



# Serviced Apartment News

**MEDIA PACK 2025**

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.



Powered by:  
**INTERNATIONAL  
HOSPITALITY  
• MEDIA**

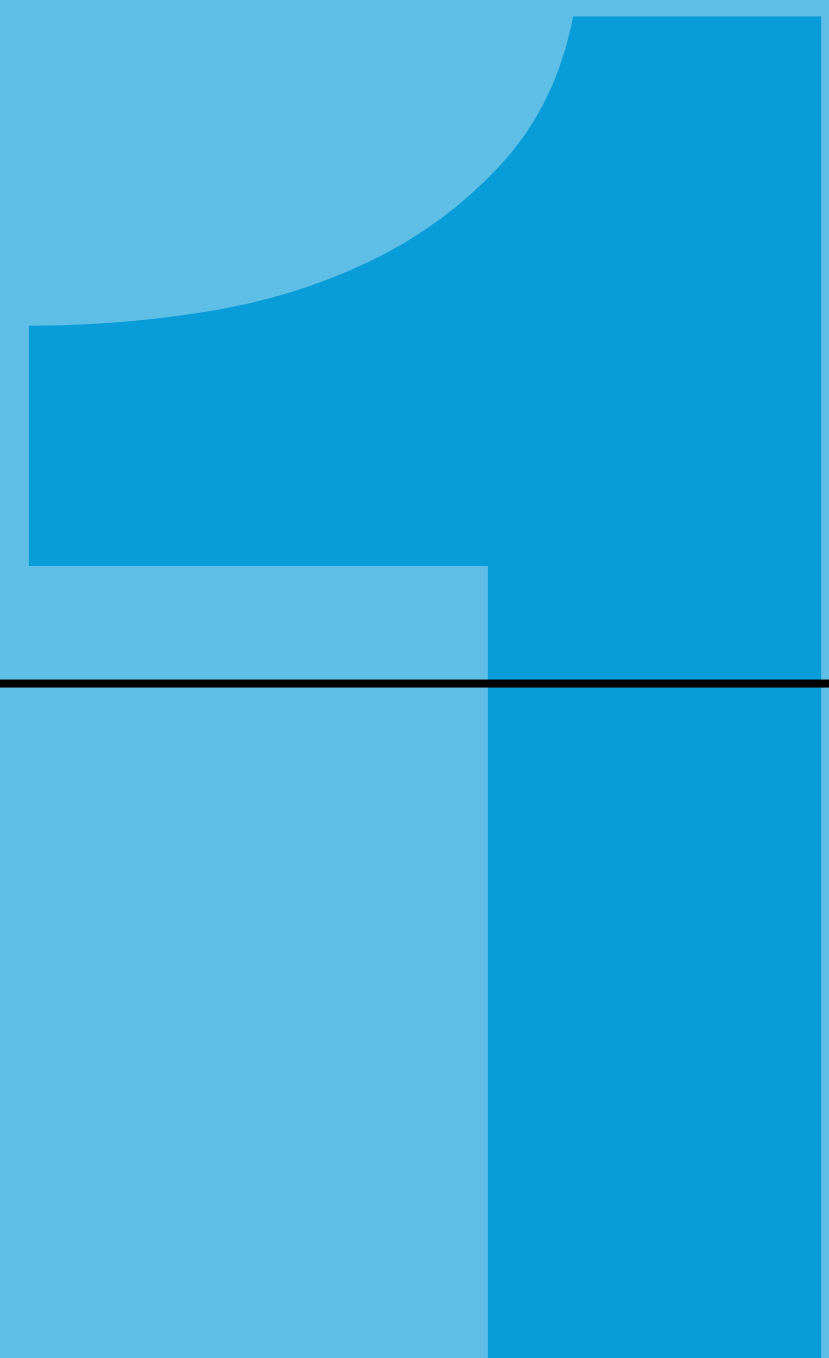


# OUR STATS AND AUDIENCE INSIGHTS

KEY INSIGHT: OUR EMAIL DATABASE HAS GROWN BY **16%** YEAR ON YEAR - TESTAMENT TO THE CONTINUING QUALITY AND RELEVANCY OF OUR CONTENT AND WEEKLY E-NEWSLETTER

| Website traffic                                  | E-newsletter subscribers                                                                                                                                                                               | Email Open rates                                                                                                 | Website visitor locations (top 5)                                                        | Audience profiles                                                                                                                                                                                                              | Desktop/ Mobile Device                                                                                                | Email Audience                                                                                                                                                                                                          |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>10, 927</div> <div>Av users per month</div> | <div>13, 950+</div> <div>(16% increase YOY)</div> <div>Opt-in subscribers to our weekly e-newsletter (including suppliers to the industry)</div> <div>Database is 100% opt in and GDPR compliant</div> | <div>24.50%</div> <div>Average open rate</div> <div>(figures taken from email campaigns from Q1 + Q2 2024)</div> | <div>UK</div> <div>US</div> <div>Singapore</div> <div>India</div> <div>Netherlands</div> | <div>49%</div> <div>Operators / property managers</div> <div>19%</div> <div>Developers / owners</div> <div>17%</div> <div>Investors and lenders</div> <div>15%</div> <div>Other (service providers, advisors, media ect)</div> | <div>58%</div> <div>View us on desktop</div> <div>42%</div> <div>View us on a mobile device (including tablets)</div> | <div>38%</div> <div>Of our e-mail audience are C-Suite, Director or Owner level -making the decisions</div> <div>58%</div> <div>Of our e-mail audience are mid-senior management level -influencing the decisions</div> |

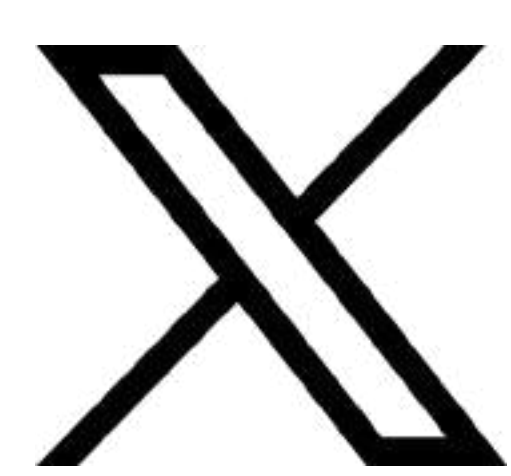
\* (All figures calculated Q1 + Q2 2024)





# SERVICED APARTMENT NEWS IN NUMBERS

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



5,100+

Followers on X



2,000+

Followers on Facebook and Instagram



49

Podcasts



47

Webinars



3,900+

Followers and Members on LinkedIn



306+

Video Interviews



5,329+

News stories and growing daily



331

Features



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# HOW CAN YOU WORK WITH US?



## In Person



FEED YOUR  
MIND  
SESSIONS



## Digital



- Podcasts
- Web Banners
- Social Media
- Solus HTMLs
- E-newsletter sponsorship
- Video Pre-roll



## Content

- Sponsored Content (advertorial)
- Research
- Social Media Engagement
- Fully hosted Webinars



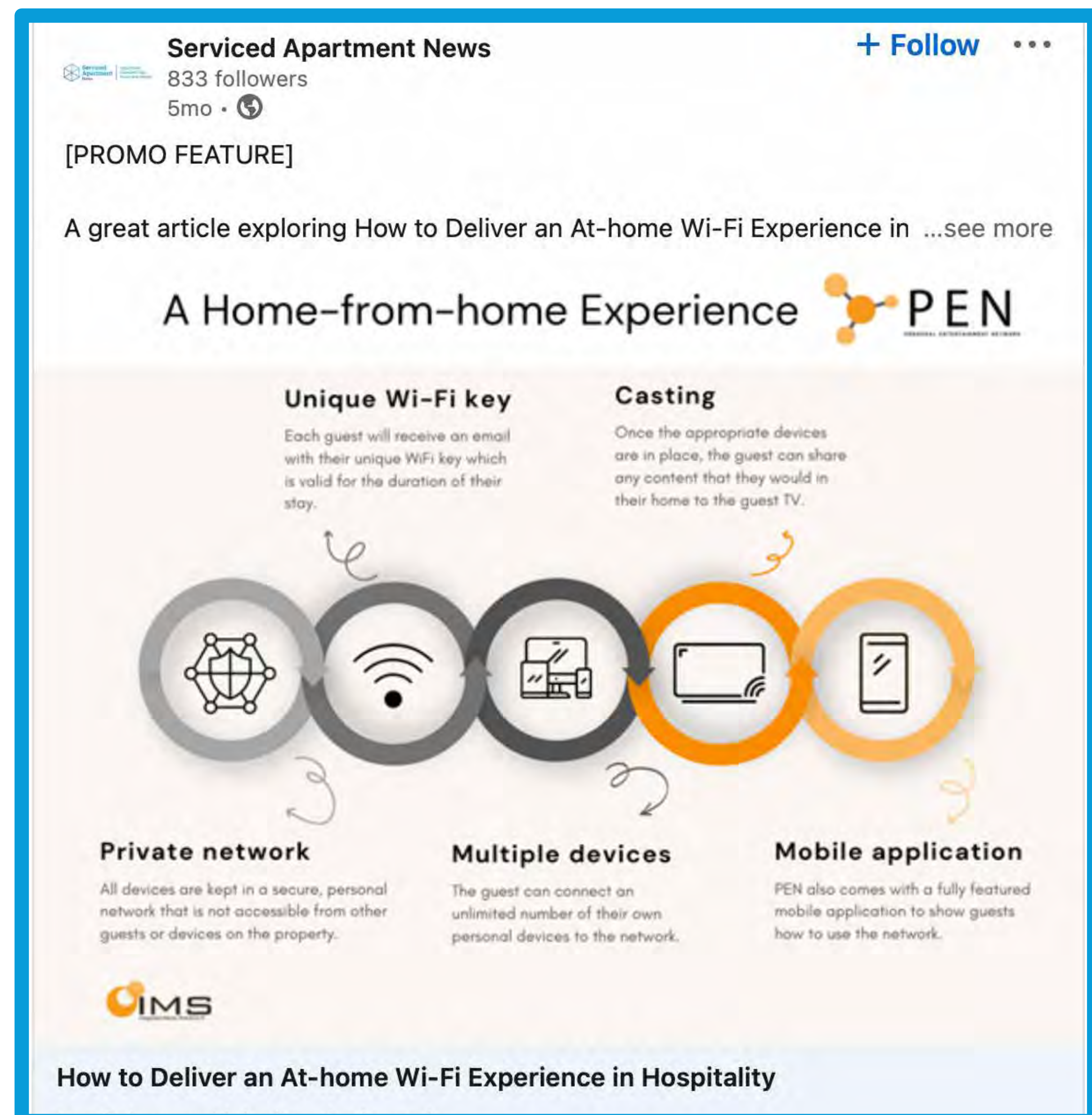
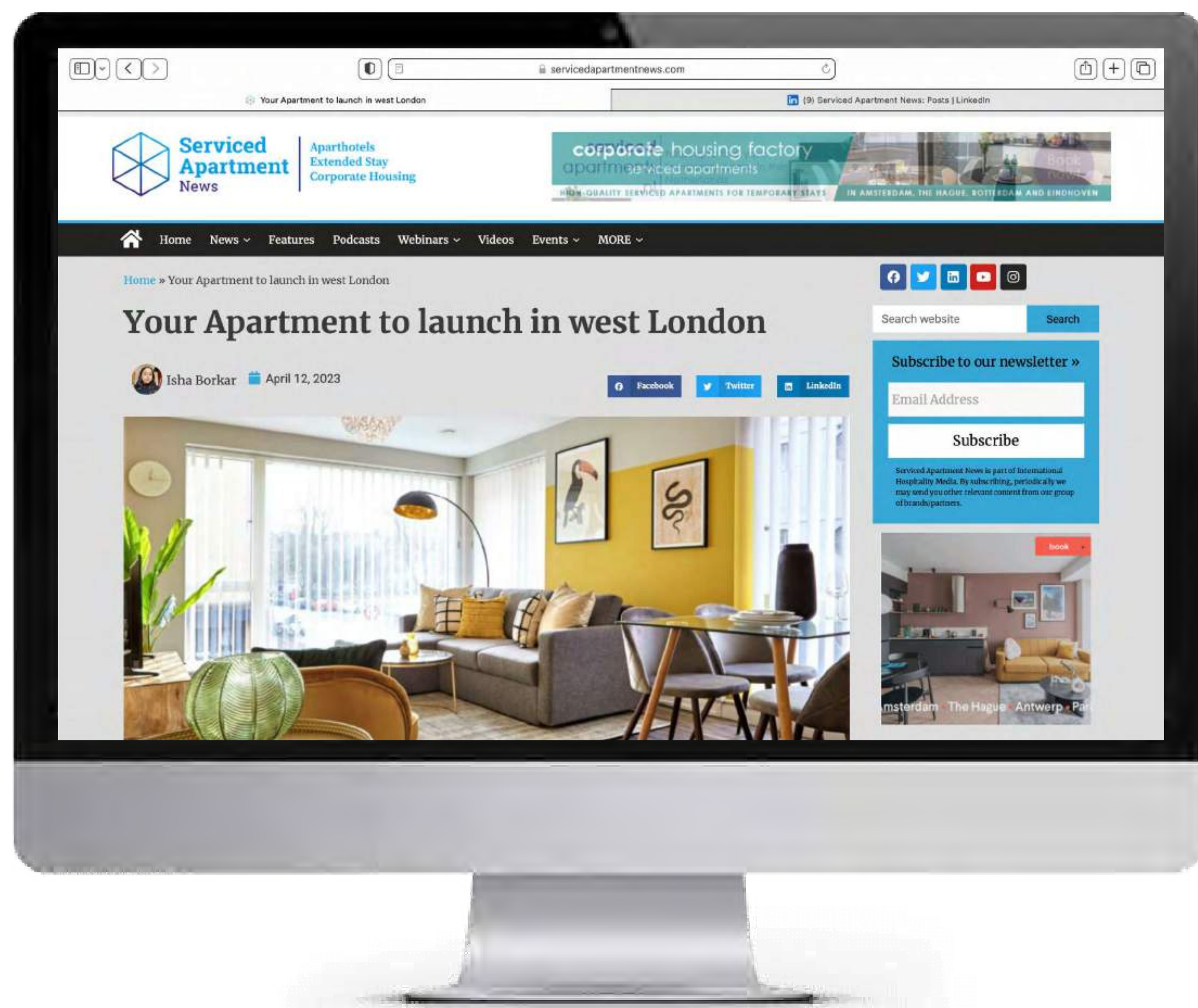
## ELOISE HANSON

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.

“Eloise Hanson was a true thought leader at our annual global conference, offering invaluable insights into the evolving media landscape. Preferred Travel Group is working with Boutique Hotel News to extend our reach and engage hotelier audiences both digitally and in real life. Together, we’re delivering the insights the industry needs.”

*Brenda Collin, EVP Europe, Preferred Hotels & Resorts*

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



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# 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

## Urban Living Insights

Bespoke 1/2 Day events for urban innovators and investors at the cutting edge of contemporary hospitality, real estate and living.

from £6,495 (per session)

## 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.

from £9,995  
(inc venue and F&B)

Please enquire for more info on specific events.



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**ServicedApartmentNews**





**“Congratulations to all the nominees and winners at the Serviced Apartment News awards... This was another fantastic event celebrating our sector and some of the incredible people we have in it.”**

*Charlotte Winter, EMEA General Manager, Synergy Global Housing*

**“The Serviced Apartment Awards 2024 was a great evening, a brilliant awards ceremony with a great atmosphere and room full of people in the business! We look forward to entering next year!”**

*Alastair Mullens, Managing Director, Vertus*

**“We have formed a really strong partnership with International Hospitality Media since August 2021, and are looking forward to seeing it grow and grow for many more years to come. Our team is extremely excited to be sponsoring the next editions of the Serviced Apartment Awards in 2023 & 2024, amongst being involved in RECHARGE, Serviced Apartment News webinars and more...”**

*Leo Colgan, Co-founder and Director, IMS*

**“I attend a lot of your webinars and today’s session on ESG was really good. I’m currently putting together a Situ Supplier ESG programme and there was some really helpful content in the webinar. Everyday, business applicable related practical content. Thank you.”**

*Seth Hanson, Head of Supply Chain, Situ*

**“Recharge is always a great opportunity to network with key decision makers and local specialists in new or existing markets!”**

*Adam dale, Group COO, Charles Hope Apartments*



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# DIGITAL FOCUS



## Webinar Sponsorship

Position your brand as the thought leader by sponsoring our industry leading webinars - options available;

**Webinar Main Series -**  
Editorial led of the moment topics covering a breath of industry relevant topics

**(5 webinars total) from**  
**£9,995 + vat**

**NEW! Themed Bespoke Series -**  
A bespoke series with the client/ editorial team deciding on the webinar titles - e.g Sustainability series, Tech series etc...

**(5 webinars total) from**  
**£14,995 + vat**

**Bespoke Webinar -**  
Let us hold a webinar on your chosen topic (see more information in the CONTENT FOCUS section of this pack)

**Available from** **£4,995**

**Individual Webinar -**  
(from the series/ Trends session)

**£2,495 + vat**

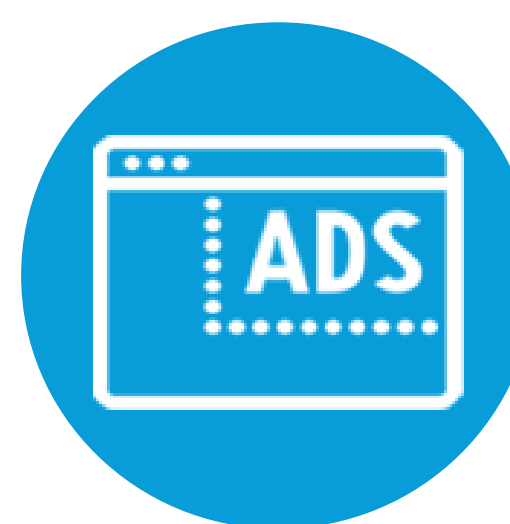


## Podcast Sponsorship

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.

**SAN audience only from**  
**£995 + vat**

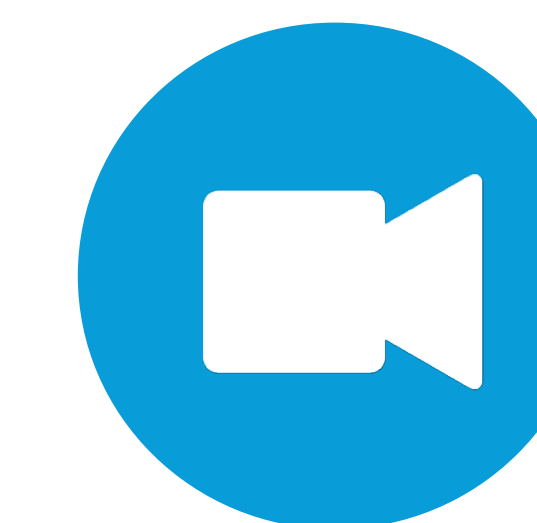
**Entire IHM audience from**  
**£1,495 + vat**



## E-newsletter sponsorships

Feature in our weekly e-newsletters with a prominent banner driving traffic to your websites.

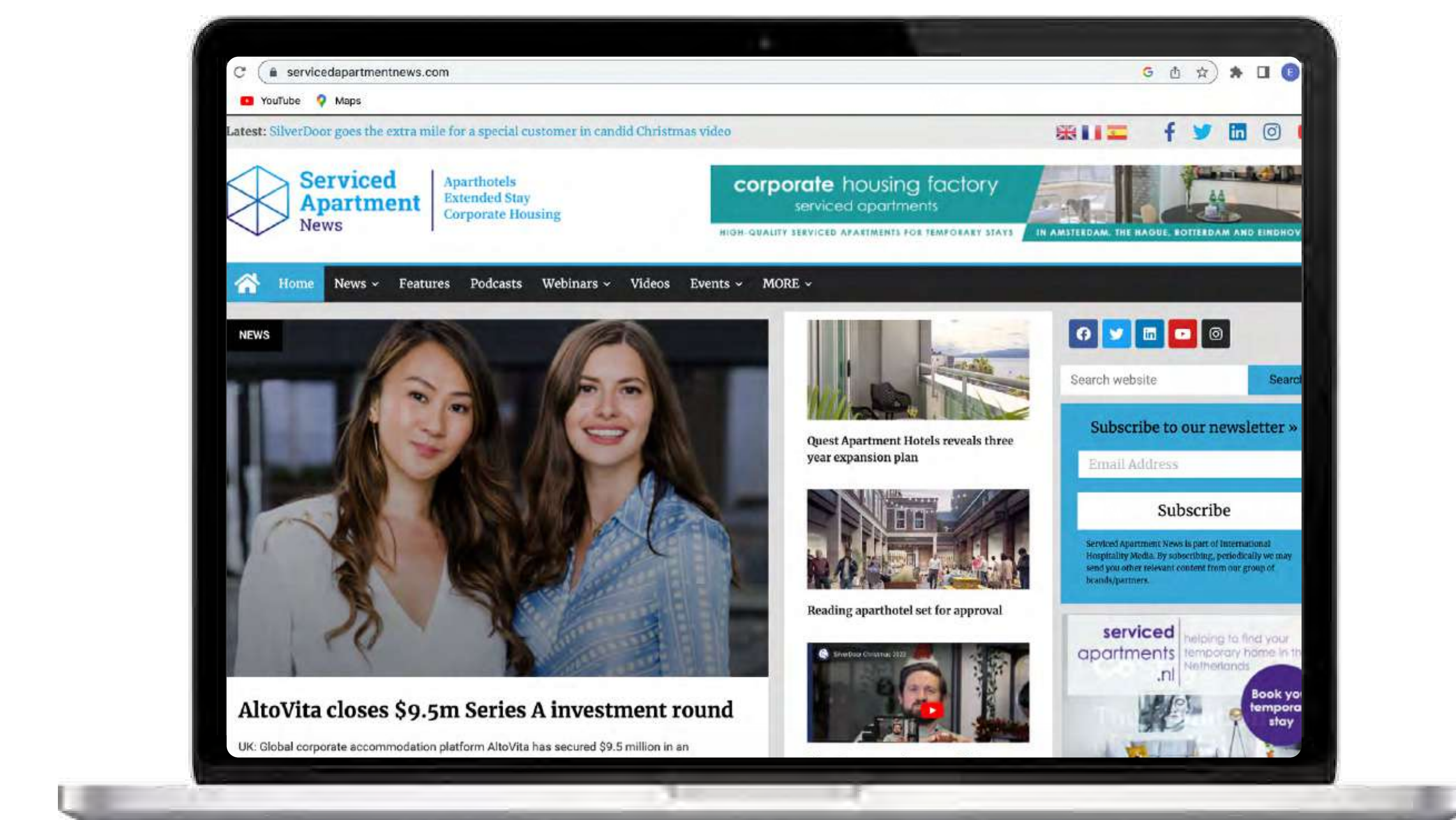
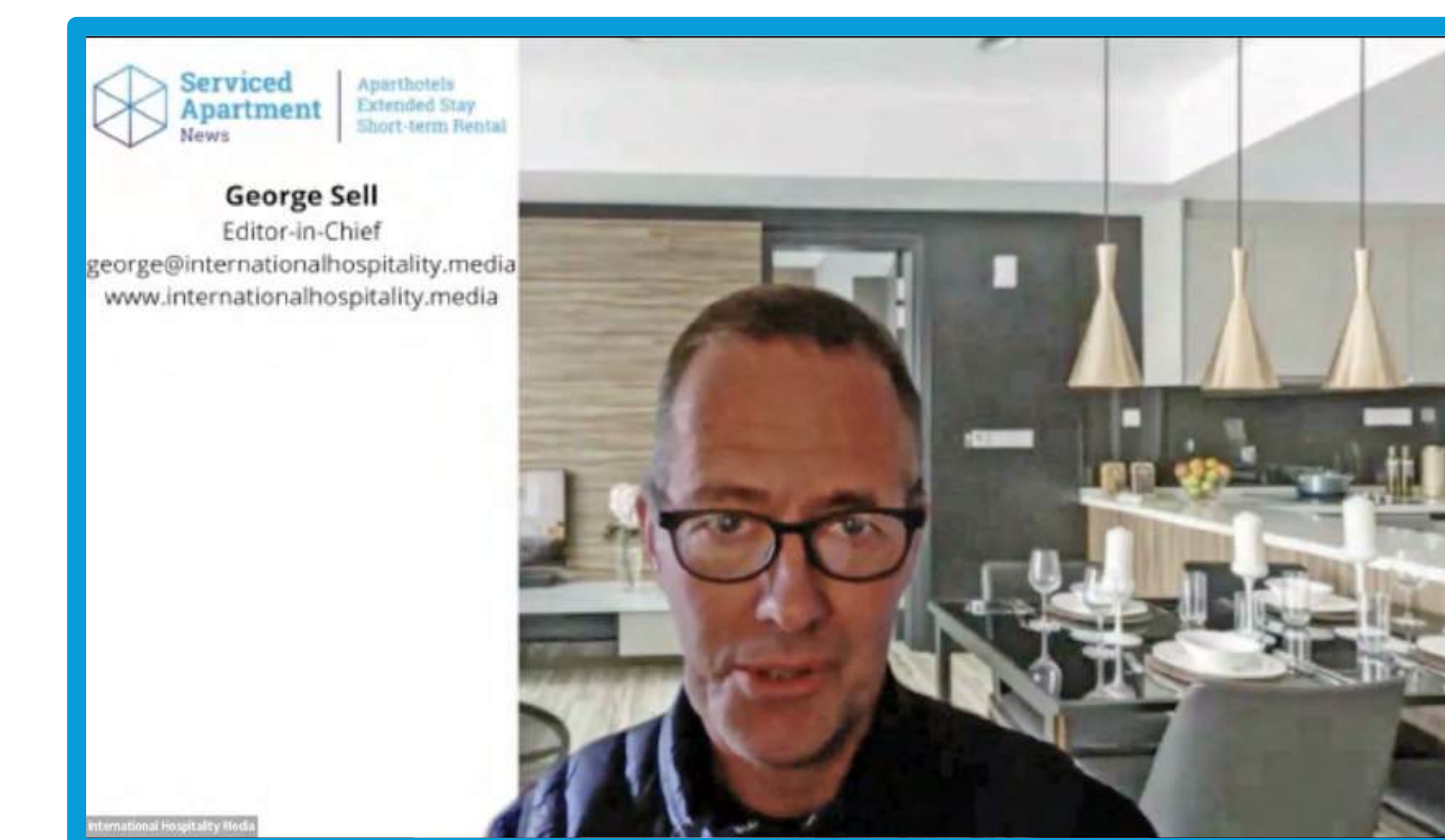
**NEW! Headline/ Master banner** **General banner**  
**£995 + vat per month** **£600 + vat per month**



## 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**



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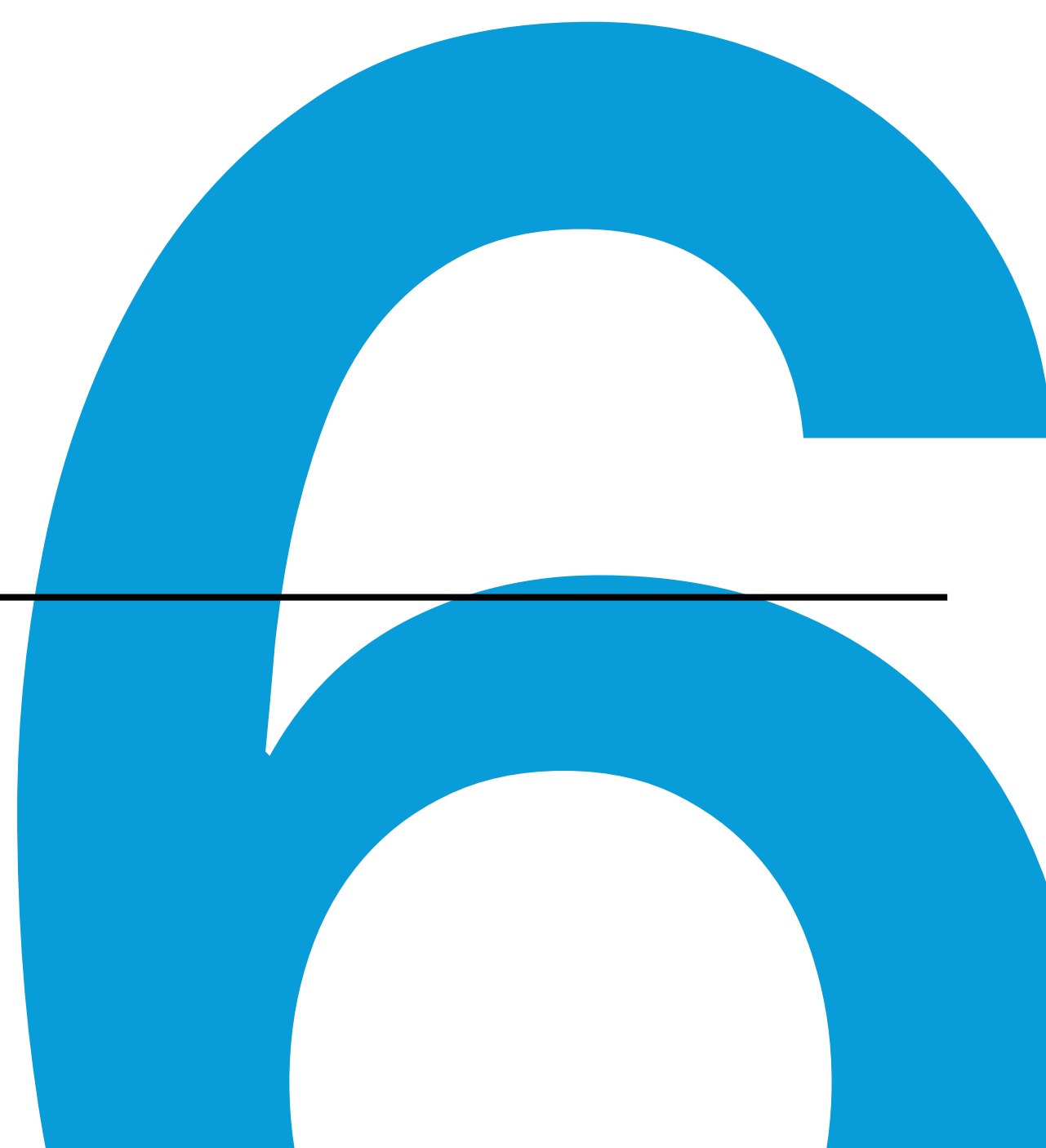
@servicedaptnews



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# CONTENT FOCUS



## Sponsored content

Produce 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.

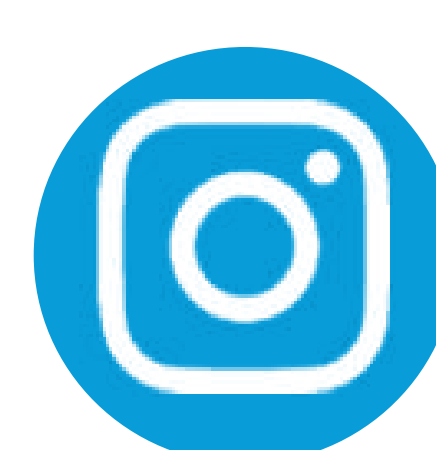
**£995 + vat**  
(per article/feature)



## Fully hosted bespoke 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

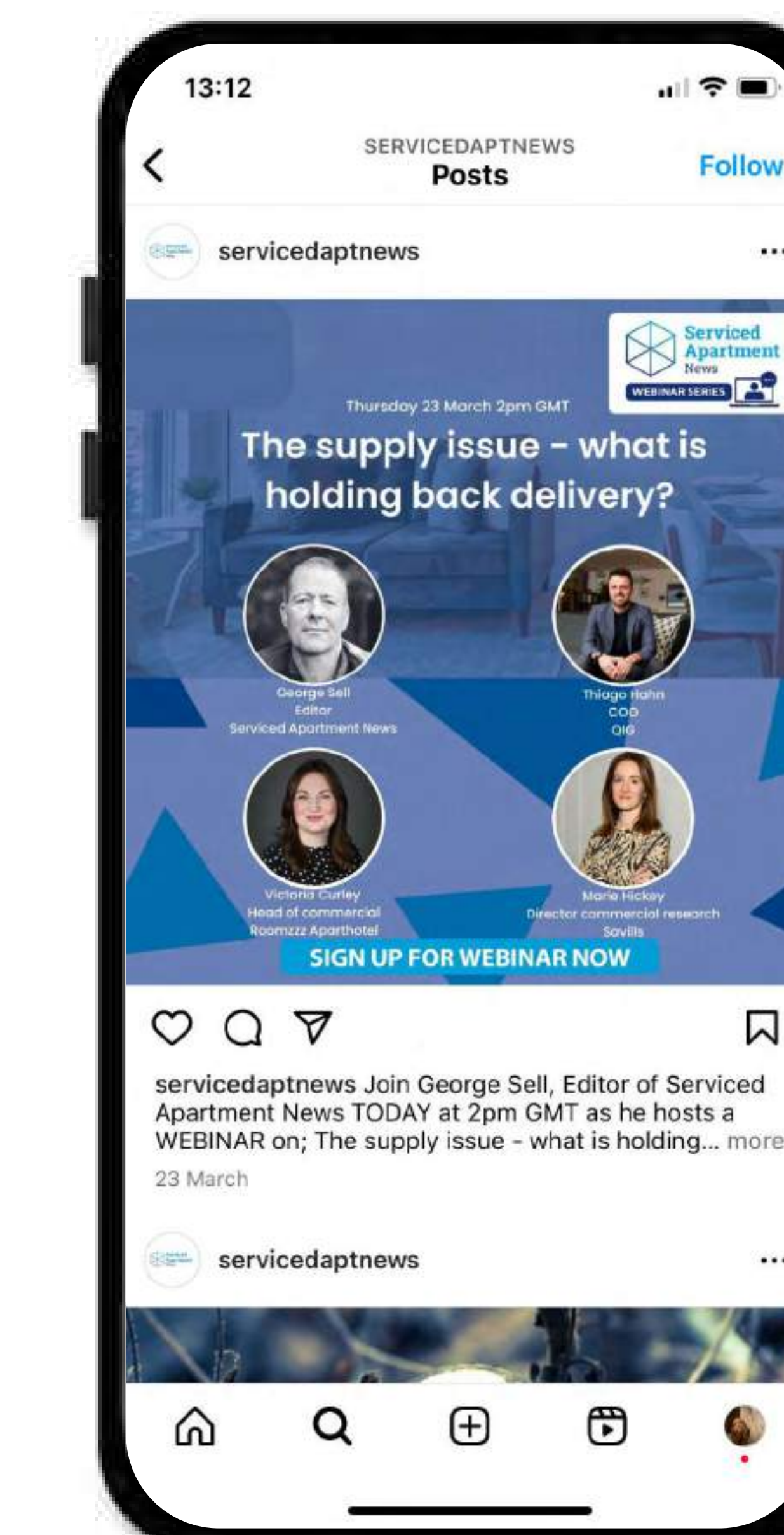
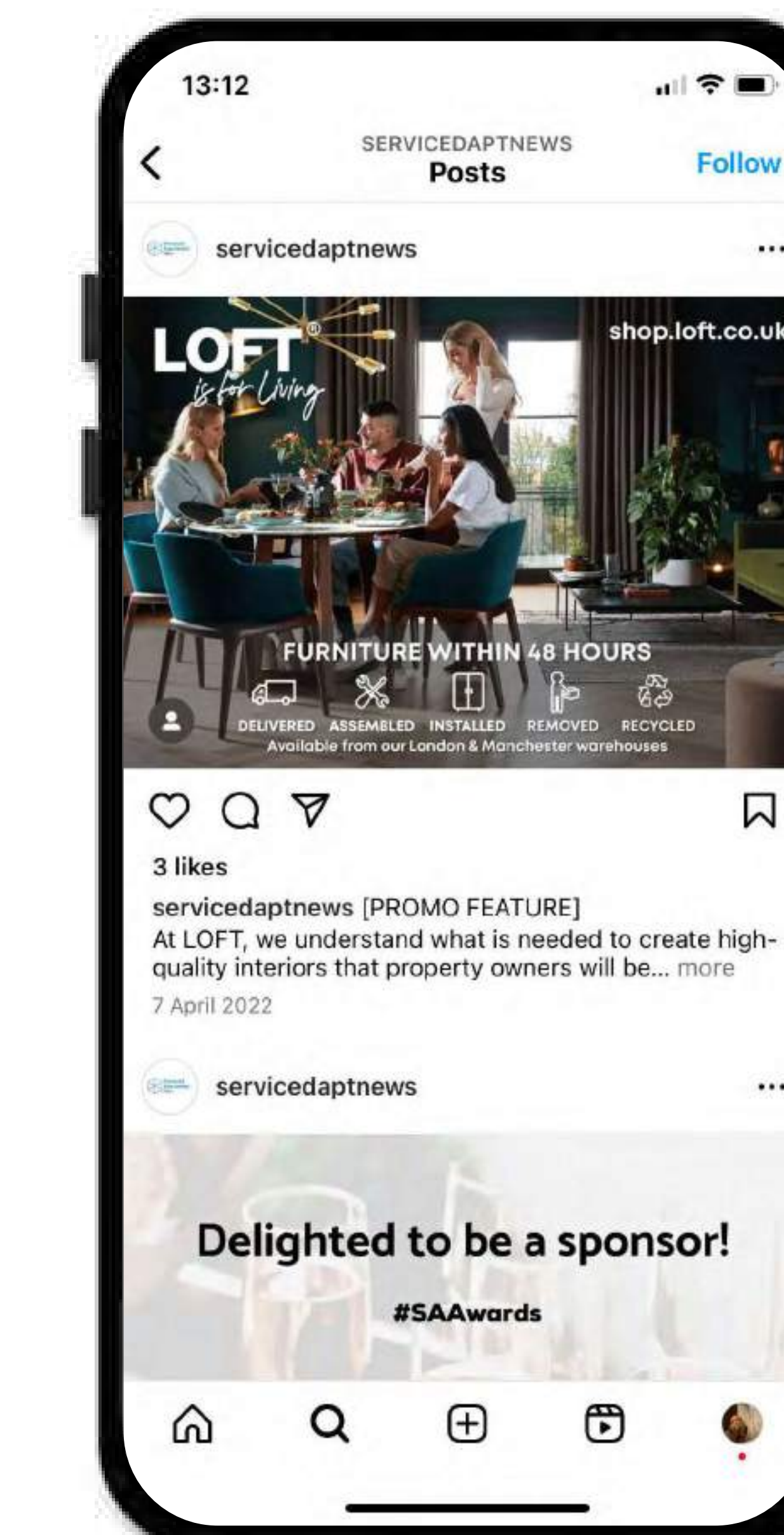


**With their fingers always on the pulse 24/7, our editorial team are true thought leaders. They can give your event extra perspective and stand out attention with an inspiring industry key note speech or event hosting engagement.**

**Enquire for more details.**

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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)* launched in 2013, 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.

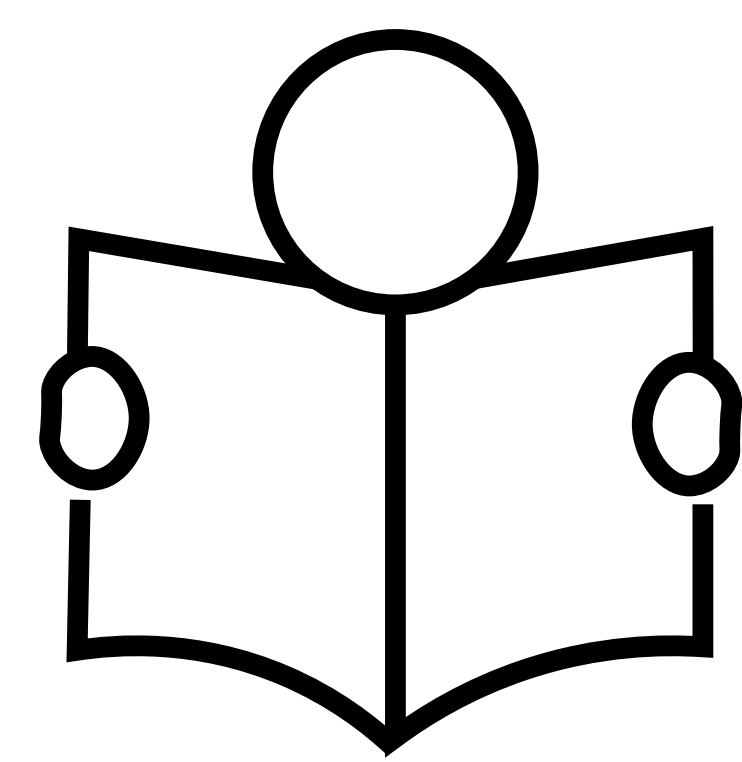
*Short Term Rentalz (STRz)* launched in 2018 to provide a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

*Urban Living News (ULN)* is the most recent hospitality and real estate multi-media b2b platform, launched in April 2022. 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.

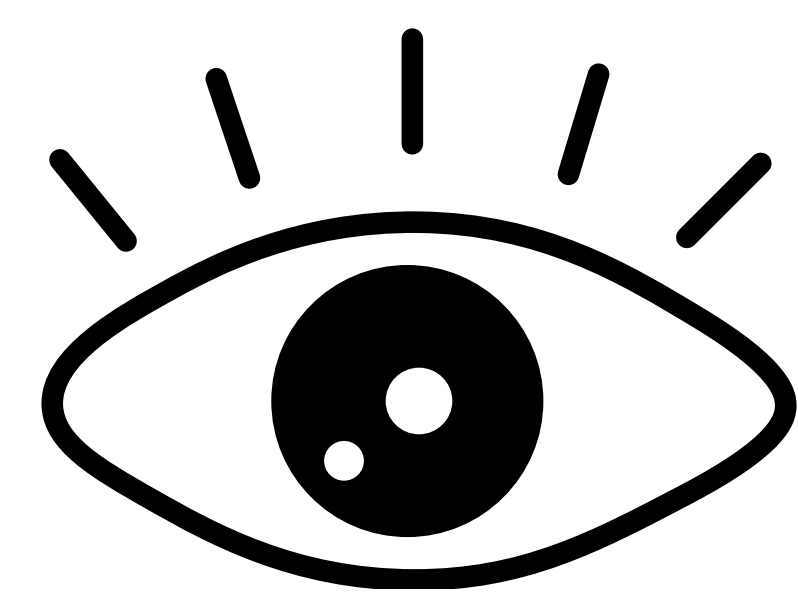
## Media Brands:



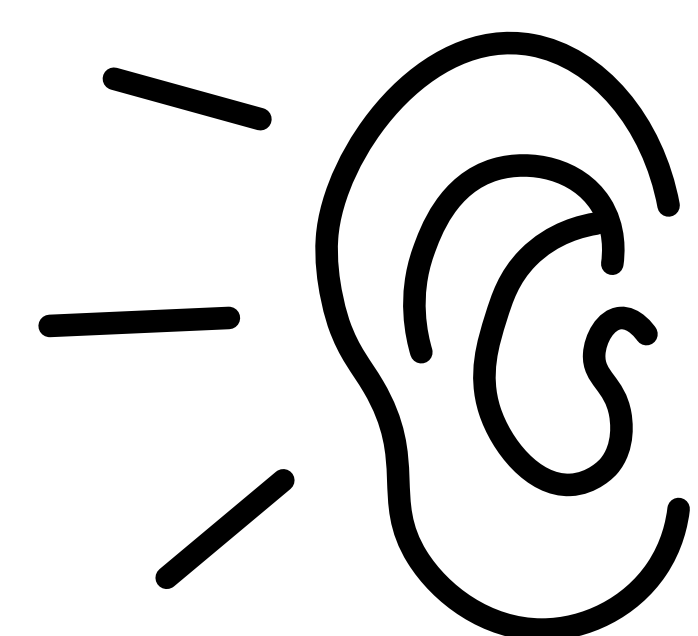
## READ



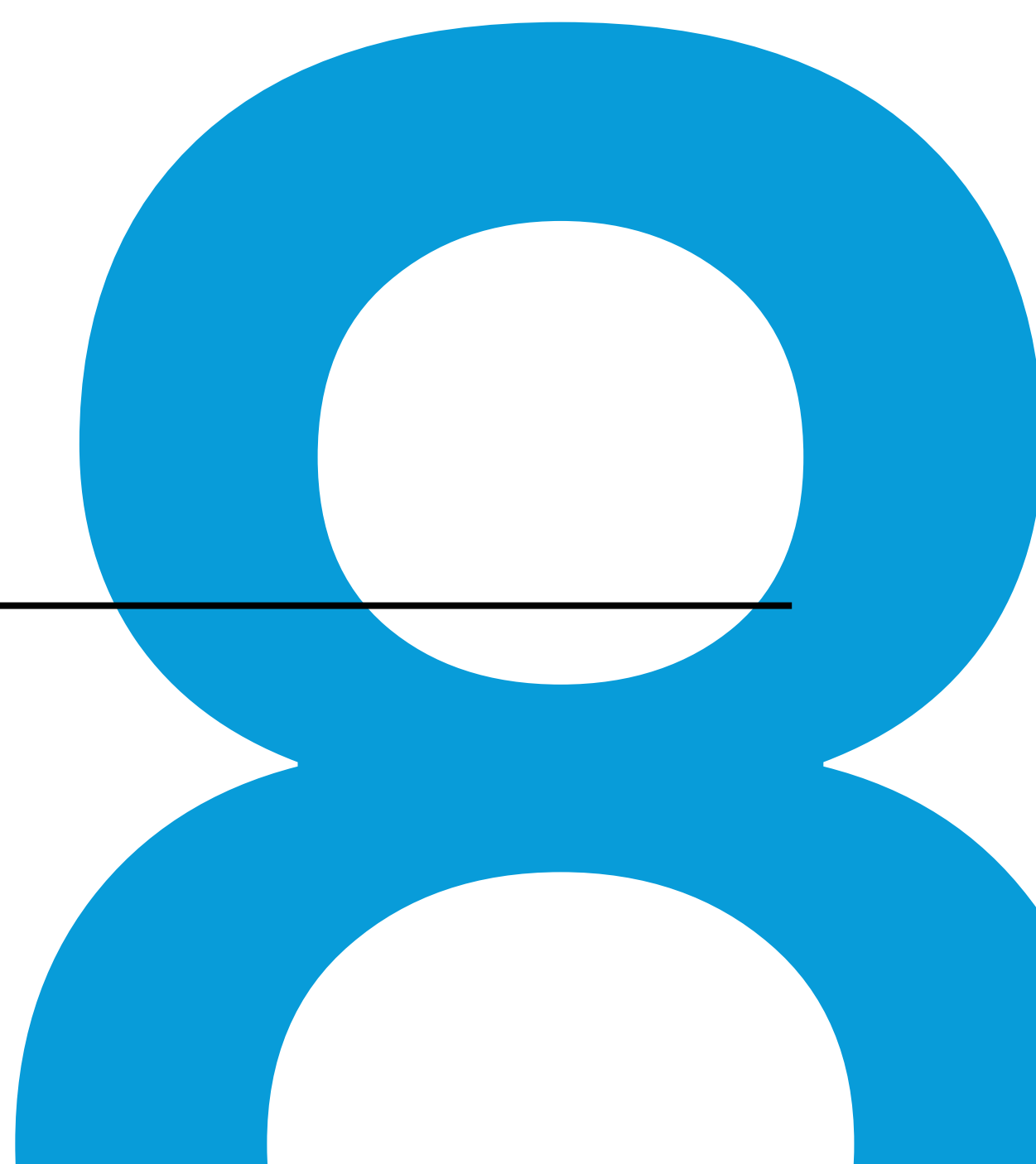
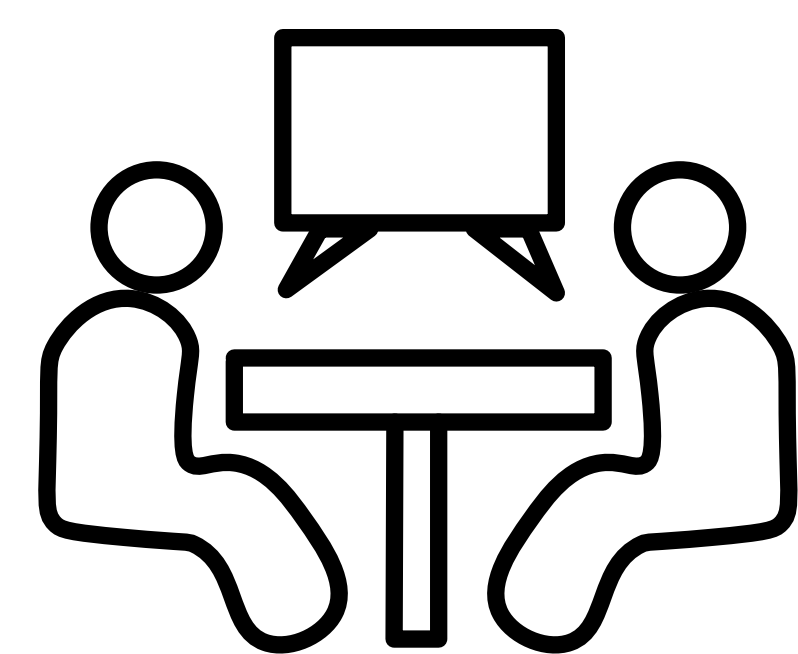
## WATCH



## LISTEN



## MEET





# INTERESTED? CONTACT US NOW

Let us help build your bespoke marketing campaigns to help exceed your business goals. Whether the focus is elevating brand awareness, engaging content and thought leadership or lead generation opportunities, our digital audiences and IRL events provide the perfect opportunity to reach your desired audience, and ultimately do more business!

*Katie say's*



*"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."*

**KATIE HOUGHTON**  
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