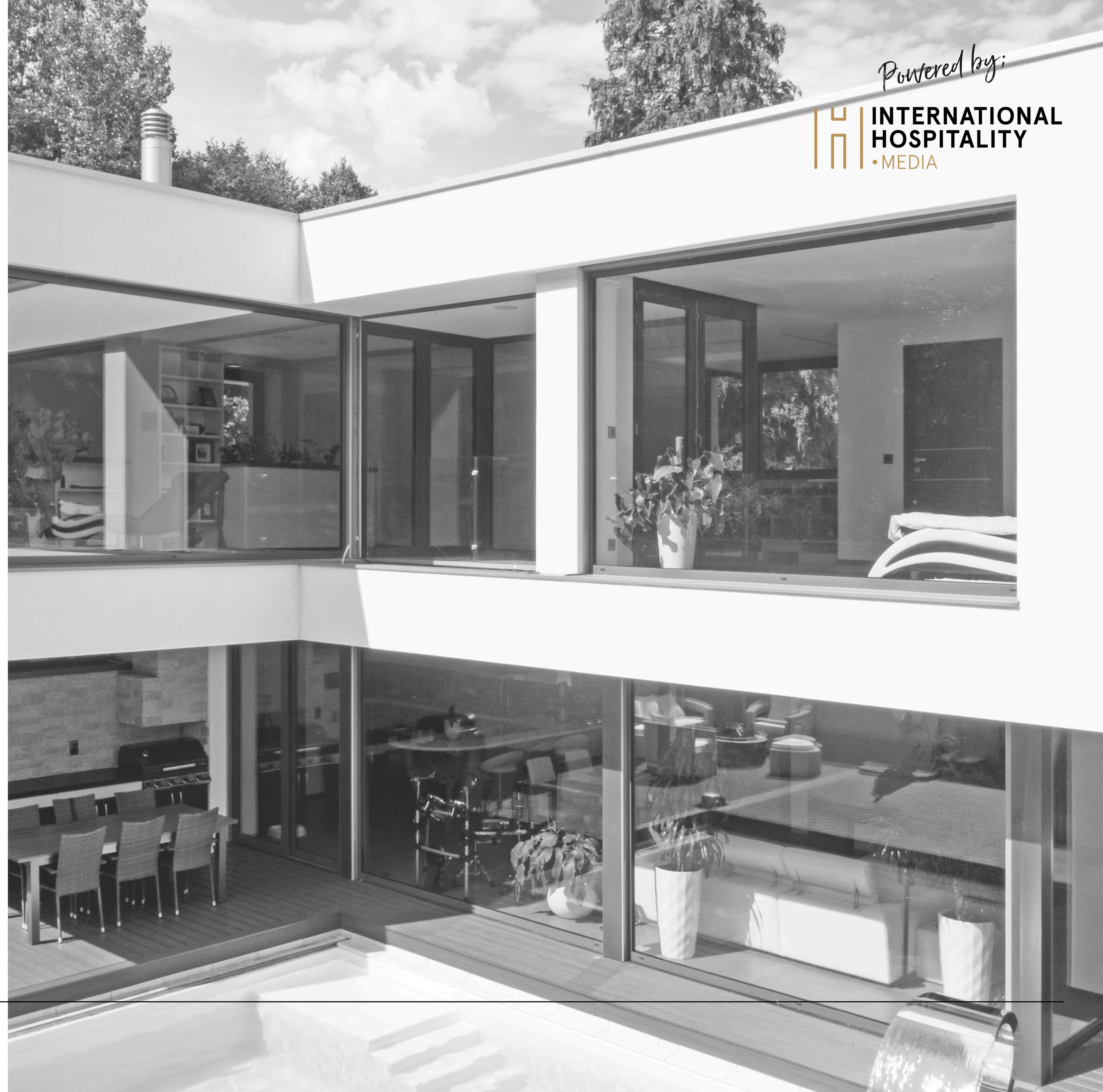


ST SHORT TERM Rz RENTALZ

MEDIA PACK AUGUST 2024

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

Powered by:
 INTERNATIONAL
HOSPITALITY
• MEDIA



OUR STATS AND AUDIENCE INSIGHTS

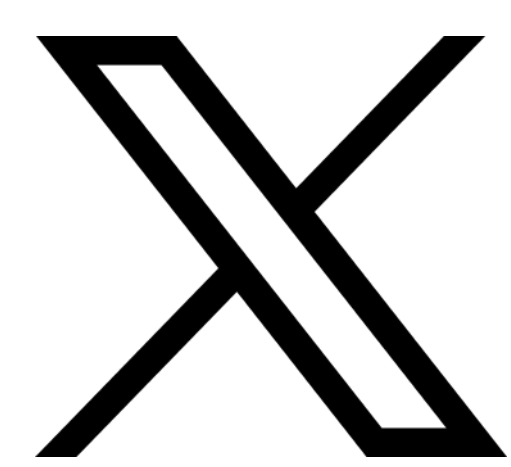
KEY STAT: OUR OPT-IN E-SUBSCRIBER DATABASE HAS GROWN **+16%** YEAR ON YEAR

Website traffic	E-newsletter subscribers	Email Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email Audience
<div>27, 200</div> <div>Av users per month</div>	<div>21, 500+</div> <div>(+16% yoy)</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>27.05%</div> <div>Average open rate</div> <div>(figures taken from email campaigns from Q1 + Q2 2024)</div>	<div>UK</div> <div>US</div> <div>Norway</div> <div>Canada</div> <div>Germany</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>

* (All figures calculated Q1 + Q2 2024)

SHORT TERM RENTALZ IN NUMBERS

ENGAGE WITH THE LARGEST STR DIGITAL MULTI MEDIA AUDIENCE



3,700+

Followers on X



1,200+

Followers on Facebook and Instagram



52

Podcasts



65

Webinars



6,900+

Followers and Members on LinkedIn



282+

Video Interviews



3,824+

News stories and growing daily

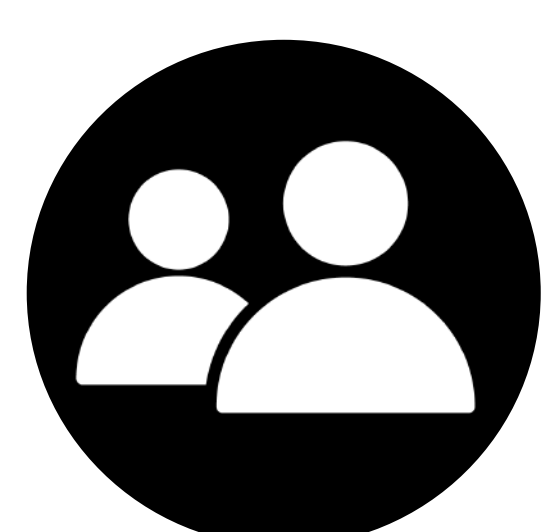


529

Features



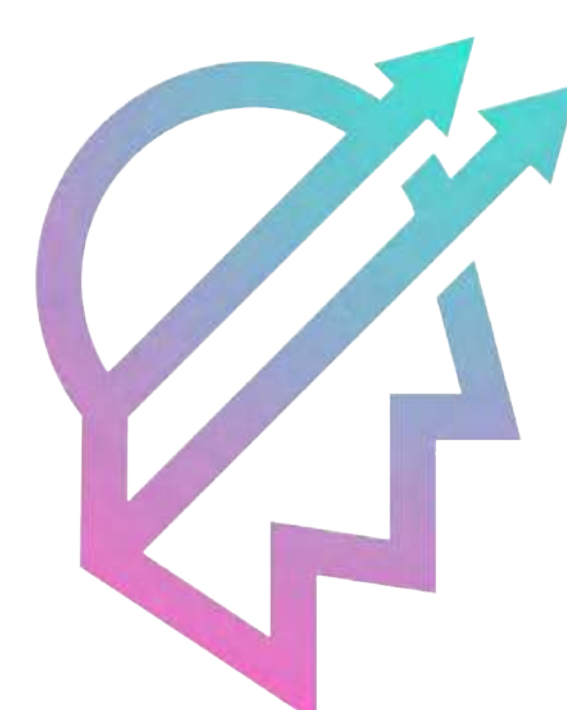
HOW CAN YOU WORK WITH US?



In Person



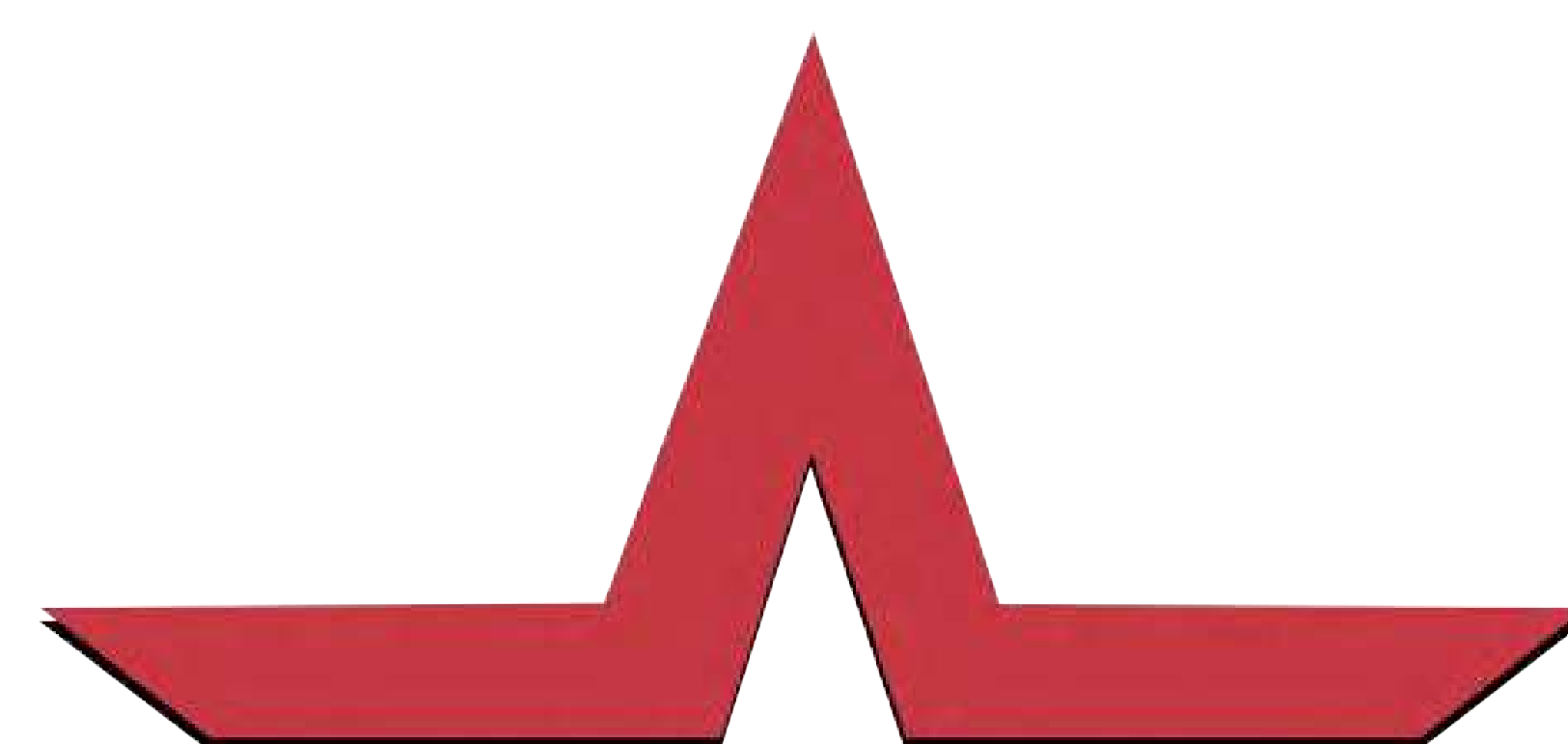
SHORT-TERM
RENTAL SUMMIT



FEED YOUR
MIND
SESSIONS



Digital



ST SHORT TERM
RENTALZ
WEBINAR SERIES

- Podcasts
- Web Banners
- Social Media
- Solus HTMLs
- E-newsletter sponsorship
- Video Pre-roll



Content

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



PAUL STEVENS

Paul 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, and spearheaded the launch of the Short Term Rentalz Summit in 2023.

paul@internationalhospitality.media



ShortTermRentalz's Post



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

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



4

Like Comment Share



IN-PERSON FOCUS

The Shortyz Awards

The original annual awards for the Short Term Rental/Vacation rental industry, now in its fifth 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 Rentalz Summit

Discover the future of short-term rentals with those in the know. 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 £6,495 (per session)

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.

from £9,995
(inc venue and F&B)

Please enquire for more info on specific events.



“Our collaboration with IHM has proven to be an important driver of growth for us over several years. Their digital media properties and offline events provide a unified platform that delivers opportunities for brands operating in the short term rental market.”

Shikhar B, Marketing Manager, PriceLabs

“Working with the team at ShortTermRentalz over the years has been a true pleasure. They treat you like family and are prompt on deliverables. We love working with team at full throttle. They put on a great summit as well!”

Mike Mears COO, VacayMyWay

“Minut is incredibly proud to have been named the Best Home Automation Solution at the Shortyz 2024. We owe a big thank you to everyone who made this possible—our team, partners, and amazing customers. The Shortyz are a great opportunity to come together and celebrate the ongoing success and growth of our industry.”

Nils Mattisson, CEO & Co-founder, Minut

“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

“Incorporating IHM/STRz as a Track media partner has been key to executing our marketing strategy. At Track, our mission extends beyond sales to informing and empowering the short-term vacation rental market. IHM’s collaborative approach to understanding our objectives led to an ideal media mix, enabling us to effectively engage our target audiences and advance our industry-wide initiatives.”

Justin Panzer - Vice President Marketing, TravelNet Solutions





DIGITAL FOCUS



Webinar Sponsorship

Position your brand as the thought leader by sponsoring our industry leading webinars - options available;

Webinar Main Series -
Editorial led of the moment topics covering a breath of industry relevant topics

**(5 webinars total) from
£9,995 + vat**

NEW! Themed Bespoke Series -
A bespoke series with the client/ editorial team deciding on the webinar titles - e.g Sustainability series, Tech series etc...

**(5 webinars total) from
£14,995 + vat**

Bespoke Webinar -
Let us hold a webinar on your chosen topic (see more information in the CONTENT FOCUS section of this pack)

Available from £4,995

Individual Webinar -
(from the series/ Trends session)

£2,495 + vat

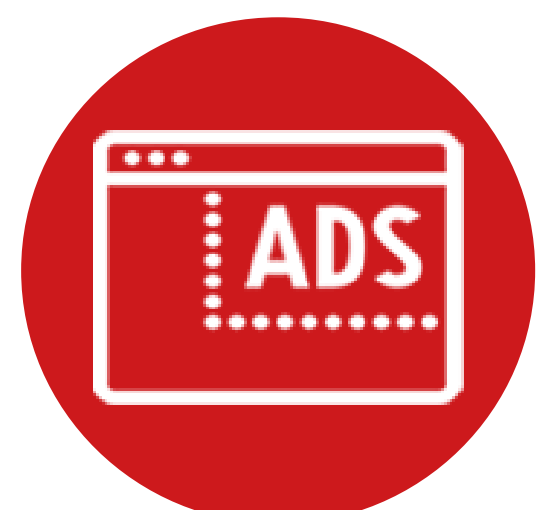


Podcast Sponsorship

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.

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

£1,495 + vat
(live reads and sponsored ads)



Website Display Advertising

Great for brand awareness and driving traffic to your website/landing page.

Web banner and Web MPU Static or animated display images/media (animated GIFS/Jpegs) in high visibility locations. Run of website.

£995 + vat per month



Solus HTML e-shots

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

**STRZ audience only from
£995 + vat**

**Entire IHM audience from
£1,495 + vat**

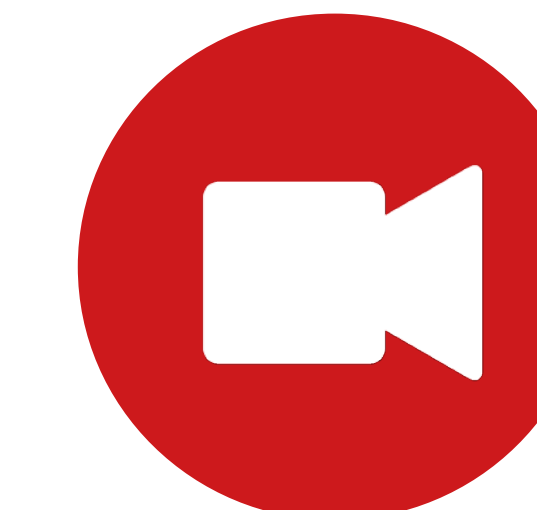


E-newsletter sponsorships

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

**NEW! Headline/ Master banner
£995 + vat per month**

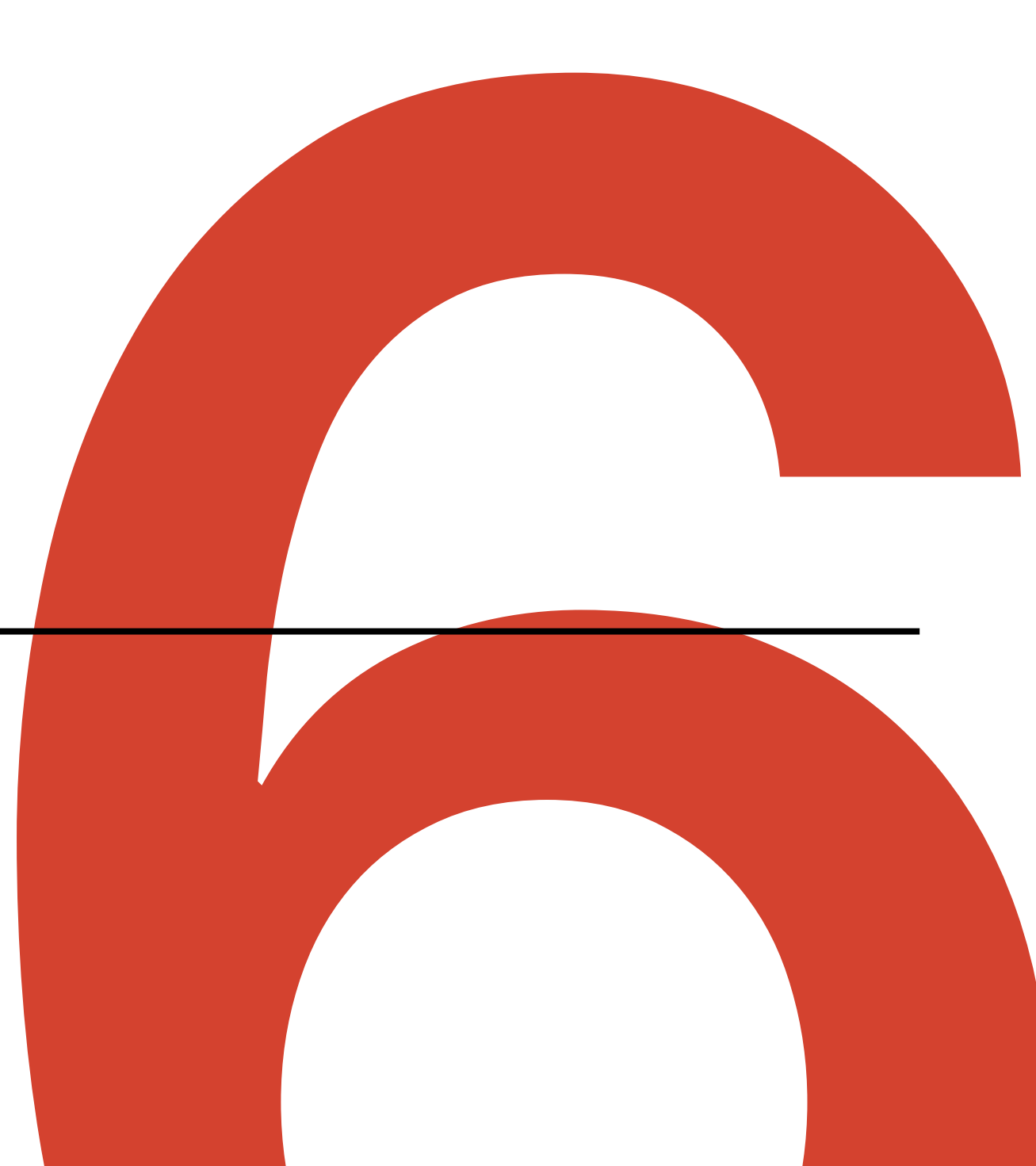
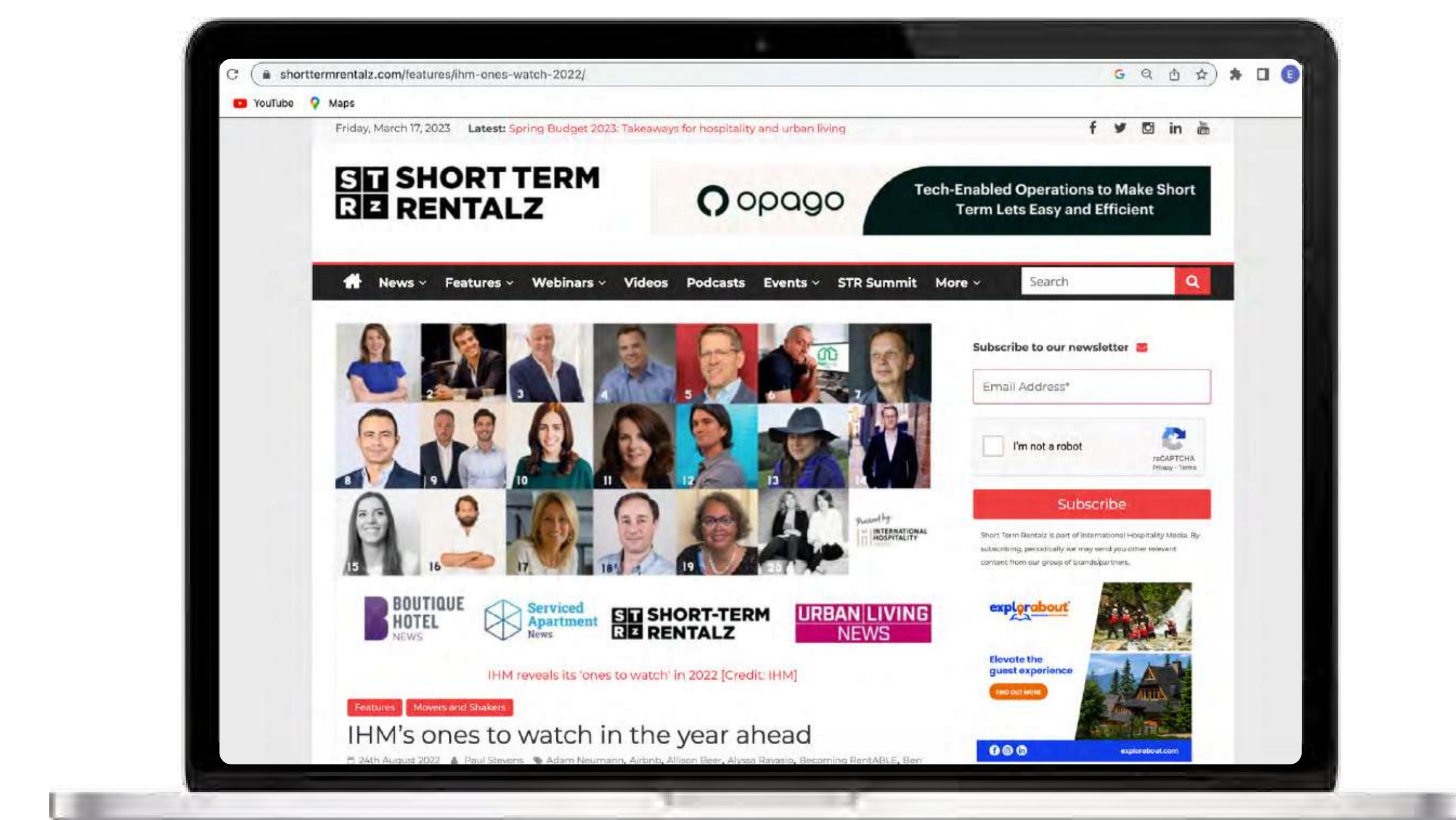
**General banner
£600 + vat per month**



Video Pre Roll

Position your creative brand message with a 4 – 8 secs 'sting' at the start of our video interview coverage eg. this informed content is brought to you by XXXXXXXXXXXXXXXX

£995 + vat per month





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 bespoke 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
£4,995 + vat



Social Media Engagement

Let us run a social media campaigns on your behalf using our combined audiences across LinkedIn, Facebook, X 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

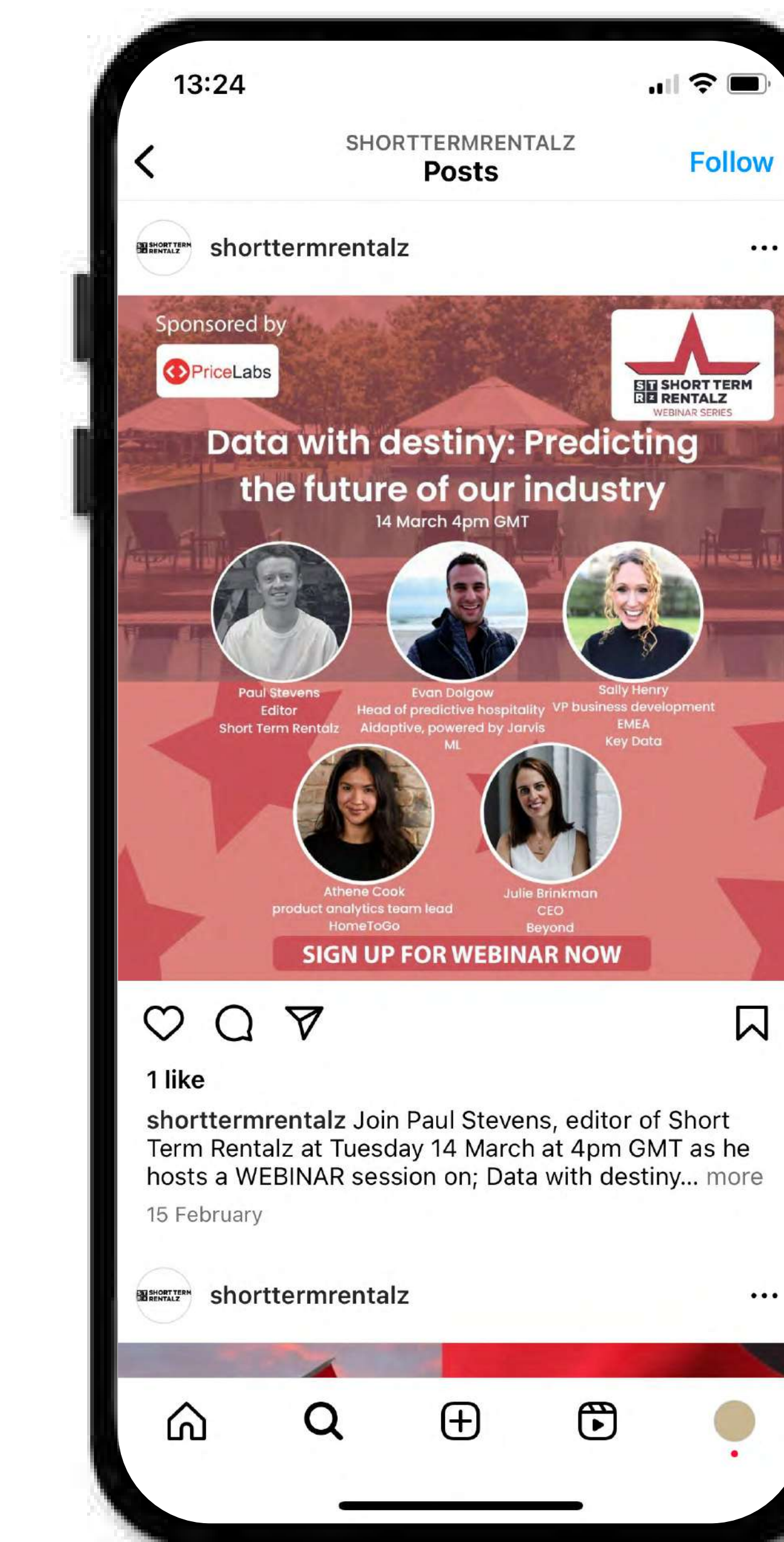
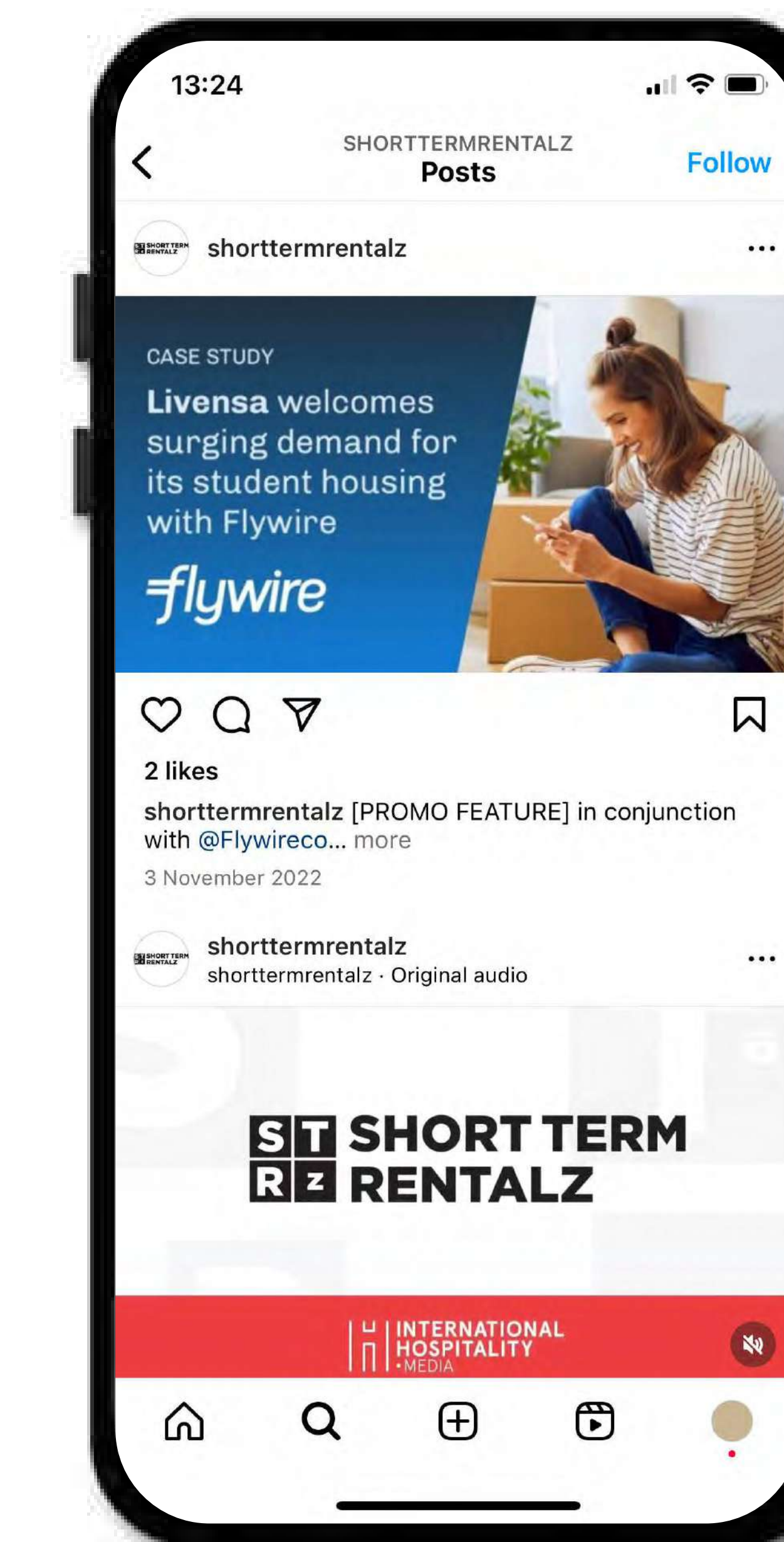
Bespoke Packages £POA

Take Your Event To The Next Level



With their fingers always on the pulse 24/7, our editorial team are true thought leaders. They can give your event extra perspective and stand out attention with an inspiring industry key note speech or event hosting engagement.

Enquire for more details.



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.

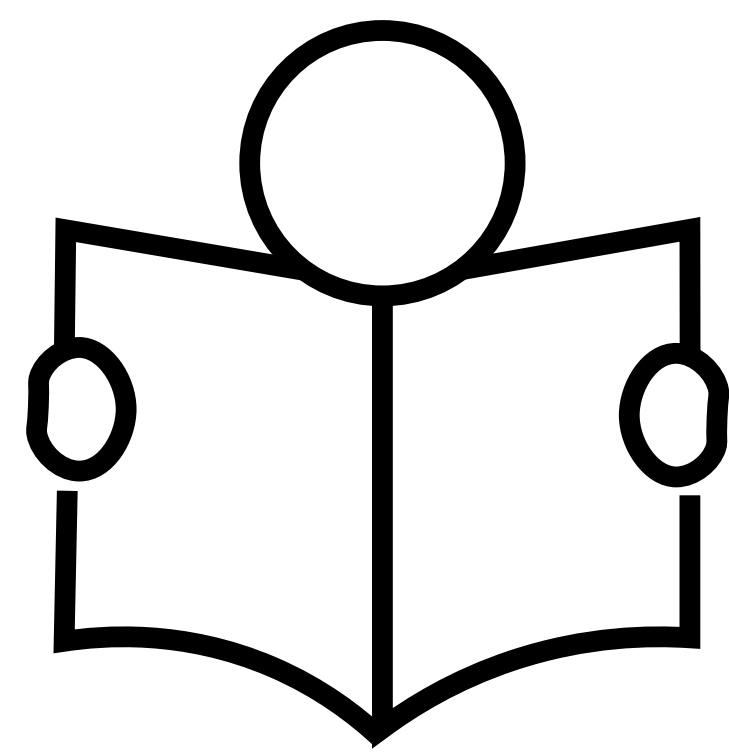
Serviced Apartment News (SAN) launched in 2013, is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

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.

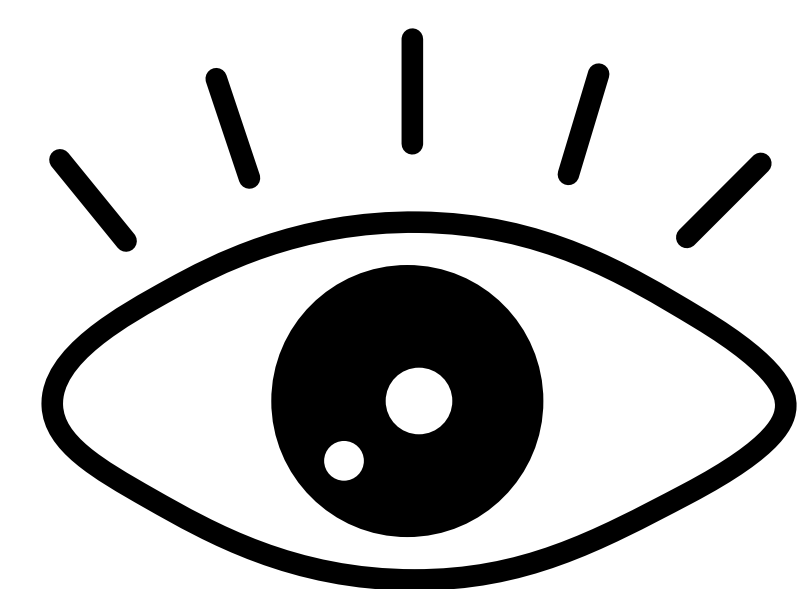
Media Brands:



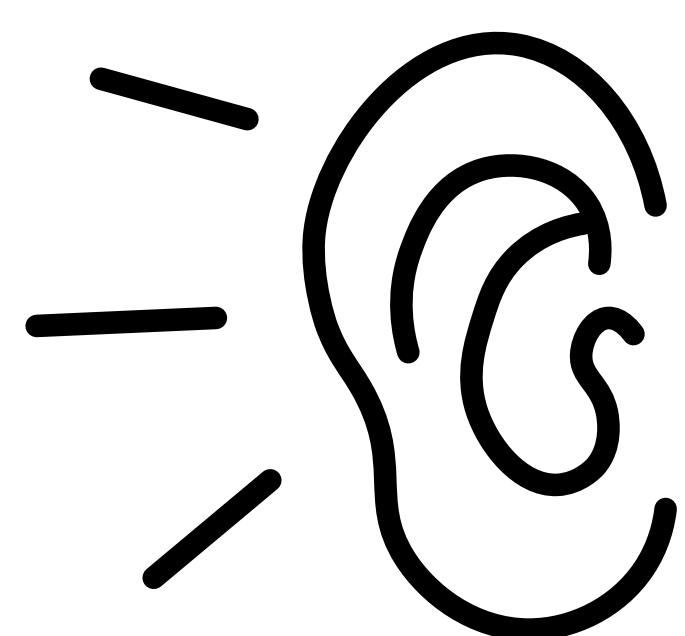
READ



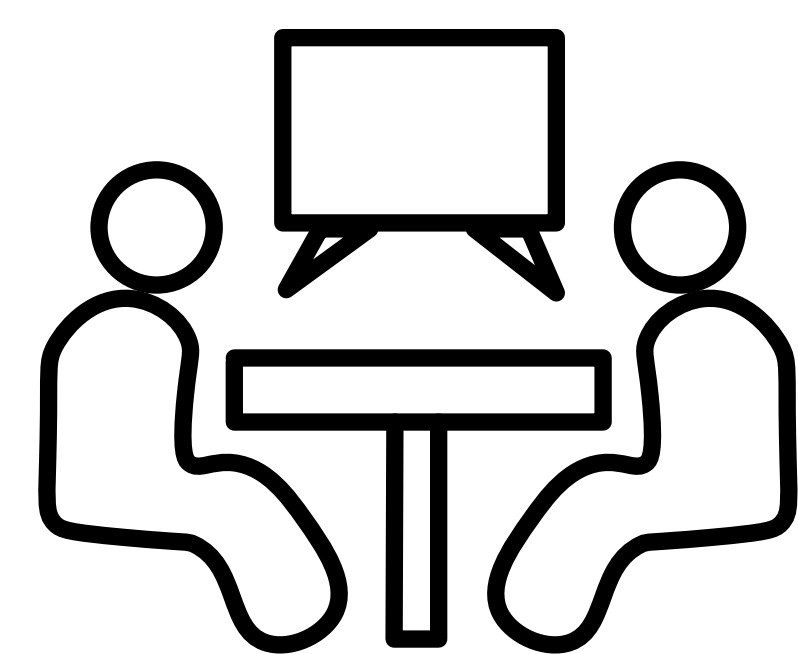
WATCH



LISTEN



MEET



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!

Sam say's



“Partner with Short Term Rentals to unlock your full potential. We offer much more than just media advertising; we provide strategic insights as well as in-person and digital tailored solutions to help you connect with key-decision makers and industry leaders across the Short Term Rental sector.”

SAM COOPER
Head of Growth, Short Term Rentals
+44 (0) 7943 617848 +44 (0)20 8340 7989
sam@internationalhospitality.media