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# Hospitality Interiors

# MEDIA PROSPECTUS 2023

[www.hospitality-interiors.net](http://www.hospitality-interiors.net)



# ABOUT US

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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."*

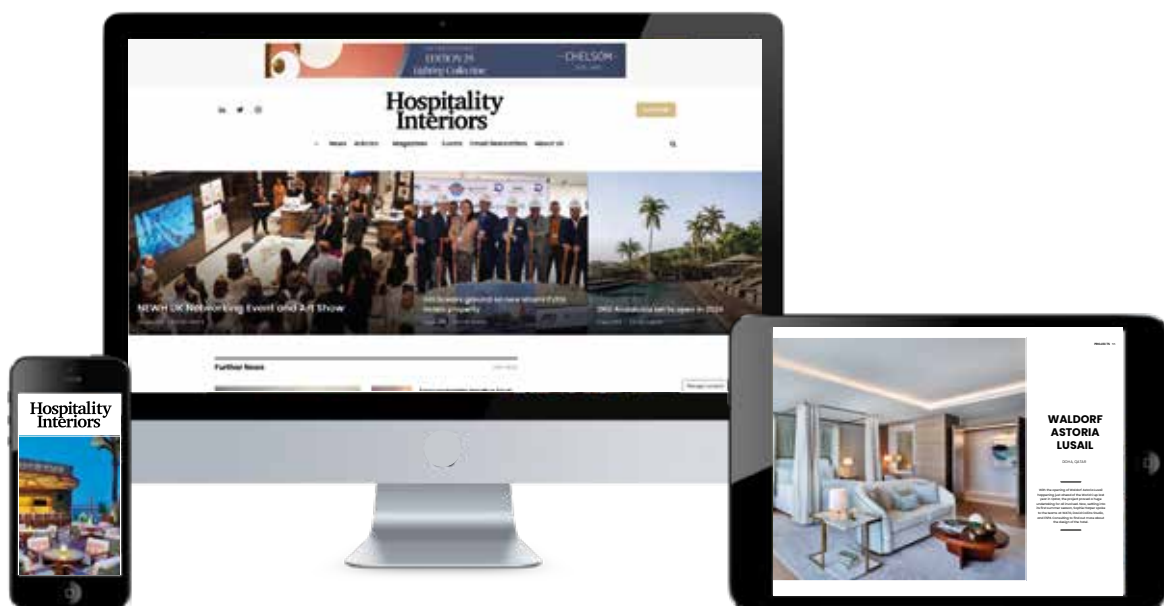
**David Kendall, Marketing and Communications Director, David Collins Studio**

*"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

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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

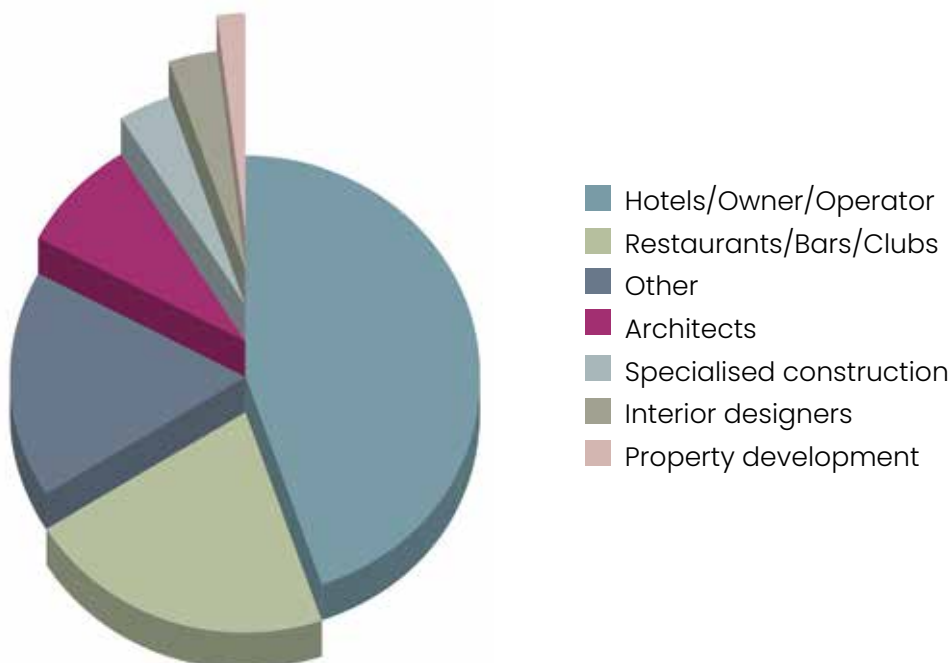
## JOB FUNCTIONS

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

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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.

**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.





# EDITORIAL SCHEDULE

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## ISSUE 108

JULY / AUGUST 2023:

THE SUSTAINABILITY ISSUE

Booking deadline: 30th June 2023

Clerkenwell Design Week review

Maison & Object Preview

## ISSUE 109

SEPTEMBER / OCTOBER 2023:

THE DIVERSITY & DESIGN ISSUE

Booking deadline: 1st September 2023

Supplement: Lighting

Focus/23 preview

Independent Hotel Show preview

Decorex preview

## ISSUE 110

NOVEMBER / DECEMBER 2023:

THE WELLNESS ISSUE

Booking deadline: 27th October 2023

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 MARKETING

	X1	X3	X6	
FIRST DOUBLE-PAGE SPREAD (page 2 and 3)	£2995	£2545	£1946	H297 x W450mm +3mm bleed
SECOND DOUBLE-PAGE SPREAD (page 4 and 5)	£2795	£2375	£1816	H297 x W450mm +3mm bleed
DOUBLE-PAGE SPREAD	£2595	£2205	£1686	H297 x W450mm +3mm bleed
BACK COVER	£2495	£2120	£1621	H297 x W225mm +3mm bleed
INSIDE BACK COVER	£2295	£1950	£1491	H297 x W225mm +3mm bleed
FULL PAGE	£1795	£1525	£1166	H297 x W225mm +3mm bleed
HALF PAGE	£995	£845	£646	H130 x W195 +3mm bleed
QUARTER PAGE	£595	£505	£386	H94 x W128 +3mm bleed
INSERTS / OUTSERTS		£ call		Up to A4 in size

## PRODUCTS PAGE

FULL PAGE	£1095	300 words plus images
HALF PAGE	£595	150 words plus images

## ADVERTORIALS

DOUBLE-PAGE SPREAD	£2695	600 words plus images
FULL PAGE	£1795	300 words plus images

## SUPPLEMENTS

DOUBLE-PAGE SPREAD	£1500
FULL PAGE	£850
HALF PAGE	£475

ISSUE	BOOKING DEADLINE	COPY DEADLINE	PUBLICATION DATE
108	30th June	7th July	21st July
109	1st September	8th September	22nd September
110	27th October	3rd November	17th November



# 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 MARKETING

### WEBSITE

Wallpaper	£700	1920 x 900px
Super leaderboard	£500	970 x 90px
MPU	£400	300 x 250px
Pop Up	£400	300 x 250px

### NEWSLETTER

MPU	£500	600 x 250px
Sponsored news story	£500	

### OTHER

Solus email	£600
Survey	£1,000

## 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.

**WALLPAPER:** a wrap around visually striking position ideal for new products launches. Turns into an in-editorial

**SUPER LEADERBOARD:** Highly visible headline position at the top of all pages. Converts to similar MPU size on mobile platforms. Visible on all pages

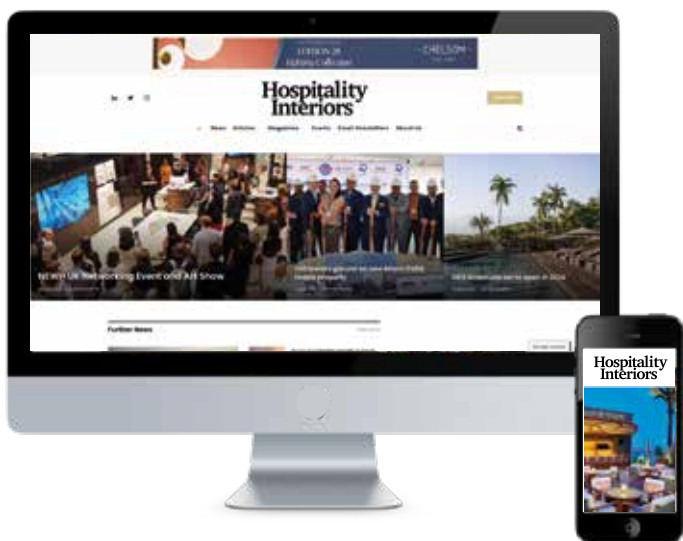
**POP UP:** Appears once during a web session on whichever page of the HI website is assessed first by the visitor

**MPU:** A prominent position on the site. Visible on all pages

**Sponsored news stories** offer headline information to the reader who can then access your site directly. Supply us with a title, text (70 - 100 words) a logo or image (max 150kb) and a link.

**Surveys** are a great way to get feedback from the market on a specific topic or product. Surveys can be anonymous or branded. Results are compiled and supplied in a presentation format

**Solus emails** are targeted emails that go to a comprehensive database to showcase new products, or company news. Supply us with a complete HTML file and we'll do the rest



## 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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