

BOUTIQUE HOTEL NEWS

Powered by:
**INTERNATIONAL
HOSPITALITY**
• MEDIA

Part of the International Hospitality Media portfolio, Boutique Hotel News is the leading international brand for the boutique, luxury and lifestyle hotel market.



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.

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.

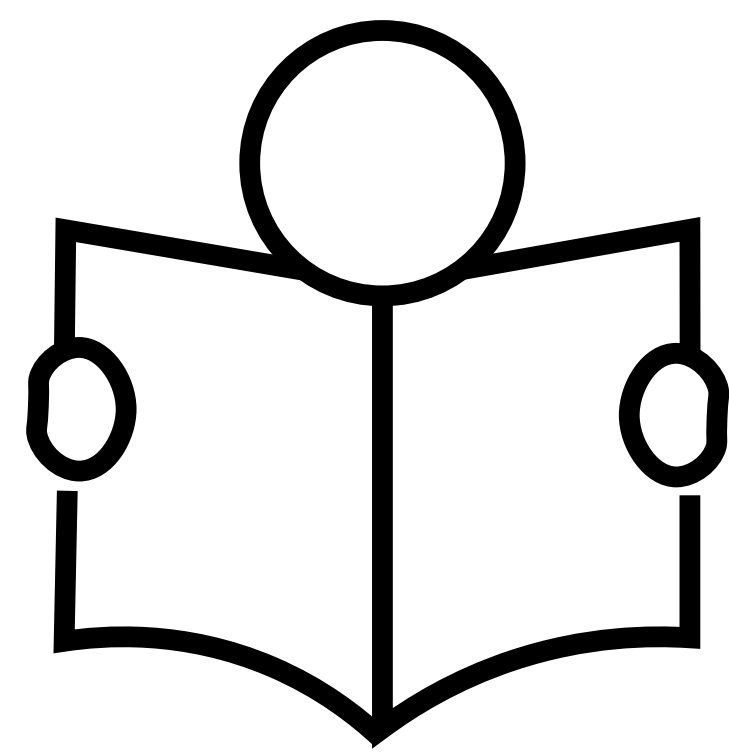
Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

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.

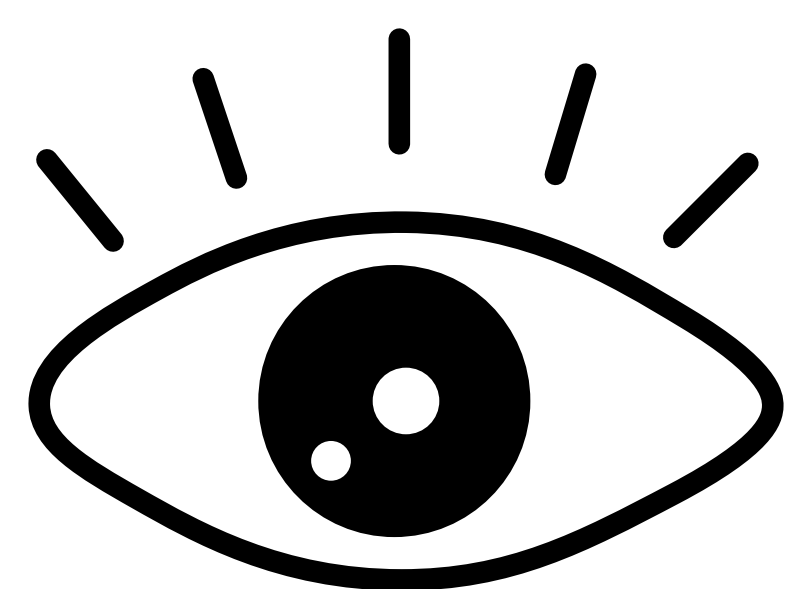
Media Brands:



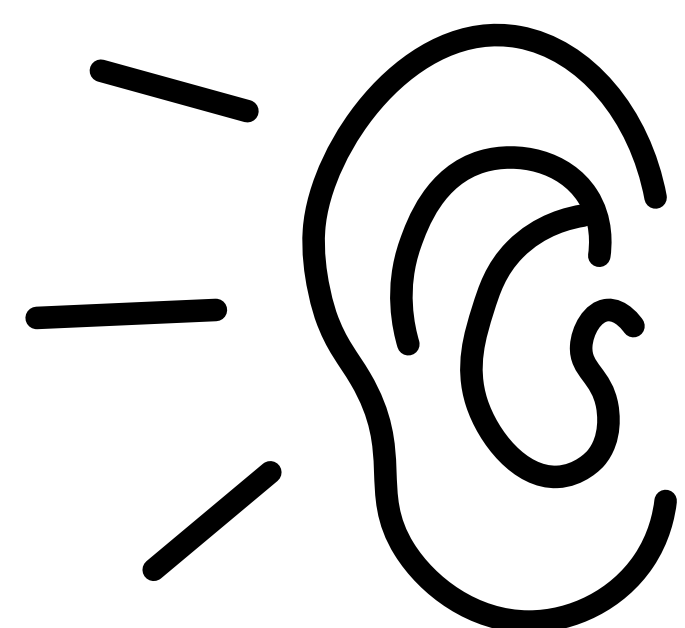
READ



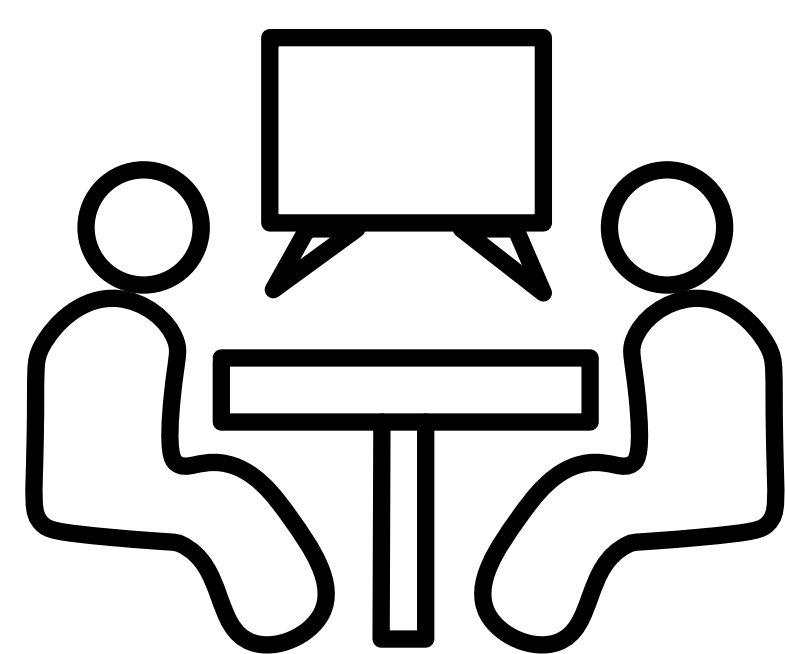
WATCH



LISTEN



MEET



BOUTIQUE HOTEL NEWS STATS AND AUDIENCE INSIGHTS

Website stats	E-newsletter subscribers	Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email audience
<div>13, 232</div> <div>Av visitors per month</div> <div>15, 123</div> <div>Av sessions per month</div> <div>26, 995</div> <div>Av page views per month</div> <div>* (All figures calculated July - Dec 2022 Inclusive)</div>	<div>16, 500+</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>24.05%</div> <div>Average open rate (figures taken from email campaigns from Q3/Q4 2022)</div>	<div>UK</div> <div>US</div> <div>China</div> <div>Germany</div> <div>India</div>	<div>45%</div> <div>Operators / property managers</div> <div>18%</div> <div>Developers / owners</div> <div>16%</div> <div>Investors and lenders</div> <div>21%</div> <div>Other (service providers, advisors, media ect)</div>	<div>64%</div> <div>view us on desktop</div> <div>36%</div> <div>view us on a mobile device (including tablets)</div>	<div>33%</div> <div>of our e-mail audience are C-Suite, Director or Owner level -making the decisions</div> <div>61%</div> <div>of our e-mail audience are mid-senior management level -influencing the decisions</div>

BOUTIQUE HOTEL NEWS IN NUMBERS



14,000

Followers on Twitter



2,300+

Followers on Facebook and Instagram



48+

Podcasts



47+

Webinars



15,200

Followers and Members on LinkedIn



209+

Video interviews



4,708+

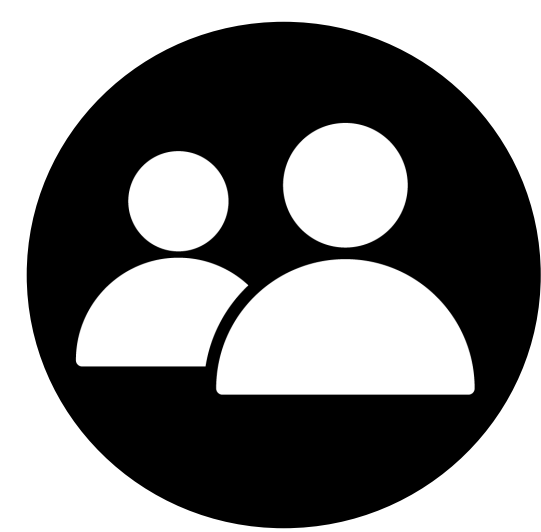
News stories and growing daily



489+

Features

HOW CAN YOU WORK WITH US?



In Person



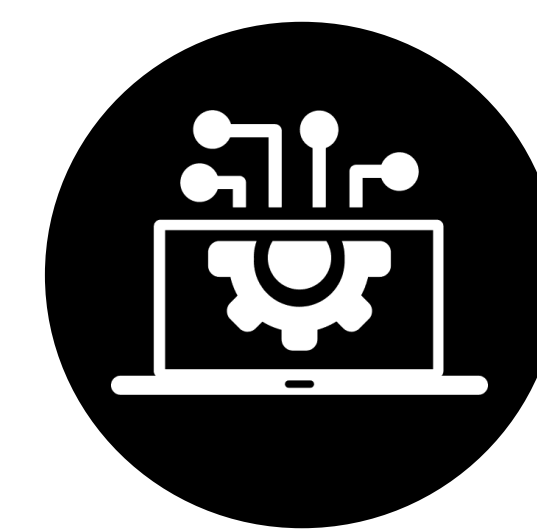
**FEED YOUR
MIND**
SESSIONS

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

**SERVICED
APARTMENT
AWARDS**

RECHARGE

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



Digital



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



Content

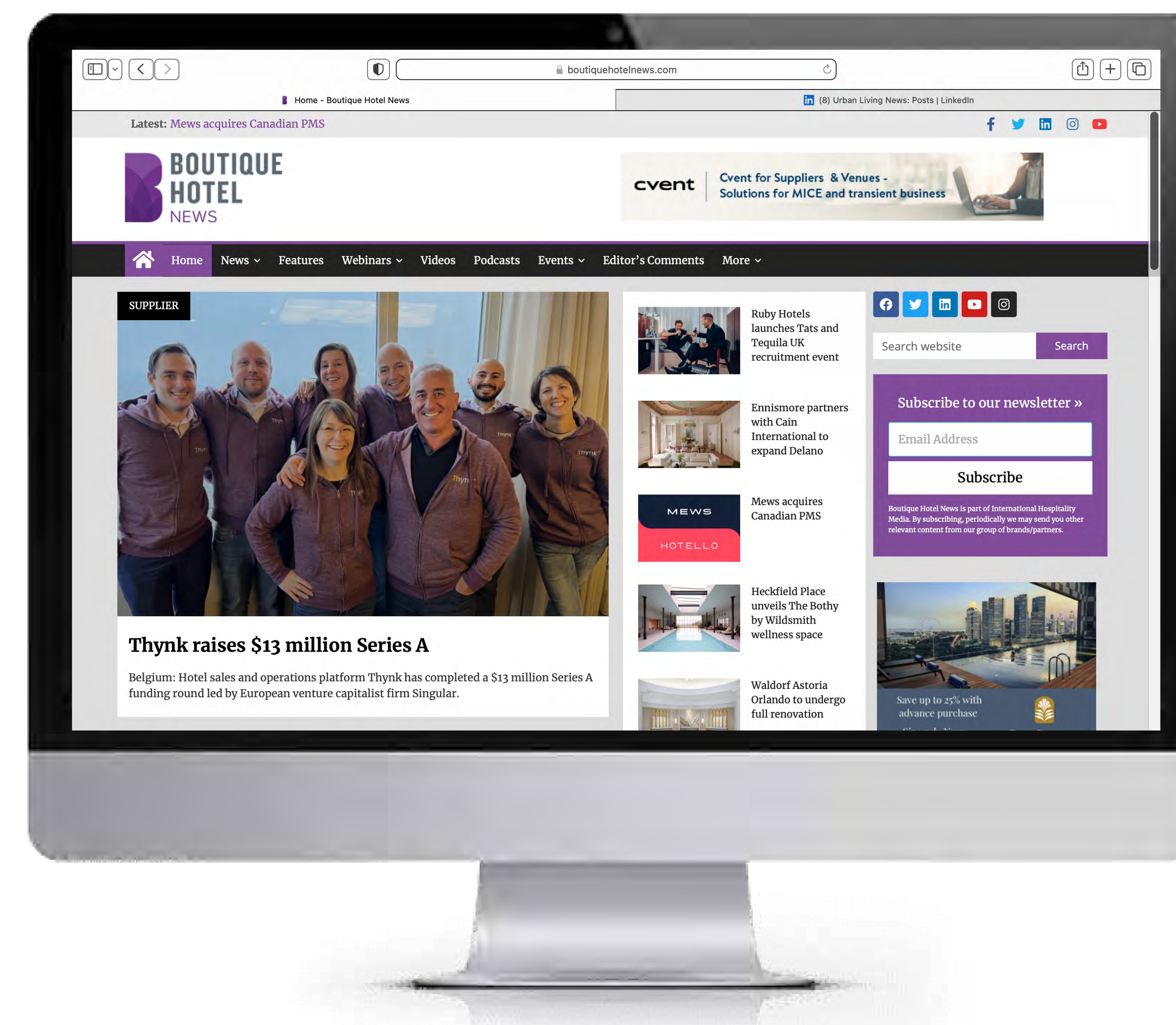
- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



ELOISE HANSON

Eloise joined IHM in September 2019 as reporter for Boutique Hotel News and was promoted to editor in January 2022. As a multimedia journalist covering the global boutique, lifestyle and luxury hotel industry, Eloise spearheads BHN's webinar and podcast series and contributes to daily news articles, a weekly e-newsletter and monthly features.

eloise@internationalhospitality.media



Master your go-forward strategy with insights from STR & Cvent

[Register now](#)

Hello,

As the industry evolves, hotels need to know how to appeal to buyers and understand where to invest time and money for the most impactful and profitable return.

With that in mind, we're back with our partner STR, a global leader in hospitality market intelligence, to bring you the latest market trends, buyer insights, and tools to help you maximise your MICE & transient business.

Date: 5th June 2023

Time: 11 am BST | 12 pm CEST

Here's what you'll gain from the event:

- Recent market data from STR on the current state of business the 2024 outlook
- Insights on key European markets and actionable takeaways for your sales teams
- Cvent solutions to help you find new efficiencies at your property to help your revenue grow





IN-PERSON FOCUS

Feed Your Mind/ Thought Leadership

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)

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

Serviced Apartment Awards

The Serviced Apartment awards are the original annual awards for the global serviced apartment, apart-hotel, extended-stay and short term rental industry! The awards have grown year on year, even during the pandemic and recognise excellence at individual and corporate level and provide the perfect opportunity for the industry to meet.

from £4,995

Recharge

Is for forward thinking hospitality and real estate leaders with purpose. A unique event that encourages a new way of thinking: if you're happy to challenge the status quo positively and are prepared to look at doing business' differently - it's for you! RECHARGE promises an intense focus on collaboration and debate, bursting with innovation and 'personality.'

£9,950

Urban Living Festival

The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.

from £9,950

Please enquire for more info on specific events.



“Boutique Hotel News covers the topics I need to keep informed about – it’s a must read for me.”

David Taylor, CEO, Lore Group

“We have had the privilege of co-hosting two feed your mind sessions, with leaders in hospitality and real estate at our Bermonds Locke and Buckle Street studio venues in the past 12 months. Not only was the discussion relevant and informative, the calibre of guests were exceptional, and all were highly engaged and hopeful for the future of hospitality. We look forward to working with IHM in the future and want to express our appreciation for their support of our team, brands and the wider industry.”

Eric Jafari, Chief Development Officer/Creative Director - Edyn Group

“I’ve known the Boutique Hotel News team for more than a decade. During this time, we have grown our business to more than 100 boutique and luxury hotels in our Bespoke collection so we follow BHN with keen interest and are avid readers of the weekly e-newsletter.”

Robin Sheppard, President, Bespoke Hotels

“Boutique Hotel News has played a key role in supporting L+R Hotels’ growth in 2023, specifically in highlighting its launch of The Mole Resort, Devon - L+R Hotels’ first venture in the exciting luxury holiday lodge market.

Notably, the webinar series explores relevant industry topics and the BHN team do a tremendous job of pulling it all together. We really enjoyed participating in the webinar series, and received meaningful insights and exposure in return.”

Desmond Taljaard, Managing Director, L + R Hotels

London Rock Partners wanted to reach a wider audience as we entered our second year of trading and decided to partner with International Hospitality as a sponsor for the BHN webinars. The topics are always super relevant, and the audience is wide across all areas of hospitality. The engagement with attendees post the webinars was great and we would 100% sponsor again. A great use of marketing budget if you are in the hospitality space.

Clare Anna, London Rock Partners





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



Podcast Sponsorship

Showcase your business and engage with our thought-provoking content including interviews, debates, opinion and first class thought-leadership across the various markets in digestible bite-size chunks.

BHN has an established podcast series, hosted on our website and distributed on soundcloud (available via Apple, Spotify etc) to amplify your reach.

2 x podcasts available from
£995 + vat
(live reads and sponsored ads)



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.

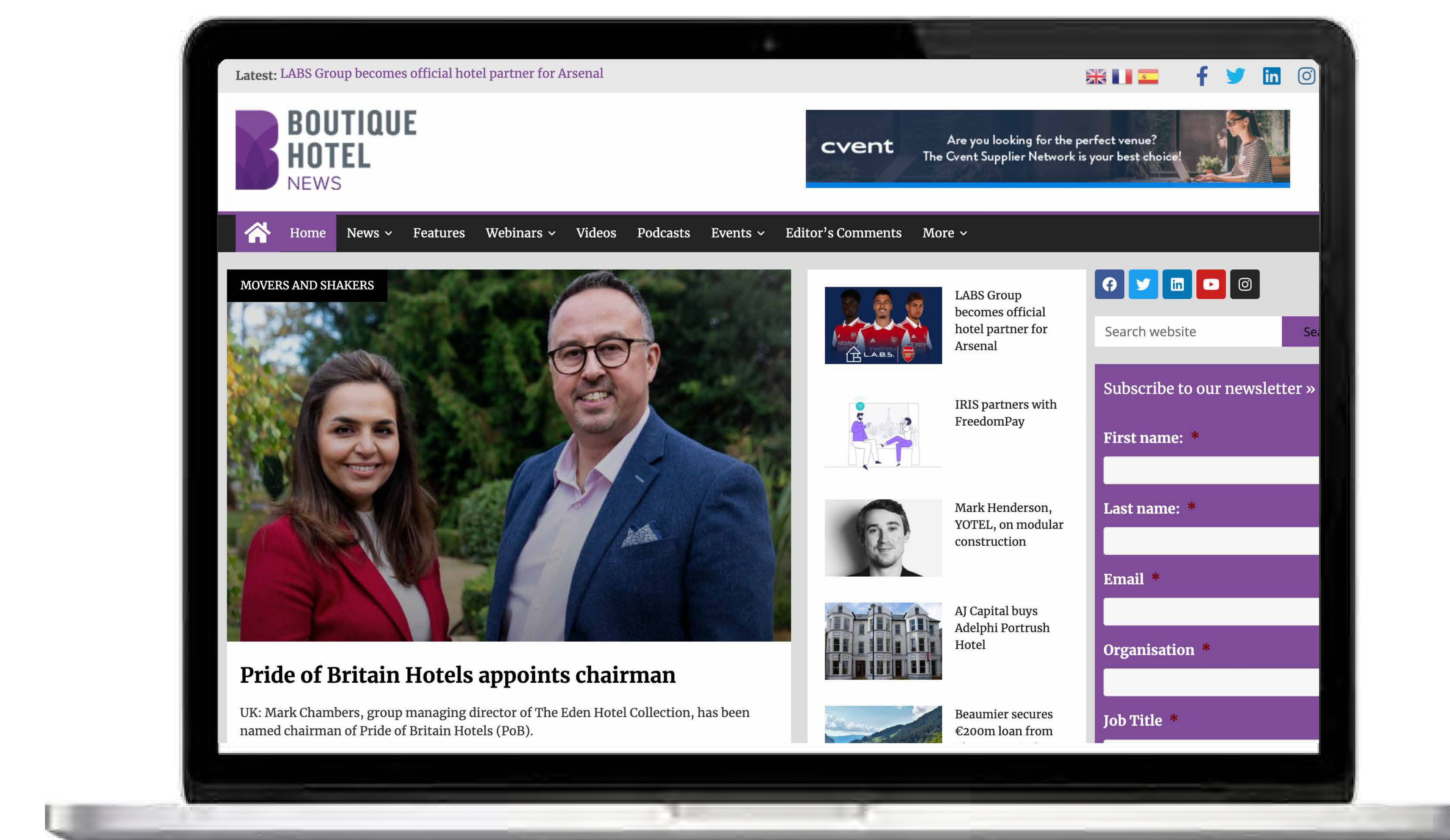
available from
£995 + vat



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
£4995 + 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.

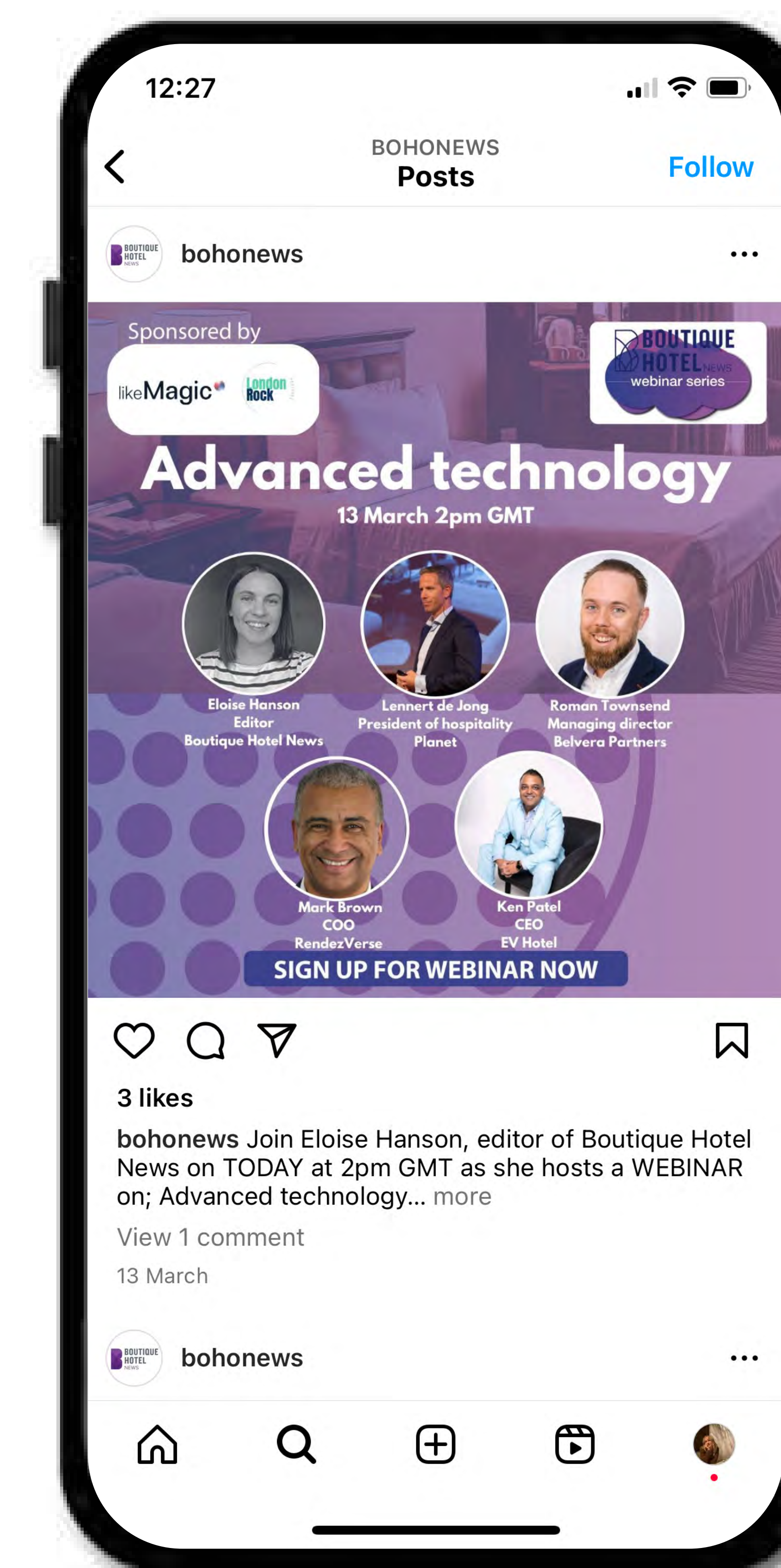
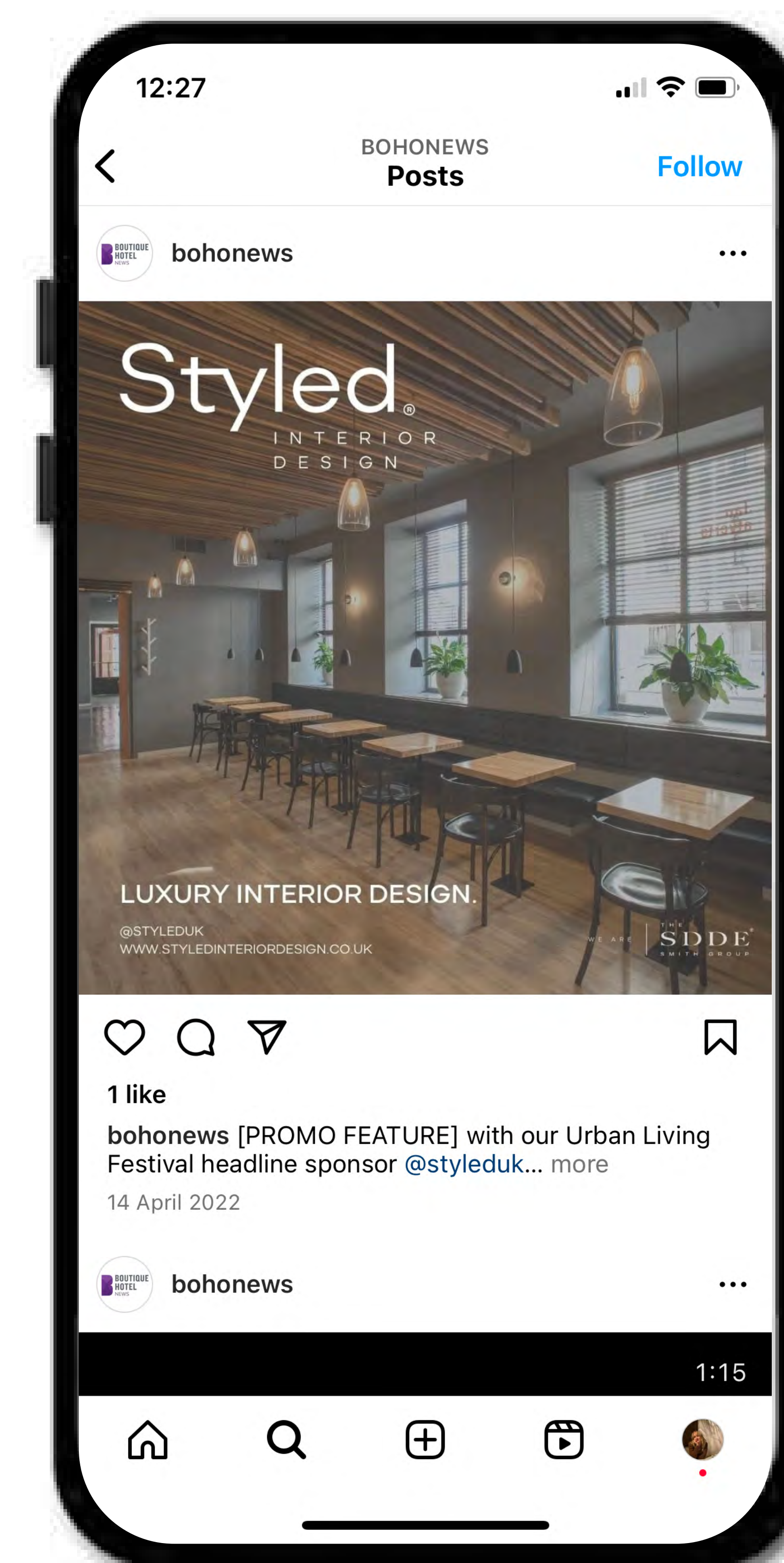
Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

- > 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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