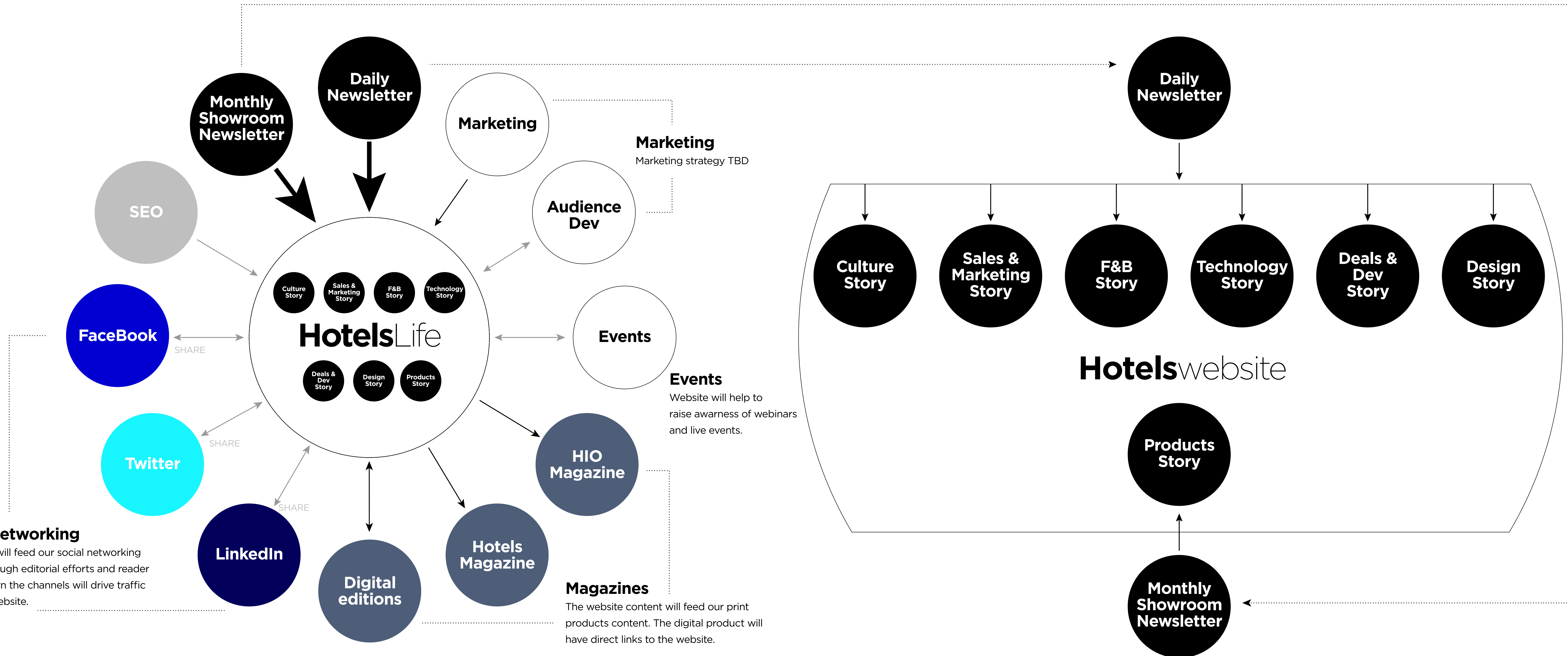


# DRIVING TRAFFIC TO HOTELSLIFE WEBSITE



**Daily newsletter**  
A combination of our two current newsletters, news and blogs. This newsletter will go out daily at 6am unless there is breaking news.

**Showroom newsletter.**  
Content sponsored newsletter that will go out once a monthly and/or in conjunction with a trade show.

**Social Networking**  
The website will feed our social networking channels through editorial efforts and reader sharing. In turn the channels will drive traffic back to the website.

**Magazines**  
The website content will feed our print products content. The digital product will have direct links to the website.