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EHLITE

THE MAGAZINE
OF THE ECOLE HOTELIERE DE LAUSANNE

MEDIA KIT 2010-2011

About EHLITE

EHLITE Magazine is published by the world's most renowned Hospitality School, the Ecole hôtelière de Lausanne, and is a powerful link between EHL's current and former students, the research world and the international hospitality industry. For its high-level editorial content, EHL relies on an unequalled team of international hospitality experts who prepare 9 hot topic columns for each edition, reunited under the theme of "creativity and innovation in hospitality technology".

<http://publications.ehl.edu/eng/EHLITE-Magazine>

REACH YOUR TARGET

For your company, EHLITE is the most efficient way to reach THE TOP DECISION-MAKERS in the hospitality industry – EHL's alumni, who now hold the key positions in the hospitality industry worldwide.

ADVERTISE

Cleverdis – renowned for its unique worldwide social professional network in the Hotel industry – is now your contact concerning Advertising in EHLITE – our team of specialised consultants will be pleased to discuss the most attractive opportunities to highlight your company with you.



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Editorial Content

In every issue of EHLITE magazine 9 hot topic columns are presented.

BURNING HOT New hotel openings, trends and unusual happenings are all captured in this light-hearted column that we hope will be as fresh as its news!

CAREERS All the latest news on new careers and career management.

SPECIAL REPORT In every issue EHLITE Magazine broaches a specific topic with the contribution of experts, consultants and reputed professionals

INSIDE-OUT Dedicated to expert opinions, experiences and/or applied research on topics covering the Internet, information systems, networks, building technology, etc.

START-UP INSIGHT Entirely devoted to the creation of new companies, new ideas and to helping entrepreneurs set up their companies with the help of INTEHL – EHL's Institute of Innovation and Entrepreneurship.

THINK GREEN A chronicle that delivers the latest analysis about sustainable development and the challenge the International Hospitality Industry are faced with.

LIFESYTL Learn about all the new trends, flavours, escapes and novelties.

1000 LAUSANNE 25 EHL seen from the inside with close-ups on current projects, outstanding successes and striking characters

ALUMNI & NETWORKING Keeping the EHL alumni up to date with the life and activities of our network.

20th December 2010

EHLITE N°31

Deadline

24th November 2010

DOSSIER

- **Horizon 2020:**
The future perspective of EHL

20th March 2011

EHLITE N°32

Deadline

4th February 2011

DOSSIER

- **Social Media in your Hotel**

20th June 2011

EHLITE N°33

Deadline

4th May 2011

DOSSIER

- **Food Concepts**

DISTRIBUTION & READERSHIP

Total Estimated readership:
30 500 decision-makers

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Online:

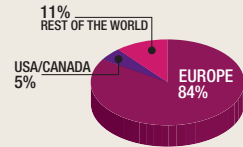
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SOCIO-PROFESSIONAL CATEGORIES

- Owners & Presidents
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RATES* 2010 - 2011

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* exclusive of VAT

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