Serviced Apartment News

Aparthotels
Extended Stay
Serviced Residences

Powered by International Hospitality Media

MEDIA PACK 2026

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

ELOISE HANSON

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

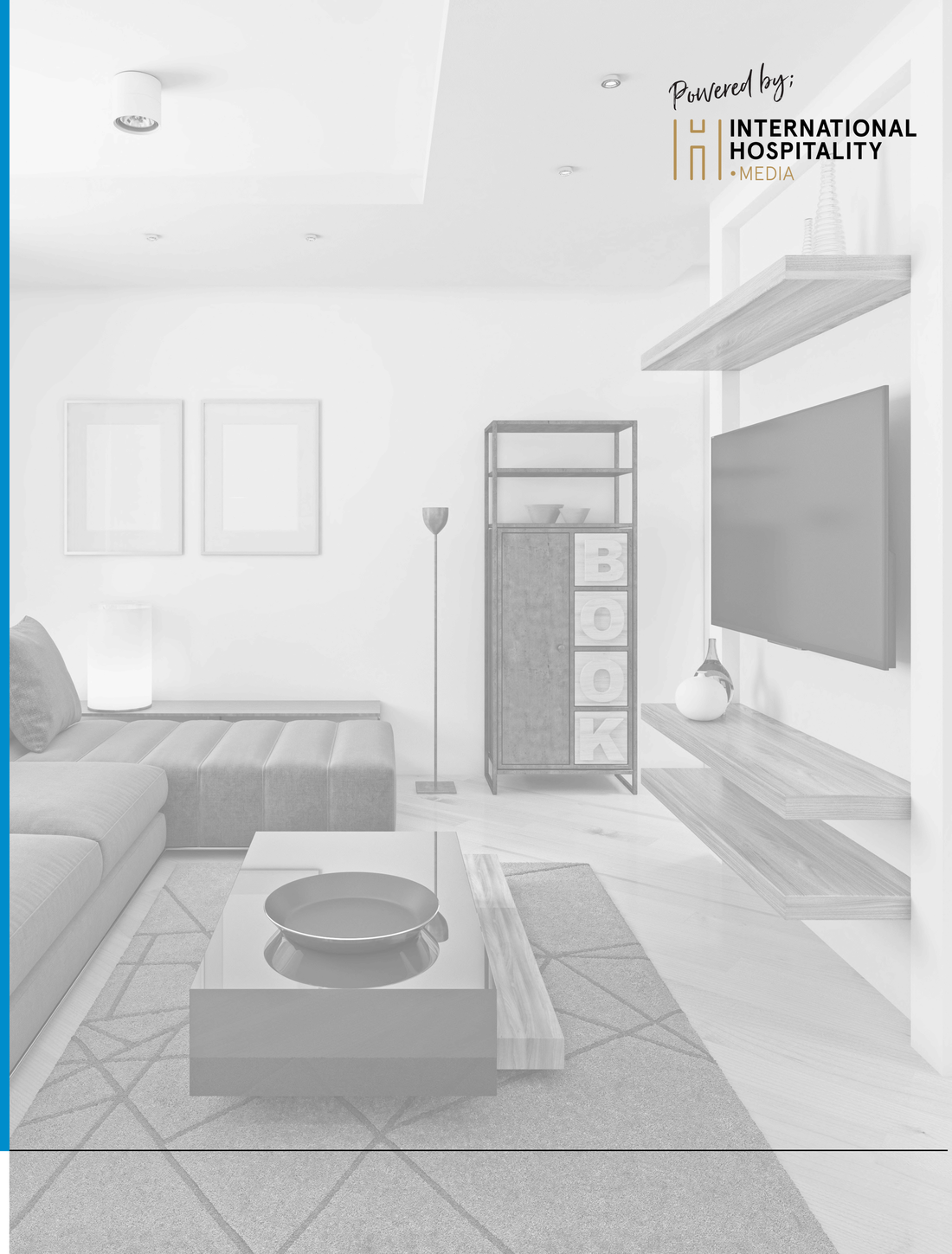
QUALITY AUDIENCE

38%

C-Suite, Director or Owner level

58%

Mid-senior management level



Powered by:
INTERNATIONAL HOSPITALITY • MEDIA

BOUTIQUE HOTEL NEWS | SHORT-TERM RENTALZ | URBAN LIVING NEWS | Serviced Apartment News

SERVICED APARTMENT NEWS IN NUMBERS

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

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

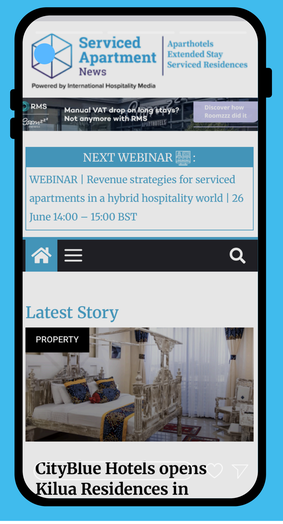
Powered by: INTERNATIONAL HOSPITALITY • MEDIA

Linkedin group members & followers

13,400+

News stories

5,528+



Webinars

64+ WEBINAR

Email open rate

20%

Database is 100% opt in and GDPR compliant

Website traffic

27,115
Av users per month

29,091
Av sessions per month

31,397
Av page views per month

Podcasts

57+

Enewsletter Subscribers

15,092 +

*Statistics verified and current as of May 2026.

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 £5,495

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

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.

WHAT OUR CLIENTS SAY ABOUT US

"Working with Serviced Apartment News has significantly increased our visibility across the serviced apartment and extended stay sector. It has helped raise City Pop's profile and strengthen our position as a leading, innovative operator in the space."

Francesco Borgognoni, City Pop

"Being a sponsor of the Serviced Apartment Awards was a great experience for Frasers Hospitality. The event was extremely well organised and brought together a highly relevant senior audience. We made strong, quality connections on the night that have continued beyond the event."

Anna Rivers, Frasers Hospitality

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.

3x Webinar Series Sponsorship £9,995

Build credibility, generate high-quality leads, and engage directly with our audience in a trusted, educational setting.

The extended view with Serviced Apartment News Webinar series

What's included :

Thursday's 2.00 PM

Hosted by Eloise Hanson, editor

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 promoted on the **SAN** LinkedIn pages.

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 24 hours, including the full webinar recording.

Logo positioned on AI summary sent within 24 hours after webinar.

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

Bespoke MPU/banner on BHN site for 1 month (links to replay)	£995
Targeted eshot to webinar registrants	£995

*all prices quoted are + VAT

DIGITAL REACH AND ENGAGEMENT

PODCAST

Serviced Apartment News

Podcast Sponsorship

Position your brand as an industry leader while reaching highly engaged, decision-ready audiences.

Sponsorship includes:

- 30-second branded audio promo at the start and end of the podcast
- Website banner placement for one month
- Logo featured on podcast webpage, and included within weekly e-newsletter
- Inclusion in pre- and post-podcast marketing activity (5 x social media posts)

Single bespoke podcast

£2,495 + vat

3 x podcast series sponsorship

£4,995 + vat

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

Drive attention: targeted, measurable sales and marketing messages direct to audiences' inbox.

We provide a detailed performance report, including open and click-through rates, delivered one week after the HTML send.

SAN audience only from

£1,495 + vat

Entire IHM audience from

£1,995 + vat

Video Pre Roll

Capture audience attention early with high-impact brand exposure before premium content begins.

£995 + vat per month

E-newsletter sponsorships

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

NEW! Headline/ Master banner

£995 + vat per month

General banner

£600 + vat per month

Pop-up Dominator

NEW

Guaranteed visibility you can't ignore.

Dominate our audience with high impact pop-ups for maximum visibility and engagement. Clients simply provide a 500 x 500px creative and destination URL, and can choose the relevant landing page(s) where the pop up campaign will appear.

£1,495 + vat per month

INSPIRED CONTENT

Powered by:
INTERNATIONAL HOSPITALITY • MEDIA

Sponsored content

Align your brand with valuable industry insights that builds trust, visibility, and long-term audience engagement.

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.

All content will be marked as ADVERTISEMENT FEATURE.

£1,495 **+ vat**

(per article/feature)

Looking for help hosting 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

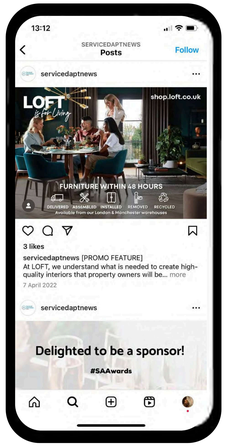
> Event Services

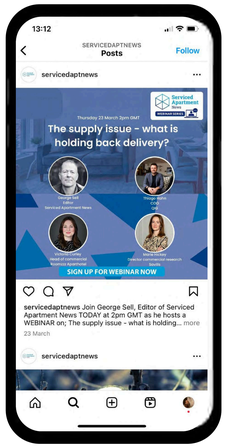
Bespoke Packages *£POA*

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





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.

Powered by: INTERNATIONAL HOSPITALITY • MEDIA

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

Serviced Apartment News | BOUTIQUE HOTEL NEWS | SHORT TERM RENTALZ | URBAN LIVING NEWS

READ | WATCH | LISTEN | MEET