

ST SHORT TERM RZ RENTALZ

Part of the International Hospitality Media portfolio,
ShortTermRentalz provides the news and intelligence for the
fast-growing and rapidly-evolving short term rental industry.

SHORT TERM RENTALZ
JULY 2023 V1.0

Powered by:
 INTERNATIONAL
HOSPITALITY
• MEDIA



WHO ARE INTERNATIONAL HOSPITALITY MEDIA?

International Hospitality Media (IHM) is the number one brand to engage with decision makers in hospitality and real estate. Our 4 multimedia brands: BoutiqueHotelNews.com; ServicedApartmentNews.com; ShortTermRentalz.com and UrbanLiving.News lead their respective sectors with breaking news, comment, trends and opinion across a variety of multimedia solutions.

Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

Boutique Hotel News (BHN) is the leading international brand for the burgeoning boutique, luxury and lifestyle hotel market.

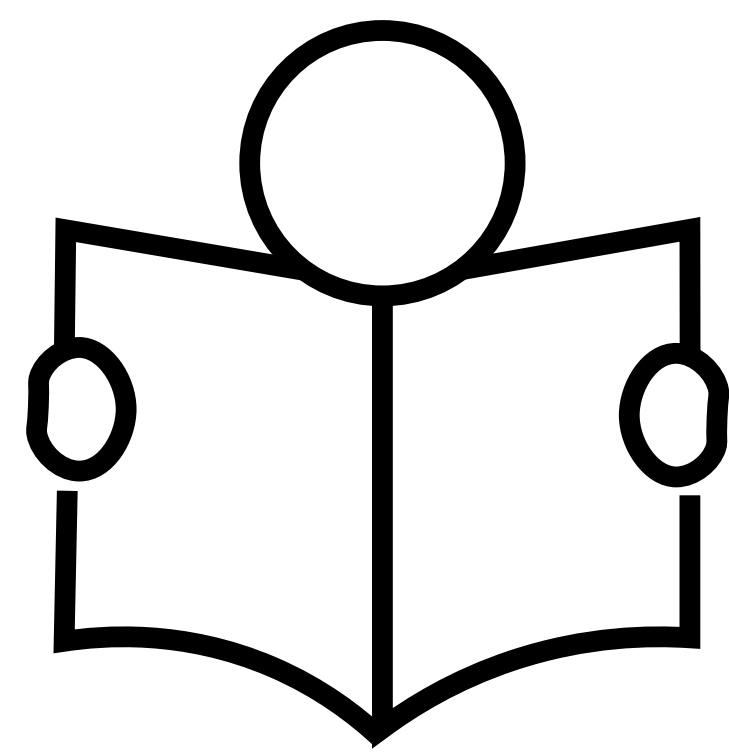
Serviced Apartment News (SAN) launched in 2013, is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

Urban Living News (ULN) is the most recent hospitality and real estate multi-media b2b platform, launched in April 2022. It was created in response to the increasingly blurred lines between asset classes within urban development. Sectors include but not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more. The platform focuses on the convergence of these markets rather than covering the sectors in isolation, and keeps you up to speed with the rapidly evolving ways in which we stay, live and work.

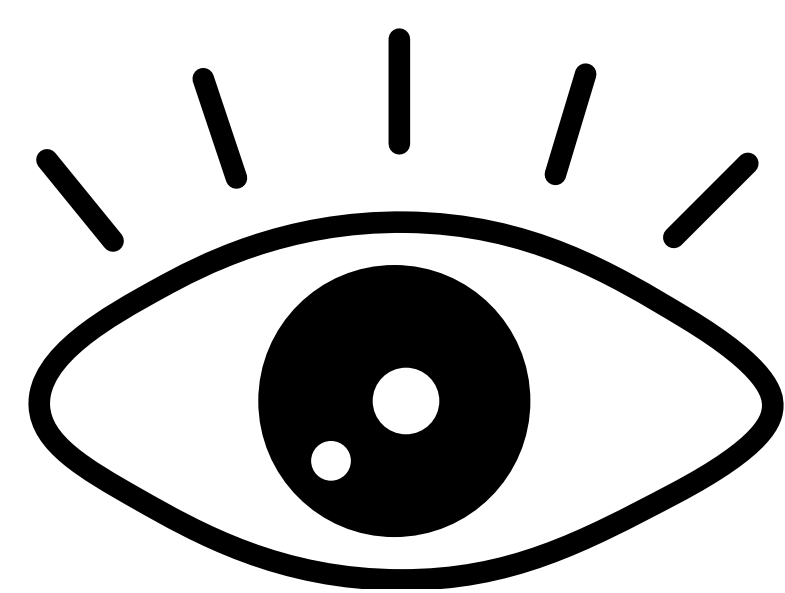
Media Brands:



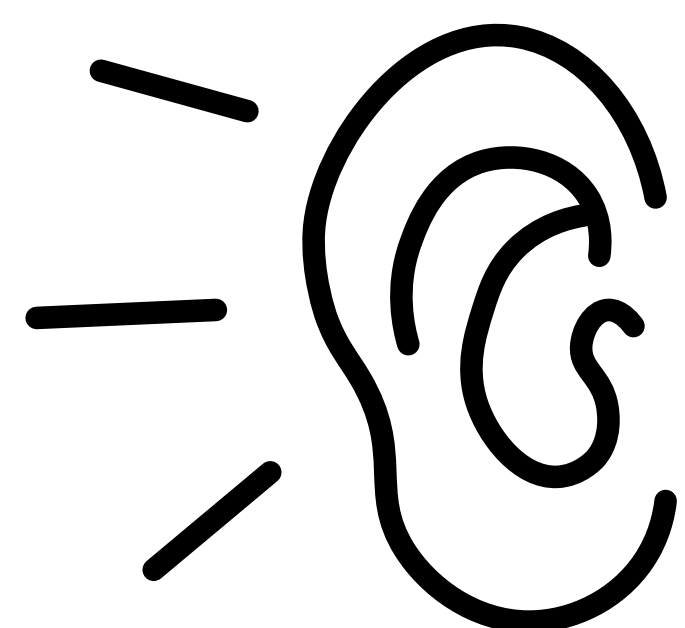
READ



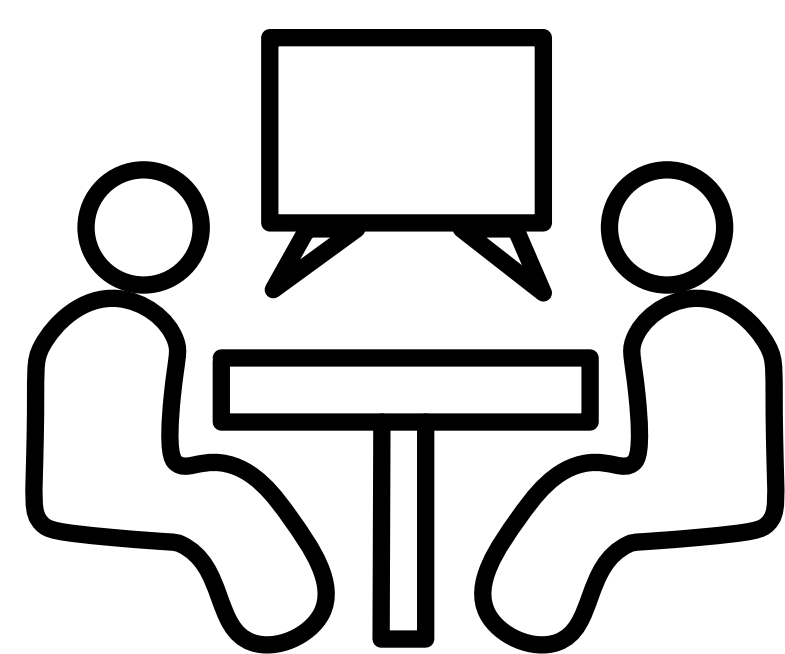
WATCH



LISTEN



MEET



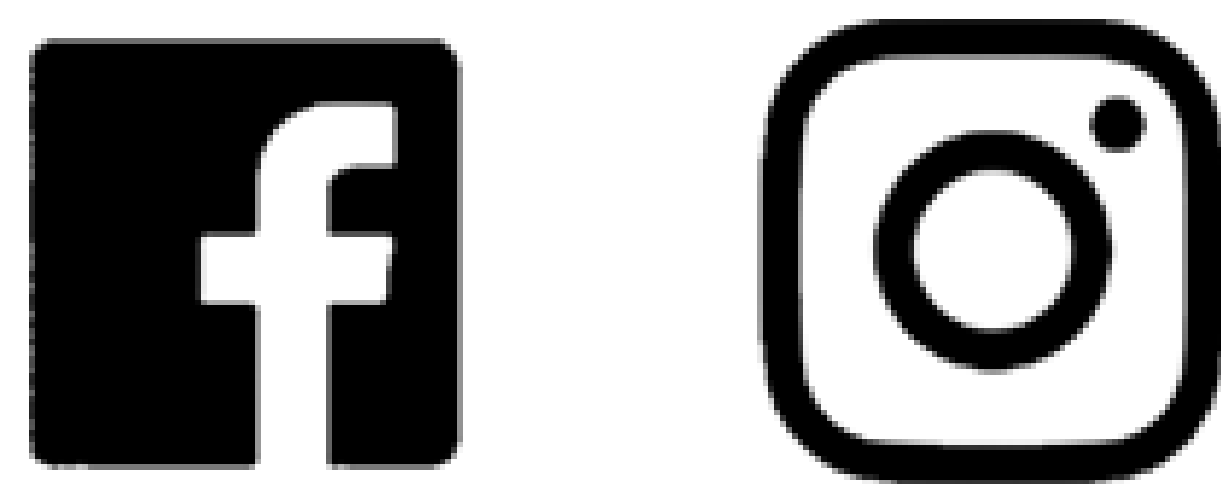
OUR STATS AND AUDIENCE INSIGHTS

Website stats	E-newsletter subscribers	Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email audience
<div>27, 735</div> <div>Av visitors per month</div> <div>33, 447</div> <div>Av sessions per month</div> <div>46, 537</div> <div>Av page views per month</div> <div>* (All figures calculated July - Dec 2022 Inclusive)</div>	<div>18, 000+</div> <div>opt-in subscribers to our weekly e-newsletter (including suppliers to the industry)</div> <div>Database is 100% opt in and GDPR compliant</div>	<div>28.5%</div> <div>Average open rate (figures taken from email campaigns from Q3/Q4 2022)</div>	<div>UK</div> <div>US</div> <div>Canada</div> <div>Germany</div> <div>France</div>	<div>41%</div> <div>Operators / property managers</div> <div>11%</div> <div>Developers / owners</div> <div>13%</div> <div>Investors and lenders</div> <div>35%</div> <div>Other (service providers, advisors, media ect)</div>	<div>53%</div> <div>view us on desktop</div> <div>47%</div> <div>view us on a mobile device (including tablets)</div>	<div>35%</div> <div>of our e-mail audience are C-Suite, Director or Owner level -making the decisions</div> <div>59%</div> <div>of our e-mail audience are mid-senior management level -influencing the decisions</div>

SHORT TERM RENTALZ IN NUMBERS



3,100+



1,100+

Followers on Facebook and Instagram



40+



43+

Webinars



3,750+

Followers and Members on LinkedIn



200+

Video interviews



3,050+

News stories and growing daily



270+

Features



HOW CAN YOU WORK WITH US?



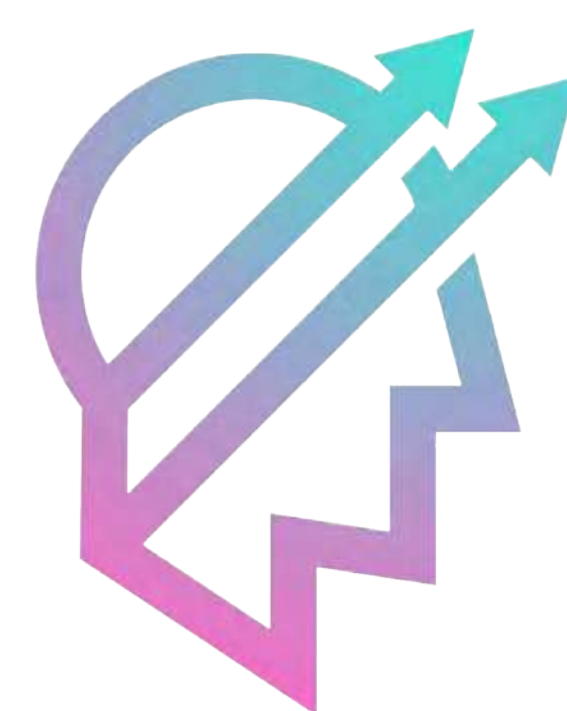
In Person

The
SHRTYZ

Skift

SHORT-TERM
RENTAL SUMMIT

URBAN LIVING
FESTIVAL *Insights Series*
STAY • LIVE • WORK



**FEED YOUR
MIND**
SESSIONS



Digital



- Podcasts
- Web Banners
- Social Media
- Solus HTMLs
- E-newsletter sponsorship



Content

- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



PAUL STEVENS

Paul joined IHM in September 2018 and was promoted to editor of ShortTermRentalz.com in August 2020. As a multimedia journalist, Paul provides all of the latest news, opinion and intelligence from across the global short-term / vacation rental industry, including news stories, features, video interviews, podcasts and webinars, and has been integral in the continued growth of the platform. Paul played a key role in establishing The Shortyz Awards in March 2020, the leading awards ceremony for the short-term rental industry.

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ShortTermRentalz's Post



ShortTermRentalz
1,731 followers
9mo

[Promo feature] with [Touch Stay](#)

How to get the most out of vacation rental industry conferences.
Read it here: <https://lnkd.in/emXp3yxG>



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Like Comment Share





IN-PERSON FOCUS

The Shortyz Awards

The original annual awards for the Short Term Rental/Vacation rental industry, now in its fourth year and aims to recognise excellence in the industry, highlight innovation and best practice, reward achievement and celebrate start-up technology.

from £5,995 +VAT

Short Term Rental Summit

Discover the future of short-term rentals with those in the know. Hosted in association with Skift, it's where the leading minds of short-term rentals come together to share their visions for the future and strategies for success in a dynamic one-day format. It's also a golden opportunity to network with the investor community as we connect you to the capital.

from £2,995 + VAT

Urban Living Insights

Bespoke 1/2 Day events for urban innovators and investors at the cutting edge of contemporary hospitality, real estate and living.

from £4,950

Feed Your Mind

Co-hosted thought leadership events in a (breakfast, lunch or dinner 'dine and learn' format.) Let us plan and organise curating the topics, formats and guest lists in line with your business objectives and goals.

£7,495 (inc venue and F&B)

Please enquire for more info on specific events.



“Such a cool event and a great chance for our industry to come together.”

*Tim Rosolio, VP of vacation rental partner success, Expedia Group
Speaking about The Shortyz Awards*

“ALTIDO has found ShortTermRentalz.com an excellent partner. We have activated both digital and offline campaigns and are really pleased with the results.”

Will Parry, CEO and Co founder ALTIDO

“We love working with the team at IHM. Whether it’s the Shortyz, marketing or webinars, they always deliver a professional service and are at the very heart of the Short Term Rental industry.”

Sally Henry, VP Business Development, EMEA, KeyData Dashboard

“I attend a lot of your webinars and today’s session on ESG was really good. I’m currently putting together a Situ Supplier ESG programme and there was some really helpful content in the webinar. Everyday, business applicable related practical content. Thank you.”

Seth Hanson, Head of Supply Chain, Situ

“Our marketing spend with ShortTermRentalz.com has grown year on year - they really have engaged audiences and deliver the results for us!”

Suzanne Luscombe, Business Development Director, Opago





DIGITAL FOCUS



Webinar Sponsorship

Position your brand as the thought leader by sponsoring our industry leading webinars.

At IHM we have delivered over 300 webinars, attracting high calibre C-suite panellists and attendees, and over 25,000+ registrations.

Webinar session sponsorships available from
£1,995 + vat
(as part of the series)

Webinar series sponsorships available from
£7,495 + vat



Website Advertising

Web banner available from
£395
per month + vat

Web MPU available from
£250
per month + vat

Video pre-roll sponsor available from
£750
per month + vat



Solus HTML e-shots

Send bespoke HTML e-shots to our engaged audiences - with your brand/ product/service front of mind.

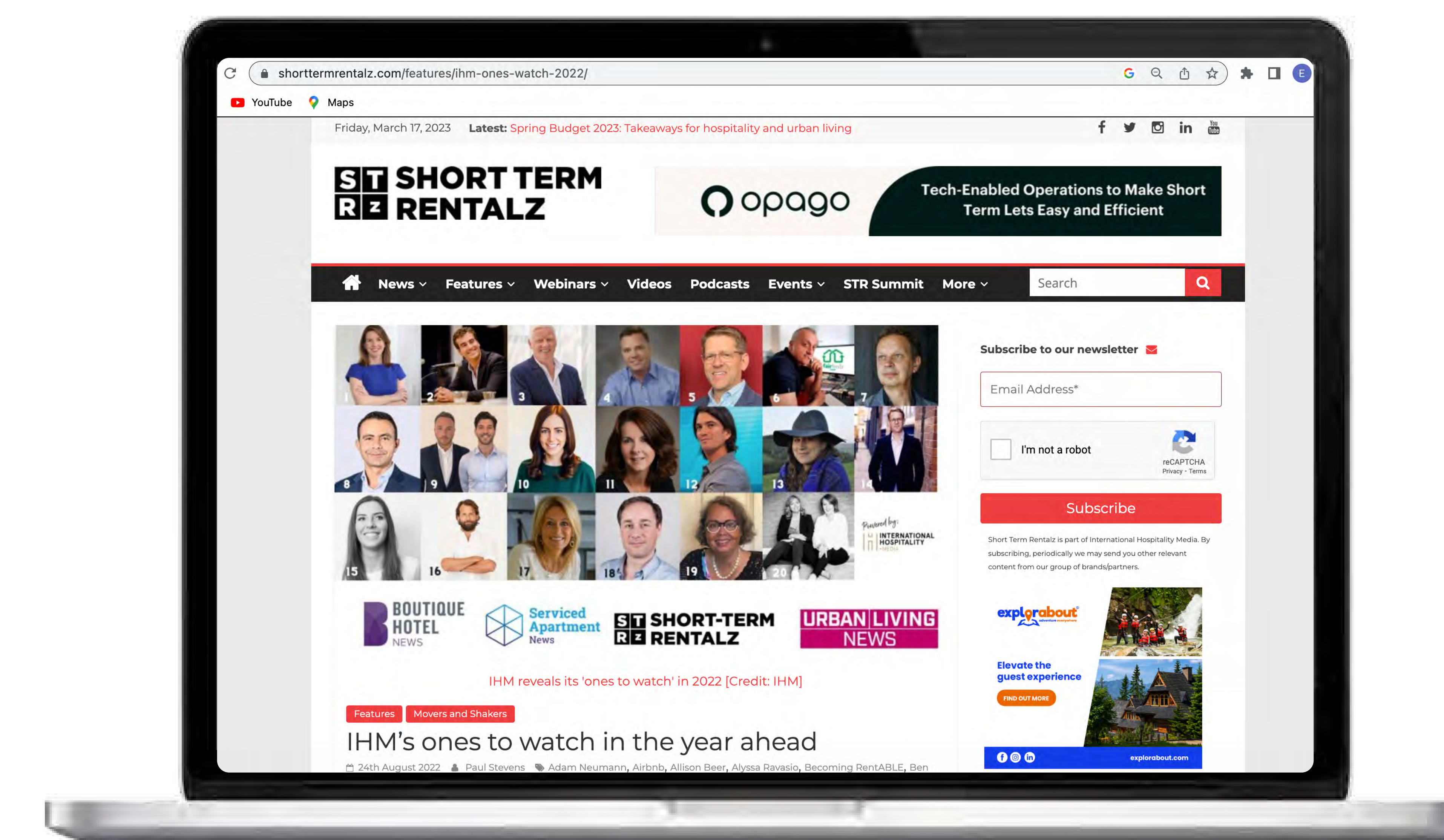
available from
£995 + vat



E-newsletter sponsorships

Feature in our weekly e-newsletters with a prominent banner driving traffic to your websites.

available from
£150 + vat





CONTENT FOCUS



Sponsored content

Produce an editorial article/advertorial piece of 700-1,500 words + up to 2 images or a 1 minute 30 second video and 200 words.

Native advertising is a great way to capture your audience's attention.

All content will be marked as ADVERTISEMENT FEATURE.

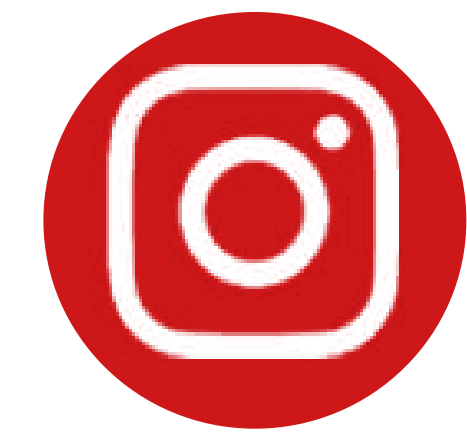
£995 + vat
(per article/feature)



Fully hosted webinars

IHM offers the opportunity to host all your webinar requirements, professionally managed, marketed, planning (seeking speakers and agenda creation), produced and moderated and broadcast in line with your goals.

available from
£3995 + vat



Social Media Engagement

Let us run a social media campaigns on your behalf using our combined audiences across LinkedIn, Facebook, Twitter and Instagram of over 52,000, to engage the right audience to showcase and align your brand with. Talk to us to cut through the noise.

Bespoke Packages £POA



Research

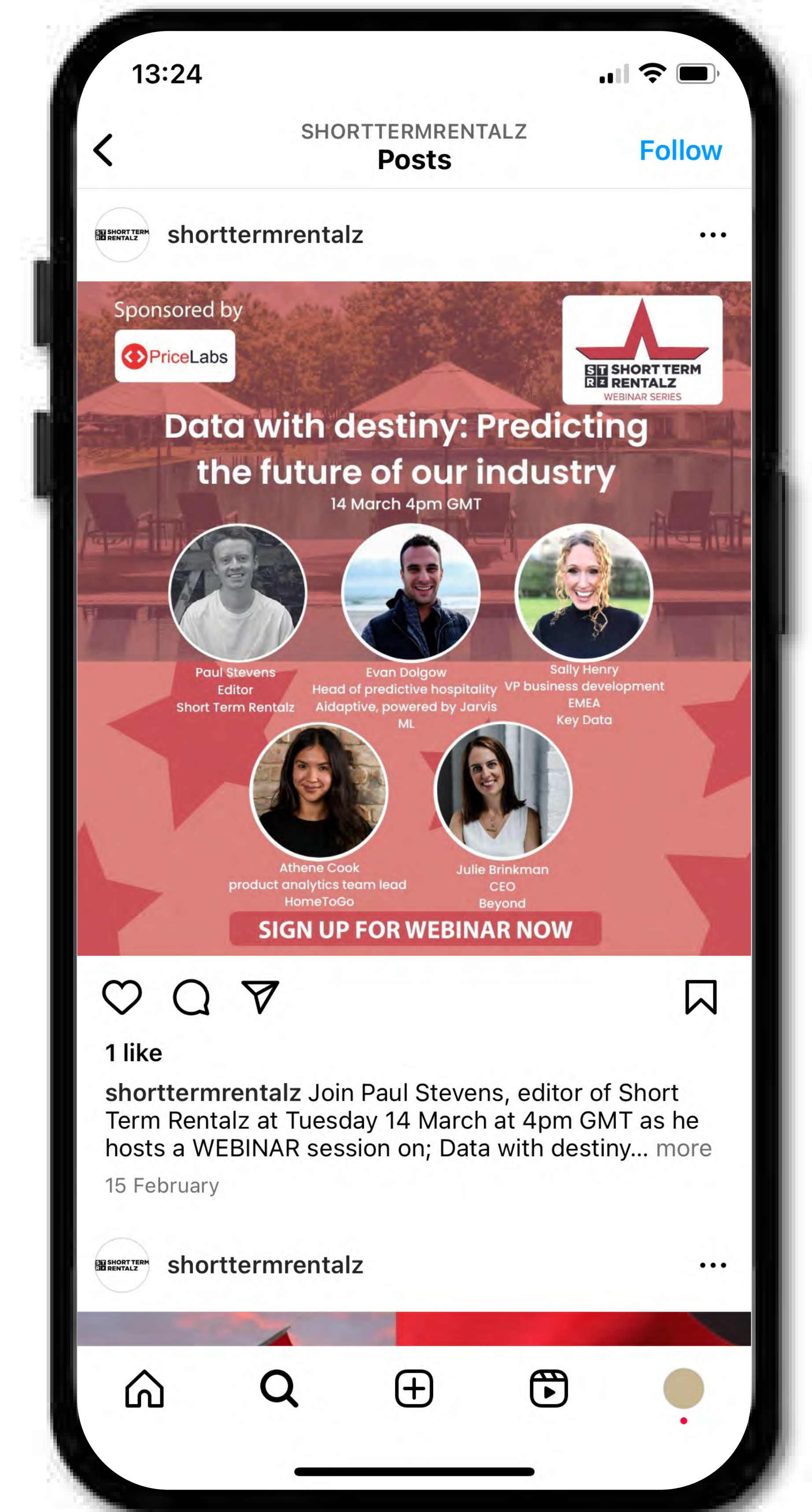
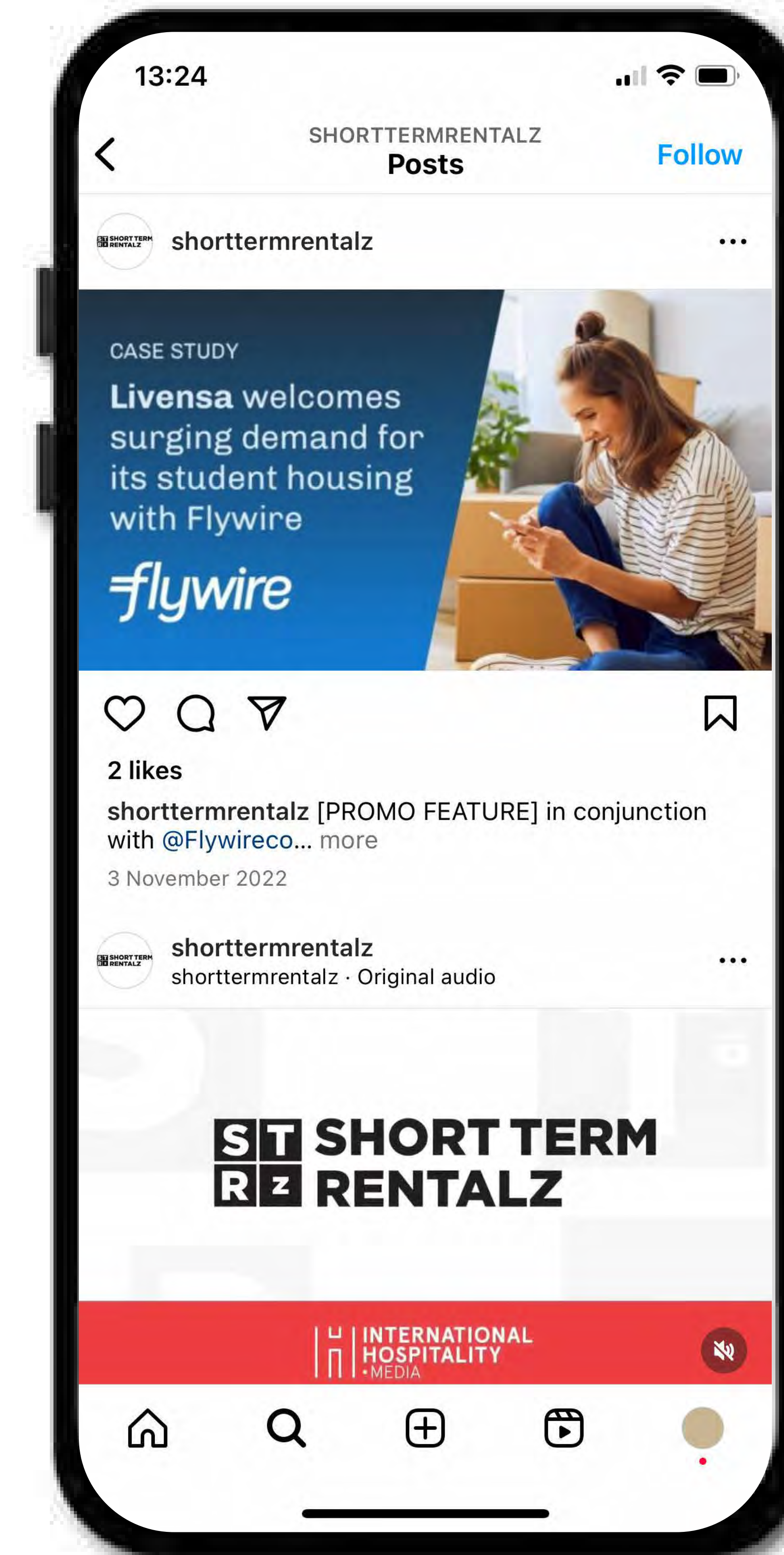
Informed content that connects your brand to the most influential audiences in hospitality and real estate.

Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

- > Content
- > Research
- > Event Services

Bespoke Packages £POA

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INTERESTED? CONTACT US NOW

Let us help build your bespoke marketing campaigns to help exceed your business goals. Whether the focus is elevating brand awareness, engaging content and thought leadership or lead generation opportunities, our digital audiences and IRL events provide the perfect opportunity to reach your desired audience, and ultimately do more business!



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