

URBAN LIVING NEWS

MEDIA PACK AUGUST 2024

Urban Living News is the fastest growing brand within the IHM portfolio. A 'one stop shop' for hotels, serviced apartments, BTR / SFR, PBSA, senior living, coliving, flexible workspaces professionals with dedicated audiences for each sector.



Powered by:
**INTERNATIONAL
HOSPITALITY
• MEDIA**

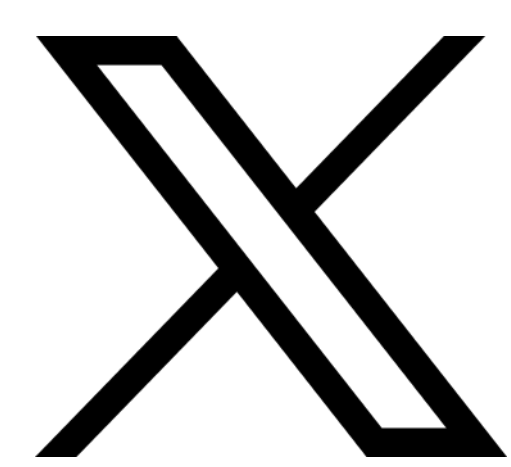
OUR STATS AND AUDIENCE INSIGHTS

KEY STAT: ULN HAS GROWN ITS OPT-IN SUBSCRIBER DATABASE BY **+154%** YEAR ON YEAR

Website traffic	E-newsletter subscribers	Email Open rates	Website visitor locations (top 5)	Audience profiles	Desktop/ Mobile Device	Email Audience
5, 000 Av users per month 7, 000 Av sessions per month * (All figures calculated Q1 + Q2 2024)	14, 000+ Opt-in subscribers to our weekly e-newsletter (including suppliers to the industry) Database is 100% opt in and GDPR compliant	24.2% Average open rate (figures taken from email campaigns from Q1 + Q2 2024)	UK US Netherlands Singapore Australia	41% Operators / property managers 11% Developers / owners 13% Investors and lenders 35% Other (service providers, advisors, media ect)	72% View us on desktop 28% View us on a mobile device (including tablets)	38% Of our e-mail audience are C-Suite, Director or Owner level -making the decisions 60% Of our e-mail audience are mid-senior management level -influencing the decisions

URBAN LIVING NEWS IN NUMBERS

ENGAGE AND EXTEND YOUR REACH ACROSS THE URBAN LIVING HOSPITALITY AND REAL ESTATE MARKET



300+

Followers on X



650+

Followers on Facebook and Instagram



30+

Podcasts



78

Webinars



1,450+

Followers and Members on LinkedIn



37+

Video Interviews



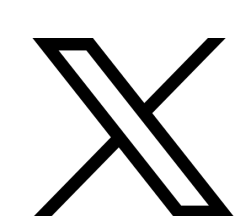
1,403+

News stories and growing daily



55+

Features



HOW CAN YOU WORK WITH US?



In Person



FEED YOUR
MIND
SESSIONS



Digital



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



Content

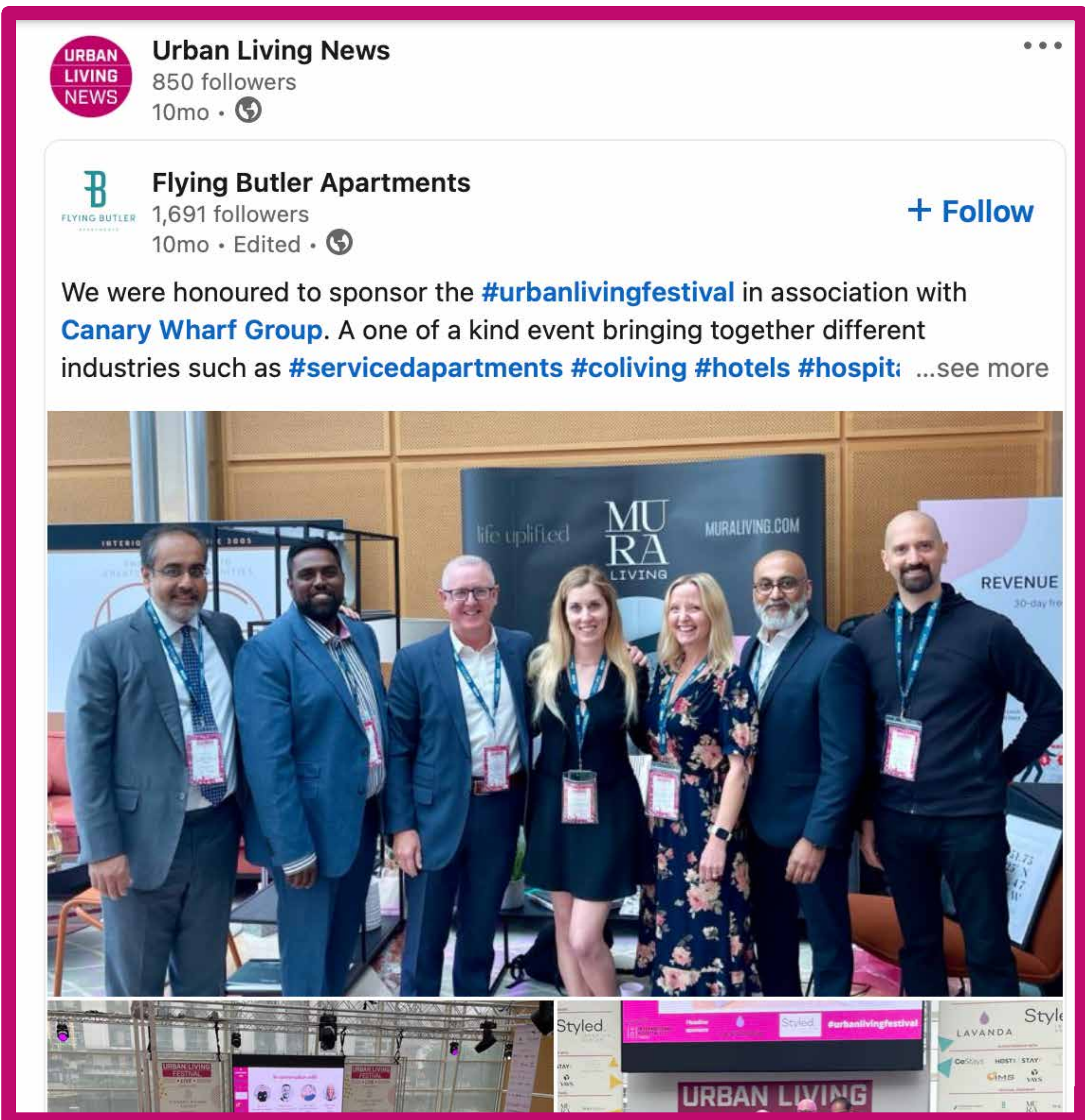
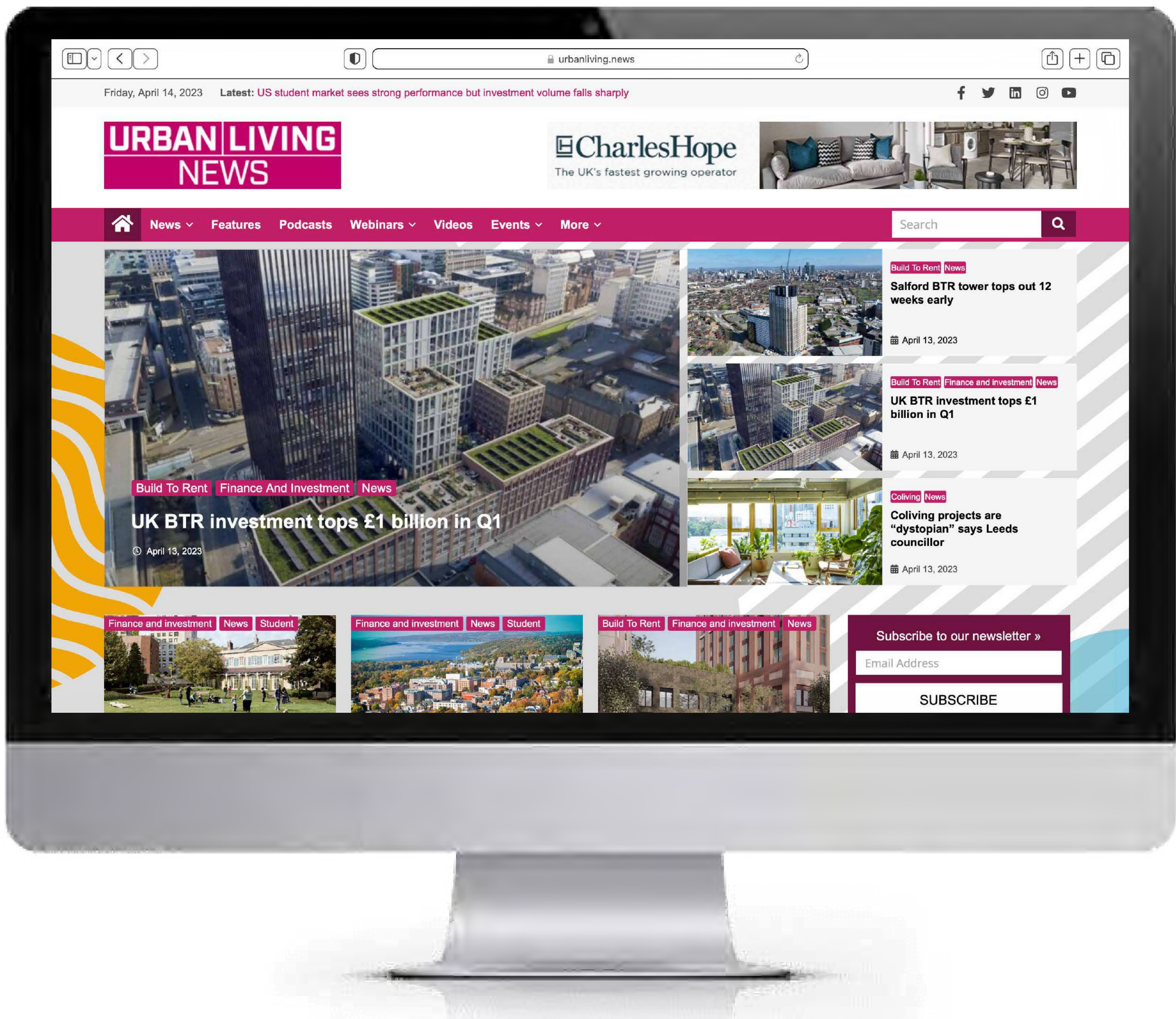
- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



GEORGE SELL

George is the editor of Urban Living News, and editor-in-chief at IHM. With a background in both b2b and b2c journalism, George specialises in property, travel and hospitality. He has edited and written for a wide range of publications.

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IN-PERSON FOCUS

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

Urban Living MEA

An event that connects the global community of contemporary hospitality and real estate 'urbanites' to collectively define the evolution of how and where we stay, live and work in the region.

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 £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.



“I really enjoyed Recharge 2024 and thought the content was of a very high standard, as was the whole event. Thank you to you and your team for putting on a fabulous event.”

Brendan Geraghty, CEO, UKAA

“We were super impressed by the whole event (Urban Living Festival), from the details around the marketing pre-conference, the amazing care and attention to detail from our respective panel leads Paul Rands and Leo Colgan, and the actual event itself. A very diverse mix of people and companies, and I know from our perspective we have made some superb connections for the future progression of Loopliv. All too often events like this are just a tick box, however for us, this really did feel like the people in attendance are genuinely aiming to make their respective sectors more progressive, and that has to be a positive for all concerned.”

Christine Young, Co-Founder and Director, LoopLiv

“Urban Living News facilitated a highly engaging environment, connecting us with key developers and operators. As a direct result, we’ve initiated numerous new conversations with our target audience, expanding our reach and influence in the BTR market. We have booked 4 demos and 1 sign-up with ongoing conversations.”

Rosie Kirk, Head of BTR & Luxury Living @Homebox

“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

“ResiCentral are thrilled with the success of our headline sponsorship at the 2023 Urban Living Festival. The event provided a fantastic platform to connect with industry leaders, showcase our innovations, and engage with a forward-thinking audience passionate about sustainable and efficient urban living. Participating in workshops and featuring in panel discussions, allowed us to share valuable insights and forge meaningful connections, whilst the networking meant we could gather valuable leads - all whilst working on a deeper understanding of the evolving needs of the industry.”

James Baird, Managing Director, ResiCentral





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

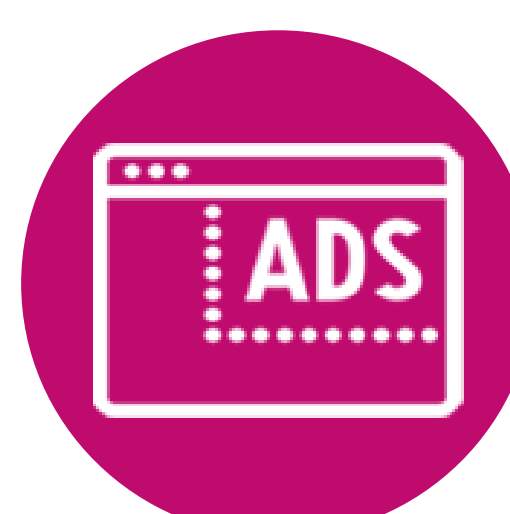


Podcast Sponsorship

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.

ULN 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.

ULN 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

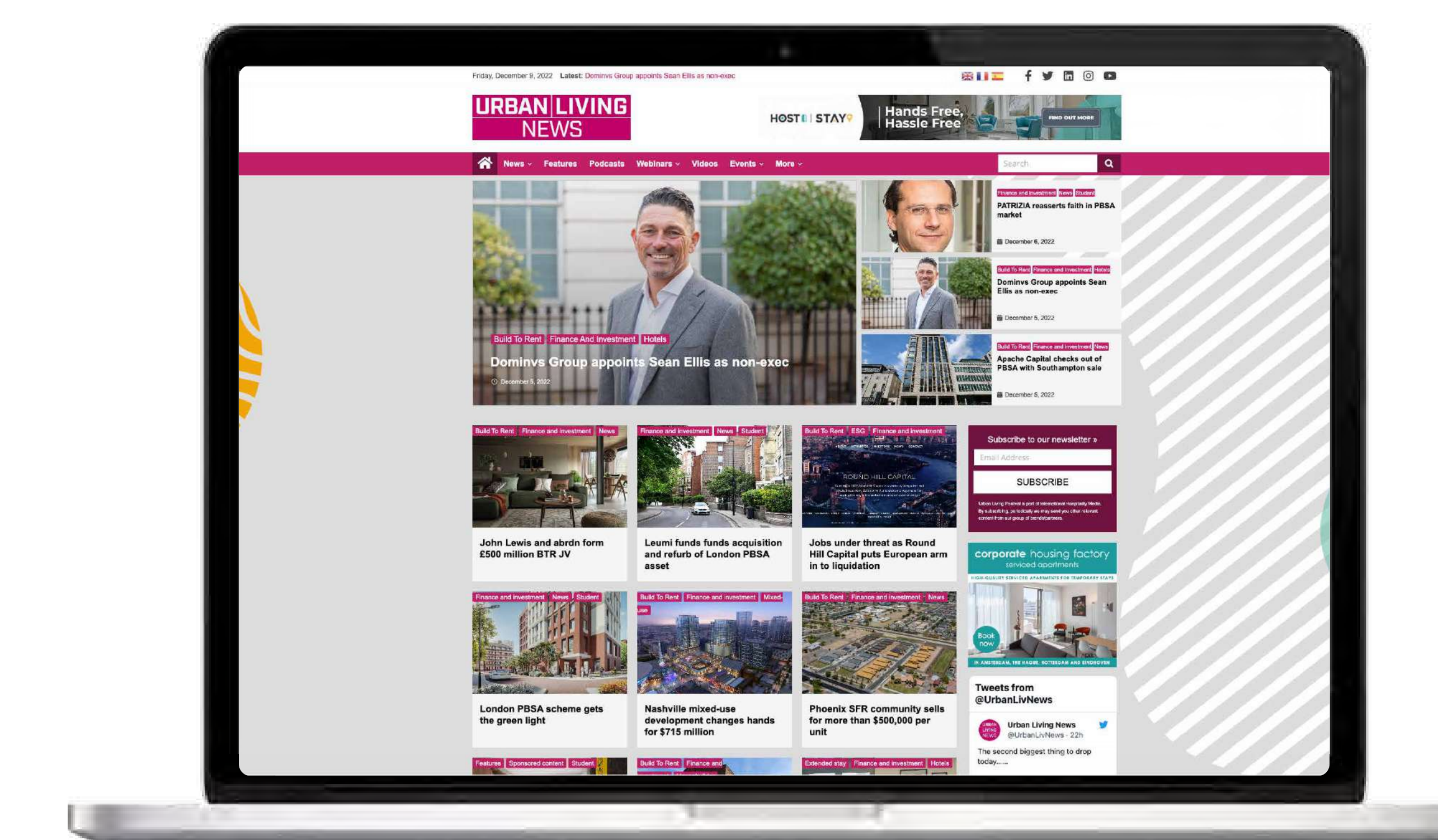
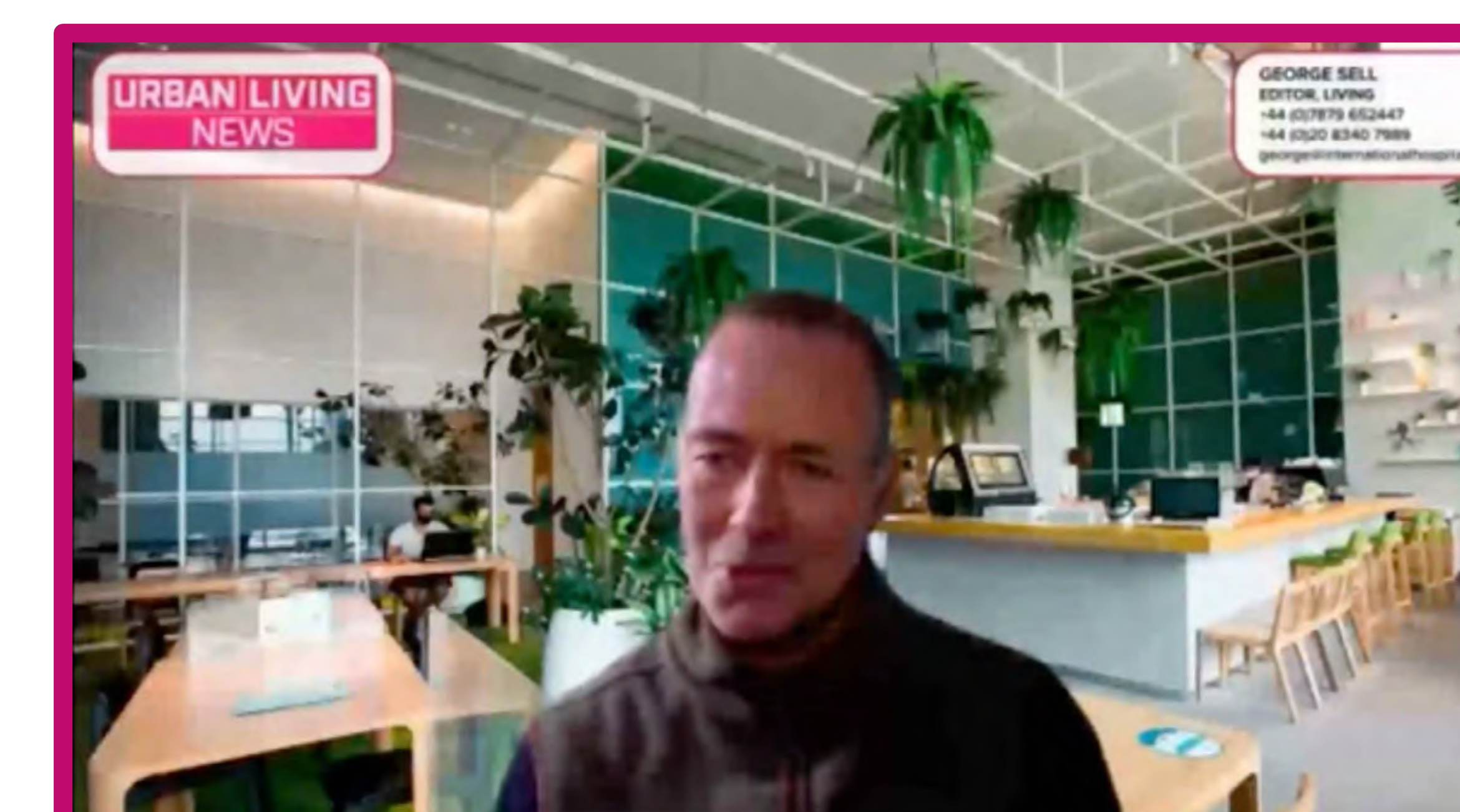
General banner
£600 + vat per month



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.

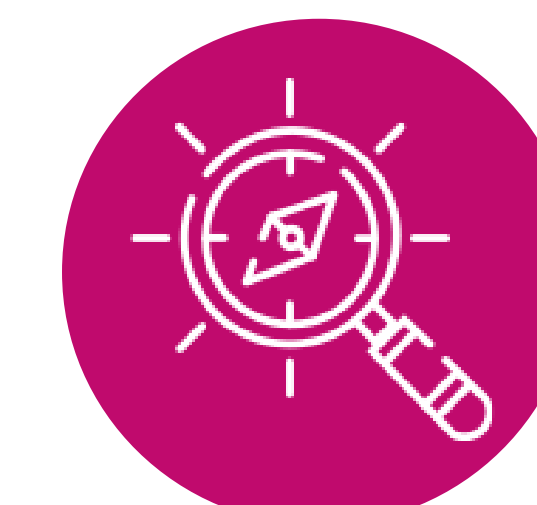
available from
£4,995 + vat



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

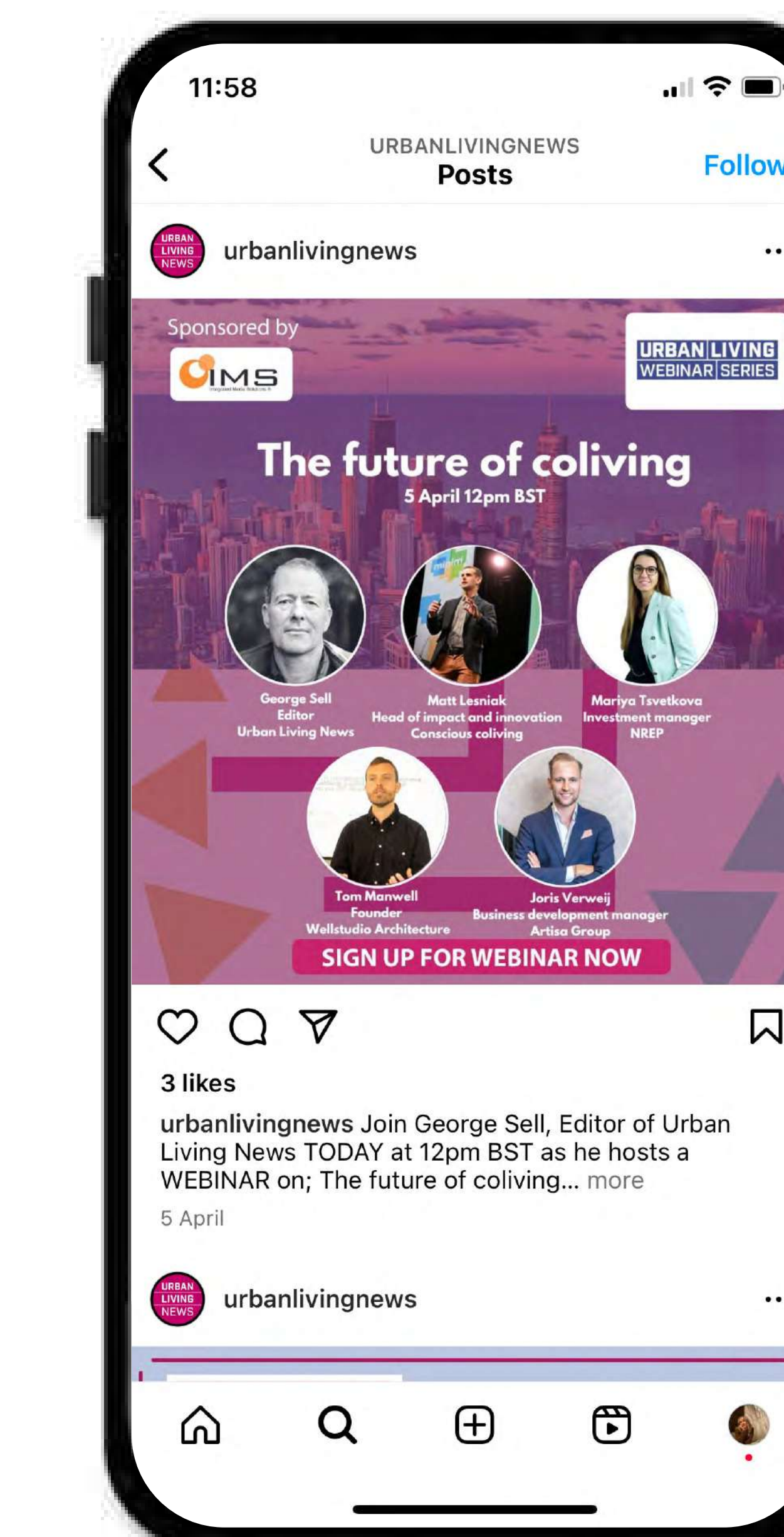
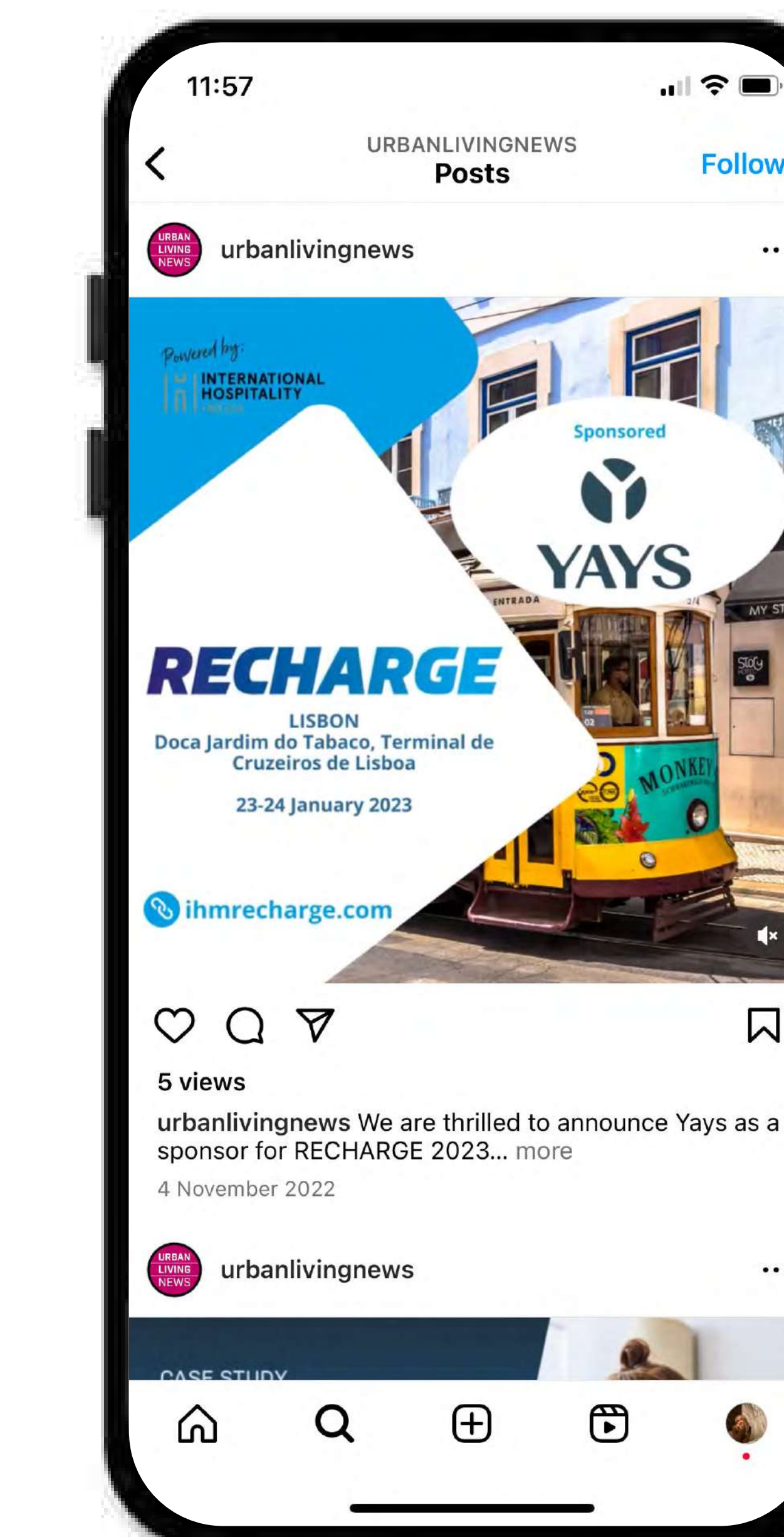
Take Your Event To The Next Level



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.

Powered by:



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.

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.

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

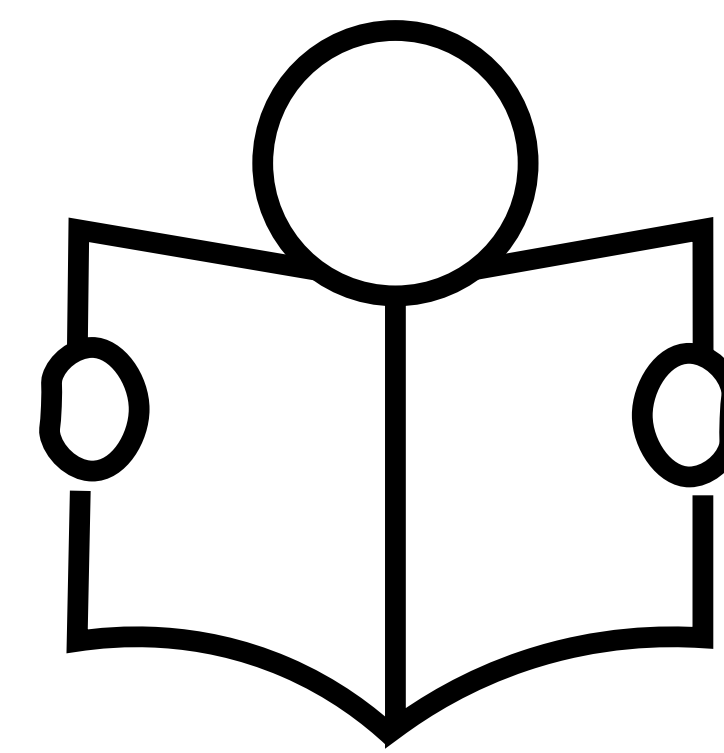
Serviced Apartment News (SAN) launched in 2013, is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

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

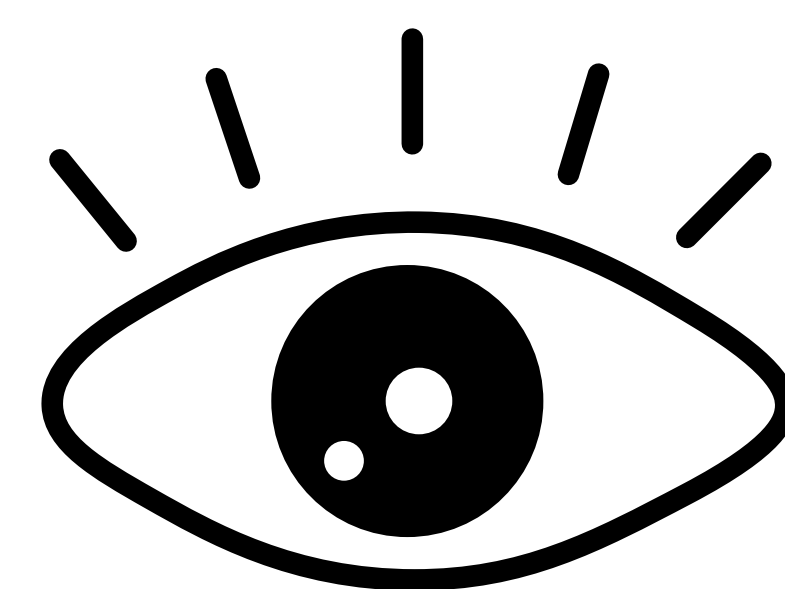
Media Brands:



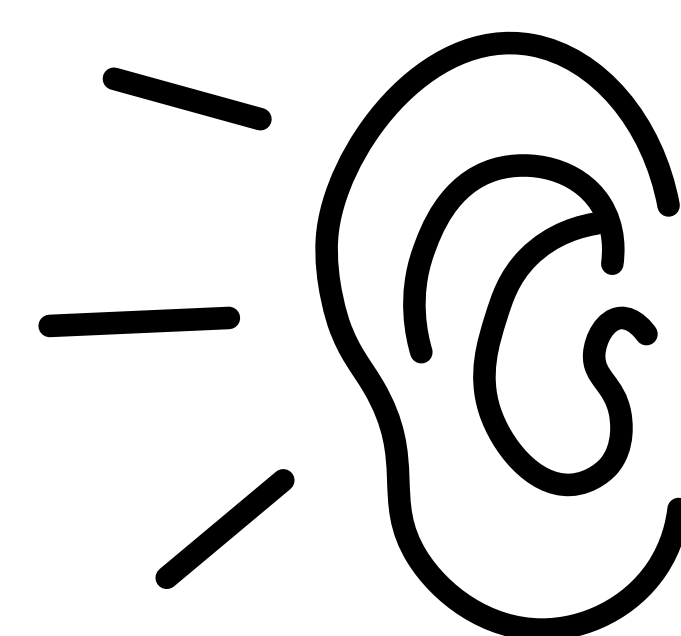
READ



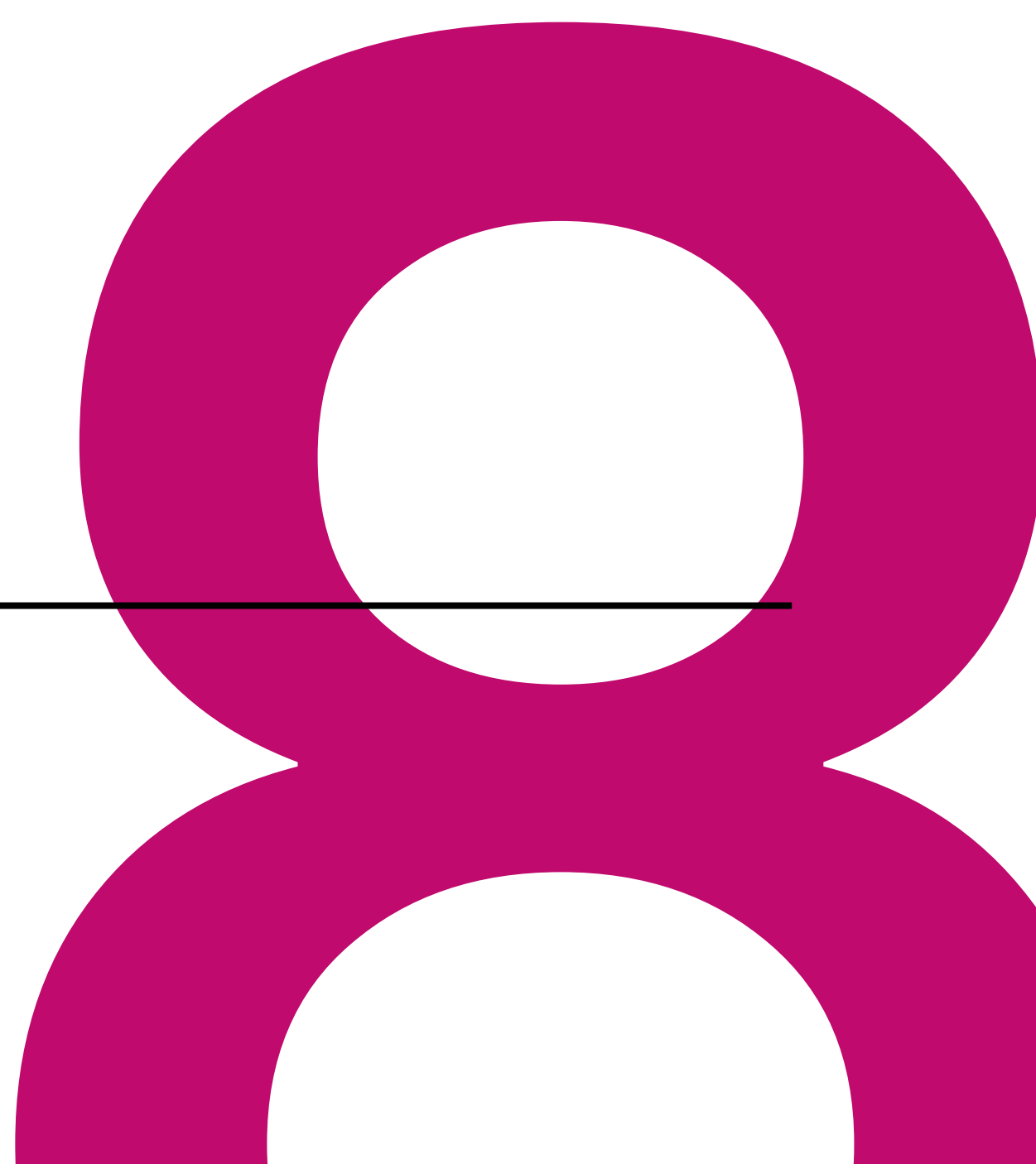
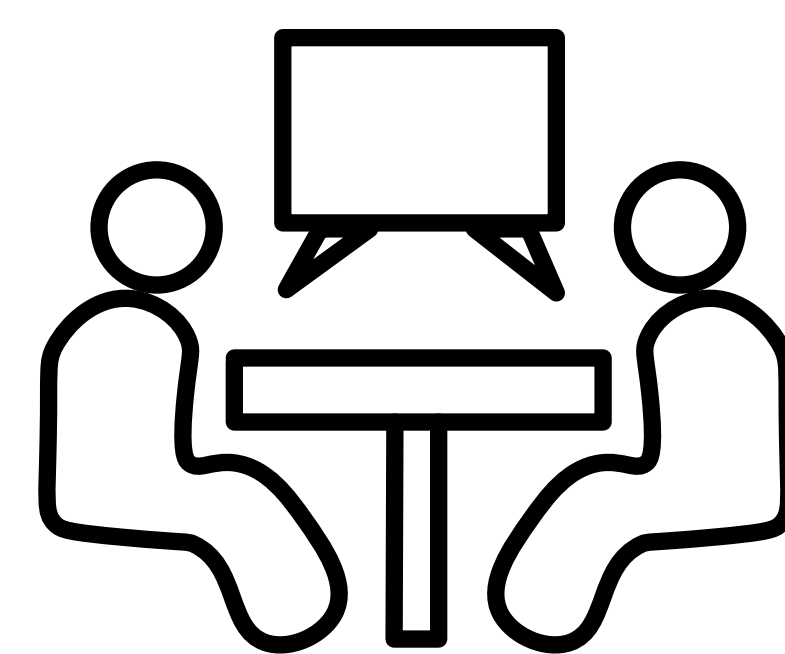
WATCH



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!

Henry say's



HENRY FULLER
VP Commercial Partnerships -
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"Partner with Urban Living News 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 residential and living sectors.

I am on hand to not only manage our partnership activities, but also provide expert knowledge as to how we can optimise your brands awareness, thought leadership and lead generation objectives. Nobody would care more about growing your business than me – your success is my number one goal.

Let's build a partnership together that drives results."