

# URBAN LIVING NEWS

**MEDIA PACK 2024**

Part of the International Hospitality Media portfolio, Urban Living News is the latest hospitality and real estate multi-media b2b platform. It has been launched in response to the increasingly blurred lines between asset classes within urban development.



*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
<div>5, 000+</div> <div>Av sessions per month</div> <div>* (All figures calculated Q4 2023/Jan 2024)</div>	<div>14, 000+</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>28.05%</div> <div>Average open rate</div> <div>(figures taken from email campaigns from Q3/Q4 2023)</div>	<div>UK</div> <div>US</div> <div>Netherlands</div> <div>Singapore</div> <div>Australia</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>



# 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



20+

Podcasts



72+

Webinars



1,250+

Followers and Members on LinkedIn



16+

Video interviews



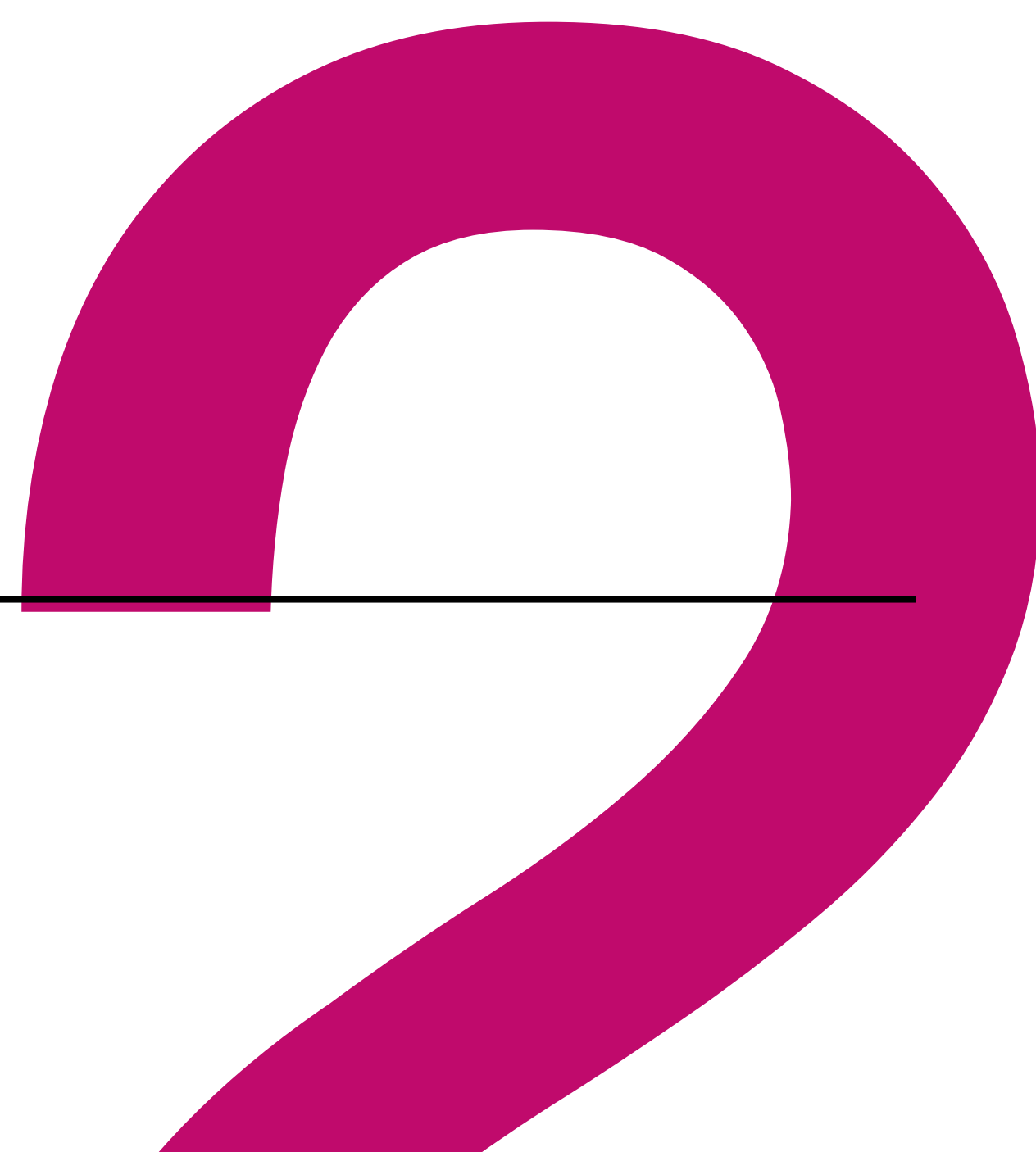
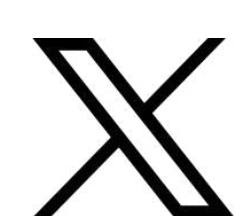
1200+

News stories and growing daily



50+

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

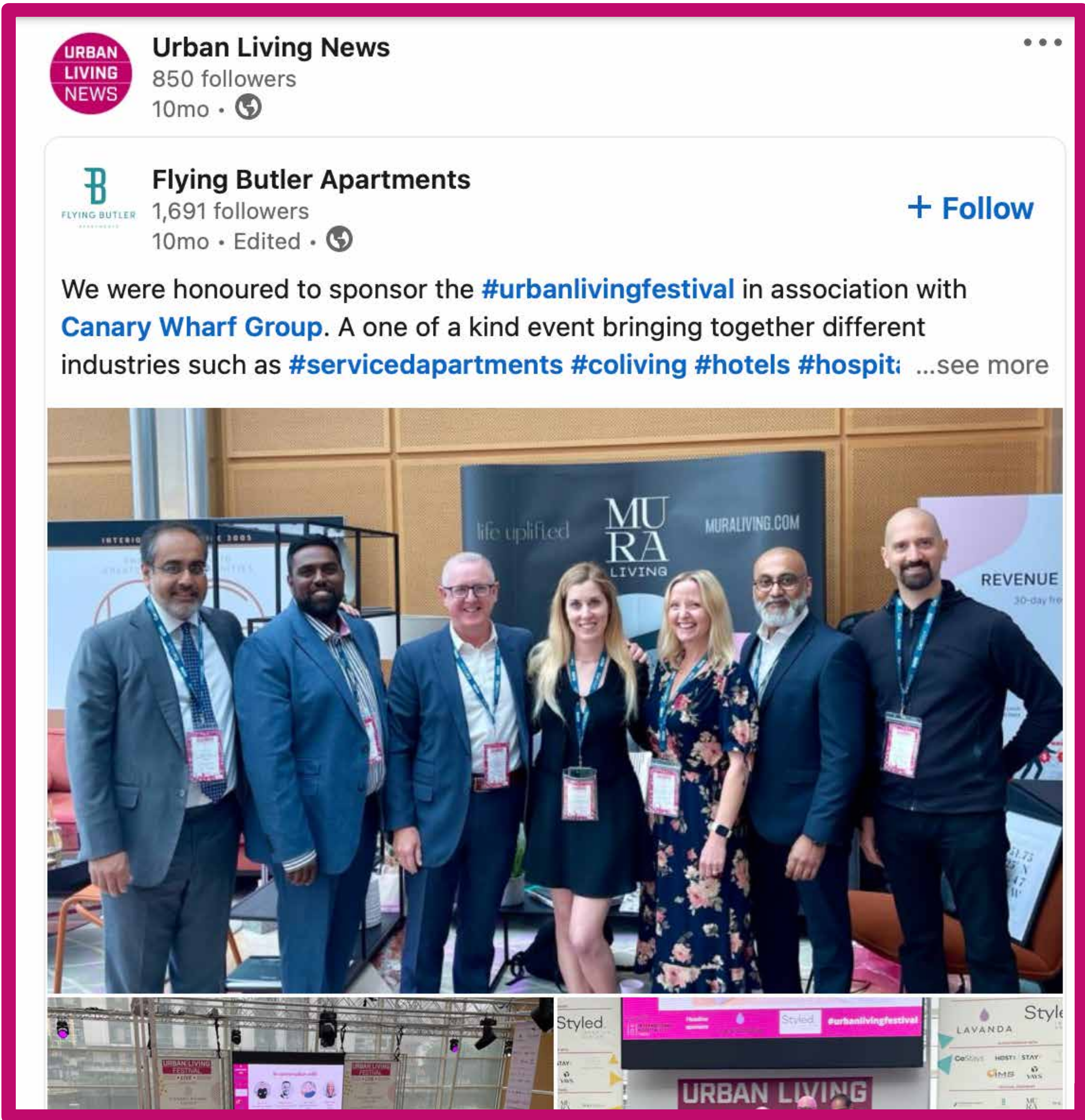
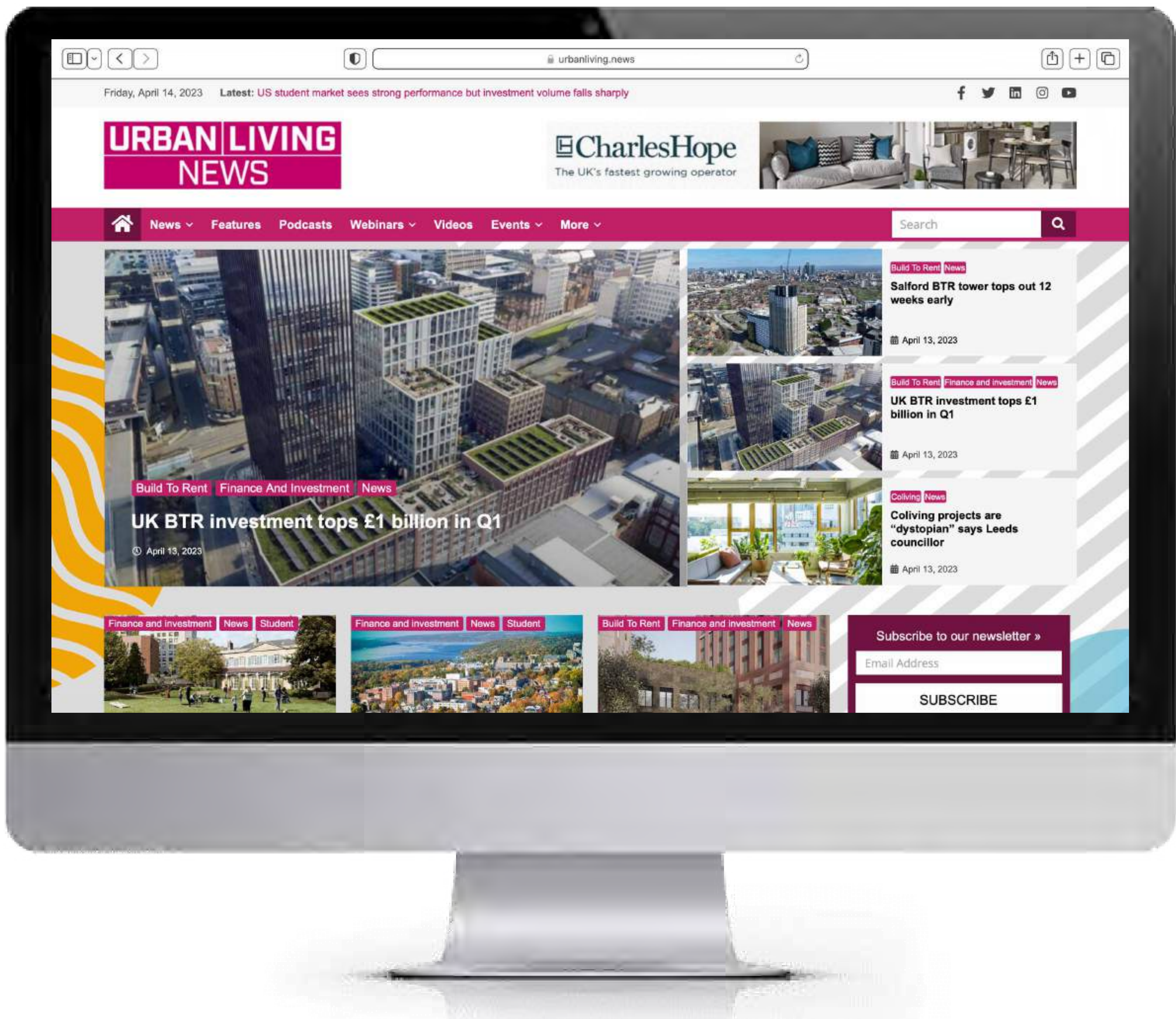
- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



## 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.

[george@internationalhospitality.media](mailto:george@internationalhospitality.media)







# 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

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.

£9,495 (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*

**“I think Recharge is one of the most interactive and interesting events I’ve been to for some time. Made new friends and business contacts. Loved it.”**

*Iain Murray, Senior Director BTR Consultancy(Europe), Cortland Consult*

**“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

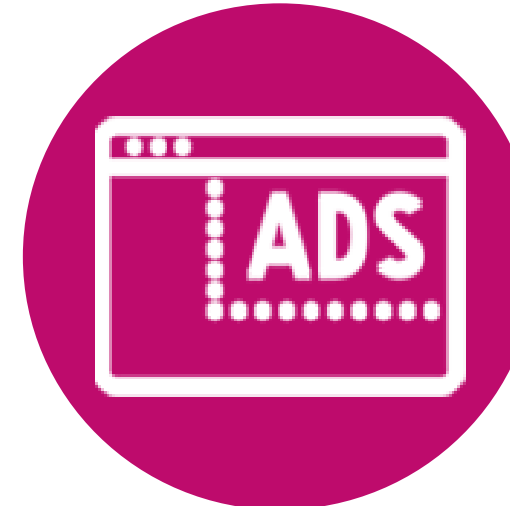
Position your brand as the thought leader by sponsoring our industry leading webinars.

Webinar series sponsorships  
(5 webinars total)

**£1,995 + vat**  
(as part of the series)

Webinar series  
sponsorships available from

**£8,495 + vat**

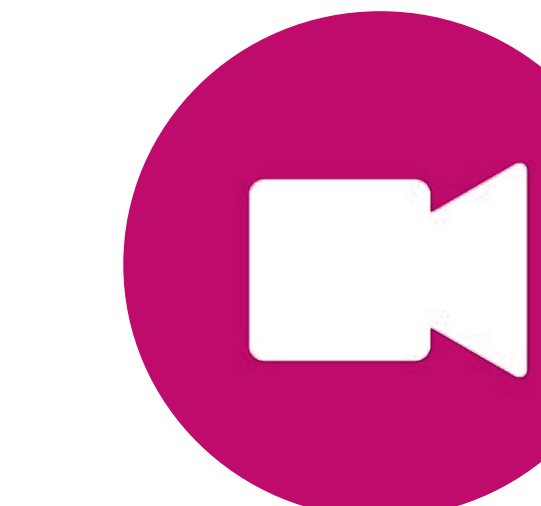


## Website Display Advertising

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.

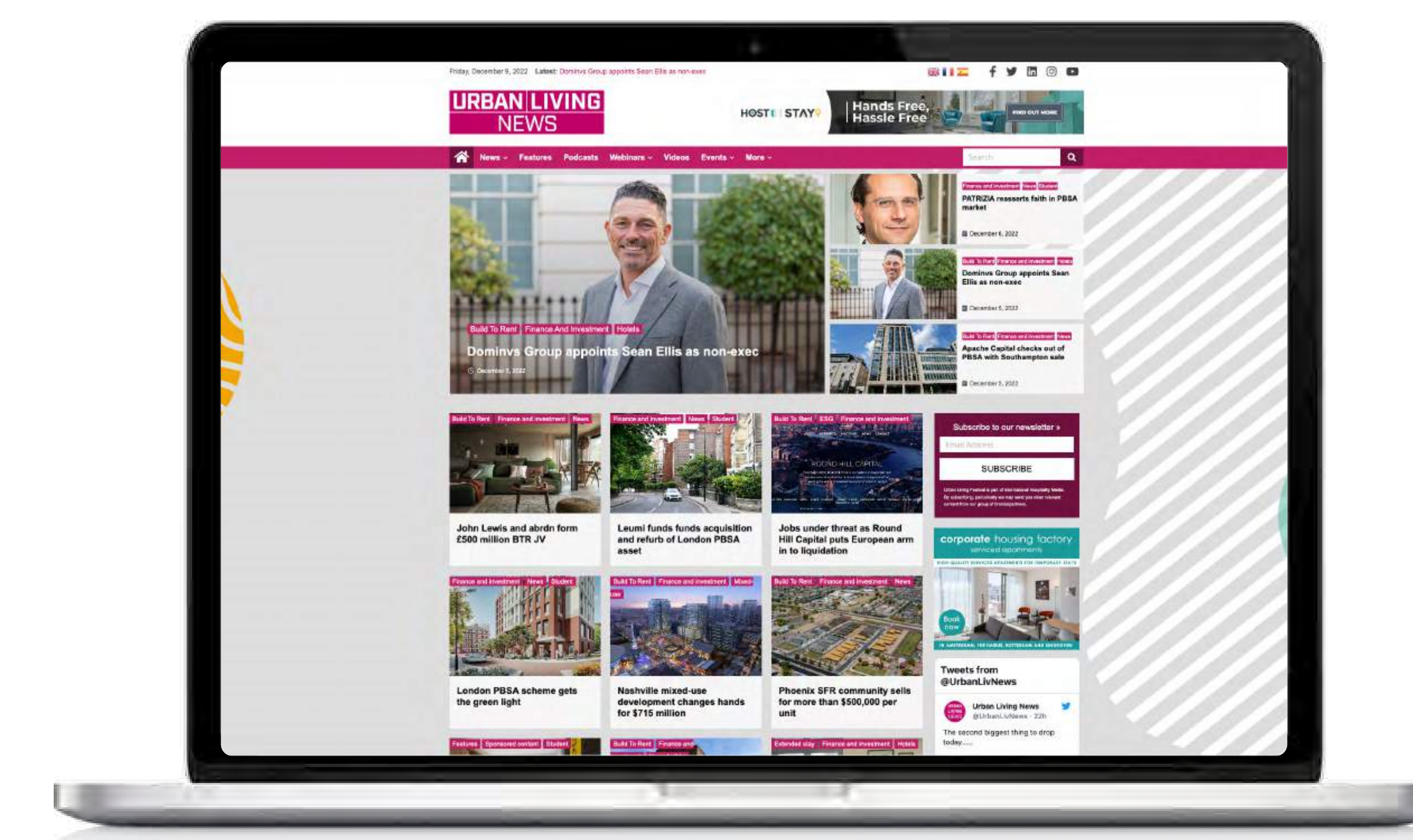
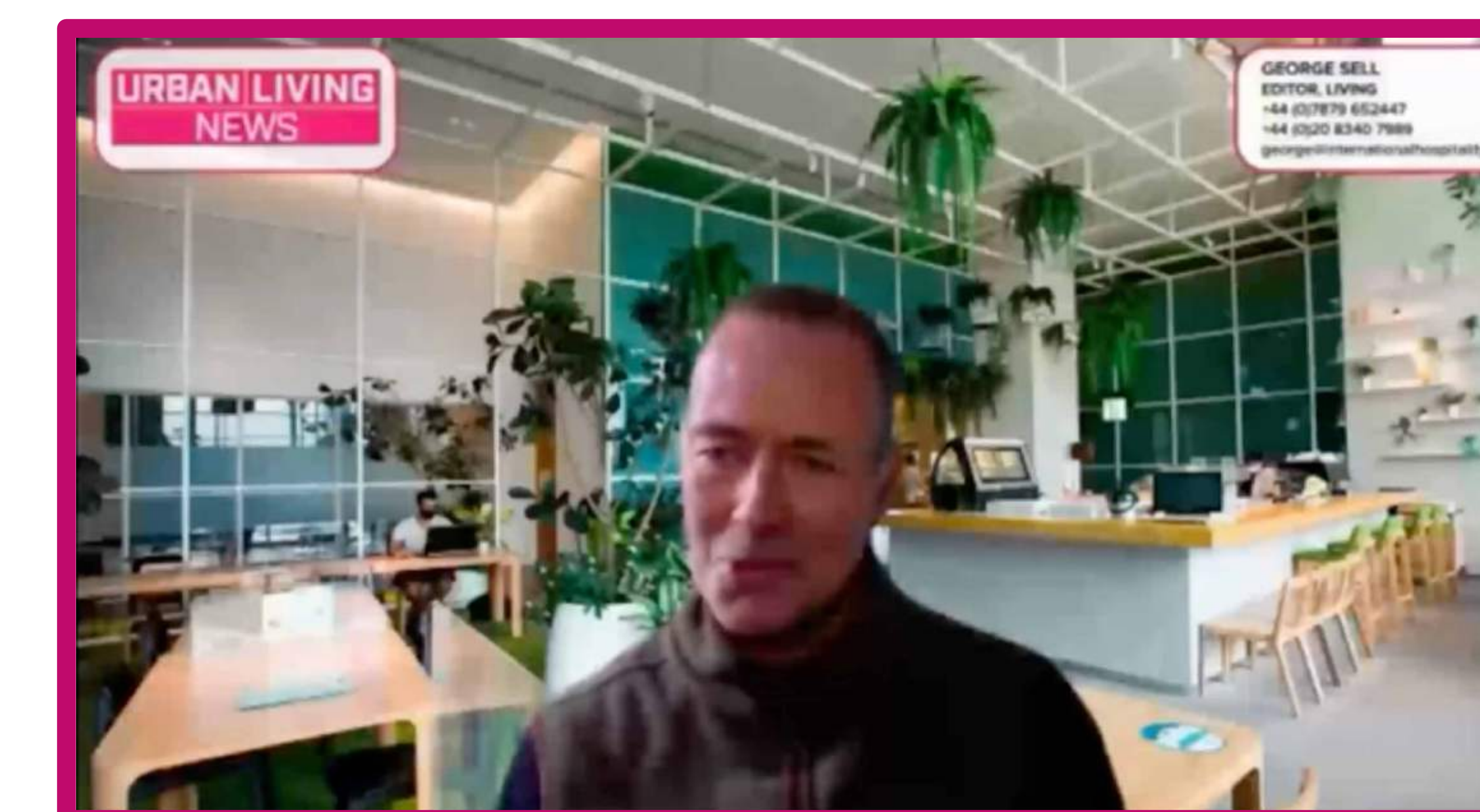
**£995 + vat per month**



## 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**



## 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)



## Solus HTML e-shots

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

available from  
**£995 + vat**



## E-newsletter sponsorships

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

**£600 + 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.

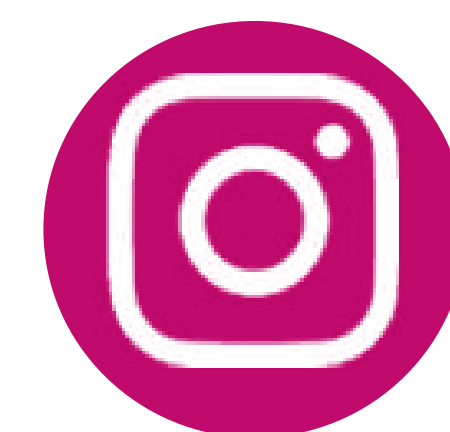
**£995 + vat**  
(per article/feature)



## Fully hosted 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

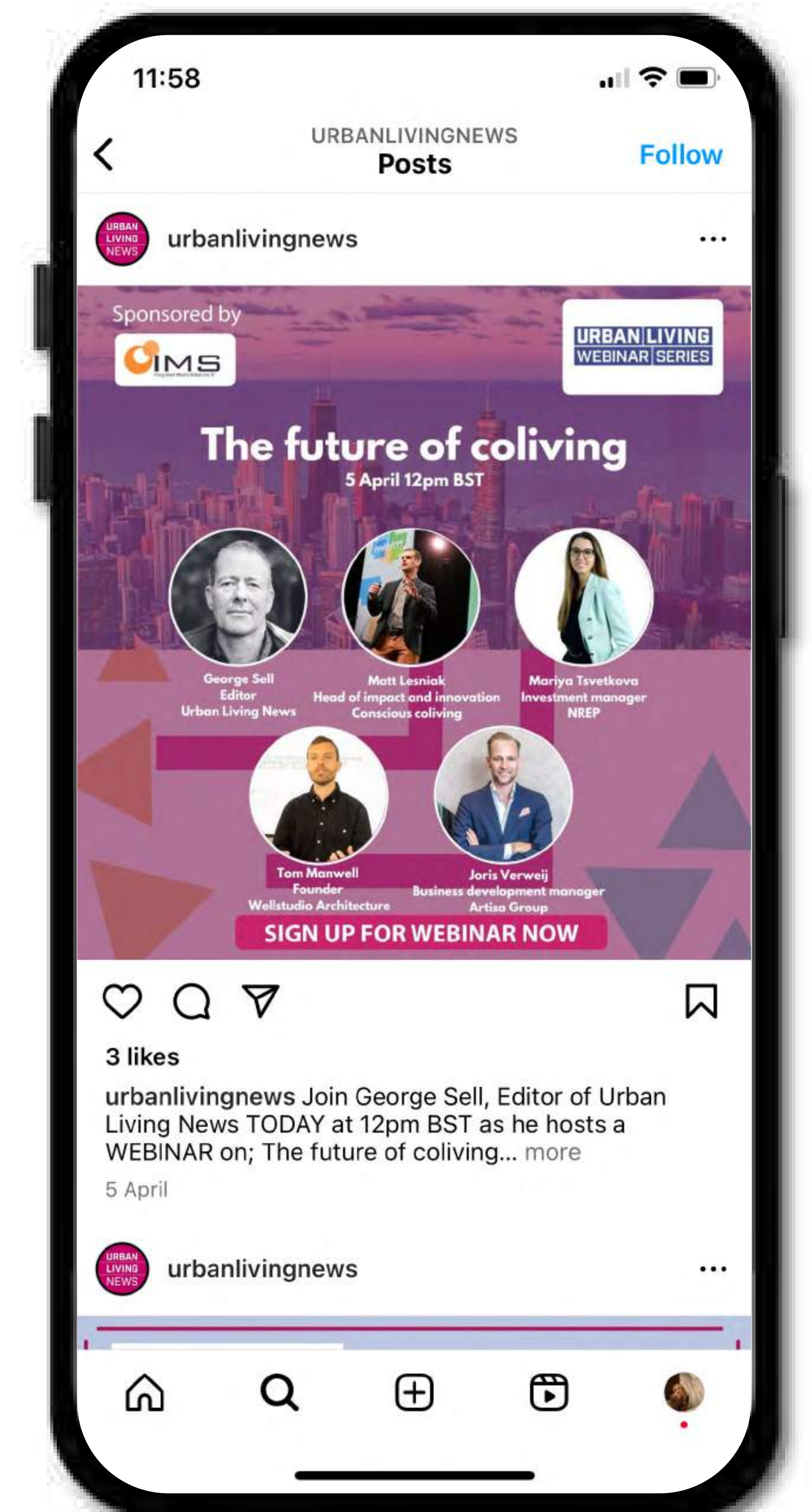
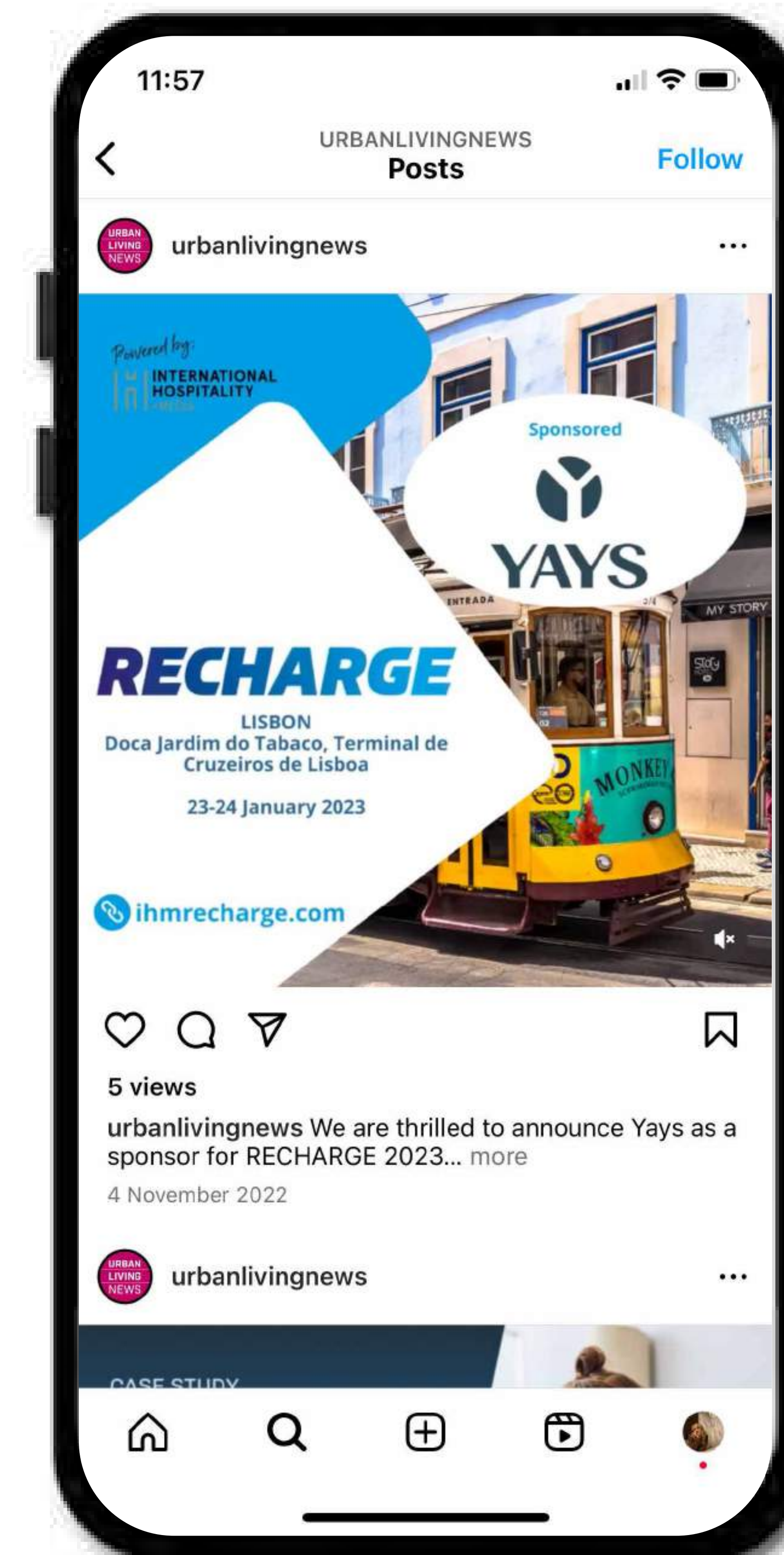
Informed content that connects your brand to the most influential audiences in hospitality and real estate.

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**

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.

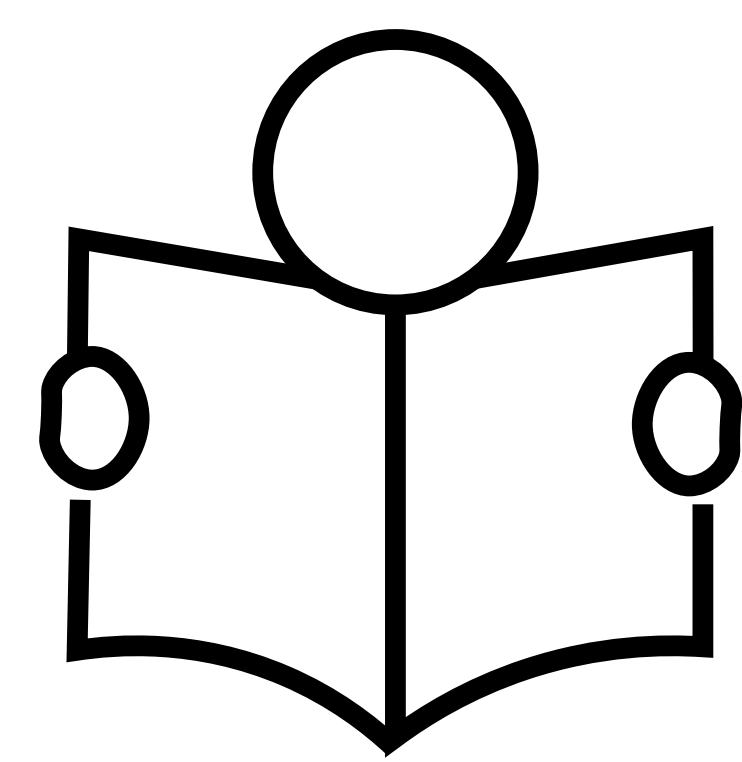
*Serviced Apartment News (SAN)* launched in 2013, is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

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

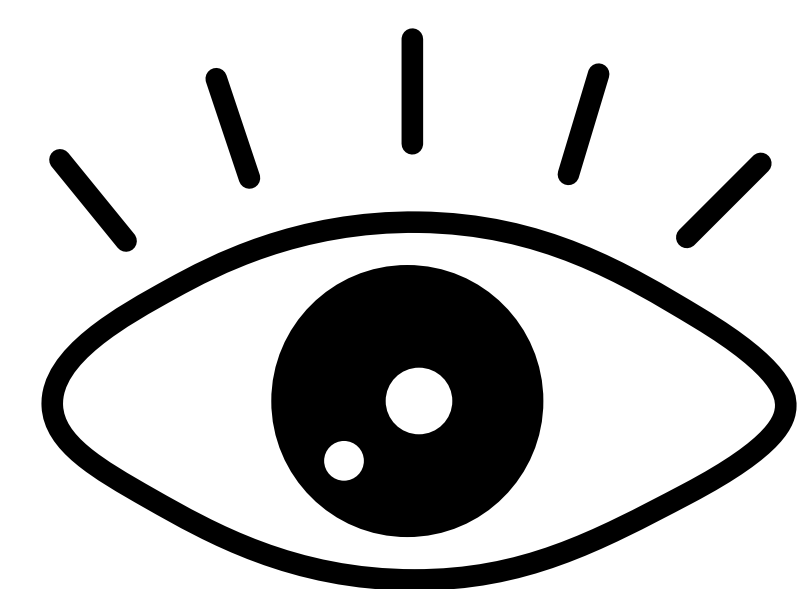
## Media Brands:



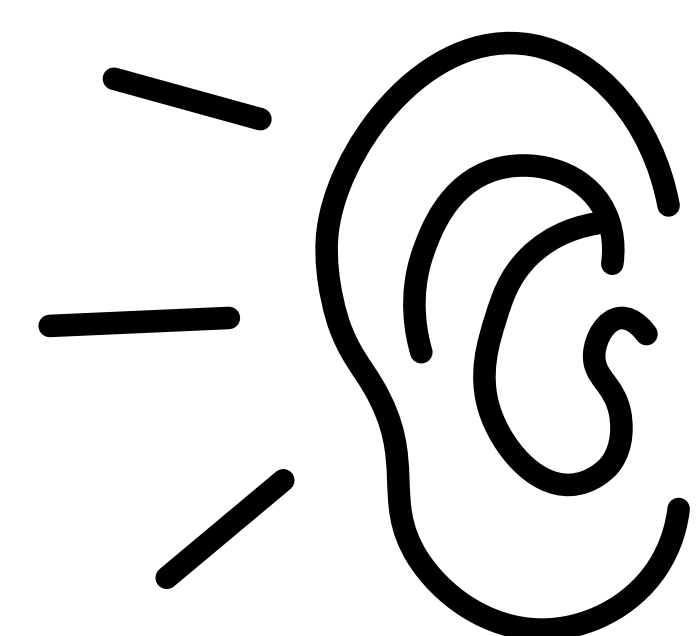
## READ



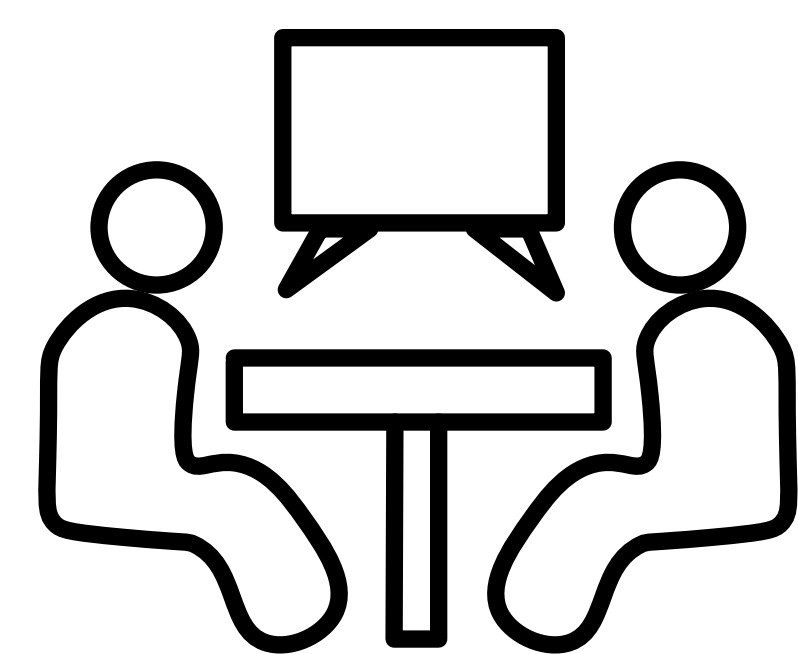
## WATCH



## 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 FULLER**  
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