185	307 x 220	26500	19500
2/3 Page (V)	254 x 118	307 x 140	20000	15000
1/2 Page (H)	126 x 180	155 x 220	16500	11500
1/2 Page (V)	254 x 88	307 x 109	16500	11500
1/3 Page (V)	254 x 56	307 x 78	11500	8000
1/4 Page (V)	126 x 85	N/A	10500	7000
Classifieds (per cc.)		N/A	600	N/A

* GST @ 5% applicable on the above mentioned rates

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BAKERY REVIEW



An overview

The changing scenario of India economically and socially has left an everlasting set of changes that has transformed the trends being followed nation wide. The most significant of them all is the appreciation of the wide spectrum of the bakery & confectionery industry. With the Indian going globe trotting and returning home with the international recipes vying for their palates, the race has just began.

Bakery Review presents the trends and the changes undergoing the bakery & confectionery industry in present day India. Much awaited information flow exclusively for the baker's is the hallmark of Bakery Review. New products are entering the market on a regular basis and technological up gradation is taking place frequently. Bakery Review keeps professionals abreast with the latest development in the market place.

Editorial Focus

The magazine covers from milling to the loaf on the shelf at the bakery, confectionery, chocolate, snack food with special emphasis on technology, recipes, ingredients, equipments, new trends and the superstars that make it happen. It focus on new products, developments and launches. Latest news, features, business stories and technical know how from the world of bakery is provided as the hands on information.

The magazine discusses new products, launches and the variables influencing their use for prototype recipes, for the bakery market. Partnering with vendors, the magazine informs the target audience of new developments thus saving valuable time and money. The magazine also elaborates on the tenacious adherence to strict quality specifications and correct usage of ingredients in production for a successful bakery business.

Readership

The circulation of "Bakery Review" offers maximum qualified respondents with highest volumes of purchases. The qualified recipients are individuals who have titles of Executive Pastry Chef, Pastry Chef, Senior Sous Chef – Patisserie, and Owners of Bakeries.

Reach - Print & Digital Format

The print version of magazine has 20,000 professional readers in over 10,500 establishments covering Bakeries - Commercial / Institutional / Industrial, Hotels, Restaurants, Fast Food Outlets, Dairy, Food Retail Stores, Food Courts, Importers & Distributors etc. in more than 417 cities.

And digital issue is exposed to more than 2,50,000 professionals around the world.

Cost Effective

The magazine helps in reaching a focused audience without any diffused cost, in the most economical manner. It also helps in reaching new markets.

www.bakerymag.com

The Business Magazine for Hotel Industry in India

HOTEL Business Review

Editorial Profile

- ⇒ Up-to-date news & views from the industry
- ⇒ Latest trends that effects the industry
- ⇒ Business information based on industry feedback
- ⇒ Marketing aspects to enhance business & profits
- ⇒ Discussion on effective functioning of various departments of the hotel

Readers Profile

- ⇒ 42% - Owners / Directors / CEO
- ⇒ 33% - Corporate HOD / Project / Central Purchase
- ⇒ 10% - General Managers / Ex. Housekeeper / Ex. Engineers / Purchase
- ⇒ 15% - Others (Consultants / Architects / Designers / Engineering Companies / Suppliers / Hotel Management Schools / Tourism Agency)

The Reach

- ⇒ 22% in 5* Hotels / Resorts / Spas & Corporate Offices
- ⇒ 23% in 4* Hotels / Resorts / Spas & Corporate Offices
- ⇒ 28% in 3* Hotels / Resorts / Spas
- ⇒ 12% in other Hotels / Motels / Inns / Clubs / Hospitals
- ⇒ 06% to Consultants / Architects / Design & Engineering Companies
- ⇒ 05% to Hotel Management Schools / Tourism Departments
- ⇒ 04% to Suppliers

Rates & Specifications in mm. (Height x Width)

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Cover-Back Inside	275 x 185	307 x 220	50000	N/A
Cover-Facing Page	275 x 185	307 x 220	43000	N/A
Premium Position	275 x 185	307 x 220	34000	N/A
Double Spread		307 x 440	49000	39000
1/1 Page	275 x 185	307 x 220	30000	23000
2/3 Page (V)	254 x 118	307 x 140	23000	18000
1/2 Page (H)	126 x 180	155 x 220	19000	14500
1/2 Page (V)	254 x 88	307 x 109	19000	14500
1/3 Page (V)	254 x 56	307 x 78	13000	10000
1/4 Page (V)	126 x 85	N/A	12000	8500
Classifieds (per cc.)		N/A	700	N/A

* GST @ 5% applicable on the above mentioned rates

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An Overview

Today Hotel professionals in India are seeking innovative strategies to grow their business along with new ideas and opportunities and current issues that affect their companies. This includes new concepts, strategies in managing successful hotel operations, knowledge of purchasing products and services and other business opportunities and know-how. They want accurate, reliable, unbiased information from a company they can trust.

“Hotel Business Review” covers front and back of the house facilities and general hotel management along with regular features. All aspects of successful hotel management, with specific case studies reflect through the articles covered.

Unlike other magazines aimed at hospitality industry, “Hotel Business Review” retains its unique niche as the only magazine devoted exclusively to the Hotel industry.

Editorial Profile

The magazine provides exclusive editorial content with specific objective to produce valuable information source, to assist hotel executives in maximizing their business. It offers fresh information on leadership style and management techniques to key decision makers in the hotel business.

The editorial focus is on Trends, Business, Technology, Engineering, Housekeeping, Design, Food & Beverage, Sales & Marketing, Manpower & Training and Finance.

Readership

The circulation of “Hotel Business Review” offer maximum qualified respondents with highest volumes of purchases. The Qualified recipients are individuals who have titles of Corporate Management, Project Management, Operation Management, Material Management, Sales & Marketing Management and other corporate designations.

The readers are Owners, Directors, CEO's, Vice-Presidents, Corporate Heads (Chains), Project Managers, Facility Planners, General Managers, Ex. Engineers, Ex. Housekeepers, Materials Managers, Architects, Interior Designers, Consultants.

Reach - Print & Digital Format

The print version of magazine has 30,000 professional readers in over 15,500 establishments, covering 50+ guestrooms properties (providing food service). The magazine serves hotels, resorts, spas, clubs and offices of corporate / franchise/ chains/ developers / consultants / architects / engineering & designing institutions in more than 417 cities.

The digital issue is exposed to more than 4,00,000 Hospitality professionals around the world.

Cost Effective

The magazine help in reaching the focus audience without any diffused cost, in the most economical manner. It also helps in reaching new & unknown markets.

www.hbrmag.com

The Only Comprehensive Buyers' Guide for Hotels, Institutions & Foodservice Business

Readers Profile

- ⇒ 56% Owners / Directors / CEO
- ⇒ 24% Corporate / Project / Central Purchase
- ⇒ 20% Operational Management

The Reach

- ⇒ 12% in 5* Hotels & Corporate Offices
- ⇒ 18% in 4* Hotels & Corporate Offices
- ⇒ 17% in 3* Hotels
- ⇒ 11% in other Hotels
- ⇒ 06% in Hospitals
- ⇒ 05% in other Banquet Halls & Clubs
- ⇒ 24% in Restaurants & Pubs / Corporates
- ⇒ 02% to Industrial / Commercial Caterers
- ⇒ 05% to Consultants, Architects & Interior Designers

Rates & Specifications in mm. (Height x Width)

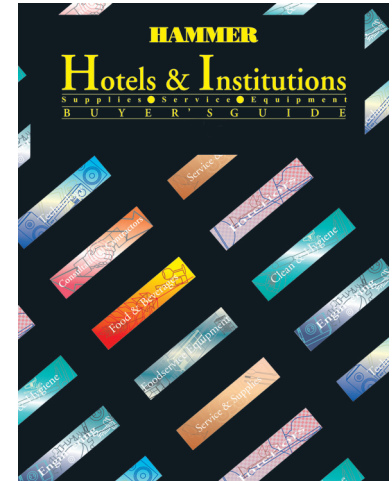
Unit	Non-Bleed	Bleed	Rate *	
TRIM SIZE	280 x 210		Col.	B&W
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Cover-Back	255 x 185	290 x 220	N/A	N/A
Cover-Front Inside	255 x 185	290 x 220	150000	N/A
Cover-Back Inside	255 x 185	290 x 220	120000	N/A
Cover-Facing Page	255 x 185	290 x 220	N/A	N/A
Premium Position	255 x 185	290 x 220	75000	N/A
Double Spread		290 x 440	97000	70000
1/1 Page	255 x 185	290 x 220	60000	40000
2/3 Page (V)	240 x 120	290 x 135	45000	30000
1/2 Page (H)	120 x 180	N/A	31500	21500
1/2 Page (V)	240 x 88	290 x 107	31500	21500
1/3 Page (V)	240 x 55	290 x 78	23500	16000
1/6 Page (V)	120 x 55	N/A	N/A	8500
Strip	55 x 180	N/A	N/A	12500
Display Box	50 x 55	N/A	N/A	5000
Listing-Bold				2500
Listing-Normal				1500

* GST @18% applicable on the above mentioned rates

a **HAMMER** publication

Hotels & Institutions

S u p p l i e s • S e r v i c e • E q u i p m e n t
B U Y E R ' S G U I D E



An Overview

It is evident that the success of the Hotel, Restaurant & Catering business depends on maintaining good standards by adapting to products & services with latest technology. This requires constant emphasis on product development, convenient & cost effective technology and systems. In today's competitive environment the focus is on critical products to win over clients through better quality and service.

Hotel & Institution Buyers' Guide is the most comprehensive source of information, for the hospitality professionals in India to be well equipped. It provides the complete database of manufacturers and suppliers interested in supplying to Hotels, Restaurants and Caterers.

Unique

Unlike any other directory in the Hotel, Foodservice & Catering industry, the Guide provides information to the industry in all forms. It is the only **editorial driven** guide for the buyers, professional consultants & contractors to upgrade their knowledge, needed at the critical moment when they are ready to buy or specify. The unique features, combined with product-based editorial in the field, generate strong readership and reader loyalty.

Editorial Oriented Format

Based on evaluations of market trends, equipment and supplies, the approach delivers the critical information to buyer, required during the decision-making process. Written by the eminent consultants and technology experts of the industry, is the only of its kind.

Targeted Circulation

Reaching the critical decision makers of your products & services at more than **10,000** Hotel, Restaurants, Foodservice & Catering organisations in **417 cities** of India, read by over **40,000** industry professionals.

The Guide is targeted at Owners, Directors, CEO's, Vice-Presidents, Corporate heads (Chains), Project managers, Facility Planners, General managers, F&B managers, Chefs, Housekeepers, Engineers, Purchase / Material managers, Consultants and Property developers, the key people seeking information.

Extended Reach

The only source helps you reaching the unknown & **upcoming new projects** markets, in the most economical manner. Step into new markets where you have not reached before.

Annual Buyers Guide

Allows you to reach your target markets and decision makers for 365 days a year, 24 hours a day, with one time investment. **The guide comes out every year since last 19 years.**

Economical

The Guide will help in reaching the focussed audience without any diffused cost, in the most economical manner. It will also help in reaching new markets.

Advertising rates allow you to create bigger ads with comprehensive information about your company, products & services offered, for higher impact.

PRODUCT CATEGORIES

INTRO PAGES

ARCHITECTS
CONSULTANT - BAKERY
CONSULTANT - HOTEL & RESTAURANT
CONSULTANT - LIGHTING
CONSULTANT - MEP SERVICES
CONSULTANT - PROJECT MANAGEMENT
CONSULTANT - SOFTWARE
CONSULTANT - SAFETY & SECURITY
INTERIOR DESIGNERS

FOOD & BEVERAGE

ALCOHOLIC BEVERAGES / WINE
BAKERY & CONFECTIONERY PRODUCTS
CANNED FOOD
CEREAL & CEREAL PRODUCTS
CHOCOLATE & CHOCOLATE PRODUCTS
DAIRY PRODUCTS
DEHYDRATED FOOD PRODUCTS
DRY FRUITS, NUTS & RAISINS
EDIBLE OIL
FOOD & BAKERY INGREDIENTS
FOOD HYGIENE & SAFETY
FRESH FRUITS & VEGETABLES
FRESH MEAT, POULTRY & SEAFOOD
FROZEN FOOD
GRAINS, PULSES & KERNELS
GROCERY PRODUCTS, OTHERS
JAMS, MARMALADE & HONEY
JUICES & PULPS
MINERAL / SPRING WATER
NON-ALCOHOLIC BEVERAGES
ORGANIC FOOD
PASTA & NOODLE
PICKLES & CHUTNIES
PRE-COOKED FOODS
PRE-MIXES & PASTE
PROCESSED / PRESERVED FOOD
READY-TO-EAT FOODS
SAUCES, DRESSINGS & SEASONINGS
SAVAOURIES, SNACKS & SWEETS
SOYA & SOYA PRODUCTS
SPICES & CONDIMENTS
SUGAR & SWEETNER
SYRUPS, SQUASHES & CONCENTRATES
TEA & COFFEE

FOODSERVICE EQUIPMENT

BAKERY EQUIPMENT & SUPPLIES
BAR-BE-CUE
BEATERS
BINS & CRATES
CABINETS & RACKS
COFFEE MACHINE
COLD ROOM & WALK-IN CHILLERS
COOKER & STEAMER
COOLERS
DISH WASHING EQUIPMENT
DISPLAY CASES HOT / COLD
DIVIDERS, MOULDS & SHAPERS
DUMBWAITERS & SERVICE LIFTS
EXHAUST SYSTEM
FOOD CONTAINERS
FOOD PROCESSOR
FRYERS
GAS RANGE
GAS, GAS STOVES & BURNERS
GRIDDLES
HOT/COLD PLATES
ICE MAKING MACHINE
ICE-CREAM / SOFTICE MACHINE
KITCHEN EQUIPMENT

KITCHEN TROLLEYS
KITCHENWARE
KNIVES, SLICERS & CHOPPERS
LPG, GAS PIPELINE INSTALLATION
MIXERS, BLENDERS & JUICERS
OVENS
PASTA / NOODLE MAKING MACHINE
POP-CORN MACHINE
POTS & PANS
REFRIGERATORS & FREEZERS
SALAMANDER
SINKS & WASHBASIN
SLUSH / SHAKE MACHINE
TANDOOR
TOASTER & GRILLER
VENDING MACHINE
WATER COOLER
WRAPPING, SEALING & PACKING MACHINE

SERVICE & SUPPLIES

ACRYLIC PRODUCTS
ALUMINIUM FOIL
BADGES, LABELS & STICKERS
BAR EQUIPMENT & SUPPLIES
CANDLES
CANEWARE / BASKET
CHAFING DISH
CLING FILM / WRAP
CROCKERY
CUTLERY
DISPLAY SYSTEMS
DISPOSABLE BAGS & CAPS
DISPOSABLE CROCKERY
F&BAIDS
FUEL (SOLID, LIQUID & GEL)
GLASSWARE
GUESTROOM SUPPLIES
HANGERS
HOLLOWARE
MENU STANDS / FOLDERS
PAPER PRODUCTS
PORTION PACKS & SACHETS
POTTERY
PROMOTIONAL GIFT ARTICLES
SIGN & SIGNAGES
STATIONERY PRODUCTS
TABLEWARE
THERMOWARE
TRAYS
TROLLEYS
UNIFORMS

INTERIOR

AWNINGS, CANOPIES & SHADES
BATHROOM EQPT. & SANITARYWARE
CARPETS & RUGS
CEILING & WALL SYSTEMS
DECORATIVE ITEMS
DOORS & WINDOWS
DRAPERY RODS & CURTAIN TRACKS
FLOOR COVERINGS
FURNISHING FABRICS
FURNITURE & FIXTURE
GLASS & RELATED PRODUCTS
HARDWARE
LAMINATES / VENEERS
LAMPS & SHADES
LINEN
MATTRESSES & CUSHIONS
MINI BAR
MODULAR SWITCHES
OUTDOOR PRODUCTS

PAINTS
ROOMAMENITIES
SPA & WELLNESS PRODUCTS
TILES / MARBLE / GRANITE
VENETIAN BLINDS
WALL COVERINGS

HOUSEKEEPING

AIR CURTAIN
AIR FRESHNERS & PERFUMES
AIR PURIFIERS
CARPET CLEANING MACHINE
CHEMICALS & SOLVENTS
CLEANING EQUIPMENT
CONTRACTOR-HOUSEKEEPING
CONTRACTOR-LAUNDRY
CONTRACTOR-PEST CONTROL
DISINFECTANTS
DISPENSERS-SOAP / TISSUE
DRAIN CLEANING SYSTEM
FACILITY MANAGEMENT CO.
FLOOR SCRUBBING & POLISHING MACHINE
GARBAGE DISPOSAL
HAND DRYERS
HIGH PRESSURE CLEANING
LANDSCAPE DESIGNER
LAUNDRY EQUIPMENT
MANUAL CLEANING EQUIPMENT
MATTING SYSTEMS
PEST CONTROL SYSTEMS
POLISHES
SAFETY PRODUCTS
SEALANTS & PROTECTIVE COATINGS
SHOE SHINE MACHINE
VACUUM CLEANERS
WASHROOM HYGIENE
WATER PURIFIER
WINDOW & FAÇADE CLEANING EQPT

TECHNOLOGY

AMUSEMENT & LEISURE
APPLIANCES
BEAUTY SALOON EQUIPMENT
BOILERS
CABLES & WIRES
COMPUTER HARDWARE
COMPUTER SOFTWARE
CONFERENCE EQUIPMENT
DISCOTHEQUE EQUIPMENT
ELECTRICAL EQPT & SUPPLIES
ELECTRONIC SAFES & LOCKS
ELEVATORS & ESCALATORS
ENERGY SAVING DEVICES
FIRE & GAS SAFETY EQUIPMENT
GENERATORS
HEALTH & FITNESS EQUIPMENT
HVAC EQUIPMENT
INVERTORS & UPS
LIGHT & LIGHTING SYSTEMS
NETWORKING SOLUTIONS
OFFICE AUTOMATION
PIPE & FITTINGS
POLLUTION CONTROL SYSTEM
PUMPS & FITTINGS
SECURITY SYSTEMS
SOLAR ENERGY EQUIPMENT
SOUND SYSTEM
SWIMMING POOL EQUIPMENT
TELECOMMUNICATIONS
TELEVISION
WATER & WASTE MANAGEMENT
WEIGHING SCALES & MACHINES

Associated Shows

- Aahar Int'l Food Fair - India
- Alimentaria - Spain
- Ambiente - India
- AMI International Expo + PACK EXPO - USA
- Annapoorna World of Foods India - India
- ANUFOOD Eurasia - Turkey
- Cibus Parma - Italy
- Drinktec - Germany
- EDT Expo - Turkey
- Emballage - France
- EquipHotel - France
- Espana Original - Spain
- Food & Hotel Asia - Singapore
- Food Ingredient - India
- Foodist - Turkey
- FoodTech - India
- GIDA - Turkey
- Heimtextil - India
- Horeca - Taiwan
- HOSFAIR - China
- HOSPITALITY + F & B PRO Expo - India
- Hotel Expo - Macau
- Hotelex - Shanghai
- International Baking Industry Exposition (IBIE) - USA
- Kaohsiung Food Show - Taiwan
- National Restaurant Association (NRA Show) - USA
- SIAL Paris - France
- SIAL China - China
- SIGEP - Italy
- Sweet & SnackTech Middle East - Dubai
- Sweet and SnackTec - India
- TRAFS - Thailand
- Thaifex- World of Food Asia - Thailand
- The Hotel & Spa Show - India
- Travel Catering Expo - Dubai
- VINEXPO - France/Hongkong
- Wine & Gourmet Asia - Macau
- Wine For Asia - Singapore

TradeShow Supplement

The only show tabloid in India for a major hotel, foodservice and catering tradeshow. The editorial provides in-depth information of the companies, products and services on display in the show. The supplement works as a ready recknor for the visitors at the show. It is distributed to all visitors at the shows, absolutely free of cost. Over last 19 years the supplement has gained immense status and is the most sought after information source at the trade shows. The tabloid is also circulated to professional in various hotels & restaurants, who could not visit the show. Thus the information of the show has extended reach for the participants who advertise in the supplement.



Targeted Circulation

Reaching the critical decision makers of your products & services at more than **8,000** Hotel, Restaurants, Foodservice & Catering organisations. The Supplement is targeted at Owners, Directors, CEO's, Vice-Presidents, Corporate heads (Chains), Project managers, Facility Planners, General managers, F&B managers, Chefs, Housekeepers, Engineers, Purchase / Material managers, Consultants and Property developers, the key people seeking information at the show.

Extended Reach

The only source helps you reaching the unknown & **upcoming new projects** markets, in the most economical manner. Step into new markets where you have not reached before.

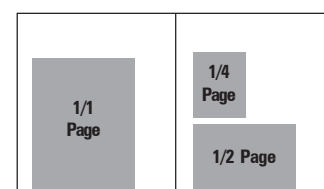
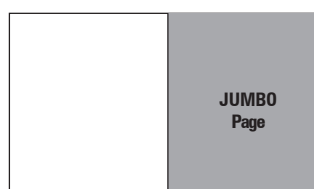
Economical

The supplement will help in reaching the focussed audience without any diffused cost, in the most economical manner. It will also help in reaching new markets. Advertising rates allow you to create bigger ads with comprehensive information about your company, products & services offered, for higher impact.

Rates & Specifications in mm. (Height x Width)

Unit	Non-Bleed	Bleed	Rate *	
TRIM SIZE	375 x 280		Col.	B&W
Jumbo Page	On Request	385 x 290	45000	N/A
Cover-Back	N/A	385 x 290	60000	N/A
1/1 Page	240 x 185	N/A	30000	20000
1/2 Page (H)	120 x 185	N/A	20000	14000
1/4 Page (V)	120 x 90	N/A	12000	7000

* GST @18% applicable on the above mentioned rates



Issue	Magazines	
Mar-Apr	Hotel Business Review	
Apr-May	Food & Beverage Business Review	Bakery Review
May-June	Hotel Business Review	
June-July	Food & Beverage Business Review	Bakery Review
July-Aug	Hotel Business Review	
Aug-Sep	Food & Beverage Business Review	Bakery Review
Sep-Oct	Hotel Business Review	
Oct-Nov	Food & Beverage Business Review	Bakery Review
Nov-Dec	Hotel Business Review	
Dec-Jan	Food & Beverage Business Review	Bakery Review
Jan-Feb	Hotel Business Review	
Feb-Mar	Food & Beverage Business Review	Bakery Review

The material deadline is 15th day of second month

GENERAL INFORMATION

Individuals or concerns advertising their products/services in the magazines agree to indemnify and protect Hammer Publishers Pvt. Ltd. from any claim or expense resulting from the unauthorised use of name, photograph, sketch or words protected by copyright, registered trademark, labels, civil right or otherwise, etc, in connection with their advertisement. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standards.

Publisher is not liable for delays in delivery and/ or non delivery in the event of natural disaster, riot, explosion, fire, govt. action, strikes, transportation interruption or any circumstances beyond the control of the publisher, effecting production or delivery in any manner.

OPTIONALS

Literature Showcase

The only way to identify your potential buyers interested to know more about you. This will allow your buyer to ask for your brochure or catalogue. It has a set format, provide us with full-colour photo of brochure cover, 50 words description, two phone no.'s, one Fax no. and E-mail.

Inserts

Insert your brochure or catalogue (as per specifications). Rates for supplied inserts, not listed, available upon request.

Direct Mailing

This is effective way to communicate with your buyers. Reach out to them through our database, to promote your products. Rates for direct mailing, not listed, available upon request.

Postcard

An ideal marketing tool, cost efficient sales lead generator inserted in the magazine, for response control. Size & rates for supplied cards, not listed, available upon request.

MATERIAL DETAILS

Binding: Perfect Binding.

Method of Printing: Offset.

Screen: 150

Bleeds: Keep 1/2" from top, bottom and outside edges and 5/8" from binding edge.

Spreads: Allow 1/4" rough out gutter from all sides.

Bleed Spreads: Allow 1/8" top, bottom and outside edges. 1/4" rough out gutter.

Multiple Insertion: For multiple insertion rate benefit, advance release order along with payment plan have to be provided. Advertiser will be short-rated, if within 12 months (6 issues) period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

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