

For those who live and breathe luxury hospitality — start here.

# BOUTIQUE HOTEL NEWS

## *MEDIA PACK 2026/2027*

Part of the International Hospitality Media portfolio, Boutique Hotel News is the leading international B2B media brand for the boutique, lifestyle, luxury hotel and branded residence market.

### ELOISE HANSON

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

Eloise is a respected thought leader within hospitality. A trained multimedia journalist and expert conference, awards, webinar and podcast host. She writes BHN's breaking news and comment and contributes to the weekly e-newsletter and monthly features.



## HIGH-QUALITY AUDIENCE PROFILE

45%  
OPERATORS

21%  
SERVICE PROVIDERS

18%  
DEVELOPERS /  
OWNERS

16%  
INVESTORS /  
LENDERS

33%  
C-SUITE, DIRECTOR  
OR OWNER LEVEL

67%  
MID-SENIOR  
MANAGEMENT LEVEL



# DIGITAL AUDIENCE ENGAGEMENT

Engage with the largest boutique lifestyle, and luxury digital multimedia audience worldwide



LINKEDIN GROUP  
MEMBERS

**20,169** +



NEWS STORIES

**7,266** +

WEBSITE  
TRAFFIC

43,772

Av users per month

48,314

Av page views per month

PODCASTS

**57** +



E-NEWSLETTER  
SUBSCRIBERS **23,365** +

EMAIL OPEN RATE **25.67%**

WEBINARS **107** +

\*STATISTICS VERIFIED AND CURRENT AS OF MAY 2026.



# DIGITAL REACH AND ENGAGEMENT



## Podcast Sponsorship



→ Position your brand as an industry leader while reaching highly engaged, decision-ready audiences.

### Sponsorship includes:

- 30-second branded audio promo at the start and end of the podcast
- Website banner placement for one month
- Logo featured on podcast webpage, and included within weekly e-newsletter
- Inclusion in pre- and post-podcast marketing activity (5 x social media posts)

**Single bespoke podcast    3 x podcast series sponsorship**

**£2,495**

**£4,995**



## 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 in high visibility locations.**

**£995 per month**



## Video Pre Roll

Capture audience attention early with high-impact brand exposure before premium content begins.

**£995 per month**



## E-newsletter sponsorships

Maximise stand out in our weekly e-newsletter with a 'sponsored by message (70 words max) and a high impact image.

NEW! Headline/ Master banner

**£995 per month**

General banner

**£600 per month**

**NEW**



## Pop-up Dominator

**Guaranteed visibility you can't ignore.**

Capture attention with high-impact pop-ups designed to maximise visibility and engagement.

Clients provide a 500 x 500px creative, destination URL and preferred landing page placements.

**£1,495 per month**



## Solus HTML e-shots

Targeted email campaigns delivered directly to your audience, with a full performance report shared one week after send.

BHN audience only from

**£1,495**

Entire IHM audience from

**£1,995**

*All rates are exclusive of VAT. VAT will be charged where applicable.*



# Webinar Opportunities

## Themed Bespoke Series

A bespoke webinar series co-created with our editorial team.

You choose the topic and collaborate on the title, we provide the audience and structure

**£13,995 (3 webinars inc)**

## Single Bespoke Webinar

**£4,995**

## 3x Webinar Series Sponsorship

**£9,995**

## Optional Add-ons

Bespoke MPU/banner on the BHN site for one month **£995**

Targeted HTML to webinar registrants **£995**

## Mondays at 14.00 PM

- Topics are timely, relevant, and focused on key industry innovations and challenges.
- Live webinars encourage audience interaction via chat questions, polls and Q&A



*Hosted by Eloise Hanson*

## Pre Webinar Promotion

3 dedicated email campaigns sent to the Boutique Hotel News (BHN) database.

Organic promotion across LinkedIn, Instagram, and X.

Feature in the BHN weekly e-newsletter.

Webinar promoted on the BHN LinkedIn page.

## Post Webinar Promotion

GDPR-compliant attendee registration data shared within 24 hours.

Permanent hosting of the webinar on our website with unlimited future usage rights.

Follow up email sent to all registrants within 48 hours, including the full webinar recording and insight summary

3 x webinar highlight videos posted on linkedin

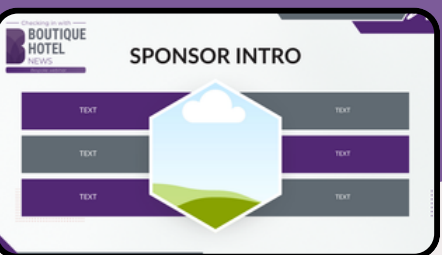
## During Webinar Promotion

Sponsor recognition via a short spoken mention and/or a sponsor promo video of less than one minute.

Opportunity to participate as a panellist.

Audience engagement tools: live Q&A, polls, and an interactive chat.

Sponsor company boilerplate. Sponsor logo co-branded on all webinar slides.



# INSPIRED EDITORIAL CONTENT



## Sponsored Content

Align your brand with valuable industry insights that build trust, visibility, and long-term audience engagement.

Publish an editorial article or advertorial of 700-1,500 words + up to 2 images or a 1 minute 30 second video and 200 words.

All content will be marked as ADVERTISEMENT FEATURE

**£1,495 per article/feature**



## Social Media Engagement

Let us run a social media campaign on your behalf using our combined audiences across LinkedIn, Facebook and Instagram of over 52,000, to reach the right audience and align your brand with relevant industry conversations.

Talk to us to cut through the noise.

**£POA Bespoke Packages**



## Webinar Hosting

IHM can manage your webinar requirements from end to end, including planning, marketing, speaker sourcing, agenda creation, production, moderation and broadcast.

**available from £4,995**



## 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.

- > Content
- > Research
- > Event Services

**£POA Bespoke Packages**

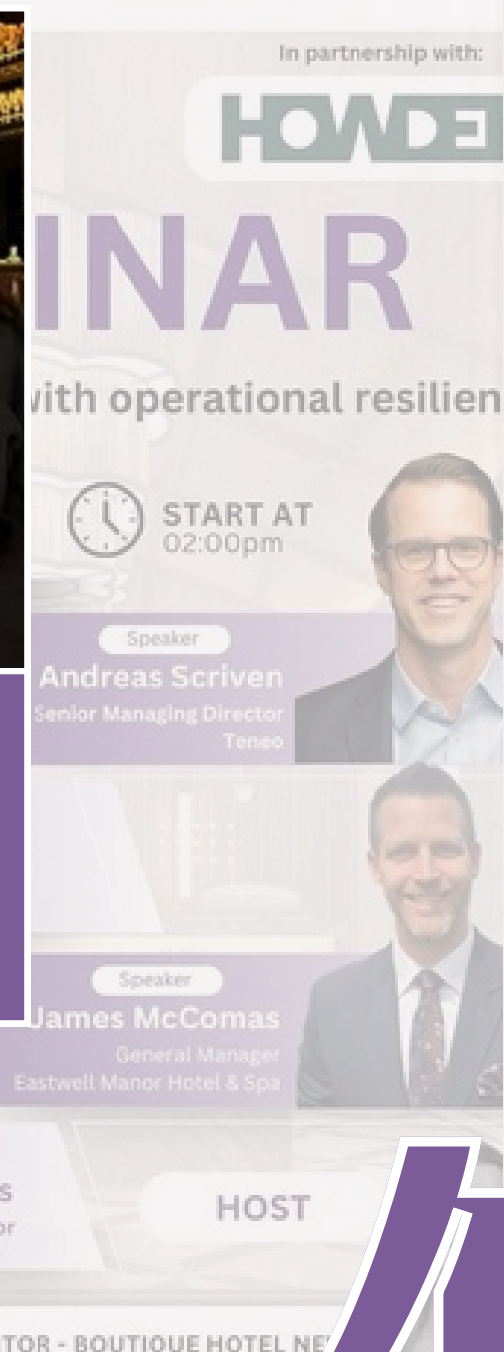
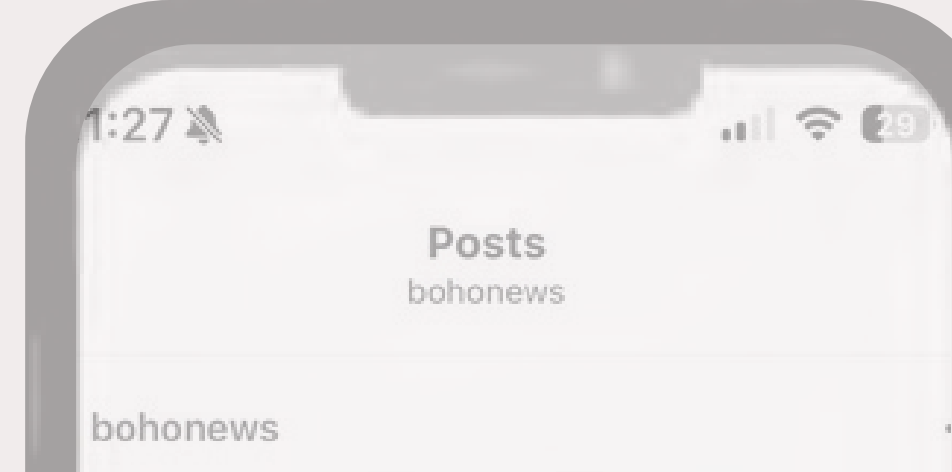
All rates are exclusive of VAT. VAT will be charged where applicable.



## 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 additional visibility with industry keynote speech or event hosting engagement.

**£POA**





# 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 curate the topics, formats and guest lists in line with your business objectives and goals.

from £12,995



## Serviced Apartment Awards

The original and only dedicated annual awards for the global serviced apartment, aparthotel and extended stay sector. Growing year on year, the awards recognise excellence at both individual and corporate level and bring the industry together to celebrate success, build connections and showcase the best in the sector.

from £5,495



## Global Branded Residence Awards

The Global Branded Residence Awards is the first of its kind, hosted by Boutique Hotel News, the leading global boutique, lifestyle and luxury hotel media brand, part of the International Hospitality Media portfolio.

from £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



# WHAT OUR CLIENTS SAY ABOUT US

**Why us?** We combine trusted sector expertise, highly engaged audiences and creative campaign thinking to help clients build visibility, credibility and measurable commercial impact.



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“As a start-up with a modest budget, Boutique Hotel News worked with us to create a tailored campaign that fit our needs. The attention to detail was excellent throughout and the campaign generated a strong number of leads, several of which have now been converted. I look forward to continuing to work with the team.”

**Gustav Søgård, Opally**



“



“The bespoke webinar with Boutique Hotel News was a strong success from brief to delivery and beyond. The team made excellent suggestions we hadn’t even considered and guided us at every step, which significantly contributed to engagement and overall impact. The long-tail results have also delivered continued visibility well after the live session.”

**Patricia Vanu, Howden Group**

## BRANDED RESIDENCE CASE STUDY: CLYDE & CO

### CHALLENGE:

- Position Clyde & Co LLP (CC) as the go-to legal practice for Branded Residence (BR) real estate advice and representation.



### SOLUTION:

- Video interview conducted with CC representative in Abu Dhabi, distributed to our luxury lifestyle and boutique hotelier audience.
- Host BHN invite only Feed Your Mind sponsored BR discussion
- Sponsor Urban Living Festival 2025



### RESULT:

- Database created with circa 200 for future use
- 28 profiled attendees: investors, owners, operators and lifestyle brands.
- Media coverage of event in Boutique Hotel News (circa 18k opt-in database)
- Client follow up conversations ongoing

# 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 four 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 boutique, lifestyle, luxury hotel and branded residence market.
- **Serviced Apartment News (SAN)** is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.
- **Short Term Rentalz (STRz)** is the only dedicated B2B platform for the fast-growing short term and vacation rental sectors.
- **Urban Living News (ULN)** is the most recent hospitality and real estate multimedia brand. It was created in response to the increasingly blurred lines between asset classes within urban development. Sectors include hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more.

## Interested? Contact us today



READ



WATCH



LISTEN



MEET



**Katie Houghton**

VP Commercial Partnerships

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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.



BoutiqueHotelNews



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@bohonews



<https://boutiquehotelnews.com>



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