

SOH

SOUL OF HOSPITALITY



MEDIA KIT 2025
BUSINESS • TRAVEL • CULTURE



MISSION

The new norm in travel and hospitality media, crafted for the aspiring and elite reader

At SOH, we aim to illuminate the dynamic world of hospitality with a focused lens on Business, Travel, and Culture. This three- pronged approach explores and celebrates the intricate layers of this sector, blending business insights with consumer and lifestyle narratives for holistic understanding.



OUR REACH

SOH (Soul of Hospitality) is India's premier hospitality and travel business magazine, offering a seamless blend of business and travel insights.

Covering emerging trends, investment narratives, and the finest hotels, restaurants, and travel experiences, SOH serves as the definitive resource for industry professionals and discerning travellers, offering essential foresight and the latest in travel, SOH is the definitive resource for both industry professionals and discerning travellers.

Whether seeking strategic foresight or the latest in luxury travel, SOH delivers a compelling and indispensable read.



Who reads us?

Our readership includes key stakeholders in hospitality and related industries, as well as passionate travellers in pursuit of exceptional experiences.

From hoteliers, hotel owners, hospitality leaders, industry professionals, architects and design firms, aspiring hospitality students, tourism sector, restaurateurs, private investors, and financial institutions.

Beyond the industry, our audience includes industrialists, HNIs, entrepreneurs, and A-list personalities from cinema, sports, arts, fashion, literature and music, as well as passionate travellers who seek extraordinary experiences.



OUR AUDIENCE

Monthly
PERIODICITY

105,000 **525,000**
CIRCULATION READERSHIP

**India, Bhutan, Bangladesh,
Nepal, Maldives and Sri Lanka**
AVAILABILITY

HOTEL OPERATORS

IHCL

Taj Hotel, Resorts & Palaces,
Ginger, Vivanta, SeleQtions, ama
Stays & Trails

AccorHotels

Novotel, Ibis, Fairmont, Grand
Mercure, Mercure, Raffles, Sofitel,
ibisStyles

Oberoi Hotels & Resorts

The Oberoi, The Trident

The Leela Palaces, Hotels and Resorts

Marriott Hotels

JW Marriott, Fairfield By Marriott,
Courtyard By Marriott, St Regis,
Four Points by Sheraton, The
Westin, W, Moxy, Aloft, Tribute
Portfolio, Le Meridien, Sheraton
Hotels & Resorts

The Lalit Hotels

Aman Resorts

Radisson Hotel Group

Radisson, Radisson Collection,
Radisson Blu, Radisson RED,
Park Plaza, Park Inn by Radisson,
Country Inn and Suites by Radisson

Fortune Hotels & Resort

Fortune Select, Fortune Park,
Fortune Resort, Fortune Inn

Hilton Hotels

Hilton, Conrad, Double Tree,
Hampton by Hilton

Sarovar Hotels & Resorts

Sarovar Portico, Sarovar
Premiere, Hometel, Golden Tulip

Mayfair Hotels

The Postcard Hotel

Sterling Resorts

The Park Hotels

The Park Hotels, The Park
Collection, Zone By The Park,
Zone Connect By The Park

IHG Hotels & Resorts

Six Senses, Intercontinental,
Crowne Plaza, Holiday Inn,
Holiday Inn Express

Lemon Tree Hotels

Lemon Tree Premiere, Lemon
Tree Hotels, Aurika Hotels, Red
Fox Hotels, Keys Prima, Keys
Select, Keys Lite

Hyatt Hotels

Grand Hyatt, Hyatt Regency,
Park Hyatt, Hyatt Place,
Popular Hyatt Hotels, Alila
Hotels, Andaz, Hyatt Centric,
JdV by Hyatt

Four Seasons Hotels & Resorts

The Clarks Hotels & Resorts

Hotel Clarks, Clarks Premier,
Clarks Exotica, Villas and suites
by Clarks, Clarks Inn Suites,
Clarks Safari, Clarks Inn, Clarks
Inn Express.

ITC Group

ITC Hotels, Mementos,
Welcomhotel, Storii, Fortune
Hotels, WelcomHeritage.

Neemrana Hotels

Minor Hotels

The Fern Hotels & Resorts

The Fern, Zinc by The Fern, Zinc
Journey, Beacon Hotels

Wyndham Hotels & Resorts

Ramada Plaza, Ramada
Wyndham, Ramada Resort by
Wyndham.

Brij Hotels

Tree of Life Resorts

Mahindra Holidays & Resorts

CGH Earth Experience Hotels

CGH Earth, CGH Earth
Wellbeing, CGH Earth Nature
Cure, CGH Earth Ayurveda.

Atmosphere Hotels

The Ozen Collection

Roseate Hotels and Resorts RARE India

Pride Hotel and Resorts

Evolve Hotels

The Tamara Resorts

Sterling Resorts and Clubs

Royal Orchid Hotels

Hotel Royal Orchid, Royal Orchid
Resorts, Royal Orchid Central,
Royal Orchid Suites

Cygnett Hotels and Resorts

Anamore,
Ayurvyaas,
Cygnett Park,
Cygnett Resort,
Cygnett
Residences,
Cygnett Villas,
Cygnett Inn,
Cygnett Style,
Cygnett Retreat,
Cygnotel, Cozzet
Hotel

Best Western Hotels

Independent & Boutique Hotels 500+



A SNAPSHOT OF HOTEL OWNERS/HOTEL OWNING COMPANIES IN INDIA AND THE SOUTH ASIA



Chalet Hotels

Prestige Group

Brigade Group

Embassy Group

CG Hospitality Group

Brookfield Asset Management

Indian Hotels Company Limited (IHCL)

Elh Limited (Oberoi Group)

ITC Limited

Piramal Group

Blackstone Group

Samhi Hotels

Panchshil Realty

Dangayach Group

DLF Limited

Lulu Group

Oberoi Realty

Godrej Properties

Lemon Tree Hotels Limited

Royal Orchid Hotels

K Raheja Realty Group

Juniper Hotels

Ambuja Neotia Group

Hiranandani Group

Gujarat JHM Hotels Limited

Jain Group

Green Park Hotels

Bharat Hotels Limited

Shanker Group - Nepal

Jetwing Hotels - Sri Lanka

Tashi Group - Bhutan

Soneva Hotels and Resorts

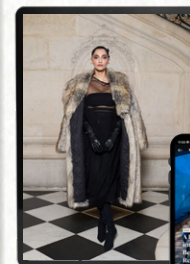
Unique Hotels and Resorts - Bangladesh

Soaltee Hotels - Nepal

ONYX Hospitality Group-
South East Asia

Aitken Spence Hotels - Sri
Lanka

Cinnamon Hotels - John Keells
Hotels Group - Sri Lanka





SOH with its inspiring content, stunning visuals, and business perspectives, reaches the *LEADERS, DECISION MAKERS, INFLUENCERS, STAKEHOLDERS, and ELITE TRAVELLERS.*



CONTENT

SOH aims to be a 360-degree hospitality media solution, delivering inspiring content, networking opportunities, and business insights through integrated channels.

PRINT

Our print edition combines compelling narratives, striking visuals, and in-depth features to explore the intersection of business, people, culture, design, and travel.

VIDEO

Engaging content showcasing the hospitality industry's most inspiring stories, trends, and innovators delivered through sleek, informative, and entertaining video features and interviews.

SOCIAL MEDIA

Bite-sized hospitality insights, trends, and inspiration that will resonate with industry stakeholders and travel enthusiasts alike.

EVENTS

Connecting hospitality's diverse stakeholders through conferences, roundtables, networking receptions, masterclasses, and awards ceremonies, fostering community and driving industry progress.

WHAT WE ARE PASSIONATE ABOUT

- Highlighting the sector contribution to the economy
- Spilling insider secrets
- Honoring visionary leadership
- Tracking trends before they happen
- Demystifying the hospitality landscape
- Taking hospitality beyond the industry
- Expertly curated must-have travel experiences.





COVERS



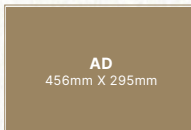


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PRINT

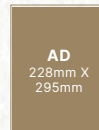
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PRINT SPECIFICATION



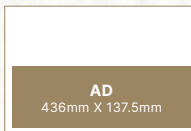
DOUBLE SPREAD AD

Trim - 456mm X 295mm
Bleed - 462mm X 301mm
Live Area - 436mm X 275mm



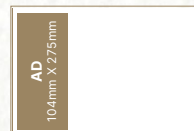
FULL PAGE AD

Trim - 228mm X 295mm
Bleed - 234mm X 301mm
Live Area - 208mm X 275mm



1/2 PAGE SPREAD AD

Trim - 436mm X 137.5mm



1/2 PAGE AD

Trim - 104mm X 275mm

REQUIREMENTS

BINDING METHOD

Perfect Bound

TRIM SIZE

Perfect Bound

LIVE AREA

All type or graphics not intended to trim should be positioned 10mm in from all trim edges

ACCEPTED DIGITAL FILES

- PDF-X1, 30 r, 300% max ink density
- One ad per file only
- Files must be composite (all colours on one page)
- Ad orientation: right reading, portrait mode, no rotations) 100% (actual size)
- Standard trim and bleed marks must be included in all separations

DIGITAL FILE DELIVERY

Please email all the artwork at art@soulinkkworldwidemedia.com



PRINT RATECARD

SIZE/POSITION	RATE (INR)
Single Page	2,00,000
Double Page	3,50,000
1/2 Page	1,50,000
1/2 Page Spread	2,00,000

PREMIUM POSITIONS	
Gatefold	6,00,000
Inside Front Cover	4,50,000
1st Dsp Before Table Of Contents	4,00,000
2nd Dsp Before Table Of Contents	3,75,000
Centre Spread	4,00,000
Single Page Facing Contents	3,00,000
Single Page Facing Editor's Letter/ Masthead/Contributors	2,50,000
Inside Back Cover	3,00,000
Back Cover	5,00,000





SOULINKK 
WORLD-WIDE MEDIA

Passion—fuelled by commitment to excellence

As a media company, Soulinkk sees itself as a crucible of creativity, by creating an atmosphere conducive to imaginative thinking and a spirit of inquiry. It does not matter who is right, but what is right. And we never lose sight of the fact that content reigns supreme.

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