

READ - WATCH - LISTEN - MEET



CREATIVE SOLUTIONS MENU

Powered by: **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.

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. 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 industry is hugely successful and the volume of acquisitions, mergers and activity is testament to the vibrancy and dynamism of the market. 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 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.

EXTEND YOUR REACH



Webinar Sponsorship

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

We've delivered over 200 successful webinars so far, attracting high calibre C-suite panellists and attendees, and **22,000+ registrations**.

Webinar session sponsorships
available from

£1,995
(per article/feature)
+ vat

Webinar series sponsorships
available from

£7,495
(per article/feature)
+ vat



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**.

available from

£995
(per article/feature)
+ vat

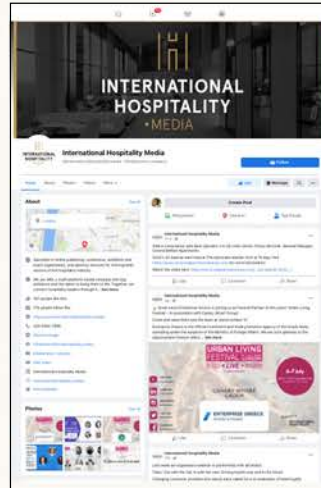


George Sell
Editor-in-chief, IHM

MAKE 2023 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 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



Website Advertising

boutiquehotelnews.com | servicedapartmentnews.com | shorttermrentalz.com | urbanliving.news

Web banner
available from

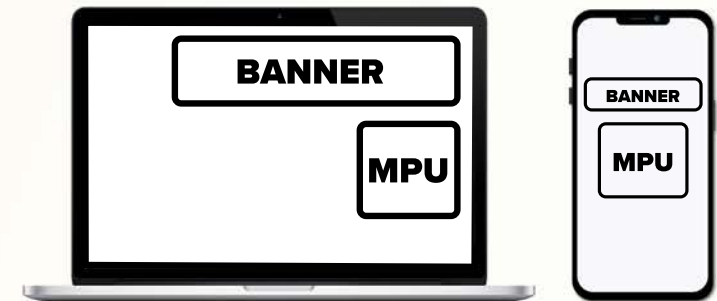
£395
per month
+ vat

Web MPU
available from

£250
per month
+ vat

Video pre-roll sponsor
available from

£750
per month
+ vat



“ 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



Solus HTML e-shots

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

£995
+ 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



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.

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.

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

£995
+ vat



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.

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

£5,995
+ vat



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.

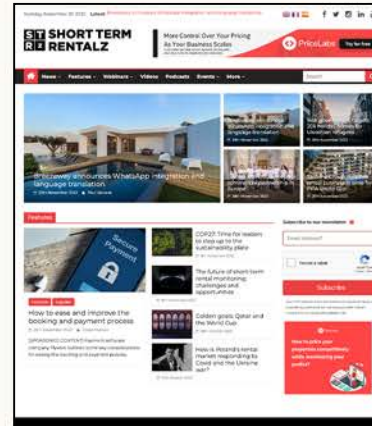
> Content

> Research

> Event Services

Discuss your requirements with us

£POA



Event/Awards Sponsorship

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

Why people register?

"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



Content creation

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

- £POA

£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

60,000+

(ACROSS OUR FOUR
NEWS PLATFORMS)



"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



Contact Us!



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