

# BOUTIQUE HOTELIER

NEWS AND INTELLIGENCE FOR US HOTELIERS

PROFESSIONAL DECK 2024



[www.boutiquehotelier.com](http://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 USA.

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 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 HOTELS ACROSS THE US SUCH AS:

- Bunkhouse Hotels
- Appellation Hotels
- Short Stories LA
- Esme Miami Beach
- The Mark NYC
- The Boca Raton
- The Wythe
- Pendry Hotels
- Firmdale
- Carillon Miami
- Staypineapple Hotels
- Charlestowne Hotels
- Raffles Boston
- Virgin Hotels
- Lark Hotels
- Auberge Resorts
- Highgate Hotels
- Kimpton Hotels

## WEBSITE

Our website [www.boutiquehotelier.com](http://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.



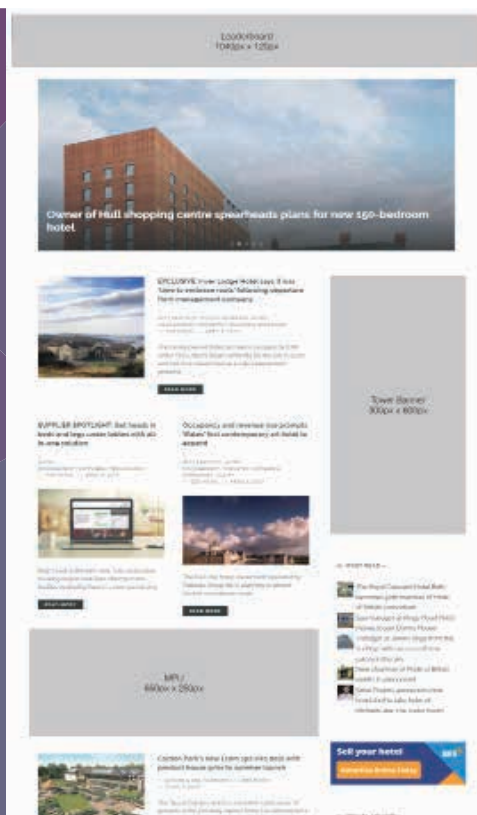
\*these stats are from Boutique Hotelier in the UK. The US edition has been launched to be on a similar trajectory shortly given the size of the market.

## WEBSITE ADVERTISING COSTS

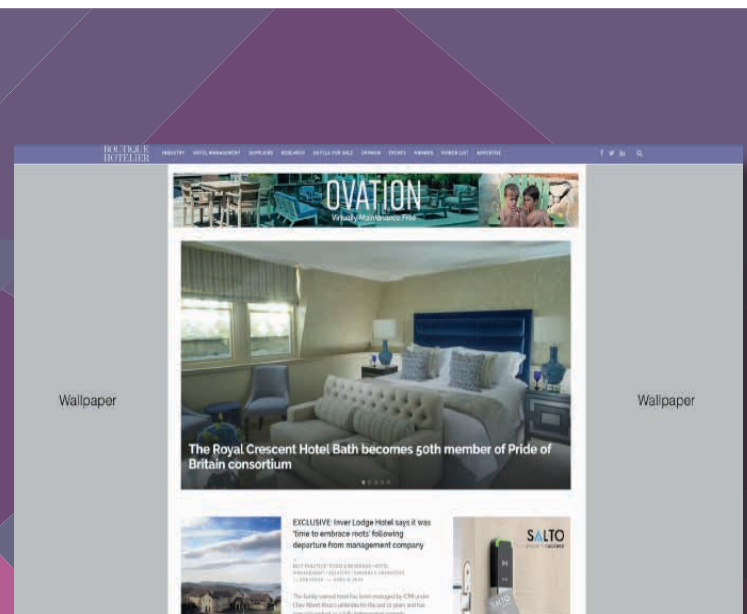
POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Wallpaper	\$3,000.00	1920 x 1080
Mobile	\$2,000.00	1080 x 1920
Leaderboard	\$1,500.00	1040 x 120
Tower	\$1,400.00	300 x 600
MPU	\$1,200.00	650 x 250
Button	\$600.00	300 x 100

- 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

1,243

monthly subscribers

6

Print editions published every year

## SPECIAL REPORTS 2024

EDITION	SPECIAL REPORT	EVENTS (Additional Magazine Distribution)
January/February	Jan: New openings 2024	
May/June/August	May: Sustainability special June: Recruitment special August: Restaurant, kitchen and bar special	
September/October	Sept: Independent Hotel Show Miami Special	Independent Hotel Show (September 18-19)
November/December	Nov: BDNY Special	BDNY (November 12-13)

## PRINT ADVERTISING COSTS

Position	Price (per month)	Specifications (MM) (WxH)
Front Cover Package	\$5,000.00	205 x 275 (300 DPI)
Opening Double Page Spread	\$3,500.00	205 x 275 (TWO PAGES)
Outside Back Cover Back Cover	\$3,000.00	205 x 275
Inside Front Cover	\$2,000.00	205 x 275
Double Page Spread	\$1,800.00	205 x 275 (TWO PAGES)
Full Page	\$1,000.00	205 x 275
Half Page	\$900.00	175 x 116 (H) or 85.5 x 232 (V)
Quarter Page	\$500.00	175 x 42
Insert*	\$1,500.00	N/A

- Costs listed are per month.
- 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 ADVERTISING COSTS

Our daily news alert is sent Monday-Friday to over 1,330 subscribers.

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-Shot	\$3,000.00	.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).

1,330

subscribers

45%

average  
open rate

## DAILY NEWS ALERT

Can't see images? [Click here to view in your browser.](#)

Marked as junk? Add [boutiquehoteller.com](#) to safe senders to keep receiving our Daily News Alerts.

Leaderboard  
728px x 90px

BOUTIQUE  
HOTELLER

Top Button  
425px x 140px

Leaderboard  
728px x 90px

Leaderboard  
728px x 90px

**EXCLUSIVE: Inver Lodge Hotel says it was 'time to embrace roots' following departure from management company**

The hotel, which has been owned by the same family for over 100 years, has been sold to a new owner and is set to be redeveloped as a hotel.

Hotel owner  
• Development and renovation plans unveiled  
• Contemporary architecture expected  
• Quality Park & Ride will be added with car park  
• New 100-room hotel will be added with car park

Leaderboard  
728px x 90px

**Occupancy and revenue rise promptly Wales' first contemporary art hotel to expand**

The hotel, which opened in 2015, has seen a significant increase in occupancy and revenue since its opening.

New Salcombe boutique hotel Care Rock appoints head chef

The hotel, which is set to open in 2020, has appointed a new head chef to lead the kitchen.

Carden Park's new £15m spa links deal with product house prior to summer launch

The hotel, which is set to open in 2020, has entered into a deal with a product house to launch its spa.

**SUPERLITE SPOTLIGHT: Get ready in beds and legs under tables with all-in-one solution**

The hotel, which is set to open in 2020, has entered into a deal with a product house to launch its spa.

Small Leaderboard  
465px x 75px

Button  
220px x 75px

Button  
220px x 75px

Small Leaderboard  
465px x 75px

Leaderboard  
728px x 90px

**DIGITAL EDITION**

Our content is available in a digital format, which is accessible on any device.

**UNUSUAL**

Our content is available in a digital format, which is accessible on any device.

**ADVERTISING**

Our content is available in a digital format, which is accessible on any device.

Our team  
Sales & Marketing  
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2. 01202 317413

Media enquiries  
Sales & Marketing  
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2. 01202 317413

General enquiries  
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## E-SHOT

Can't see images? [Click here to view in your browser.](#)

Marked as junk? Add [boutiquehoteller.com](#) to safe senders to keep receiving our Daily News Alerts.

Guestline | GuestPay

**Guest Payments Simplified**

Let's get you saving £££  
- and improve your guest journey along the way!

Guestline's **GuestPay** is your complete payments solution, developed specifically for the hospitality industry.

Say goodbye to the frustrations of managing multiple providers and the lack of visibility of the payment process and costs at your hotel. You need a single, dedicated omni-channel provider who simplifies the process, negotiates better rates on your behalf and gives you faster access to your funds.

**GuestPay Key Benefits**

- Faster access to funds
- Simplified reconciliation
- Fewer suppliers - single point of contact
- Secure payment links
- Improved guest experience
- Accurate data
- Fully integrated with Guestline PMS & EPoS

Recently crowned Best Technology Product at the Boutique Hotelier Awards 2021, GuestPay is the ultimate payment solution for hospitality.

MORE INFO

# 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.



## BOUTIQUE HOTELIER

### BH HAS JUST CELEBRATED 10 YEARS IN BUSINESS

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 as the industry's best loved business guide.

The website and daily e-news alert in the UK continues to be targeted towards the luxury boutique hotel market, reaching hoteliers from across the UK and into Europe too.

Not only has the traditional news and analysis both online and in-print become the industry's go-to source of information, events of all different kinds have also continued to grow and become key dates in the calendar.

### 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 the 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, 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.

### THE GREAT GENERAL MANAGERS' DEBATE

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 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.

If you are interested in opportunities in the UK and beyond, email [alex.douglas@itppromedia.com](mailto:alex.douglas@itppromedia.com) at any time.

"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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[www.boutiquehotelier.com](http://www.boutiquehotelier.com)

#### DAILY NEWS ALERT

#### SUBSCRIPTION URL

[www.boutiquehotelier.com/dna](http://www.boutiquehotelier.com/dna)

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