



BOUTIQUE HOTELIER

NEWS AND INTELLIGENCE FOR UK HOTELIERS

PROFESSIONAL DECK 2025



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

80,000
monthly
impressions

50,000
monthly
users

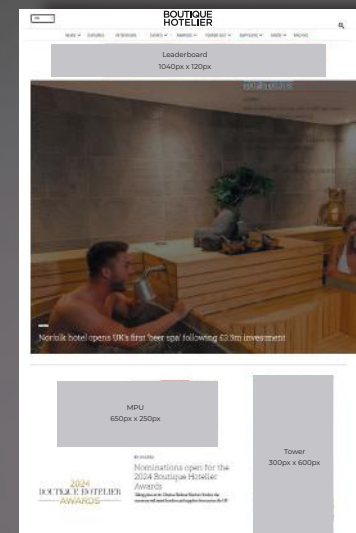
55%
of sessions via
mobile website

WEBSITE ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Wallpaper	£3,000.00	1920 x 1080
Mobile	£2,000.00	1080 x 1920
Leaderboard	£1,800.00	1040 x 120
Tower	£1,600.00	300 x 600
MPU	£1,600.00	650 x 250

- 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

Magazines
published annually

SPECIAL REPORTS 2025

EDITION	SPECIAL REPORT	EVENTS (Additional Magazine Distribution)
January/February/ March	Jan: Big Brand special and hotel openings 2025 Feb: Beds and bedding special March: Women in Hotels	Hotel, Restaurant & Catering Show
April/May	May: Sustainability special	
June/July	June: Power List 2025 July: Spa, wellness and amenities special	The Power List Lunch (June, London)
August/September	Aug: Restaurant, kitchen and bar special Sep: Business services special (e.g marketing, finance, PR, security, procurement)	
October/November	Oct: Independent Hotel Show issue and 'meet the sponsors of the Boutique Hotelier Awards' Nov: Boutique Hotelier Awards 2025 Special Edition	Independent Hotel Show Boutique Hotelier Awards 2025
December	Dec: Tech edition	



In April, BH will publish a report profiling the leading figures in the UK boutique hotel industry in 2025. 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.

PRINT

PRINT ADVERTISING COSTS

Position	Price (per month)	Specifications (MM) (WxH)
Front Cover Package	£7,000.00	Trim: 210 mm x 280 mm / Bleed: 220 mm x 290 mm
Opening Double Page Spread	£3,000.00	Trim: 420 mm x 280 mm / Bleed: 430 mm x 290 mm
Outside Back Cover Back Cover	£2,500.00	Trim: 210 mm x 280 mm / Bleed: 220 mm x 290 mm
Inside Front Cover	£2,000.00	Trim: 210 mm x 280 mm / Bleed: 220 mm x 290 mm
Double Page Spread	£3,000.00	Trim: 420 mm x 280 mm / Bleed: 430 mm x 290 mm
Full Page	£2,000.00	Trim: 210 mm x 280 mm / Bleed: 220 mm x 290 mm
Half Page	£1,600.00	185 x 121.6 or 90 x 247.9
Quarter Page	£1,000.00	185 x 46.8 or 42.5 x 247.9
Insert*	£4,000.00	
Half Page Horizontal	£1,000.00	185mm x 121.6mm
Half Page Vertical	£1,000.00	90mm x 247.9mm
Quarter Page Corner	£1,000.00	90mm x 121.6mm
Quarter Page Horizontal	£1,000.00	185mm x 46.8mm
Quarter Page Vertical	£1,000.00	42.5mm x 247.9mm

- 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.

DAILY NEWS ALERT

Our daily news alert is sent Monday-Friday to over 4,000 subscribers.

4,004

subscribers

45%

average open rate

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-Shot	£2,000.00	.html file
Leaderboard	£1,800.00	576 x 115
Tall Leaderboard	£2,000.00	576 x 173
Billboard	£2,500.00	576 x 230

- 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).

DAILY NEWS ALERT



E-SHOT



EVENTS

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.



WOMEN IN HOTELS

The Women in Hotels Brunch celebrates the achievements of women in the UK hotel sector, who have risen through the ranks of a male-dominated industry to become heads of department, general managers, CEOs and founders.

The brunch provide a unique opportunity for women in the earlier stages of their hospitality career to be inspired by leaders in the field and hear all about how these esteemed professionals have advanced in the workplace and achieved success.

The event brings together 100 leading female hoteliers and professionals from across the country to network, share best practise and hear inspiring talks from women in the sector.

EVENTS

BOUTIQUE HOTELIER POWER LIST LUNCH

The Boutique Hotelier Power List shines a spotlight on the top 50 power players transforming the UK hotel industry—from visionary CEOs to dynamic department heads. This prestigious event recognises those driving their teams and businesses to new heights.

In 2025, the Power List Lunch offers a unique sponsorship opportunity, granting you unparalleled access to this elite group. As a sponsor, you'll host an intimate lunch with influential leaders from your category, fostering connections that go beyond networking. With only five sponsors and invite-only hoteliers, this exclusive event guarantees meaningful engagement with the industry's most inspiring figures.

Align your brand with excellence and become an exclusive sponsor of The 2025 Boutique Hotelier Power List.



EVENTS

BOUTIQUE HOTELIER AWARDS

In 2024, the Boutique Hotelier Awards welcomed close to 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 June 2025, four 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.



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



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DAILY NEWS ALERT SUBSCRIPTION URL

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