

BOUTIQUE HOTELIER

NEWS AND INTELLIGENCE FOR UK HOTELIERS
PROFESSIONAL DECK 2024



www.boutiquehotelier.com

INTRODUCTION

Boutique Hotelier is the only B2B news publication that provides business intelligence for owners, operators and decision makers in luxury, independently owned properties across the UK.

The market-leading monthly magazine and online portal, including daily e-newsletters and continually updated social media channels, is the only publication specifically targeted at this sector of hospitality.

In addition to providing news and exclusive interviews, comment and analysis, lively debate and examples of best practice and innovation, Boutique Hotelier supports the industry with its annual awards and drives its news agenda with bespoke events, reports and research into the industry.

Boutique Hotelier is published by ITP Promedia Publishing.

Promedia Digital is a subsidiary of the Dubai-headquartered ITP Media Group, which helps brands reach a global audience through its portfolio of publications, websites and events. The company also has offices in Abu Dhabi, Riyadh and Mumbai, and publishes more than 40 consumer and B2B titles.



SUBSCRIBERS INCLUDE KEY DECISION MAKERS FROM TOP UK HOTELS SUCH AS:

- The Pig Hotels
- Elite Hotels
- Farncombe Estate
- Hand Picked Hotels
- Seren Collection
- Iconic Luxury Hotels
- Dakota Hotels
- Chestnut
- Inn Collection Group
- The Torridon
- Watergate Bay Hotel
- Rockliffe Hall
- Whatley Manor
- Soho House
- Exclusive Collection
- Firmdale

WEBSITE

Our website www.boutiquehotelier.com provides industry news and insight on a daily basis and is the most visited boutique hotel news website for senior executives in the sector.



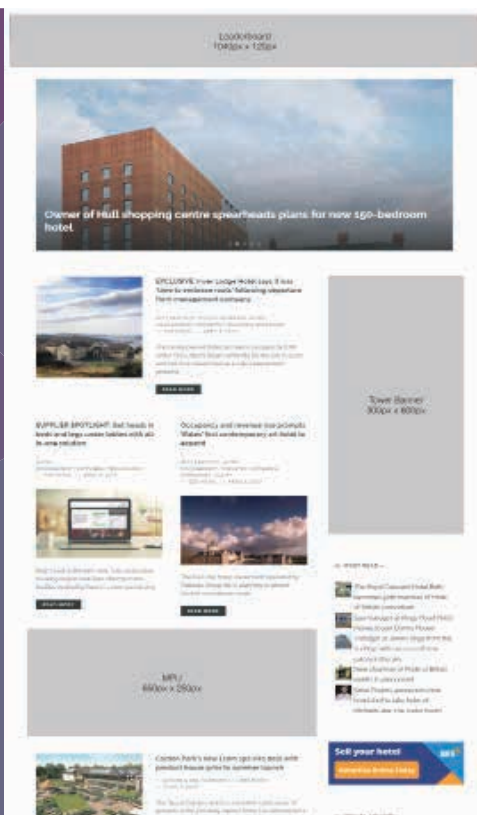
averages are based on 2023 statistics.

WEBSITE ADVERTISING COSTS

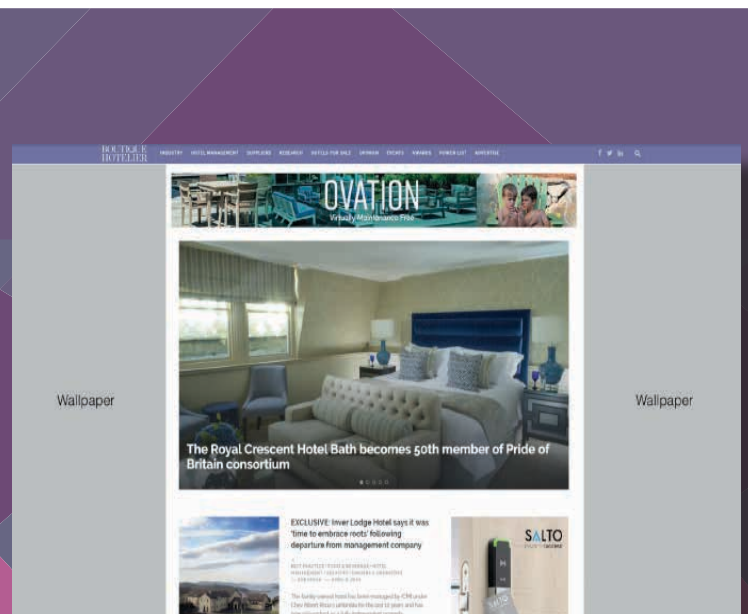
| POSITION | PRICE (per month) | SPECIFICATIONS (pixels) |
|-------------|-------------------|-------------------------|
| Wallpaper | £4,000.00 | 1920 x 1080 |
| Mobile | £3,000.00 | 1080 x 1920 |
| Leaderboard | £1,800.00 | 1040 x 120 |
| Tower | £1,600.00 | 300 x 600 |
| MPU | £1,600.00 | 650 x 250 |
| Button | £1,000.00 | 300 x 100 |

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Website banner positions are sold on rotation, with a maximum four clients sharing impressions.

MAIN BANNERS



WALLPAPER



PRINT

3,273

monthly
subscribers

12

Print editions published
every year

SPECIAL REPORTS 2024

| EDITION | SPECIAL REPORT | EVENTS (Additional Magazine Distribution) |
|------------------|---|---|
| February/March | Feb: Beds and bedding special March: 'Women in Hotels' | Hotel, Restaurant & Catering Show (25-27 March, London) |
| April/May | Apr: Power List 2024 May: Sustainability special | The Great General Manager's Debate (May, London) |
| June/July | June: Recruitment special July: Spa, wellness and amenities special | |
| August/September | Aug: Restaurant, kitchen and bar special Sep: Business services special (e.g marketing, finance, PR, security, procurement) | Hotel & Resort Innovation Expo (10-11 October) |
| October/November | Oct: Independent Hotel Show issue and 'meet the sponsors of the Boutique Hotelier Awards' Nov: Boutique Hotelier Awards 2023 Special Edition | Independent Hotel Show (15-16 October, London) Boutique Hotelier Awards 2023 (15 October, London) HIX Event: (November, London) |
| December/January | Dec: Tech special Jan: Big Brand special and hotel openings 2023 | |

PRINT ADVERTISING COSTS

| Position | Price (per month) | Specifications (MM) (WxH) |
|-------------------------------|-------------------|---------------------------------|
| Front Cover Package | £7,000.00 | 205 x 275 (300 DPI) |
| Opening Double Page Spread | £5,000.00 | 205 x 275 (TWO PAGES) |
| Outside Back Cover Back Cover | £3,500.00 | 205 x 275 |
| Inside Front Cover | £3,000.00 | 205 x 275 |
| Double Page Spread | £3,000.00 | 205 x 275 (TWO PAGES) |
| Full Page | £2,000.00 | 205 x 275 |
| Half Page | £1,600.00 | 175 x 116 (H) or 85.5 x 232 (V) |
| Quarter Page | £1,000.00 | 175 x 42 |
| Insert* | £2,500.00 | |

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- *Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.



In April, BH will publish a report profiling the leading figures in the UK boutique hotel industry in 2024. Sponsorship opportunities for the Power List include full report sponsorship or category sponsorship with branding and content throughout the report, published in the magazine and online.

DAILY NEWS ALERT ADVERTISING COSTS

Our daily news alert is sent Monday-Friday to over 3,700 subscribers.

| POSITION | PRICE (per month) | SPECIFICATIONS (pixels) |
|-------------------|-------------------|-------------------------|
| E-Shot | £4,000.00 | .html file |
| Leaderboard | £1,800.00 | 728 x 90 |
| Top Button | £1,200.00 | 425 x 140 |
| Tower | £2,000.00 | 220 x 550 |
| Small Leaderboard | £1,000.00 | 465 x 75 |
| Button | £1,000.00 | 220 x 75 |

- Costs listed are per month (per send for eshot) and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Daily News Alert banner banners appear on all news alerts for the months booked (sent Monday-Friday).

3,740

subscribers

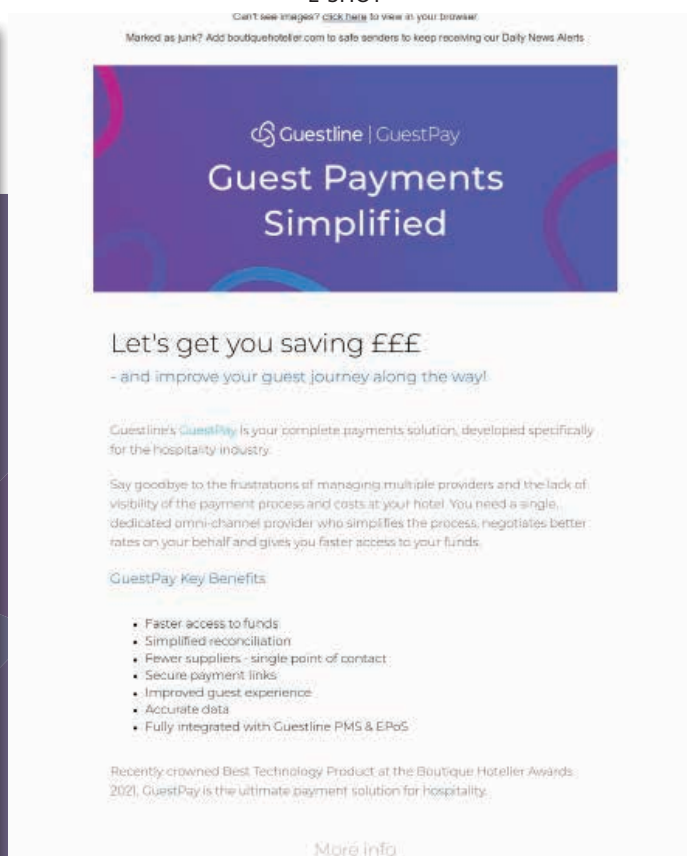
45%

average
open rate

DAILY NEWS ALERT



E-SHOT



EVENTS

BOUTIQUE HOTELIER AWARDS

In 2023, the Boutique Hotelier Awards welcomed over 300 key decision makers from hotels and suppliers across the UK's boutique hotel industry. Sponsorship of our Awards provides branding opportunities across each of our platforms in the lead up to the event, at the event itself and post event, with promotions starting in April 2024, six-months before the event. Our sponsorship packages also include tables at the Awards allowing you to invite existing or potential key customers, or rewarding staff, with a three-course meal and paid bar.

The 2024 Awards will take place on the first night of the Independent Hotel Show, on 15 October in London.



It was a fantastic evening, and it's great to see the awards growing each year and it's all down to the exceptional work of you and your team."

Chris Cooper, General Manager, The Grand York



The award comes at such a milestone moment in my career. A fabulous full stop on my Operational Hotel world and very much helps me segway into the next phase of life and work."

Sue Williams, General Manager, Whatley Manor - Winner of 2023 Lifetime Achievement Award



Well done on another wonderful awards – it all seems to go from strength to strength. We had a great night meeting suppliers and other hoteliers."

Neil Kedward, Owner, Grove of Narbeth

ROUNDTABLES

A BH Roundtable allows the exclusive sponsor to network with selected hoteliers, discuss key topics facing the sector and benefit from a multi-page branded write up in an edition of BH magazine, allowing your company to be seen as a thought leader in the sector.

We offer both physical and virtual events with packages starting from £5,000 (virtual). Webinars also available on request.





THE GREAT GENERAL MANAGERS' DEBATE

The Great General Manager Debate is a live event hosted by Boutique Hotelier, which brings together 100 hoteliers from across the UK to enjoy a series of expert panel sessions addressing a handful of hot industry topics.

In 2023, the second annual Great General Managers' Debate saw an exclusive, select audience of 100 key decision makers from luxury hotels across the UK treated to a series of engaging panel sessions on the biggest challenges and opportunities facing the industry right now.

The event also includes plenty of opportunities for networking, as well as our annual Power List Party, celebrating the 50 hand-picked individuals that are making waves across the hotel sector.

The Great General Managers' Debate is an afternoon full of education, discussion, networking and of course – celebration!

Companies wishing to sponsor this exciting new initiative benefit from a range of promotional activity, from being a panel expert to supplying goodie bags and brand awareness throughout the event and the lead up.

BOUTIQUE HOTELIER USA

BH GOES STATESIDE WITH THE LAUNCH OF THE US MAGAZINE

Boutique Hotelier has ventured across the pond and launched into the hospitality market in the US.

After a decade dominating the UK's independent hotel sector, the industry's best loved business guide is now tapping into the trends, innovations and business insights from the most influential names in the USA to bring hotel owners the same indispensable magazine.

The website and daily e-news alert is targeted towards the luxury boutique hotel market, reaching hoteliers from the East to the West Coast, with the launch following extensive research into the sector.

"Boutique Hotelier USA has really taken off," says Boutique Hotelier senior editor Zoe Monk. "Boutique Hotelier here in the UK goes from strength to strength and we know that there is a growing appetite for something similar in the US, so it really is an untapped territory."

For suppliers who also are keen to target the US, BH USA has a variety of opportunities to suit your business needs.

"Boutique Hotelier is a wonderful resource with up to the minute news and information on upcoming trends in our industry. From the magazine to the daily news alert, I find they are always first at reporting the latest updates and news relevant to hotel owners and are at the forefront of encouraging debate across a range of topics."



Laura Sharpe - General Manager at Ham Yard Hotel
Firmdale Hotels

"It is a very good insight covering a wider spectrum of the hospitality industry. It really does cover areas which you do not hear about in any other publications - so I am a very good fan."

Sakis Dinas - General Manager at Lucknam Park



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DAILY NEWS ALERT

SUBSCRIPTION URL

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