

# BOUTIQUE HOTELIER

THE LEADING BUSINESS MAGAZINE FOR US HOTELIERS

## PROFESSIONAL DECK 2025



[www.usa.boutiquehotelier.com](http://www.usa.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 thrice-weekly 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 US HOTELS SUCH AS:

- **Staypineapple Hotels**
- **AKA Hotels & Residences**
- **Crane Hotel Group**
- **Trailborn**
- **Project HQ Hotels & Residences**
- **The Boca Raton**
- **Firmdale**
- **The Mark NYC**
- **Appellation Hotels**



# WEBSITE

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

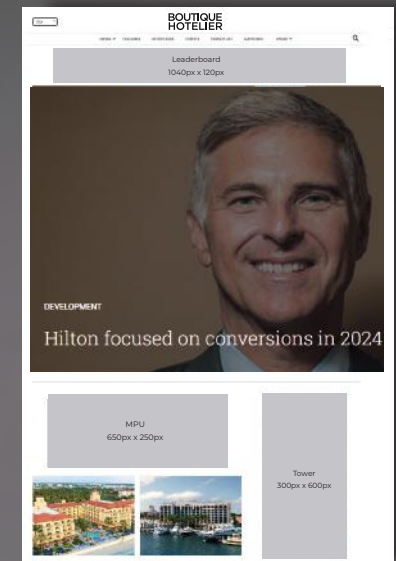
of sessions via  
mobile website

## WEBSITE ADVERTISING COSTS

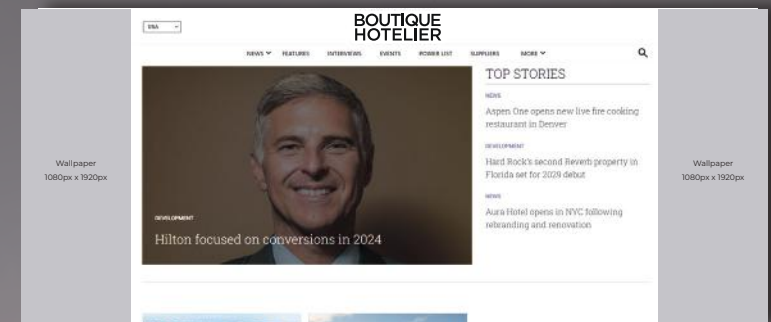
POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Wallpaper	\$3,000.00	1920 x 1080
Mobile	\$2,000.00	1080 x 1920
Leaderboard	\$1,500.00	1040 x 120
Tower	\$1,400.00	300 x 600
MPU	\$1,200.00	650 x 250

- 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

Over 3,000 hotel owners subscribed to our news alert (growing each month)

SPECIAL REPORTS 2025

EDITION	SPECIAL REPORT	EVENTS (Additional Magazine Distribution)
January/February/ March	Jan: Hot hotel openings 2025 Feb: Beds and bedding special March: Women in Hotels	Women in Hotels Brunch (March 27)
April/May	May: Sustainability special	
June/July	June: Recruitment special July: Spa, wellness and amenities special	
August/September	Aug: Restaurant, kitchen and bar special	Independent Hotel Show Miami (September 17-18)
October/November	Oct: Independent Hotel Show issue and 'meet the sponsors of the Boutique Hotelier Awards' / The Hospitality show special Nov: Boutique Hotelier Awards 2023 Special Edition	The Hospitality Show (October 26-28) BDNY (November 9-10)
December	Dec: Tech edition	



In September, BH will publish a report profiling the leading figures in the US boutique hotel industry in 2025. Sponsorship opportunities for the Power List include full report sponsorship or category sponsorship with branding throughout the report, published in print and online.

# PRINT

## PRINT ADVERTISING COSTS

Position	Price (per month)	Specifications (MM) (WxH)
Front Cover Package	\$5,000.00	210 x 280 (300 DPI)
Opening Double Page Spread	\$3,500.00	210 x 280 (TWO PAGES)
Outside Back Cover Back Cover	\$3,000.00	210 x 280
Inside Front Cover	\$2,000.00	210 x 280
Double Page Spread	\$1,800.00	210 x 280 (TWO PAGES)
Full Page	\$1,000.00	210 x 280
Half Page	\$900.00	185 x 121.6 or 90 x 247.9
Quarter Page	\$500.00	185 x 46.8 or 42.5 x 247.9
Insert*	\$1,500.00	

- 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.

# EMAIL NEWS ALERT

Our email news alert is sent on Mondays, Wednesdays and Fridays

**2,000**

subscribers and growing  
every week

**55%**

average open rate

## DAILY NEWS ALERT ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-Shot	\$3,000.00	.html file
Leaderboard	\$1,100.00	576 x 115
Tall Leaderboard	\$1,375.00	576 x 173
Billboard	\$1,650.00	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.
- News Alert banners appear on all news alerts for the months booked (sent Monday, Wednesday and 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

## THE GREAT GENERAL MANAGER DEBATE

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

The event sees an exclusive, select audience of key decision makers from luxury hotels across the US 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 with leading hoteliers from a range of exciting properties.

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

Companies wishing to sponsor this exciting 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.





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