

BOUTIQUE HOTEL NEWS

MEDIA PACK AUGUST 2024

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

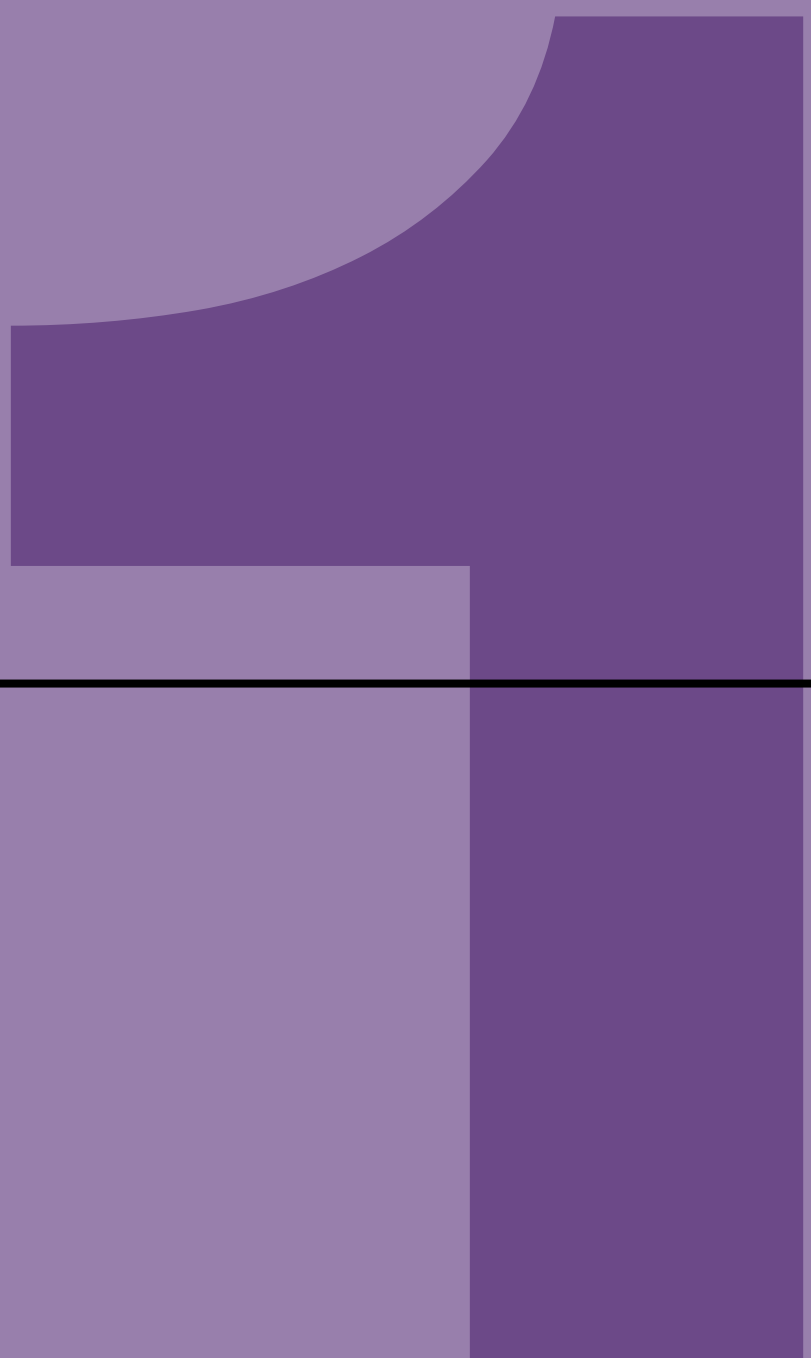
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 **INTERNATIONAL
HOSPITALITY**
• MEDIA



OUR STATS AND AUDIENCE INSIGHTS

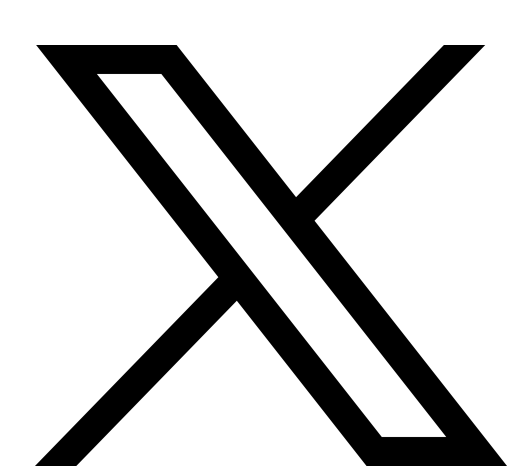
KEY INSIGHT: BHN HAS THE MOST COMPREHENSIVE BOUTIQUE, LIFESTYLE AND LUXURY HOTELIER E-DATABASE WORLDWIDE

Website traffic	E-newsletter subscribers	Email Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email Audience
<div>17, 327</div> <div>Av users per month</div>	<div>17, 500+</div> <div>Opt-in subscribers to our weekly e-newsletter (including suppliers to the industry)</div>	<div>24.45%</div> <div>Average open rate (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>45%</div> <div>Operators / property managers</div>	<div>64%</div> <div>View us on desktop</div>	<div>33%</div> <div>Of our e-mail audience are C-Suite, Director or Owner level -making the decisions</div>
<div>19, 144</div> <div>Av sessions per month</div>	<div>Database is 100% opt in and GDPR compliant</div>			<div>18%</div> <div>Developers / owners</div>	<div>36%</div> <div>View us on a mobile device (including tablets)</div>	
<div>26, 000</div> <div>Av page views per month</div>				<div>16%</div> <div>Investors and lenders</div>		<div>61%</div> <div>Of our e-mail audience are mid-senior management level -influencing the decisions</div>
<div>* (All figures calculated Q1 + Q2 2024)</div>				<div>21%</div> <div>Other (service providers, advisors, media ect)</div>		



BOUTIQUE HOTEL NEWS IN NUMBERS

ENGAGE WITH THE LARGEST BOUTIQUE, LIFESTYLE, AND LUXURY DIGITAL MULTI MEDIA AUDIENCE



14,000+

Followers on X



2,400+

Followers on Facebook and Instagram



71

Podcasts



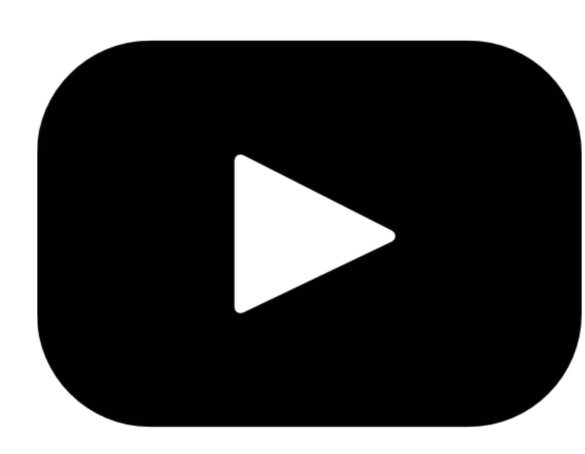
70

Webinars



17,000+

Followers and Members on LinkedIn



235+

Video Interviews



5,330+

News stories and growing daily



529

Features

HOW CAN YOU WORK WITH US?



In Person



FEED YOUR
MIND
SESSIONS

URBAN LIVING
FESTIVAL
STAY • LIVE • WORK
Insights Series

SERVICED
APARTMENT
AWARDS

RECHARGE

URBAN LIVING
FESTIVAL
STAY • LIVE • WORK



Digital



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



Content

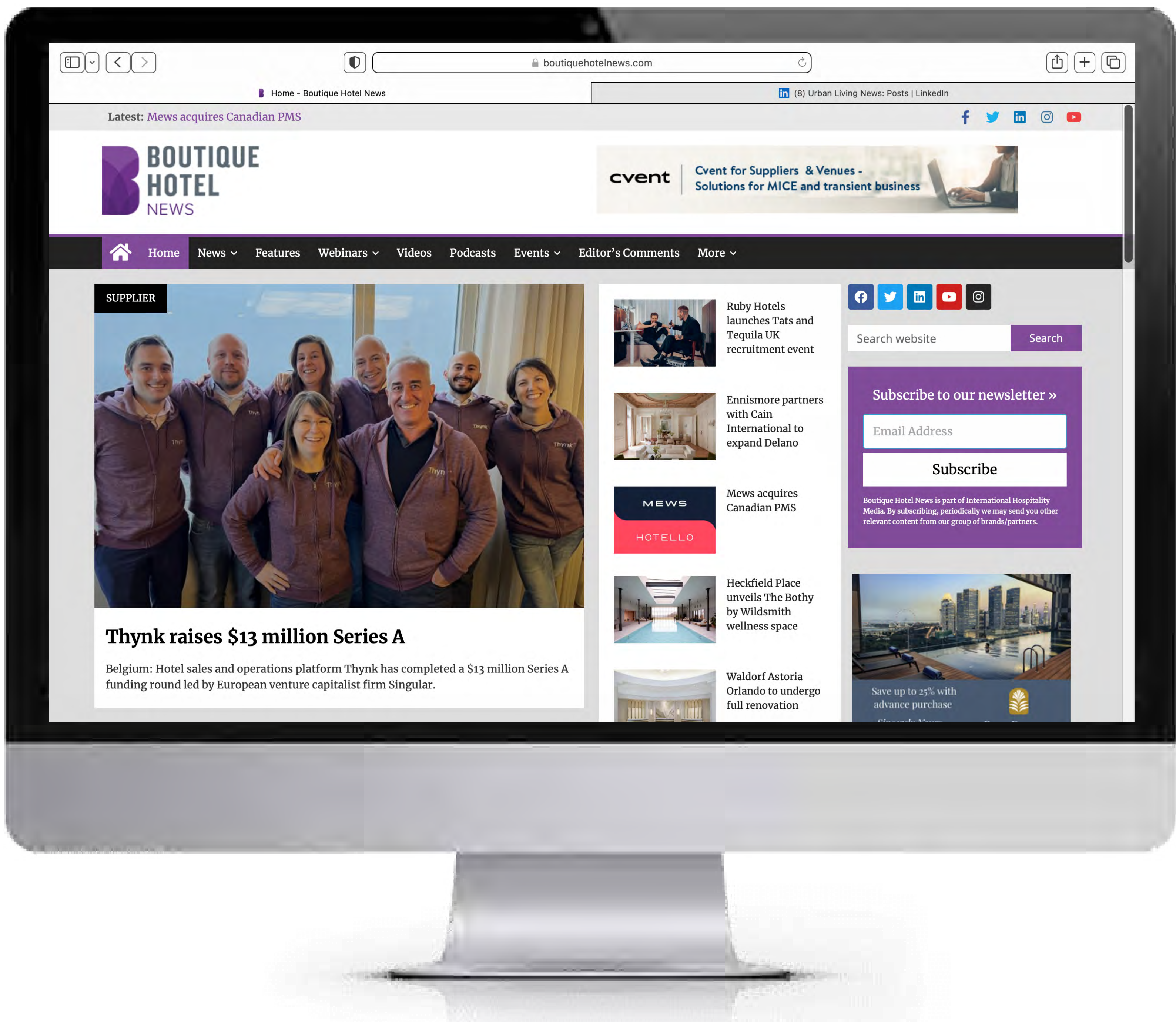
- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



ELOISE HANSON

Eloise was promoted to editor in January 2022 and is respected as a thought leader within hospitality. 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



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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.

from £9,995
(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 £6,495 (per session)

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 £7,495

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

“Great venue, cutting-edge content and lots of new business opportunities. Boutique Hotel News highlighted Agilysys as the thought leaders amongst a hand-picked room full of hotel decision-makers. The event exceeded our expectations!”

Alan Edwards, Senior Director Marketing, Agilysys UK Ltd

“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 - 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.

BHN 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.

BHN 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

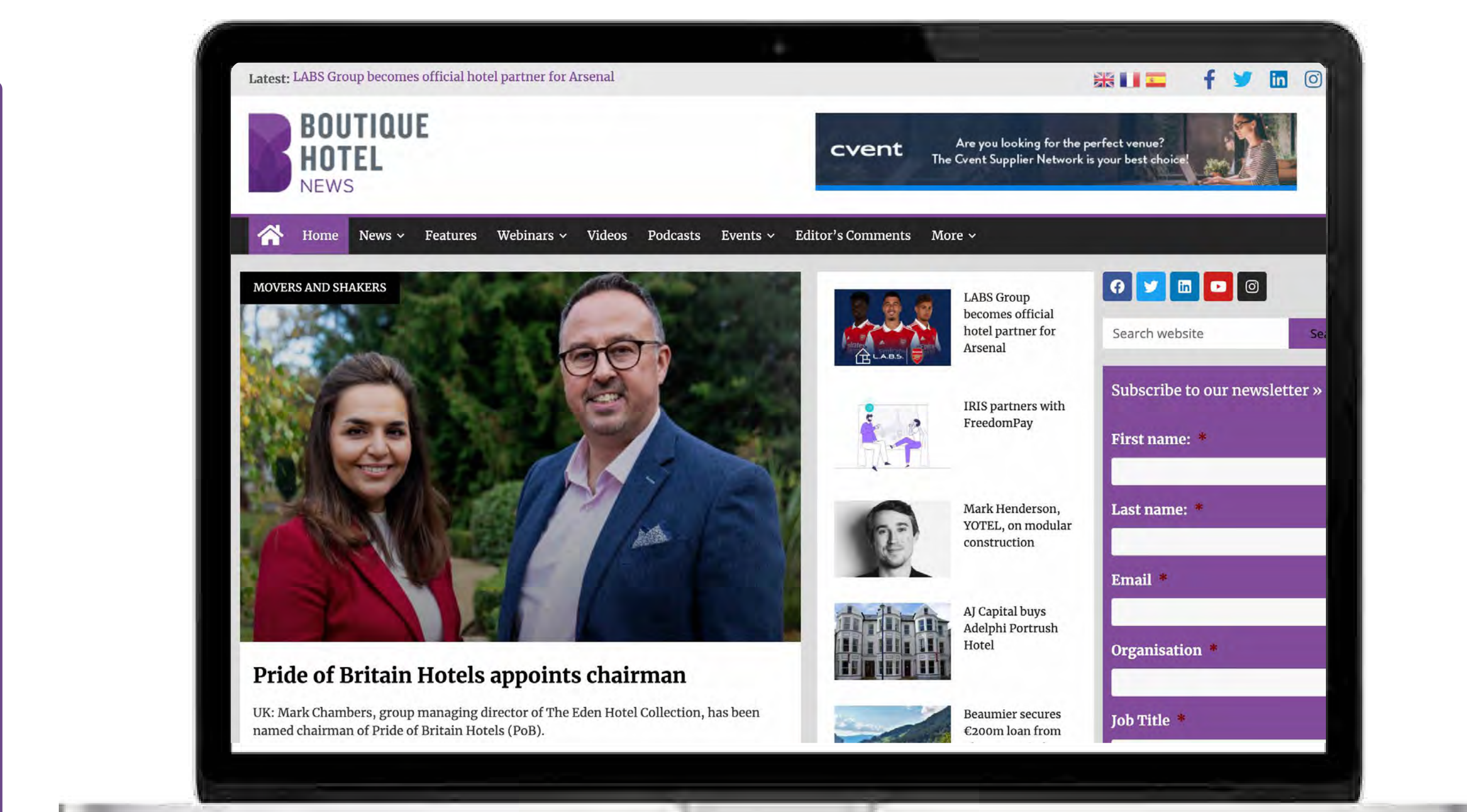
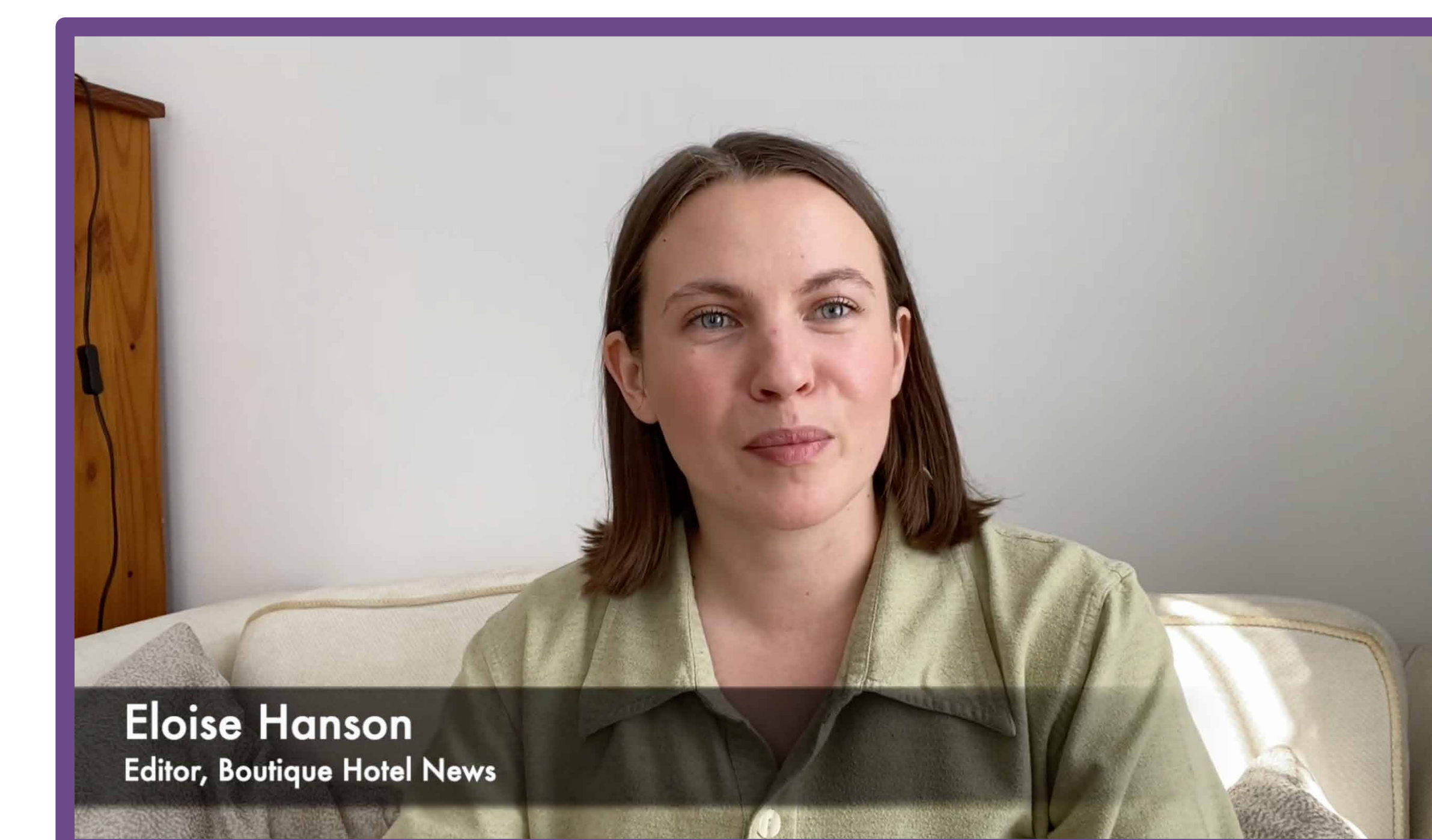
General banner
£600 + vat per month



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 XXXXXXXXXXXXXXX

£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

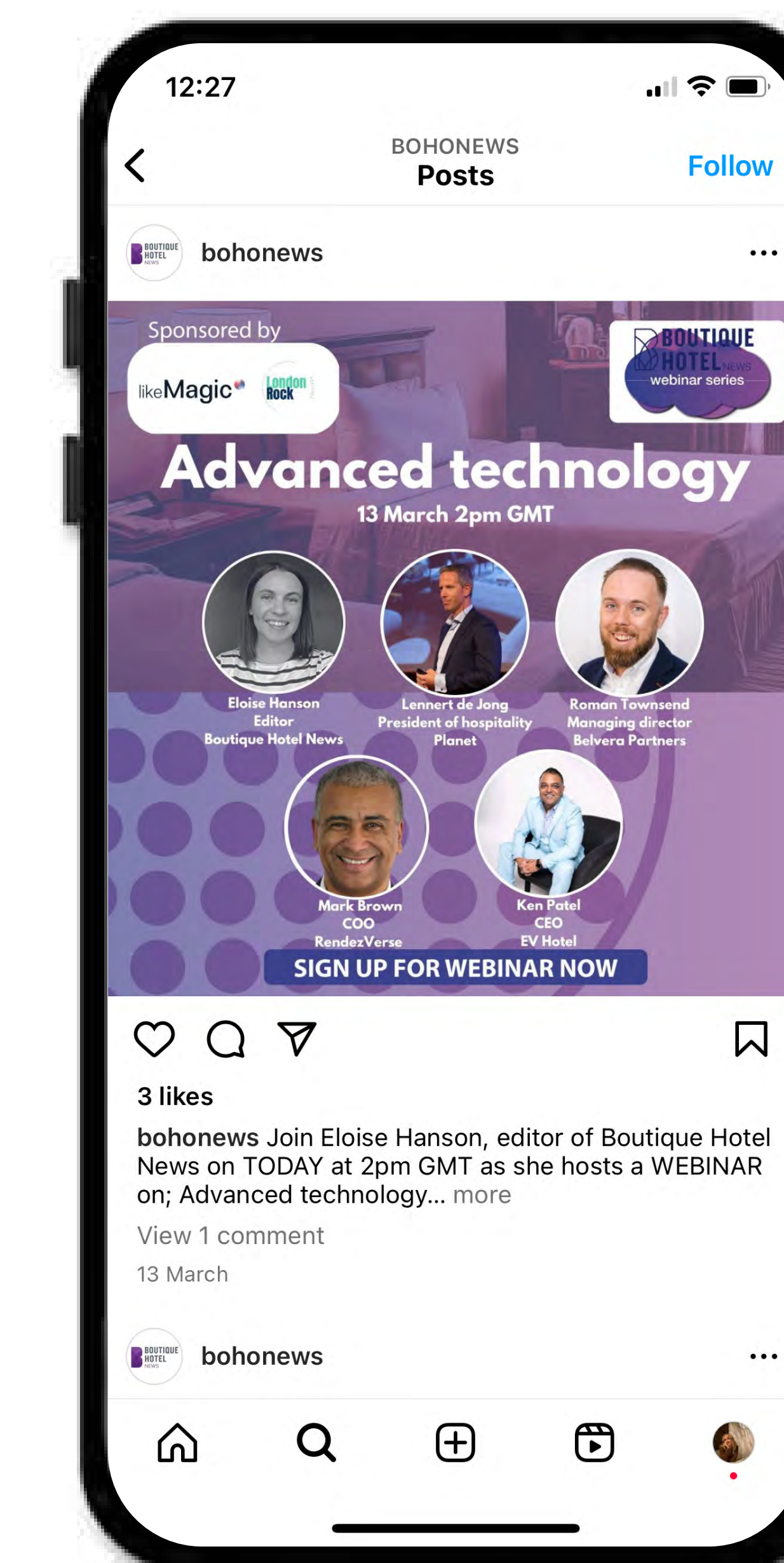
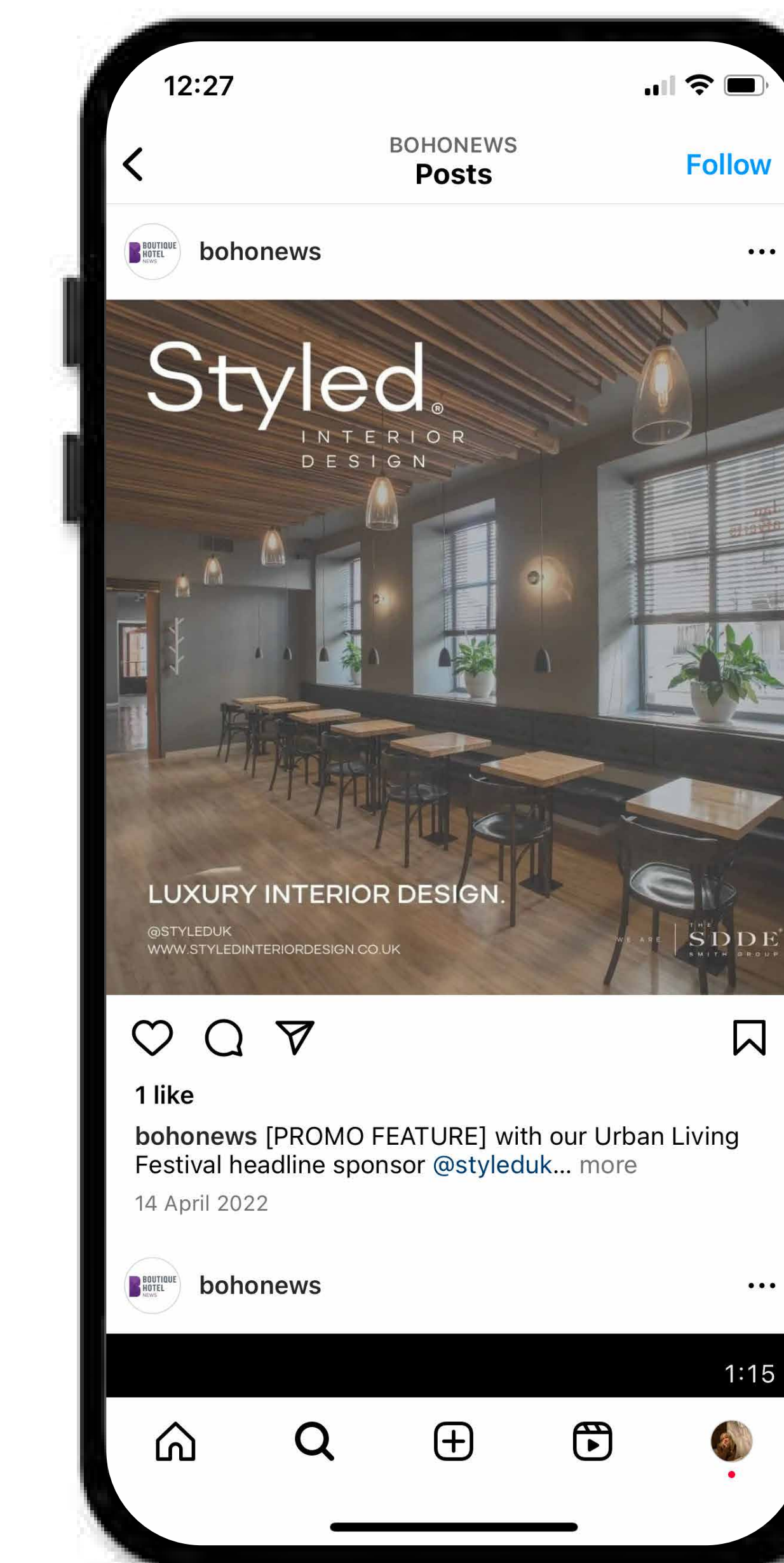


With their fingers always on the pulse 24/7, our editorial team are true thought leaders. They can give your event extra perspective and stand out attention with an inspiring industry key note speech or event hosting engagement.

Enquire for more details.

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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.

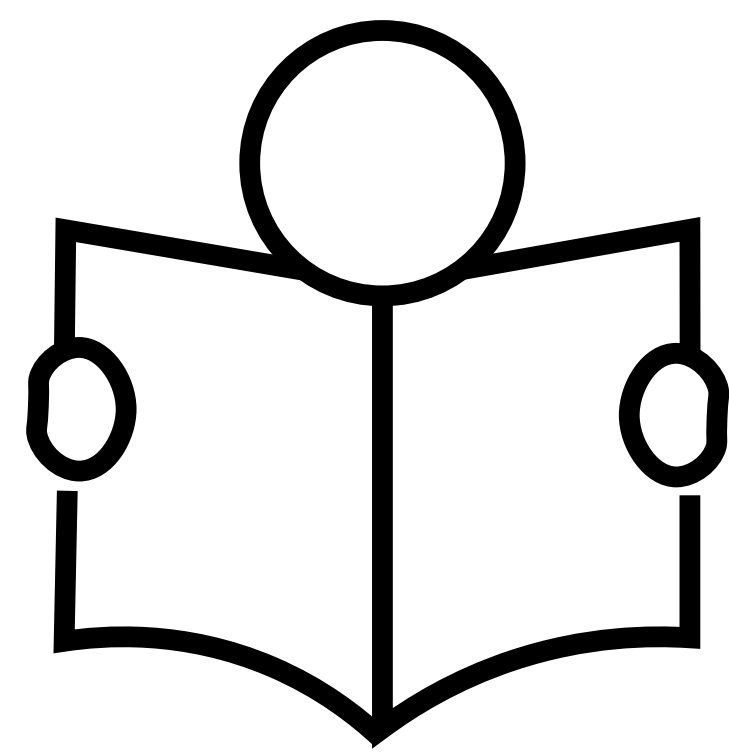
Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

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.

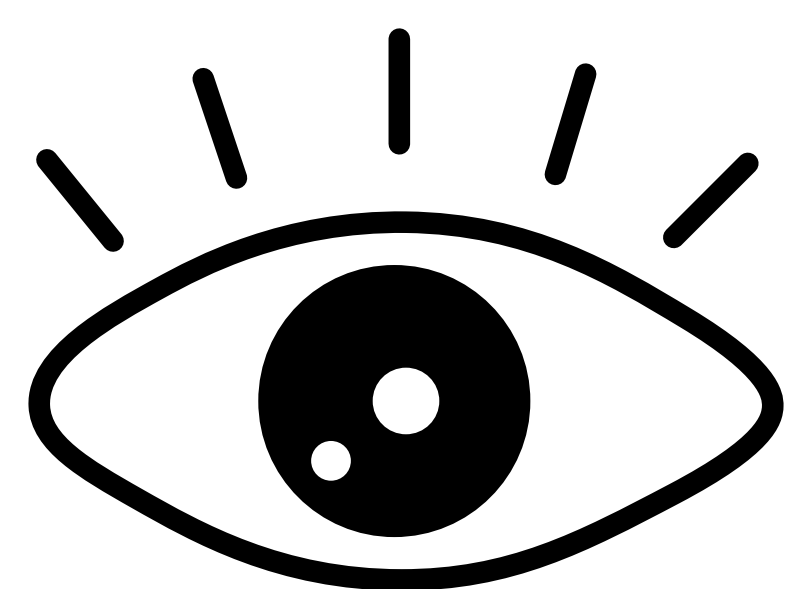
Media Brands:



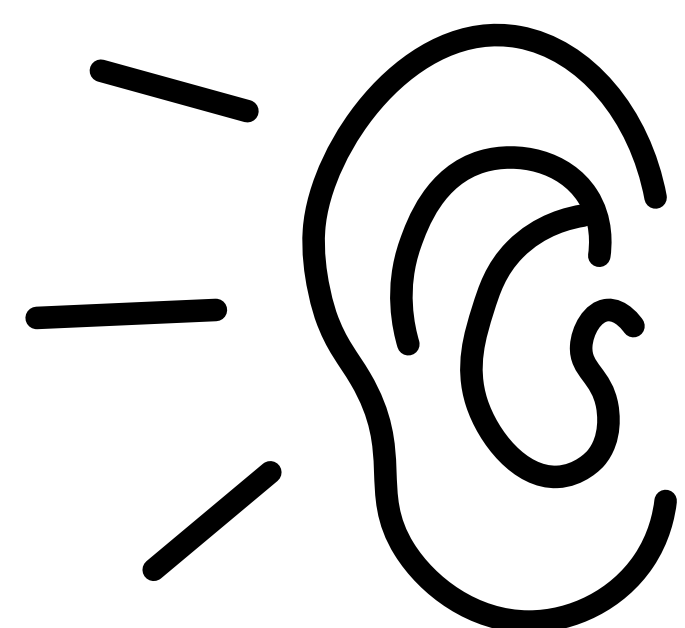
READ



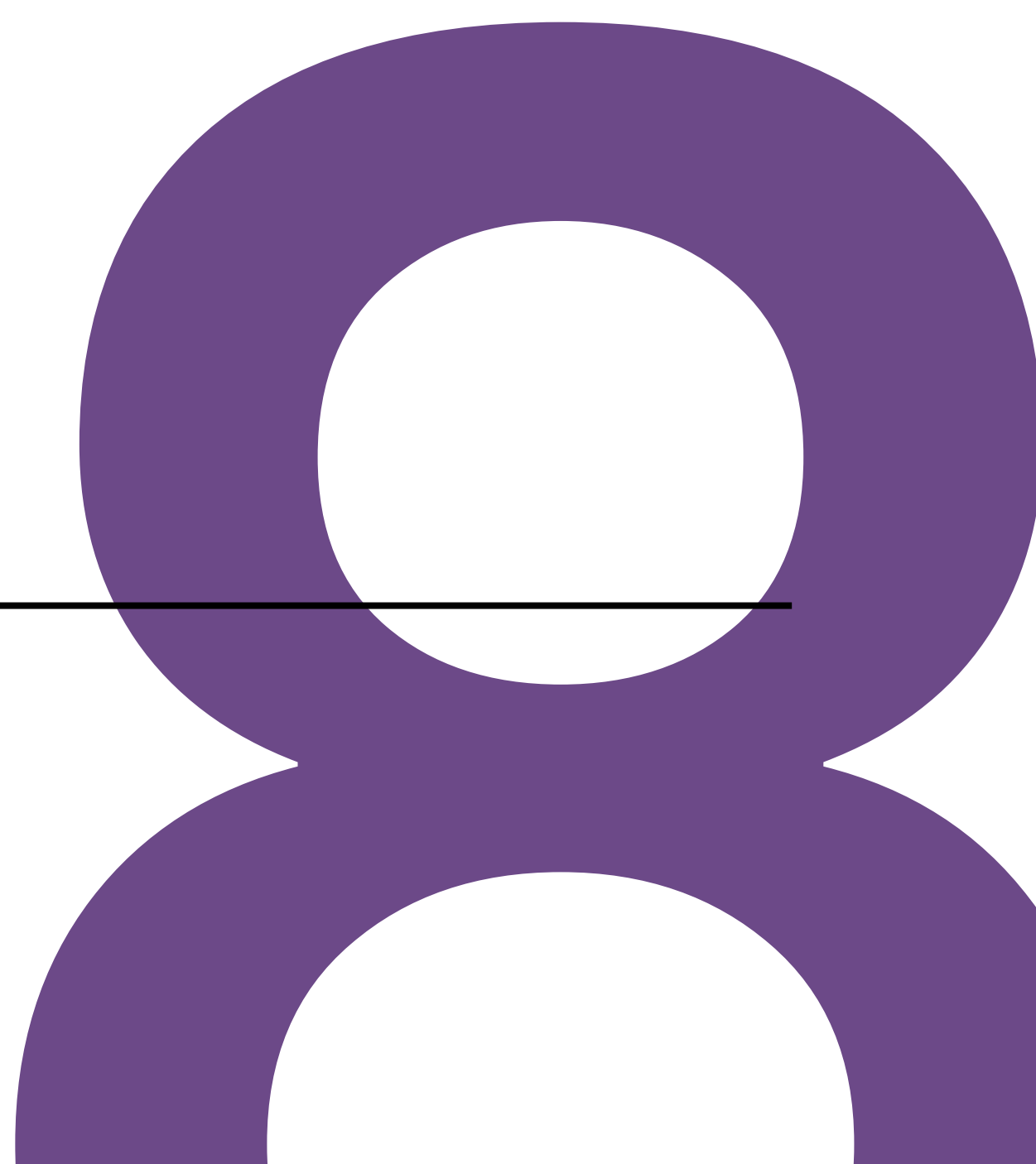
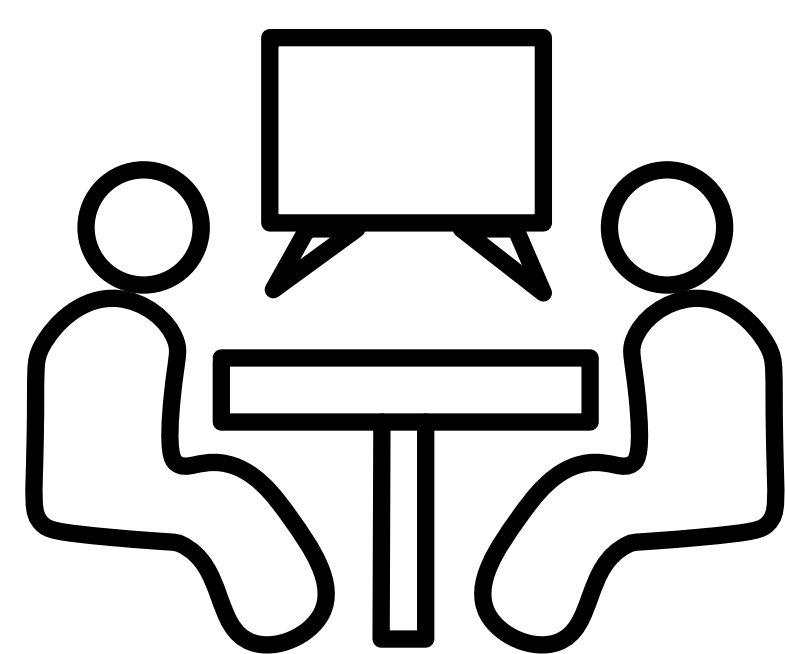
WATCH



LISTEN



MEET



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!

Emily say's



“Partner with Boutique Hotel News to reach an audience that is as passionate about unique, high-quality hospitality experiences as you are. Our expertise and dedication to the boutique and lifestyle hotel sector ensures your brand connects with the right people at the right time.”

EMILY SAUNDERSON
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