

Hospitality
Interiors

MEDIA PROSPECTUS 2023

www.hospitality-interiors.net

Hospitality
Interiors

ISSUE 98 | NOVEMBER - DECEMBER 2021



Hospitality
Interiors
100TH ISSUE
MARCH - APRIL 2022



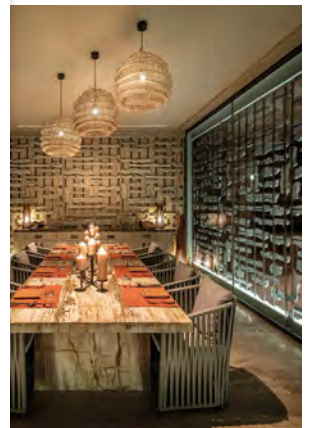
Hospitality
Interiors

ISSUE 99 | JANUARY - FEBRUARY 2022



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ISSUE 103 | SEPTEMBER - OCTOBER 2022



ABOUT US

A leader in the hospitality design sector, Hospitality Interiors speaks to an exclusive audience of hoteliers, designers, architects, and industry suppliers via its international print and digital magazine and online and social media platforms.

Launched in 2009, Hospitality Interiors has become a renowned title and brand and, with a team of experienced industry-known editors at the helm, is an intelligent and relevant media resource that shares insight whilst reporting on the topics that are important to its readership.

A beautifully presented publication, Hospitality Interiors is a design-led magazine for a design-led industry. We create engaging content and commercial opportunities that connect suppliers and manufacturers with designers, hoteliers, and specifiers internationally.

We speak directly to the brands and individuals responsible for bringing luxury hotel experiences to life, which puts us at the heart of the hospitality design industry. Our passion for what we do helps us to build close relationships with key decision makers.

During the last two years, Hospitality Interiors has expanded to include a series of roundtable and conference events that have heightened its stature within the industry and placed the brand as a key-player in networking and community events with a global outreach.

"The breadth of news and insight available between the Hospitality Interiors magazine, digital platforms and events is exceptional, and again gives a wider context to our own work."

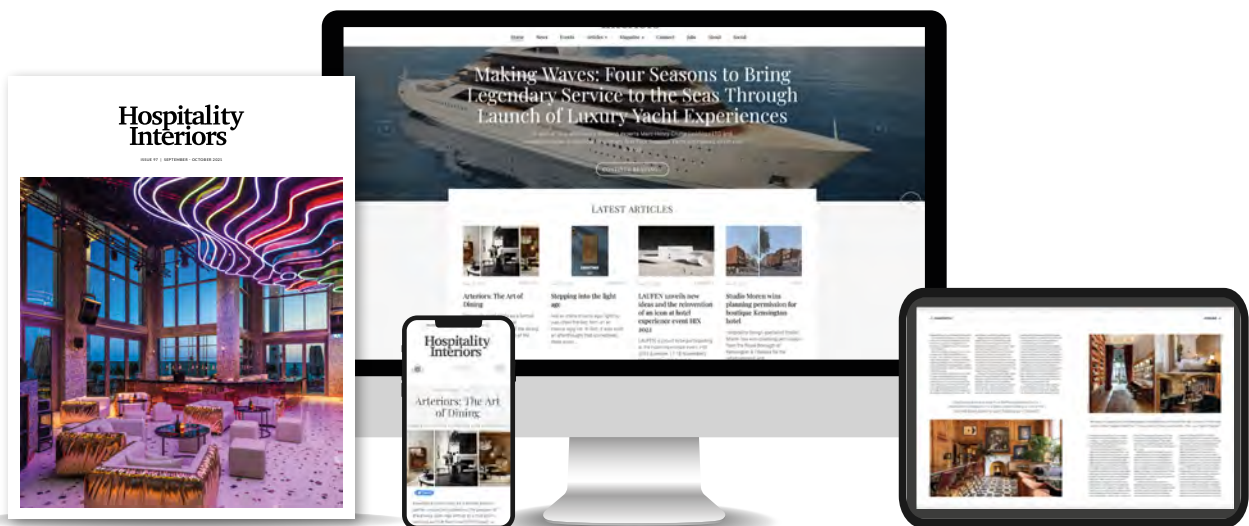
David Kendall, Marketing and Communications Director, David Collins Studio

"Hospitality Interiors is the must read magazine for our leadership and team, an important source of well researched project information, detailed stories of hoteliers and designers."

Monika Moser, Regional Managing Director, Campbell House

"I've had the pleasure to work with Hospitality Interiors for a number of years now. The team operate with total professionalism with next gen editorials dedicated to the hospitality industry with an innate ability to convey content that is relevant and engaging from the world's best operators, owners and designers."

Dennis Irvine, Director, Richmond International



AUDIENCE

The current cross-platform readership for Hospitality Interiors is approximately 61,000 and is carefully created to ensure the publication is in front of decision-makers from a broad spectrum of professionals working across the hospitality industry.

Significant investment is made in developing and maintaining Hospitality Interiors' targeted readership data to ensure your brand and sales message is seen by relevant specifiers in the sector. Our digital footprint with social media followers, newsletter and digital issue subscribers, and those receiving the magazine numbers in excess of 44,000.

Published bi-monthly, the 3,000 standard print circulation of Hospitality Interiors comprises all those involved in the design, creation and management of hospitality facilities, the majority being UK based. Accounting for a typical pass-on rate of 4, this creates a typical magazine readership of 12,000.

DATABASE

The print issue database is subject to ongoing augmentation – the database currently numbers 40,785, of which all businesses have a minimum £3million annual turnover.

Hotels/Owner/Operator: 18,302

Architects: 3,457

Interior designers: 1,378

Property development: 743

Specialised construction: 1,418

Restaurants/Bars/Clubs: 8,710

Other (including procurement and specification specialists, luxury cruise ship, plane and train owners and operators and travel groups): 6,777

READERSHIP SURVEY

74% of readers make purchasing decisions based on content

87% used the website

95% rate the magazine 'Good to Excellent'

69% read more than 65% of magazine

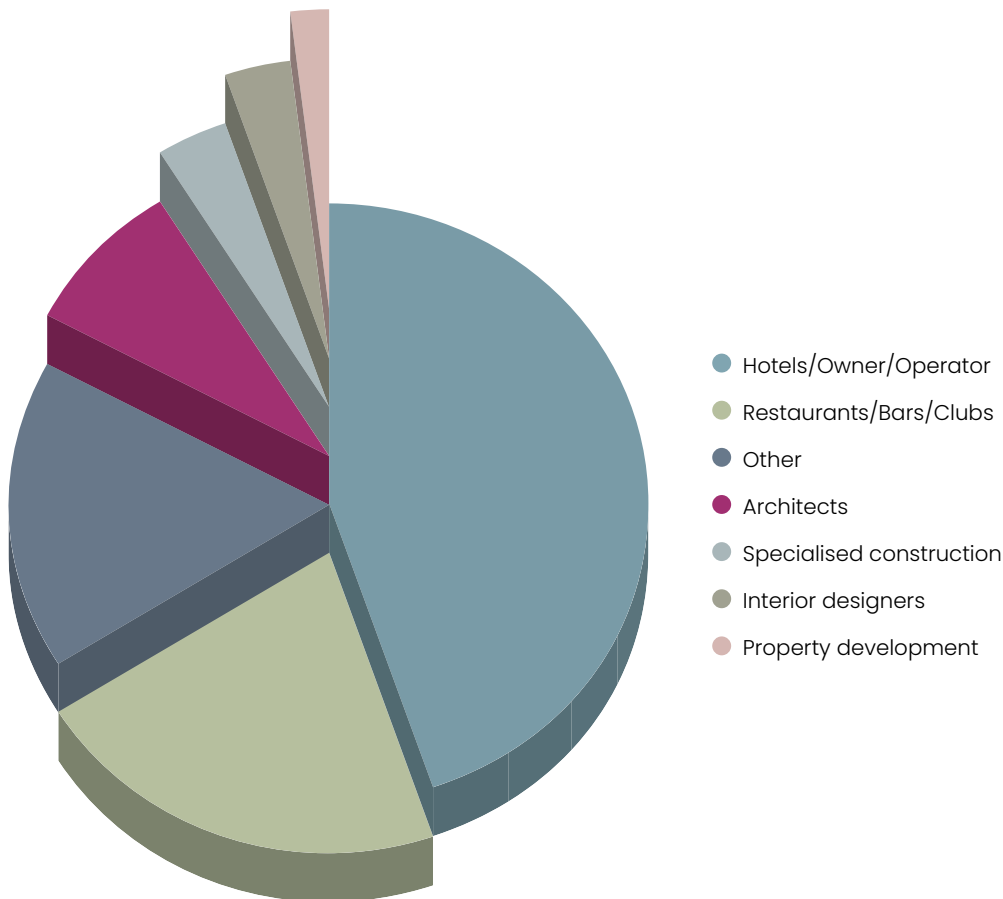
64% would choose HI if they could only receive one magazine in this sector

JOB FUNCTIONS

CEO/Director/Proprietor/President/Vice President: 8,180 (49%)

Manager/Associate/Company secretary: 8,286 (50%)

Marketing/IT Manager/Landlord/Sales: 196 (1%)



EDITORIAL CONTENT

Delivering a high quality read for professionals across the hospitality industry, both in the UK and overseas, Hospitality Interiors reports on a significant number of creatively inspiring worldwide projects and interviews some of the market's key designers, architects, and hoteliers.

Each year, Hospitality Interiors publishes two dedicated supplements: one for Bathrooms and the other for Lighting.

Throughout the year, we include additional product features, event previews and special features – keep in touch with the team to find out more.

NEWS & OPENING SHOTS: The latest industry news from new signings and appointments with first glimpses of big hotel developments coming up in the next five years.

INTERVIEWS: We talk to some of the biggest names in design and hospitality to find out the inspiration behind some of the world's most glamorous luxury design concepts and to get the lowdown on upcoming projects and expansion plans for the biggest hotel brands.

ROUNDTABLE: Exclusive content from our closed discussion groups that give our readers closer insight on the topics discussed with select designers and manufacturers.

RESEARCH & DEVELOPMENT LAB: Covering a different topic each month, we delve into the finer details and the research that goes into specific aspects of hospitality design, from sleep quality to water consumption.

NEWH: Our close partnership with NEWH provides a platform for future designers and the organisation that supports them most to shine a light on their work and future events.

PROJECTS: Reviews of the latest luxury hotel openings covering worldwide projects designed by some of the industry's finest talent.

PRODUCTS: Our product pages showcase the latest innovations and collections from the industry's leading manufacturers and FF&E suppliers.

SHOWS & EVENTS: Previews and reviews of the world's best design and hospitality trade shows with show highlights and recommendations.



ESIN GÜLER
Vice President of the Board

A visionary with a passion for sustainability, Argot saw an opportunity to create a new brand of luxury group to launch JOAI Interiors. Can talk about the company's



EDITORIAL SCHEDULE

ISSUE 105

JANUARY / FEBRUARY 2023

Booking deadline: 23rd December 2022

Features: R&D... Sleep quality

HIX review

Cruise Ship Interiors review

Sustainable Design Summit review

Surface Design Show preview

ISSUE 106

MARCH / APRIL 2023

Booking deadline: 24th February 2023

Features: R&D... Guest room tech

Surface Design Show review

Salone del Mobile preview

ISSUE 107

MAY / JUNE 2023

Booking deadline: 28th April 2023

Features: R&D... Material matters – the fabric of design

Supplement: Bathroom

Salone del Mobile review

Clerkenwell Design Week preview

ISSUE 108

JULY / AUGUST 2023

Booking deadline: 23rd June 2023

Features: R&D... Gym kit for the active guest

Clerkenwell Design Week review

Maison & Object Preview

ISSUE 109

SEPTEMBER / OCTOBER 2023

Booking deadline: 25th August 2023

Features: R&D... Surface design and innovation

Supplement: Lighting

Focus/23 preview

Independent Hotel Show preview

Decorex preview

ISSUE 110

NOVEMBER / DECEMBER 2023

Booking deadline: 27th October 2023

Features: R&D... Work from hotel – the bleisure market

Independent Hotel Show review

Decorex review

HIX preview

Cruise Ship Interiors preview

Sustainable Design Summit preview



PRINT MARKETING

With six printed issues per year, an advertising campaign with Hospitality Interiors magazine is a worthwhile and highly cost-effective element as part of an overall annual strategy. A multitude of standard options and endless bespoke solutions can be designed and delivered to achieve a variety of objectives.

PRINT ADVERTISING	X1	X3	X6
FRONT COVER	£4795	–	–
DOUBLE-PAGE SPREAD	£2695	£2295	£1695
BACK COVER	£2495	£1995	£1495
INSIDE FRONT COVER	£2295	£1795	£1295
INSIDE BACK COVER	£2295	£1795	£1295
FULL PAGE	£1795	£1445	£1095
HALF PAGE	£995	£795	£595
INSERTS/OUTSERTS	£ call	Up to A4 in size	
			Subject to editors approval
			H300 x W470mm + 3mm bleed
			H300 x W235mm + 3mm bleed
			H300 x W235mm + 3mm bleed
			H300 x W235mm + 3mm bleed
			H300 x W235mm + 3mm bleed
			H125 x W195mm

EDITORIAL		
FULL PAGE	£995	up to 3 hi-res images, headline, web address, maximum 400 words
HALF PAGE	£595	up to 2 hi-res images, headline, web address, maximum 200 words
PRODUCTS	£295	1 hi-res image, headline, web address, maximum 100 words
CONTENT	£495	product campaign in print, online, e-newsletter, and social media



i Magazine celebrating hospitality design in bi-monthly print and digital issues

Typical print readership of 12,000 per edition

Roundtables and thought leading discussions tailor-made to suit with selected participants

DIGITAL MARKETING

Hospitality Interiors interacts and converses with its audience 24/7 on all key social platforms – serving up the right content, in the right platforms at the right time, and as the online presence of Hospitality Interiors magazine grows, hospitality-interiors.net provides global reach across the most important markets for targeting an affluent audience. We are investing significantly in both our online editorial output as well as driving innovation in advertising. This is driving significant growth across all markets and reinforces Hospitality Interiors position as a leading global online design destination.

DIGITAL ADVERTISING	X1	X3	X6
WEBSITE BANNER H90 x W940 px	£500	£400	£300
NEWSLETTER BANNER H100 x W600 px	£500	£400	£300
MARKETING EMAIL	£700	£600	£500
MULTI PLATFORM CONTENT CAMPAIGN	£695	£395	£295

FURTHER OPPORTUNITIES

Hospitality Interiors strives to deliver exceptional customer outcomes and experiences. This means as our customers' expectations and needs change, we will continue to evolve our products and services. Our mantra has always been to create engaging products that empower our clients to communicate effectively with their chosen audience and strengthen their brand, providing the necessary support to ensure our editorial content and events not only meet but exceed expectations.

WEBSITE/NEWSLETTER BANNERS:

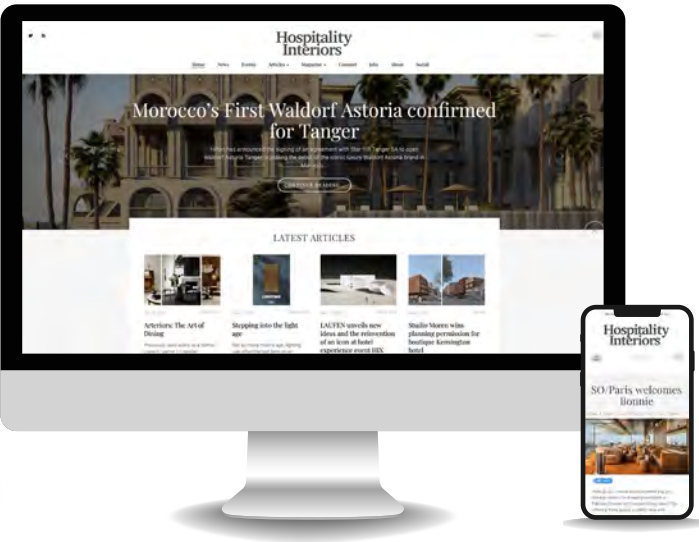
The best-known form of digital advertising is typically run in conjunction with a print campaign to generate a specific response to key events. There are a variety of standard sizes but we can also create bespoke work to suit your needs. For a £30 flat fee, we can create your copy from images and text supplied.

MARKETING EMAIL:

This is a high-impact method for reaching audiences when required. Supply your own finished HTML (with hosted images, and with a plain text file version) or request a bespoke solution. In all cases, include a subject line title. The completed e-shot can be sent to the Hospitality Interiors reader or supplier databases, or to all.

MULTI PLATFORM CONTENT CAMPAIGN:

This online, newsletter and social media package is perfectly designed to achieve maximum results from your content and includes your article featured on hospitality-interiors.net home and products pages, your article on one newsletter and one social media post across Twitter, Facebook and LinkedIn.



ONLINE

Website - 12,700+ monthly users

20,000+ monthly views

Weekly email newsletters – sent to c.10,000.
12% ave. open rate. 30% ave. CTR

Bespoke email campaigns – sent to 7,000. 13%
ave. open rate. 6% ave. CTR.

Digital Edition – 13,000+ page views. 90,000+
page impressions

SOCIAL MEDIA

Over 124,000 impressions on LinkedIn

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