



Serviced Apartment News

Part of the International Hospitality Media portfolio, Serviced Apartment News is the number one news platform for the global serviced apartment, apart-hotel and extended stay sectors.



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.

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

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

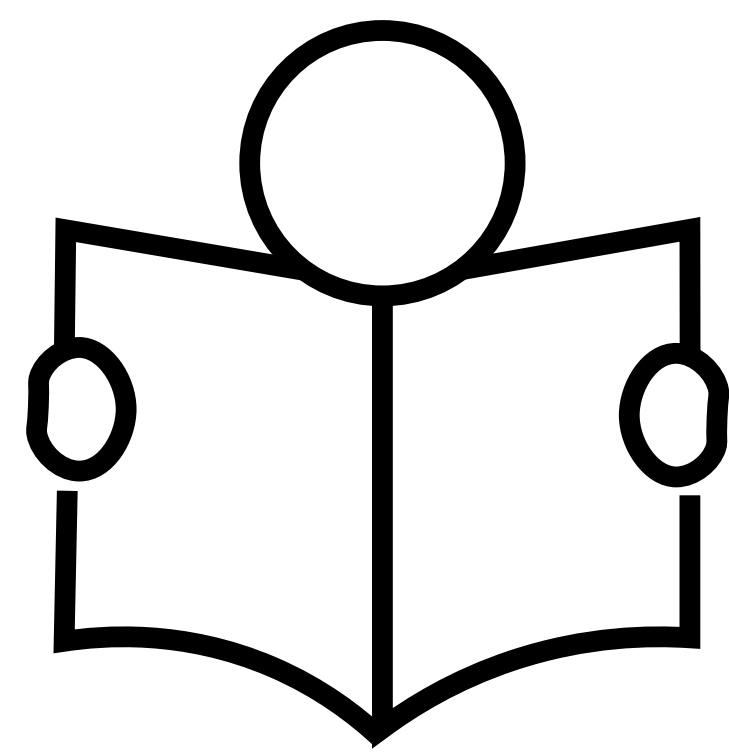
Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

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.

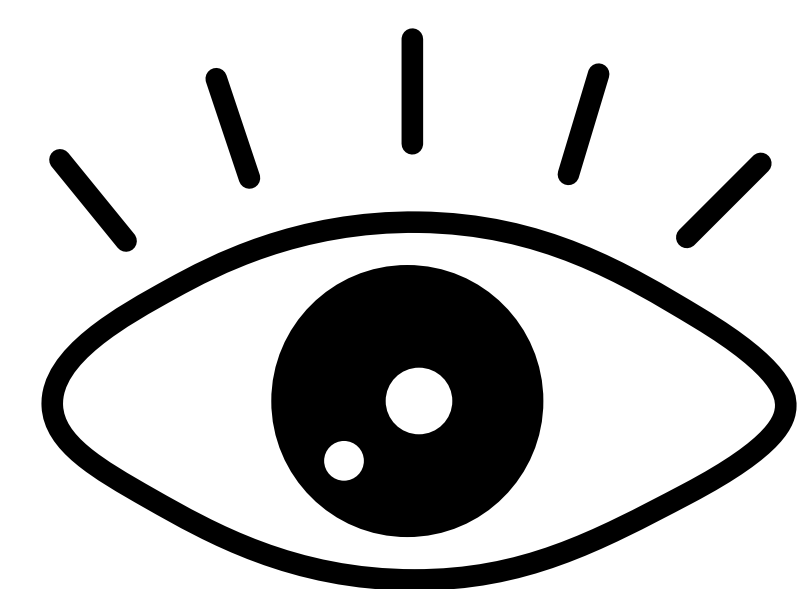
Media Brands:



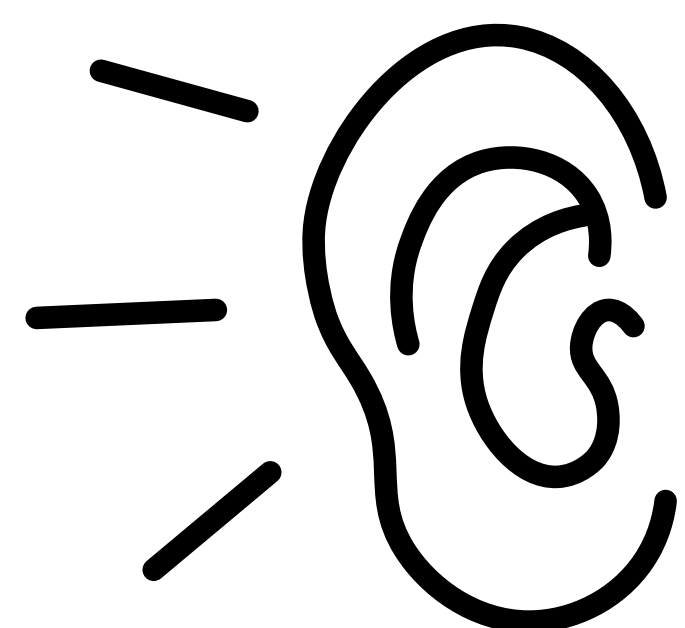
READ



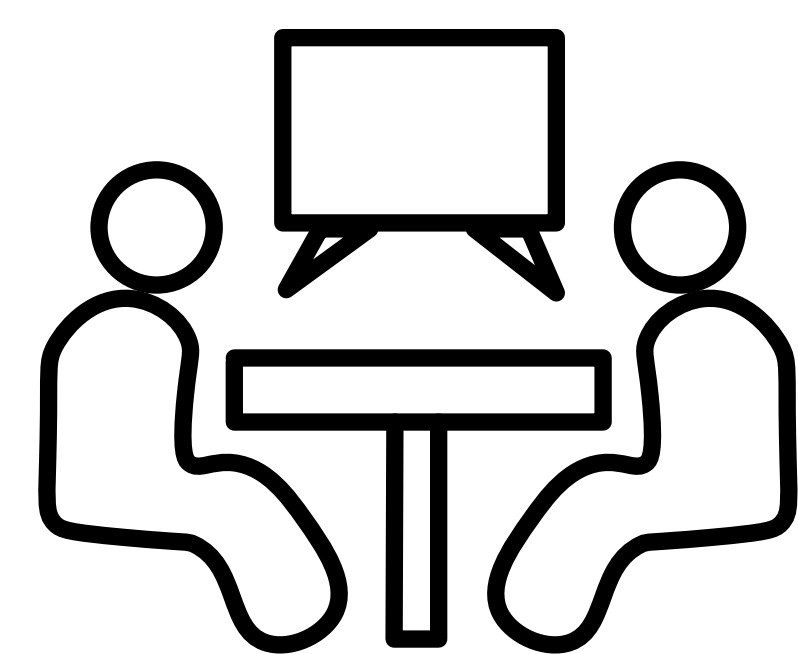
WATCH



LISTEN



MEET



OUR STATS AND AUDIENCE INSIGHTS

Website stats	E-newsletter subscribers	Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email audience
11, 189 Av visitors per month	9, 000+ opt-in subscribers to our weekly e-newsletter (including suppliers to the industry) Database is 100% opt in and GDPR compliant	24.05% Average open rate (figures taken from email campaigns from Q3/Q4 2022)	UK US Singapore India Netherlands	49% Operators / property managers 19% Developers / owners 17% Investors and lenders 15% Other (service providers, advisors, media ect)	58% view us on desktop 42% view us on a mobile device (including tablets)	38% of our e-mail audience are C-Suite, Director or Owner level -making the decisions 58% of our e-mail audience are mid-senior management level -influencing the decisions

* (All figures calculated July - Dec 2022)

SERVICED APARTMENT NEWS IN NUMBERS



5,100+



1,800+

Followers on Facebook and Instagram



41+



29+

Webinars



2,900+

Followers and Members on LinkedIn



286+

Video interviews



4,758+

News stories and growing daily



307+

Features



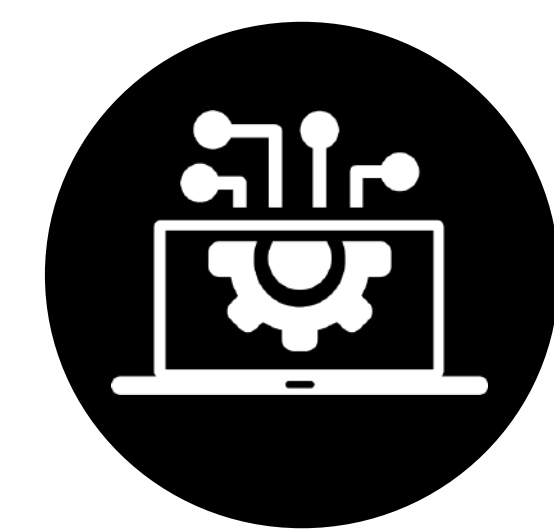
HOW CAN YOU WORK WITH US?



In Person



FEED YOUR
MIND
SESSIONS



Digital



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



Content

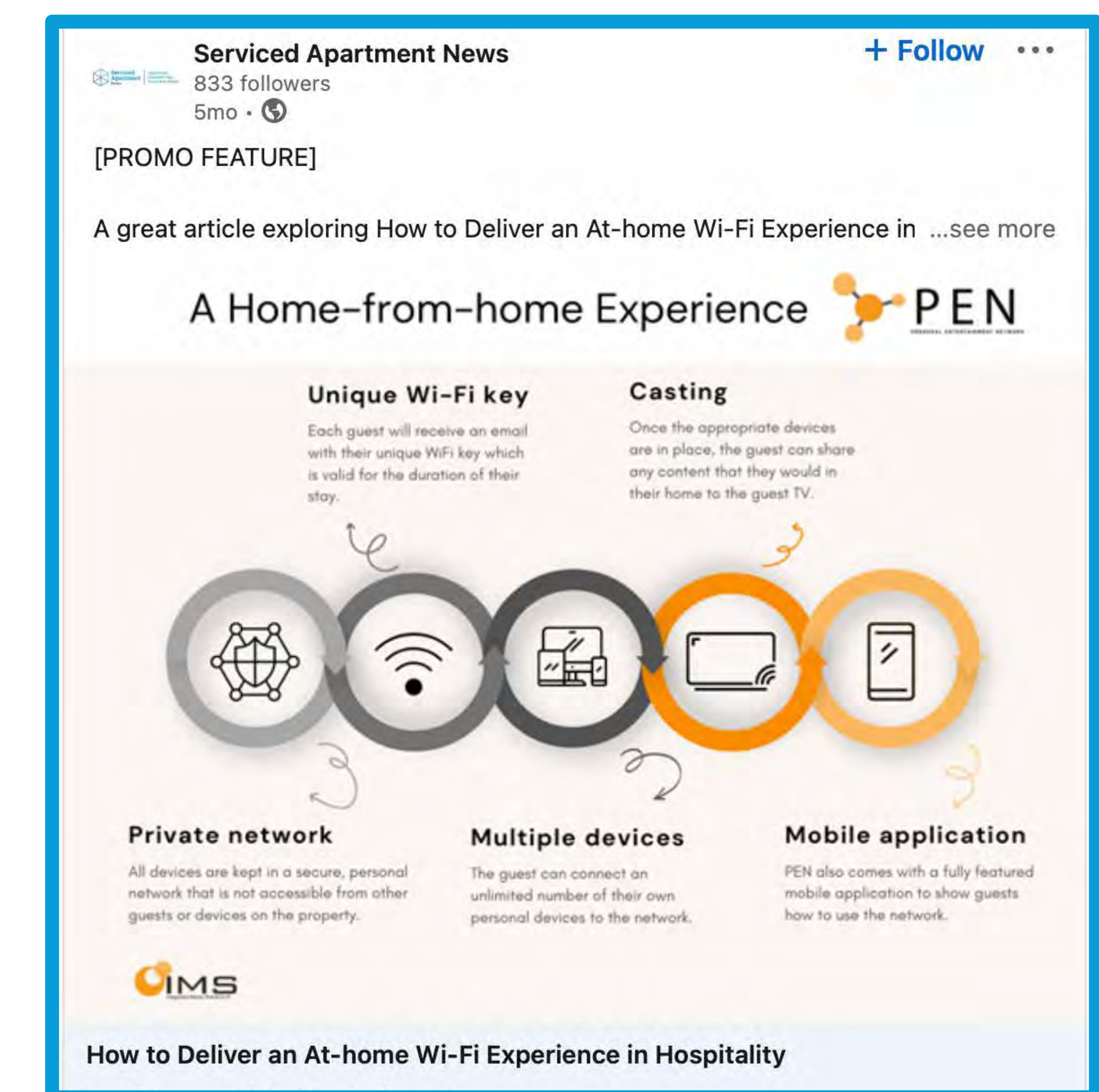
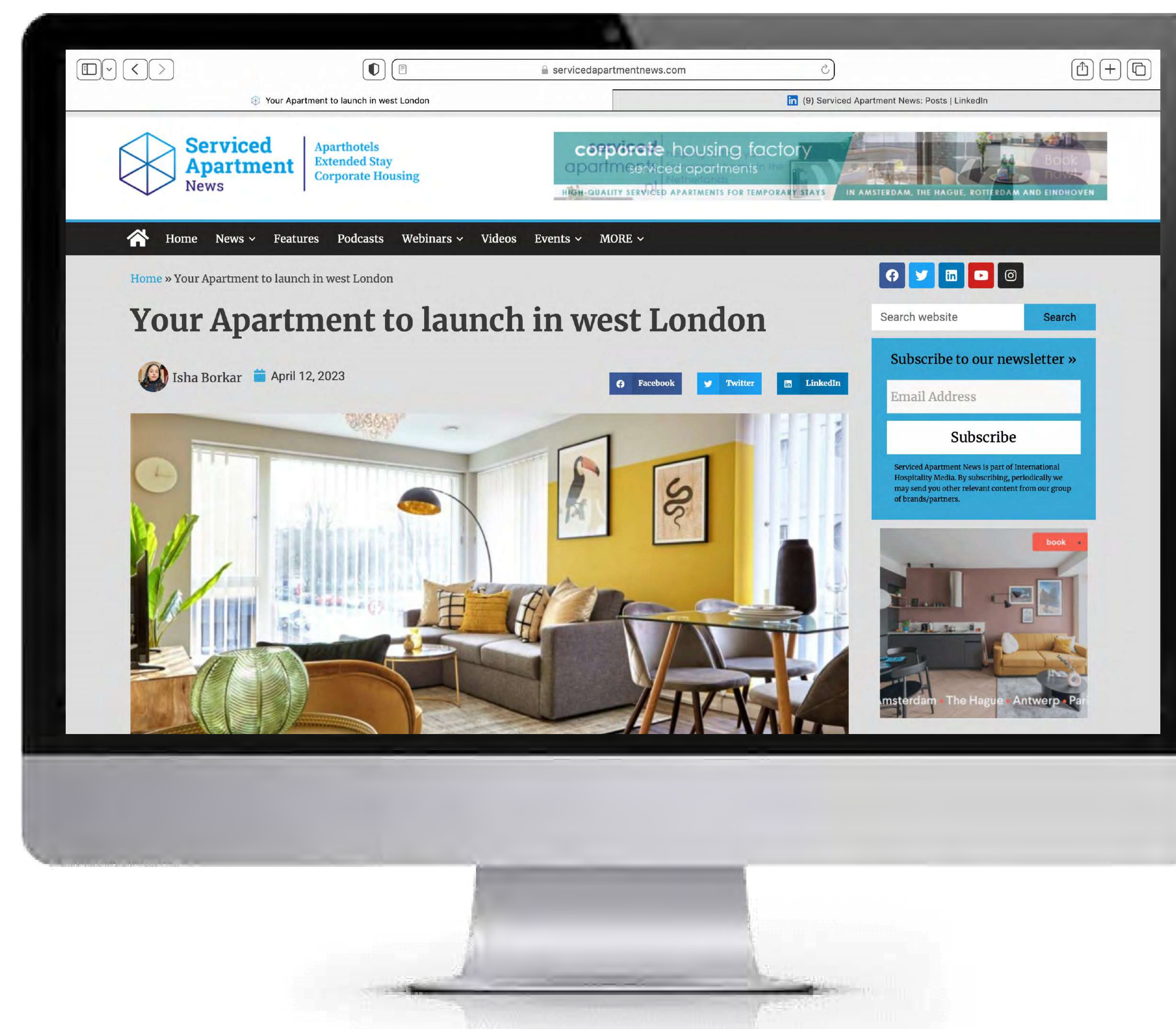
- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



GEORGE SELL

George is the editor of Serviced Apartment News, the only dedicated online news and information resource for the serviced apartment, aparthotel and extended stay sector. He also edits sister website Boutique Hotel News, and has worked for International Hospitality Media since the company's inception. With a background in both b2c and b2b journalism, George specialises in property, travel and hospitality. He has edited and written for a wide range of websites, magazines and newspapers.

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IN-PERSON FOCUS

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

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

Recharge

Is an event 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 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.

Please enquire for more info on specific events.



“Congratulations to all the nominees and winners at the Serviced Apartment News awards... This was another fantastic event celebrating our sector and some of the incredible people we have in it.”

Charlotte Winter, EMEA General Manager, Synergy Global Housing

“The Serviced Apartment Awards are a must attend event in the world of temporary housing. The evening provides an excellent opportunity to entertain guests, to meet friends, to make new connections – it’s a really fun night at which we are all winners!”

Sam McMillen, Director of Marketing & ESG, The Apartment Network

“We have formed a really strong partnership with International Hospitality Media since August 2021, and are looking forward to seeing it grow and grow for many more years to come. Our team is extremely excited to be sponsoring the next editions of the Serviced Apartment Awards in 2023 & 2024, amongst being involved in RECHARGE, Serviced Apartment News webinars and more...”

Leo Colgan, Co-founder and Director, IMS

“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

“RECHARGE 2023, you were a blast! An amazing lineup of panel discussions held by top industry leaders, giving real insight and inspiration, shaping the future of the sector. Lisbon was an incredible location and the perfect place.....to kick off the year ahead. As for the company, we were spoilt for choice with so many inspiring and collaborative members joining the tours and day 2 work shops. I can honestly say I left with a real buzz and can’t wait to work with so many of the new contacts that I met, that I now call friends in the year ahead. Roll on RECHARGE 2024...I’m counting down already!”

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



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.

SAN 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.

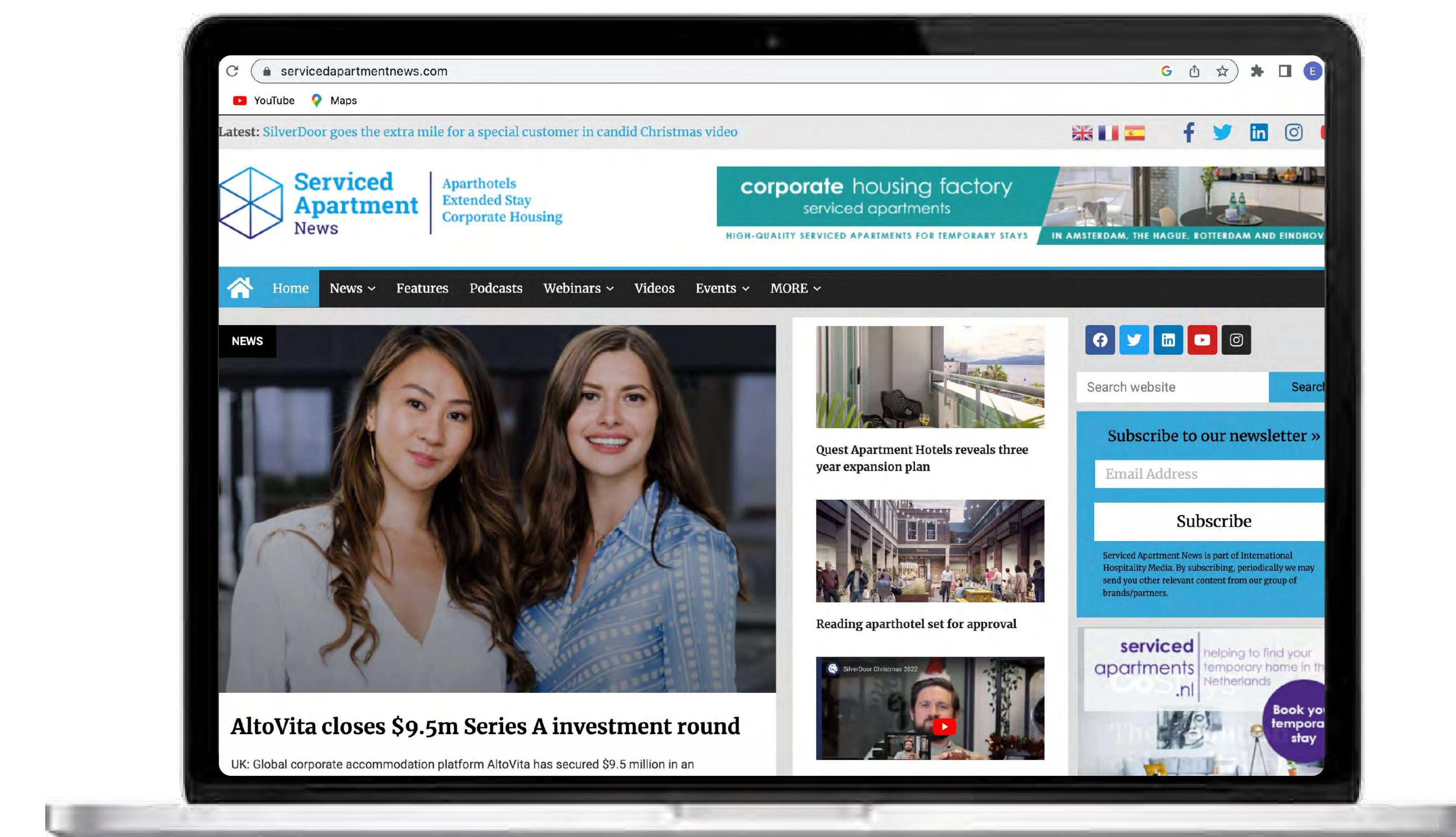
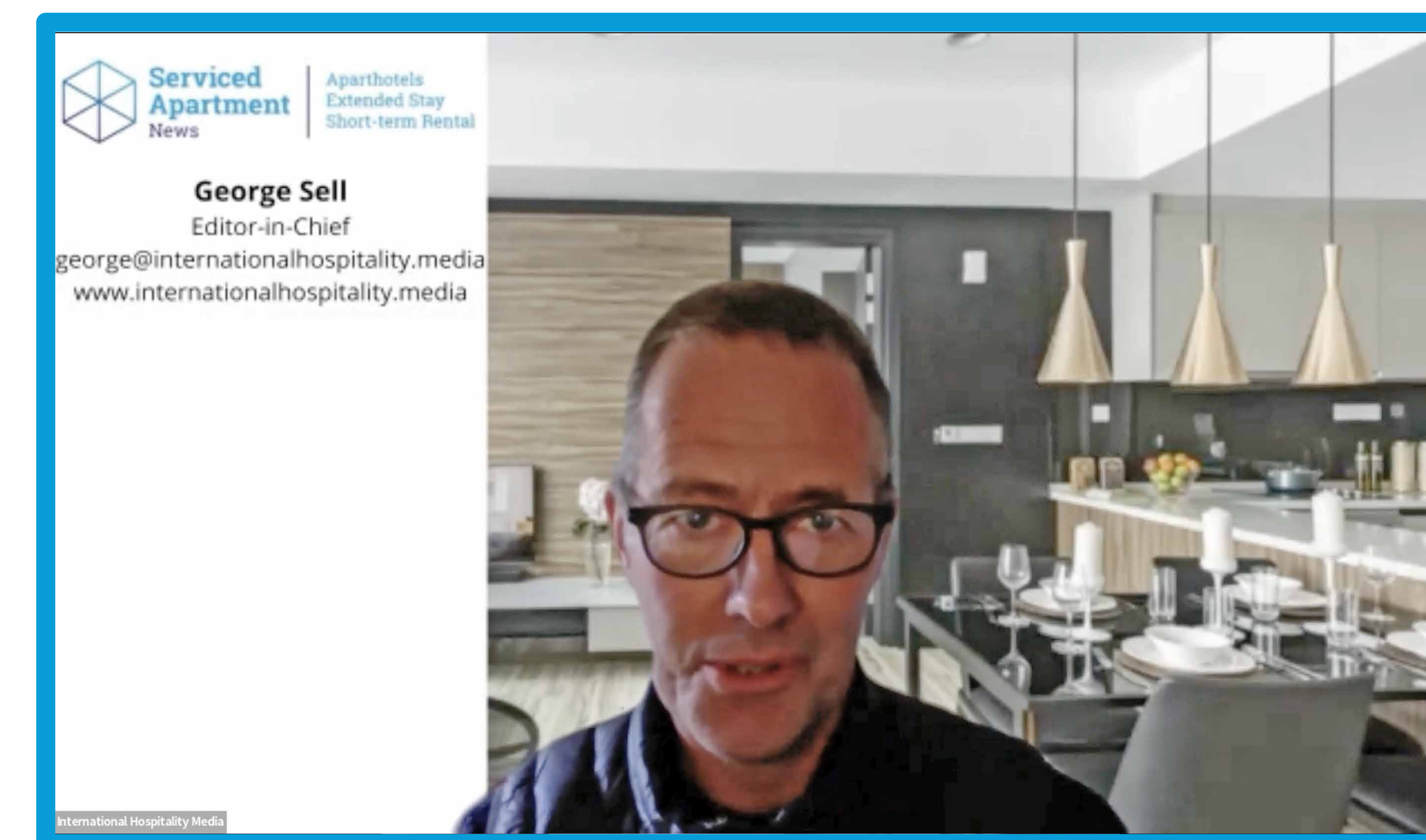
available from
£995 + vat



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.

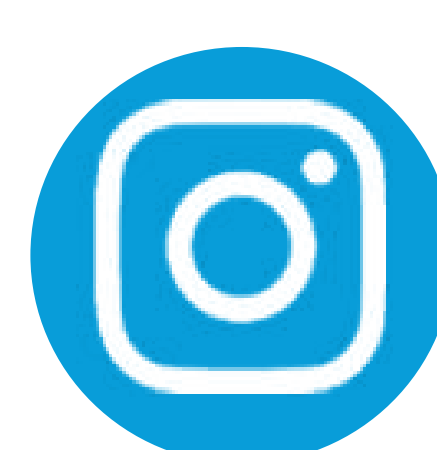
£995 + vat
(per article/feature)



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.

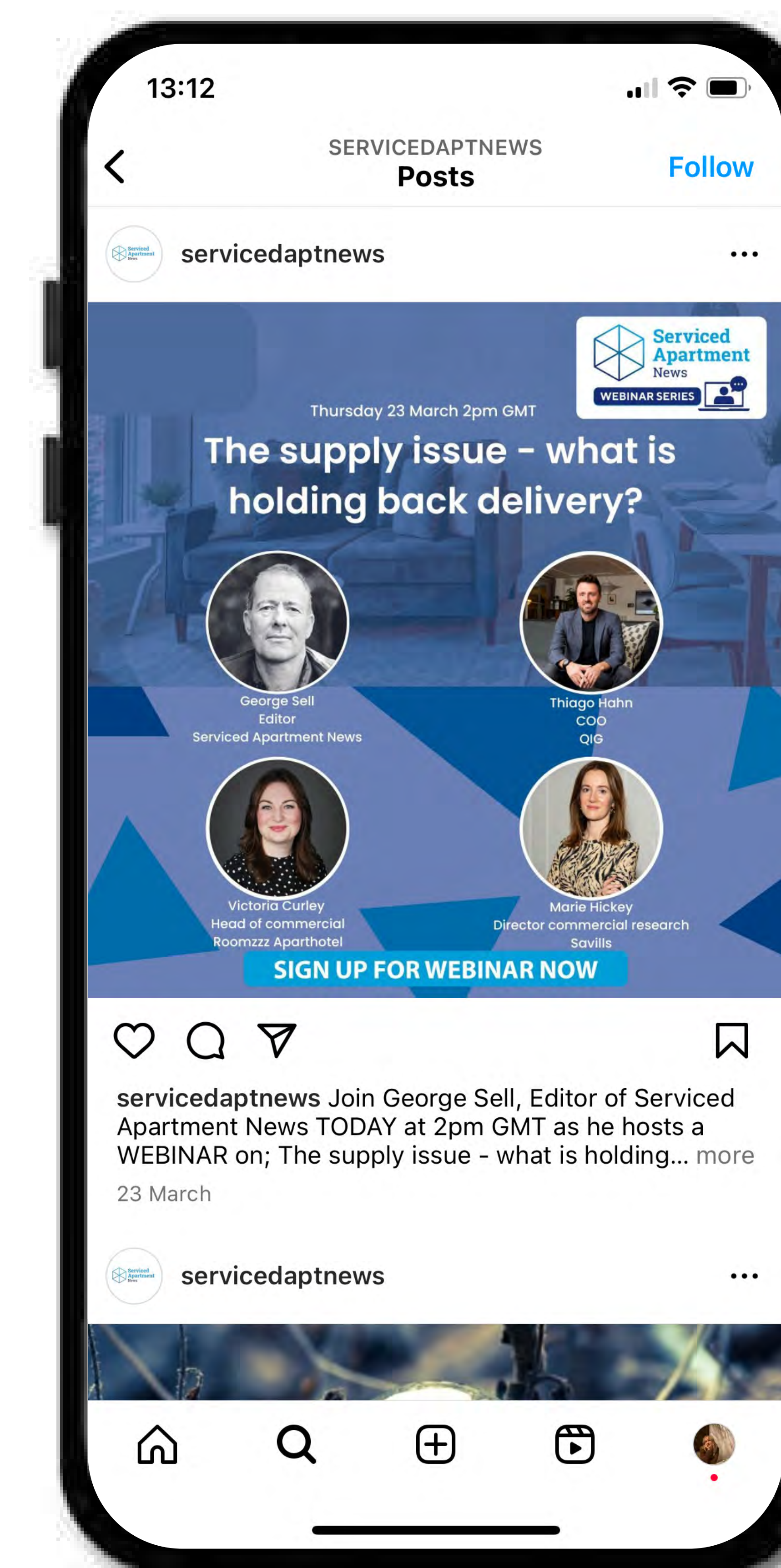
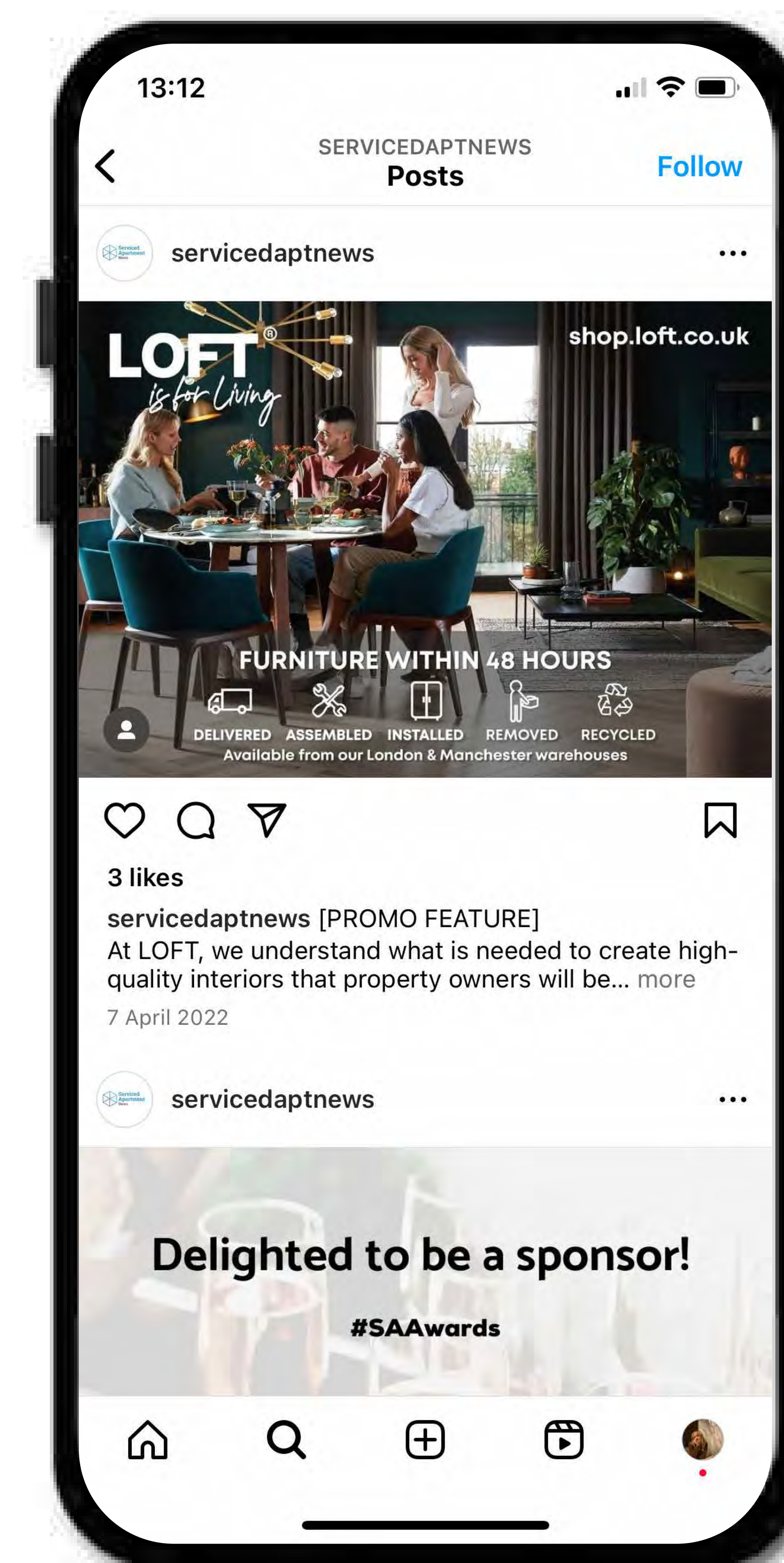
Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

- > 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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