

BOUTIQUE  
**HOTELIER**

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MEDIA KIT 2026

[usa.boutiquehotelier.com](http://usa.boutiquehotelier.com)



# WHO WE ARE

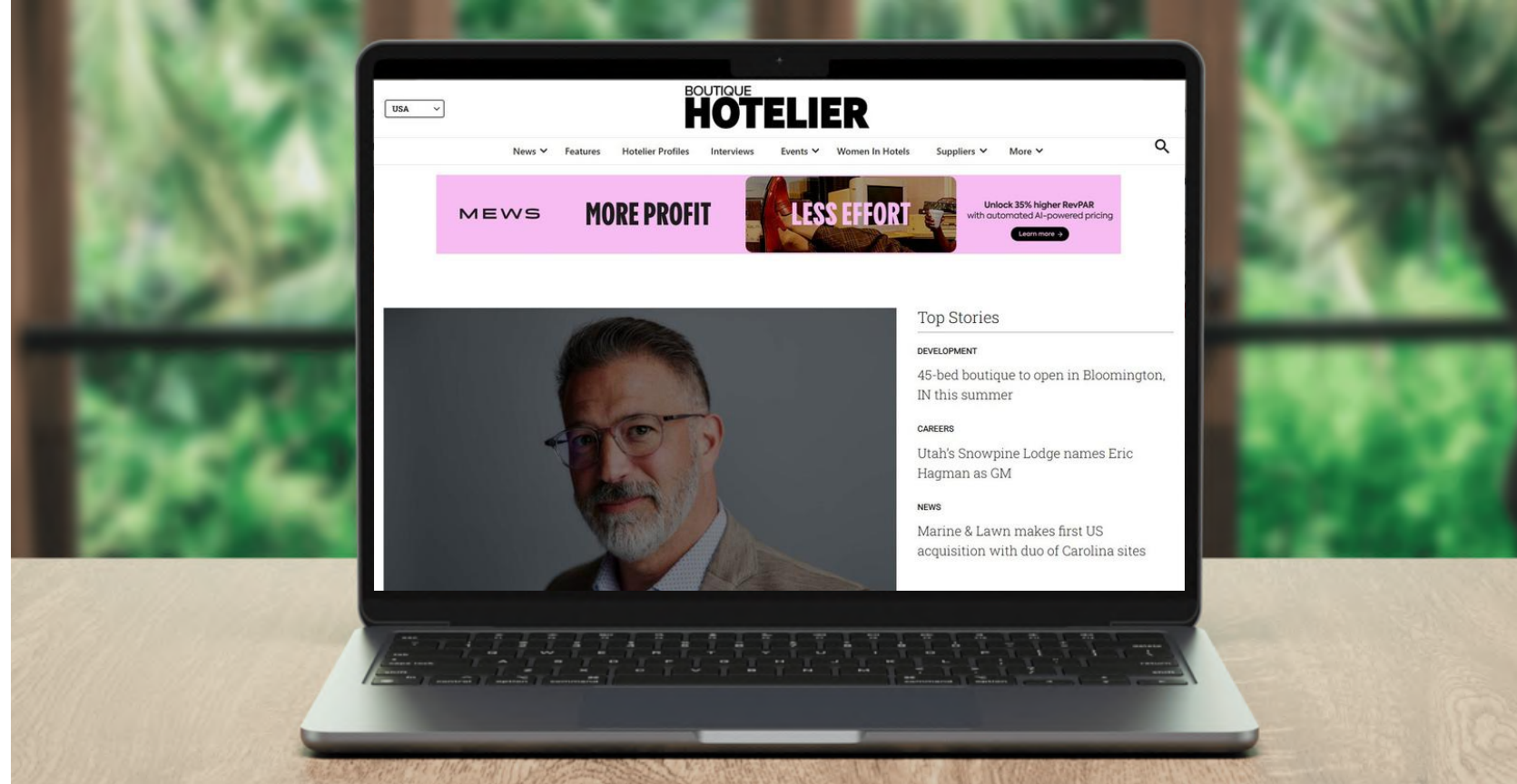
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Boutique Hotelier is the only B2B news publication that provides business intelligence for owners, operators and decision-makers in luxury, independently owned properties across the US. The market-leading monthly magazine and online portal, including regular e-newsletters and continually updated social media channels, is the only title specifically targeted at this sector of hospitality market.

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 events and drives its news agenda with bespoke reports and research into the industry. Boutique Hotelier is published by ITP Media (UK).

READERS INCLUDE KEY DECISION-MAKERS FROM TOP US HOTELS SUCH AS:

- Staypineapple Hotels
- AKA Hotels & Residences
- Auberge Collection
- Trailborn
- White Elephant Resorts
- The Boca Raton
- Firmdale
- Iconic Luxury Hotels
- Appellation Hotels



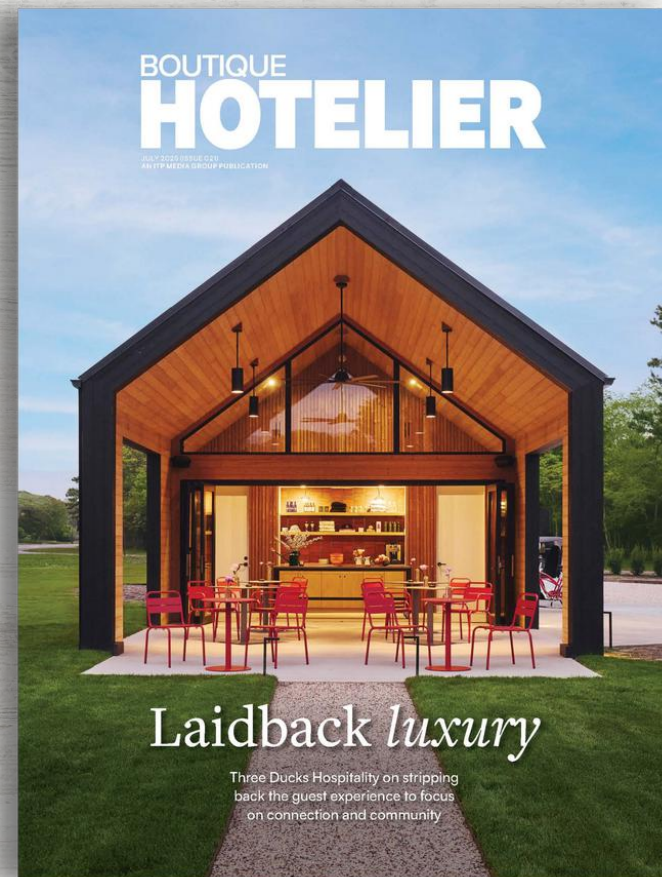
# DIGITAL

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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. Each month, the website generates **80,000 impressions** and is visited by **50,000 users**.

POSITION	PRICE	SPECS
LEADERBOARD	\$1,500	1040 x 120
MPU	\$1,200	650 x 250
TOWER	\$1,400	300 x 600
MOBILE TOWER	\$2,000	300 x 100
WALLPAPER	\$3,000	1920 x 1080

- 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.



# PRINT

Boutique Hotelier is dedicated to the operators, suppliers and decision-makers working in the boutique and lifestyle hotel sector. Containing news and analysis on this vibrant part of the hospitality sector, every issue reaches more than **3,000 highly qualified professionals**, while a digital format is also available for reading on the move. With exclusive interviews featuring senior decision-makers from the industry's most acclaimed hotel properties, Boutique Hotelier is an invaluable source for anybody wanting to keep up with this fast-moving market.

POSITION	PRICE	SPECS (mm)
FRONT COVER PACKAGE	\$5,000	210 x 280 (300 DPI)
OPENING DOUBLE PAGE SPREAD	\$3,500	210 x 280 (TWO PAGES)
OUTSIDE BACK COVER BACK COVER	\$3,500	210 x 280
INSIDE FRONT COVER	\$2,500	210 x 280
DOUBLE PAGE SPREAD	\$2,200	210 x 280 (TWO PAGES)
FULL PAGE	\$1,500	210 x 280
HALF PAGE	\$900	185 x 121.6 (H) or 90 x 247.9 (V)
QUARTER PAGE	\$500	90 x 121.6
INSERT*	\$1,500	*

- Discounts available for multi-month and cross-platform packages.
- Prices are per month and subject to VAT.

\*Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.

# FLAGSHIP FEATURES 2026

## JANUARY

SPECIAL REPORT:  
MOST-ANTICIPATED HOTEL OPENINGS

## FEBRUARY

SPECIAL REPORT:  
BEDS AND BEDDING

## MARCH

SPECIAL REPORT:  
WOMEN IN HOTELS BRUNCH

## APRIL

SPECIAL REPORT:  
RECRUITMENT AND RETAINMENT

## MAY

SPECIAL REPORT:  
SUSTAINABILITY ISSUE

## JUNE

SPECIAL REPORT:  
THE GREAT OUTDOORS

## JULY

SPECIAL REPORT:  
SPA, WELLNESS AND AMENITIES

## AUGUST

SPECIAL REPORT:  
F&B, KITCHENS AND CHEFS

## SEPTEMBER

SPECIAL REPORT:  
IHS MIAMI PREVIEW  
POWER LIST

## OCTOBER

SPECIAL REPORT:  
MANAGED PROPERTIES AND FRANCHISES

## NOVEMBER

SPECIAL REPORT:  
REVENUE MANAGEMENT

## DECEMBER

SPECIAL REPORT:  
TECHNOLOGY




# EMAIL NEWS ALERT


Our email news alert is sent Mondays, Wednesdays and Fridays to **more than 2,000 subscribers**, with a **63% average open rate**. By advertising on the news alert, your company, products and services are placed in front of a highly targeted audience of operators, suppliers and decision-makers working in the boutique hotel sector. You're speaking directly to the owners, MDs and general managers that make the key decisions.

POSITION	PRICE	SPECS
E-SHOT	\$3,000	HTML FILE
LEADERBOARD	\$1,100	576 x 115
TALL LEADERBOARD	\$1,375	576 x 173
BILLBOARD	\$1,650	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)



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Save **20%** amenities cost per stay


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**Staypineapple promotes Bob Spear to COO**

In his new role, Spear will support the brand as it transitions from a pure owner-operator to a brand and management-focused structure


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**The Resort Collection**  
The London Uniform Co. is also your premier destination for the finest luxury linens, towels, bath and comforting essentials.




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**Method Co. launches new concept The Nickel Hotel**

The hotel's rooftop bar is set to open later this month, with 360 views of Charleston

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**Balfour Miami Beach launches new dining destination**

The restaurant offers a bar, dining room, exterior terrace and poolside courtyard

# EVENTS

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## 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 BHUSA 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 (MARCH)

The Women in Hotels Brunch celebrates the achievements of women in the US 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 provides 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 over 100 leading female hoteliers and professionals from across the country to network, share best practice and hear inspiring talks from women in the sector.



# CONTACTS

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# ABOUT ITP UK & ITP MEDIA GROUP

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Boutique Hotelier is part of ITP Media (UK), an established publisher of B2B media, consumer publications and events. Its team of journalists provides daily news for sectors such as social care, retail catering and hospitality from the company's head office in London.

ITP Media (UK) is a subsidiary of the Dubai-headquartered ITP Media Group, which helps partners reach a global audience through its portfolio of publications, websites and events. Established in 1987, ITP Media Group has offices in Abu Dhabi, Riyadh and Mumbai, operating more than 75 brands and delivering over 200 events, conferences and awards galas every year.

For more, visit [itp.com](http://itp.com)



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