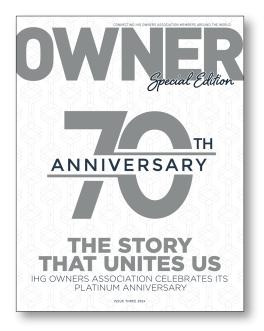- *OWNER* magazine is read by more than **10,000 owners, operators and general managers** of IHG® Hotels & Resorts in 70 countries around the world.

- Established as a go-to resource for more than two decades, *OWNER* offers **unparalleled visibility** and **exposure to decision makers** within the IHG franchise system.

- Members turn to *OWNER* for Association news, updates on IHG brands, compelling articles on industry issues, expert analysis from leading hospitality professionals—and **valuable, business-building Allied Member resources!**

The IHG Owners Association—originally established by Holiday Inn® Founder Kemmons Wilson in 1955—serves its members through its core mission of strengthening the returns on the investments members make in IHG hotels. In pursuit of this mission, the Association works diligently throughout the year to provide owners and operators with effective tools and practical resources, all designed to keep them informed and engaged. One premier resource is *OWNER*—the Association's quarterly print and digital magazine.

To aid in our commitment to help support our members' businesses and connect them with leading industry suppliers, we offer exclusive advertising privileges in *OWNER* magazine to our Allied Members. Advertising in *OWNER* amplifies your message to thousands of top decision makers in the IHG estate, providing you with visibility and allowing you to establish powerful business connections.

NOTE: Allied Membership is required to participate in any of the Association's marketing programs, including *OWNER* magazine advertising. For Allied Membership information, contact Nathan Polny at nathan.polny@ihgowners.org or, for general questions about *OWNER* magazine, contact Susie O'Connell at susie.oconnell@ihgowners.org.

IHG OWNERS
ASSOCIATION

Advertising Rates (per insertion)

SIZE	1x	2x	3x	4x
Full Page	$6,500	$6,000	$5,500	$5,000
Half Page	$4,500	$4,000	$3,500	$3,250
Quarter Page	$3,000	$2,750	$2,500	$2,250

Mechanical Specifications
Publication Trim Size: 8-3/8" x 10-7/8"

SIZE	WIDTH	DEPTH
Full Page Bleed	8.675"	11.125"
Half Page Vertical	3.4375"	10"
Half Page Horizontal	7.125"	4.875"
Quarter Page Vertical	3.4375"	4.875"

Close/Material Deadlines

ISSUE	SPACE CLOSES	AD MATERIALS DUE	MAILING
ONE 2025	3/6/25	3/20/25	4/25/25
TWO 2025	6/5/25	6/19/25	7/25/25
THREE 2025	9/4/25	9/18/25	10/24/25
FOUR 2025	12/4/25	12/18/25	1/29/25

FILE SPECS

OWNER requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF.

- All fonts and images must be embedded within the file.
- All colors must be converted to CMYK. RGB and SPOT/PMS colors are NOT acceptable. Please call the production department with any questions regarding the creation of a high resolution PDF.
- QuarkXpress (.qxd), Adobe InDesign (.indd), Microsoft Publisher (.pub), PowerPoint (.ppt), Illustrator (.ai) or Word files are not acceptable.
- High resolution CMYK JPEGs are acceptable but must be submitted at a minimum resolution of 300 dpi at the correct ad size.
- For full-page ads, keep all live content at least .375" away from the trim.
- Fractional ads (1/4 page and 1/2 page) need to be set to their exact specs. Do not add bleed or crop marks to fractional ads.

FILE SUBMISSION

Submit file to: ownermagazine@mcneill-group.com

- If your file is large, please compress the file using Stuffit or ZIP. If you have trouble submitting via email, contact the production department to set up an invitation to transfer via our Dropbox.
- Name the file according to the magazine issue date and advertiser. For example: OWNER_issueone2025_AdvertiserName.pdf.
- If you have any questions regarding the specs or the submission process, please contact the production department at **+1.215.321.9662**, ext. 158.

Advertising Submission Information:
Eileen Keough-Caracappa
+1.215.321.9662, ext. 158
ekeough@mcneill-group.com

Allied Membership Information:
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