



# Serviced Apartment News

## MEDIA PACK 2025

The global benchmark for serviced apartments, aparthotels, extended stay and serviced residences.



### ELOISE HANSON

[eloise@internationalhospitality.media](mailto:eloise@internationalhospitality.media)

Renowned Hospitality Editor, Eloise Hanson curates all you need to know for the serviced apartment, aparthotel and extended stay sectors. She has also been editing sister website Boutique Hotel News since 2018.

Part of the International Hospitality Media portfolio, Serviced Apartment News is the number one news platform for the global serviced apartment, apart-hotel and extended stay sectors.



## AUDIENCE PROFILE

49%

Operators / property  
managers

19%

Developers / owners

17%

Investors and lenders

15%

Service providers

## QUALITY AUDIENCE

38%

C-Suite, Director or  
Owner level

58%

Mid-senior management level

Powered by:  
 INTERNATIONAL  
HOSPITALITY  
• MEDIA





# SERVICED APARTMENT NEWS IN NUMBERS

ENGAGE WITH THE LARGEST SERVICED APARTMENT / EXTENDED STAY DIGITAL MULTI MEDIA AUDIENCE

KEY INSIGHT: OPT-IN SUBSCRIBER DATABASE GREW BY 10% YEAR ON YEAR



Linkedin group members & followers

4,984

News stories

5,360+

Webinars

56+ WEBINAR

Email open rate

19.73%

Database is 100% opt in and GDPR compliant

Website traffic

12,168  
Av users per month

14,088  
Av sessions per month

21,895  
Av page views per month

Podcasts

55+

Enewsletter Subscribers

14,315 +

\*Statistics verified and current as of July 2025.







# IN-PERSON FOCUS

## Serviced Apartment Awards

The Serviced Apartment awards are the original annual awards for the global serviced apartment, apart-hotel, extended-stay and short term rental industry! The awards have grown year on year, even during the pandemic and recognise excellence at individual and corporate level and provide the perfect opportunity for the industry to meet.

from £7,495



## Urban Living Festival

The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.

from £9,950



## Recharge

Is an event for forward thinking hospitality and real estate leaders with purpose. A unique event that encourages a new way of thinking: if you're happy to challenge the status quo positively and are prepared to look at doing business' differently - it's for you! RECHARGE promises an intense focus on collaboration and debate, bursting with innovation and 'personality.'

£9,950

# RECHARGE

## Feed Your Mind/ Thought Leadership

Co-hosted thought leadership events in a (breakfast, lunch or dinner 'dine and learn' format.) Let us plan and organise curating the topics, formats and guest lists in line with your business objectives and goals.

£12,995

(inc venue and F&B)



Please enquire for more info on specific events.



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# WHAT OUR CLIENTS SAY ABOUT US

“We sponsored the SA awards 2025 for the first time and it exceeded our expectations. I was impressed with the prominence of the brand pre / during and post, and it was a great way to celebrate with the team on one special night!”

*Alexander Kiteow, founder, Urban Chic*



"A huge thank you to the team at International Hospitality Media Limited for hosting the amazing Serviced Apartment Awards last night – always a winning night, and this year again quite literally for Team Viridian!"

*Anna Rivers, Head of marketing, Viridian Apartments*



## CASE STUDY: RMS

**Why us?** How we differentiate client offerings to maximise stand-out and reach is super important to us.

Clients are increasingly relying on our knowledge and innovations to maximise engagement to stay ahead of their competition.

### CHALLENGE

Position RMS Cloud as the undisputed leader in property management software, elevating the brand above its competitors by showcasing its transformative impact, deep credibility, and bold industry vision.

### SOLUTION

A bold, high-profile campaign centred around the Serviced Apartment Awards 2025:

- On-site, video interview capturing market perspectives and thought leadership.
- Strategic hosting of an exclusive VIP table with targeted invites, featuring investors, operators, and developers.
- Brand showcase via premium promotional footage during the awards ceremony, positioning RMS Cloud front and centre throughout the evening.
- Targeted marketing distribution to all award attendees, amplifying RMS Cloud’s message pre and post event.

### RESULT

- Lead generation: Direct quality leads from top-tier attendees.
- Extended brand visibility: Over six months of sustained exposure.
- Internal database growth: Significant expansion with high-quality contacts across property, hospitality, and investment sectors.
- Pipeline impact: Active client conversations and conversions.



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# 3x Webinar Series Sponsorship £9,995

Webinars delivered on **Thursday 2:00 PM.**



## What's included:

3

1-hour, editorially-led webinars, hosted by our expert editors George Sell & Eloise Hanson.



Topics are timely, relevant, and focused on key industry innovations and challenges.



Live webinars encourage audience interaction via chat questions, polls and Q&A

### Pre-webinar promotion:

3 dedicated email campaigns sent to the Serviced Apartment News (**SAN**) database.

Organic promotion across LinkedIn, Instagram, and X.

Feature in the SAN weekly e-newsletter.

Webinar listed on the **SAN** LinkedIn page.

### Live webinar promotion

Sponsor recognition via a short spoken mention and/or <1-minute sponsor promo video.

Opportunity to participate as a panellist.

Audience engagement tools: live Q&A, polls, and an interactive chat.

Sponsor company boilerplate.  
Sponsor logo co-branded on all webinar slides.

### Post-webinar promotion

GDPR-compliant attendee registration data shared within 24 hours (includes email and phone number where available).

Permanent hosting of the webinar on our website with unlimited future usage rights.

Follow-up email sent to all registrants within 48 hours, including the full webinar recording.

3 x webinar highlight videos posted on linkedin

### Themed bespoke series

A bespoke webinar series co-created with our editorial team.

You choose the topic and collaborate on the title, we provide the audience and structure

**£13,995 (3 webinars total)**

### Single bespoke webinar

**£4,995**

### Optional add-ons

3x HTML emails to full database	<b>£995</b>
Bespoke MPU/banner on BHN site for 1 month (links to replay)	<b>£995</b>
Targeted HTML to webinar registrants	<b>£395</b>

\*all prices quoted are + VAT



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# DIGITAL FOCUS



## Podcast Sponsorship

Showcase your business and engage with our thought-provoking content including interviews, debates, opinion and first class thought-leadership across the various markets in digestible bite-size chunks.

SAN has an established podcast series, hosted on our website and distributed on soundcloud (available via Apple, Spotify etc) to amplify your reach.

**£2,495 + vat**

(live reads and sponsored ads)



## Website Display Advertising

Great for brand awareness and driving traffic to your website/landing page.

**Web banner and Web MPU Static or animated display images/media (animated GIFS/Jpegs) in high visibility locations. Run of website.**

**£995 + vat per month**



## Solus HTML e-shots

Send bespoke HTML e-shots to our engaged audiences - with your brand/ product/ service front of mind.

ULN audience only from  
**£1,495 + vat**

Entire IHM audience from  
**£1,995 + vat**



## Video Pre Roll

Position your creative brand message with a 4 – 8 secs 'sting' at the start of our video interview coverage eg. this informed content is brought to you by XXXXXXXXXXXXXXXX

**£995 + vat per month**



## E-newsletter sponsorships

Create maximum stand out in our weekly e-newsletter with a 'sponsored by XXXXXXXXXX message (70 words max) and a high impact image.

**NEW! Headline/ Master banner**

**£995 + vat per month**

**General banner**

**£600 + vat per month**

SAN PODCAST SERIES  
STUDIO: RUNWAY EAST SOHO



*Eloise  
Hanson*

INDUSTRY VOICES  
INSIGHTFUL STORIES  
FRESH PERSPECTIVES



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# CONTENT FOCUS



## Sponsored content

Publish an editorial article/advertorial piece of 700-1,500 words + up to 2 images or a 1 minute 30 second video and 200 words.

Native advertising is a great way to capture your audience's attention. All content will be marked as ADVERTISEMENT FEATURE. This will also be promoted on our social media and as a link in the weekly e-newsletter to give maximum reach.

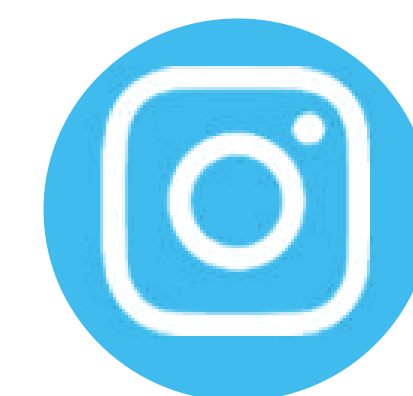
**£995 + vat**  
(per article/feature)



## We host your company webinars

IHM offers the opportunity to host all your webinar requirements, professionally managed, marketed, planning (seeking speakers and agenda creation), produced and moderated and broadcast in line with your goals.

available from  
**£4,995 + vat**



## Social Media Engagement

Let us run a social media campaigns on your behalf using our combined audiences across LinkedIn, Facebook, X and Instagram of over 52,000, to engage the right audience to showcase and align your brand with. Talk to us to cut through the noise.

**Bespoke Packages £POA**



## Research

Informed content that connects your brand to the most influential audiences in hospitality and real estate.

Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

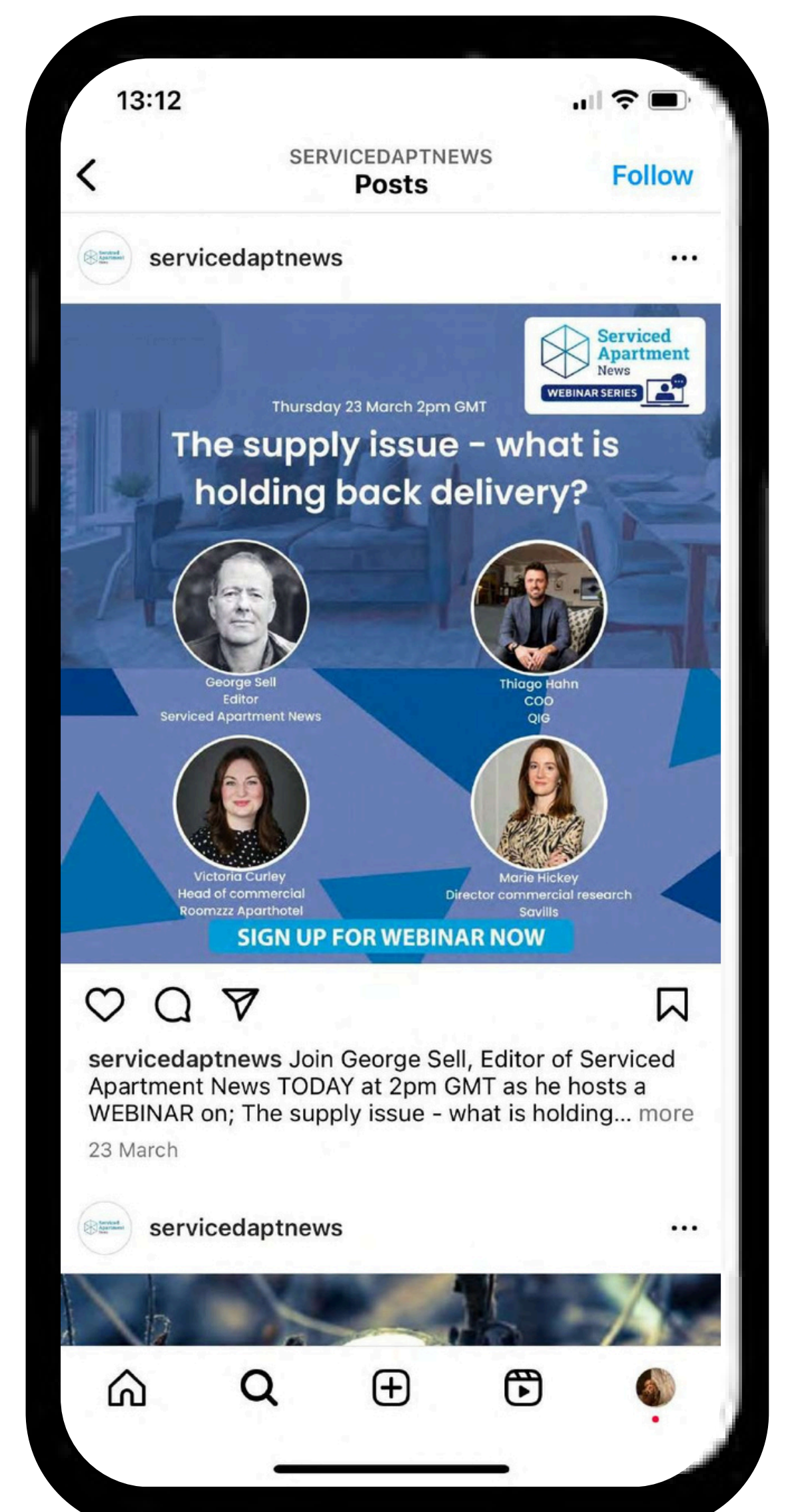
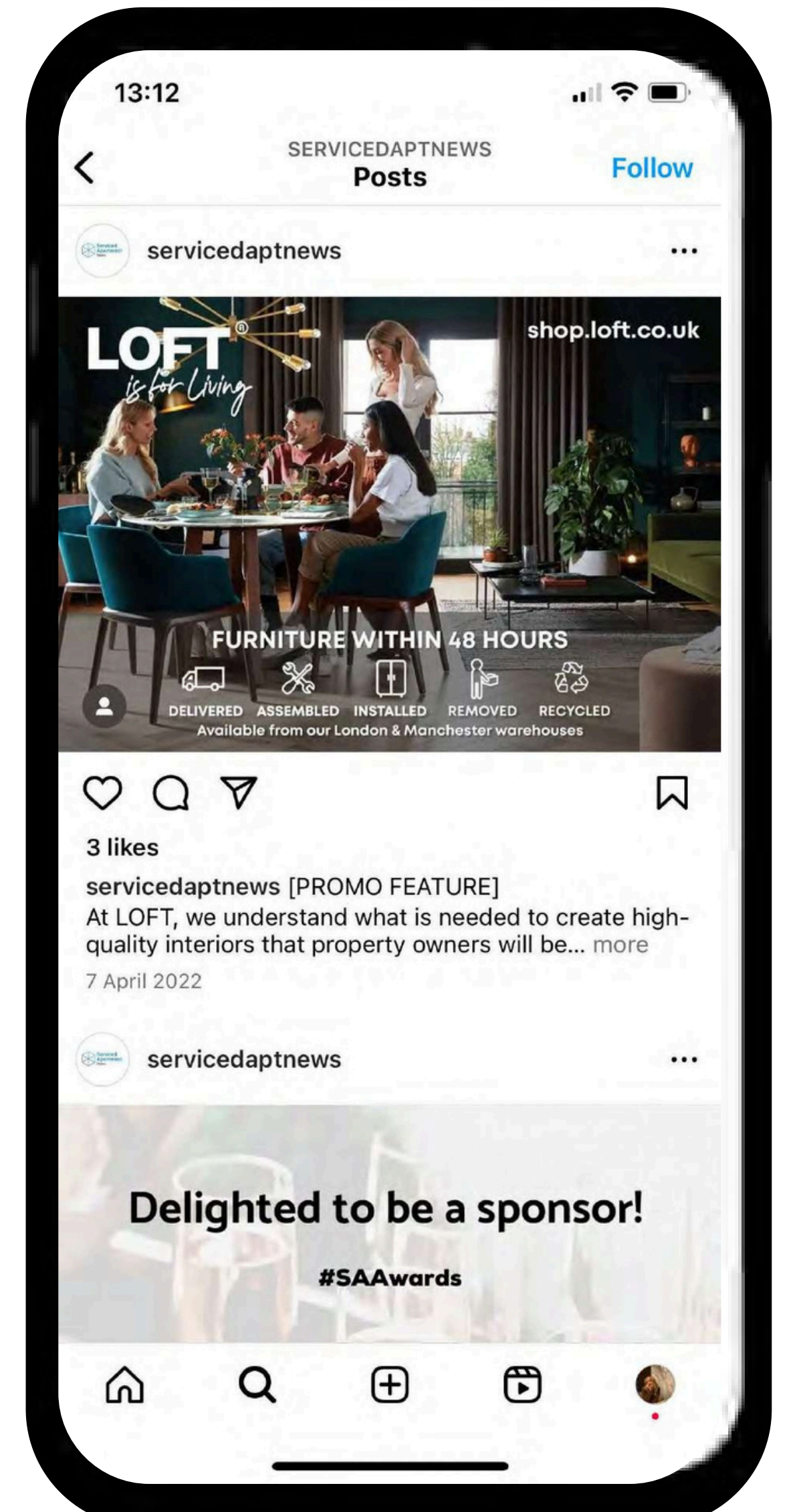
- > Content
- > Research
- > Event Services

**Bespoke Packages £POA**

## Take Your Event To The Next Level



**With their fingers always on the pulse 24/7, our editorial team are true thought leaders. They can give your event extra perspective and stand out attention with an inspiring industry key note speech or event hosting engagement.**  
**£POA**



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# WHO ARE INTERNATIONAL HOSPITALITY MEDIA?

International Hospitality Media (IHM) is the number one brand to engage with decision makers in hospitality and real estate.

Our 4 multimedia brands: BoutiqueHotelNews.com; ServicedApartmentNews.com; ShortTermRentalz.com and UrbanLiving.News lead their respective sectors with breaking news, comment, trends and opinion across a variety of multimedia solutions.

Serviced Apartment News (SAN) is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

Boutique Hotel News (BHN) is the leading international brand for the burgeoning boutique, luxury and lifestyle hotel market.

Short Term Rentalz (STRz) provides a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

Urban Living News (ULN) is the most recent hospitality and real estate multi-media b2b platform. It was created in response to the increasingly blurred lines between asset classes within urban development. Sectors include but not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more.

The platform focuses on the convergence of these markets rather than covering the sectors in isolation, and keeps you up to speed with the rapidly evolving ways in which we stay, live and work.

Katie say's

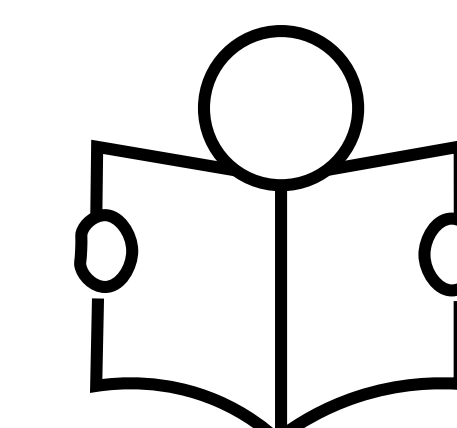


**KATIE HOUGHTON**  
VP Commercial Partnerships, Hospitality  
+34 711 02 42 31  
katie@internationalhospitality.media

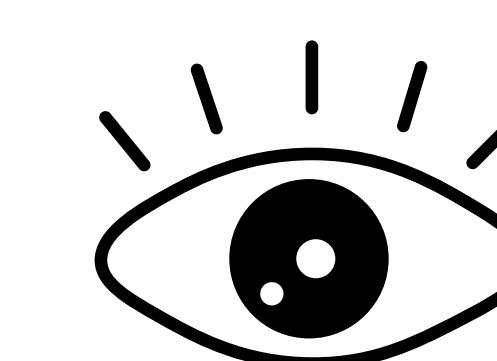


“Choose Serviced Apartment News to elevate your brand in the fast-growing world of serviced apartments. We provide unmatched industry insights and a dedicated platform to showcase your offerings to a discerning and engaged audience.”

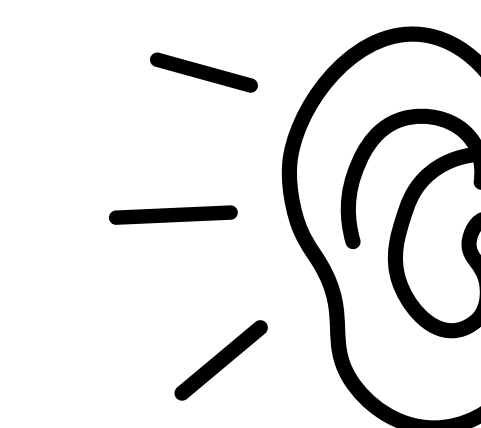
## INTERESTED? CONTACT US NOW



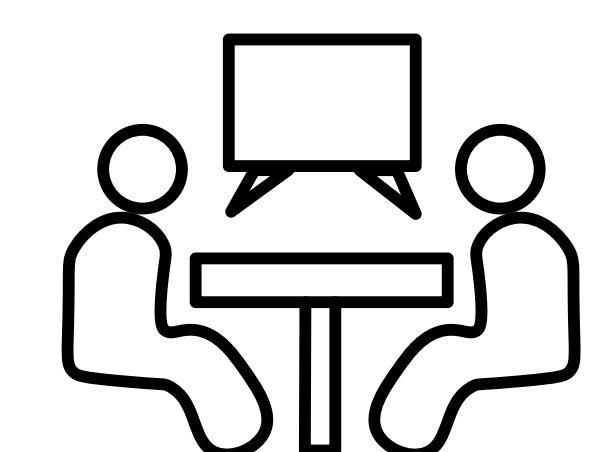
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WATCH



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