## Print Editorial Calendar / Print Rates

### Spring Edition

- **Theme**: Best of Boutique and Lifestyle
- **Trending Now**: Boutique & Lifestyle Forecast, Innovative Brands
- **People**: Boutique 18 & Hoteliers of the Year
- **Design Strategies**: New Hotel Revenue Streams
- **Products**: Inspiration for Every Room
- **Business Insider**: Mid-Sized Design Firms

### Fall Edition

- **Theme**: Haute Couture: Luxury Today
- **Trending Now**: New Concepts in Hospitality
- **People**: Mavericks and Brand Builders, Women Leaders in Hospitality
- **Design Strategies**: Branding
- **Products**: Sneak Peek: BDNY Exhibitors

### BDNY Trade Fair Guide

- **Theme**: The Creative Nexus of Hospitality
- **Trending Now**: Hospitality Takeaways from Adjacent Markets, Conference Program Highlights
- **People**: Conference Speakers
- **Design Strategies**: Innovating the Guestroom
- **Products**: Featured Exhibitors

### Winter Edition*

- **Theme**: Gold Key Award Finalists and Winners
- **Trending Now**: BDNY Wrap-up
- **People**: Gold Key Judges
- **Design Strategies**: BDNY Conference Highlights and Lessons Learned
- **Products**: BDNY Best Product & Exhibit Competition Finalists/Winners; Trending Colors

### Bonus Distribution at HD Expo

### Bonus Distribution at BDNY

### Bonus Distribution at BDNY

### Four-Color, Net Rates | 6 Issues

**Rate Card #12** Effective With The Spring 2020 Edition

Visit boutiquedesign.com/specs for more information and to view the ad specifications

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*Best of BDNY Product Showcase special price of $500 limited to competition entrants.