

## READ - WATCH - LISTEN - MEET



# CREATIVE SOLUTIONS MENU

Powered by:



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.

## Your business, our passion

“

There's nobody that cares more passionately about our clients, than us. We don't just encourage online advertising. Our clients trust us to help make an informed multimedia choice to maximise ROI.

”

Katie Houghton, Global Partnerships Manager, IHM

Boutique Hotel News (BHN) is the leading international brand for the burgeoning boutique, luxury and lifestyle hotel market. The sector has seen an intense recent focus from major hotel groups and institutions/investors alike, as they look to win market share from the pioneering independents who continually raise the bar for properties with character, design and an experiential offer. BHN has an e-database of 16,500+ opt-in subscribers and a global digital reach of over 70,000 interactions each month and a broad content offer of news, features, interviews, webinars and podcasts.

Launched in 2013, Serviced Apartment News (SAN) is the the number one resource for the global serviced apartment, aparthotel and extended stay sectors. The undisputed shining star of the hospitality industry during the pandemic, this sector is reaping the rewards of its pandemic performance in the form of increased investor interest, and a renewed and enlarged future pipeline from major hotel groups and new entrants alike. SAN offers news, features, podcasts and webinars, along with the parallel ENGAGE! Events for the corporate travel buyer community. The site has an international digital audience of over 30,000 every month (including e-mail, website views and social media).

Short Term Rentalz (STRz) launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors. The brand covers the entire spectrum of the industry, from Airbnb to niche local property managers and all inbetween. The hugely successful recent Airbnb IPO is testament to the vibrancy and growth potential of the industry. STRz has a global digital reach of over 40,000 every month (including e-mail, website views and social media) and offers a range of content including news, features, podcasts and webinars.

Urban Living News (ULN) is the latest hospitality and real estate multi-media b2b platform, launched in April 2022 It has been launched in response to the increasingly blurred lines between asset classes within urban development. Uniquely the website and its associated events examines the latest news and trends in segments including, but not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more. The platform will focus on the convergence of these markets rather than covering the sectors in isolation, and will keep you up to speed with the rapidly evolving ways in which we stay, live and work.

## EXTEND YOUR REACH



### Webinar Sponsorship

[Click here for more](#)

Position your brand as the thought leader by sponsoring our industry leading webinars.

We've delivered over 120 successful webinars so far, attracting high calibre C-suite attendees and 15,000+ registrations.

**Webinar session sponsorships**  
available from

**£2,000**  
(per part of the series)  
+ vat

**Webinar series sponsorships**  
available from

**£7,500**  
+ vat



### Podcast Sponsorship

[Click here for more](#)

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.

All brands have an established podcast series hosted on our websites and distributed on soundcloud (available via Spotify, Apple podcasts etc..) to amplify your reach.

**3 x podcasts (live reads and sponsored ads)**  
available from

**£395**  
+ vat



**George Sell**  
Editor-in-chief, IHM

\*If viewing online please click the logo for more information.

# MAKE 2022 YOUR YEAR OF ATTENTION

“ Clients do not remember sales pitches, they remember thought-leading moments “

*Piers Brown, CEO, International Hospitality Media*



## 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 40,000, to engage the right audience to showcase and align your brand with. Talk to us to cut through the noise.

**Bespoke Packages**

**£POA**

“

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*

## Website Advertising

boutiquehotelnews.com | servicedapartmentnews.com | shorttermrentalz.com

**Web banner**  
available from

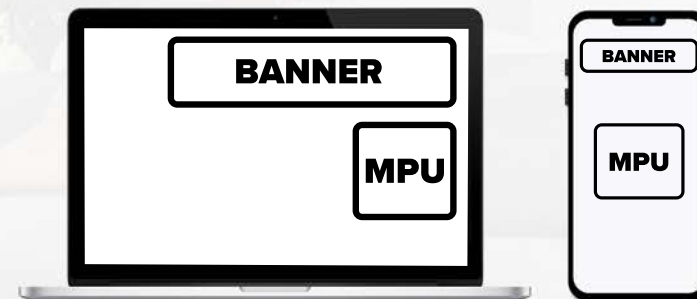
**£400**  
per month  
+ vat

**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.

**£1000**  
+ vat

available from



## E-newsletter sponsorships

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

**£150**  
+ vat

available from



## 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.

**£999**  
(per article/feature)  
+ vat

available from



## 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.

**£3995**  
+ vat

available from





## Feed Your Mind Sessions

Co-host thought leadership events in a breakfast, lunch or dinner 'dine and learn' format.

[Click here for more](#)

Let us plan and organise bespoke events, curating the topics, formats and guest lists in line with your business objectives and goals.

**Feed Your Mind**  
available from

**£6000**



“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*



## Event/Awards Sponsorships

Our industry leading LIVE/VIRTUAL events have a bespoke menu of sponsorship categories to engage and get in front of your target audience.

**The Shortyz**  
Short Term Rental Awards

**Urban Living**  
Festival

**Urban Living**  
Insights

**Serviced Apartment**  
Awards

**Urban Living**  
MEA

**RECHARGE**

**Urban Living**  
Asia

*If viewing online please click the event/awards for more information.*



## Sales and Marketing Consultations

People are consuming media differently. Use our experts to help advise and shape your strategy to connect with your audience - sessions can be from a 1 hour exploratory call, through to more in-depth analysis and presentation of strategy aligned with your objectives.

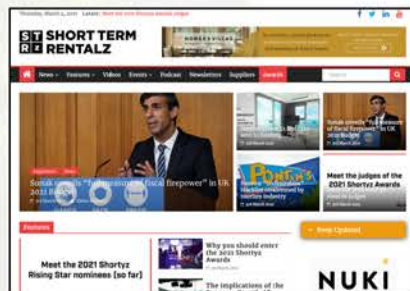
**£POA**



## Content creation

Use our specialists to create engaging audio, video and social media content.

**£POA**



## A snapshot of the IHM audience reach

**52,000 +**  
ACROSS SOCIAL MEDIA  
PLATFORMS

EMAIL  
DATABASE OVER  
**41,000 +**  
OPTED IN

AVERAGE MONTHLY  
WEBSITE VISITS  
**74,500**  
(ACROSS OUR THREE  
NEWS PLATFORMS)



**Get in touch!**



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