

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



Aparthotels  
Extended Stay  
Serviced Residences

*Powered by International Hospitality Media*

## ***MEDIA PACK 2026/2027***

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

### **ELOISE HANSON**

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

Eloise Hanson is a respected hospitality editor specialising in the serviced apartment, aparthotel and extended stay sectors. She has also led the editorial direction of sister publication Boutique Hotel News since 2018.



## **HIGH-QUALITY AUDIENCE PROFILE**

**49%**

OPERATORS

**15%**

SERVICE PROVIDERS

**19%**

DEVELOPERS /  
OWNERS

**17%**

INVESTORS /  
LENDERS

**33%**

C-SUITE, DIRECTOR  
OR OWNER LEVEL

**67%**

MID-SENIOR  
MANAGEMENT LEVEL



# DIGITAL AUDIENCE ENGAGEMENT

Engage with the largest serviced apartment / extended stay digital multimedia audience worldwide.



LINKEDIN GROUP  
MEMBERS

**13,400** +



NEWS STORIES

**5,528** +

WEBSITE  
TRAFFIC

27,115

Av users per month

31,397

Av page views per month

PODCASTS

**57** +



E-NEWSLETTER  
SUBSCRIBERS **15,092** +

EMAIL OPEN RATE **24.23%**

WEBINARS **64** +

\*STATISTICS VERIFIED AND CURRENT AS OF MAY 2026.



# DIGITAL REACH AND ENGAGEMENT



## 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      3 x podcast series sponsorship

£2,495

£4,995



## 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 in high visibility locations.

£995 per month



## Video Pre Roll

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

£995 per month



## E-newsletter sponsorships

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

NEW! Headline/ Master banner

£995 per month

General banner

£600 per month

NEW



## Pop-up Dominator

Guaranteed visibility you can't ignore.

Capture attention with high-impact pop-ups designed to maximise visibility and engagement.

Clients provide a 500 x 500px creative, destination URL and preferred landing page placements.

£1,495 per month



## Solus HTML e-shots

Targeted email campaigns delivered directly to your audience, with a full performance report shared one week after send.

SAN audience only from

£1,495

Entire IHM audience from

£1,995

[www.boutiquehotelnews.com/upcoming-webinars/](http://www.boutiquehotelnews.com/upcoming-webinars/)



# Webinar Opportunities

## 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 inc)**

## Single Bespoke Webinar

**£4,995**

## 3x Webinar Series Sponsorship

**£9,995**

## Optional Add-ons

Bespoke MPU/banner on the BHN site for one month **£995**

Targeted HTML to webinar registrants **£995**

## Thursdays at 14.00PM

- Topics are timely, relevant, and focused on key industry innovations and challenges.
- Live webinars encourage audience interaction via chat questions, polls and Q&A



*Hosted by Eloise Hanson*

## Pre Webinar Promotion

3 dedicated email campaigns sent to the Boutique Hotel News (BHN) database.

Organic promotion across LinkedIn, Instagram, and X.

Feature in the BHN weekly e-newsletter.

Webinar promoted on the BHN LinkedIn page.

## Post Webinar Promotion

GDPR-compliant attendee registration data shared within 24 hours.

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 and insight summary

3 x webinar highlight videos posted on linkedin

## During Webinar Promotion

Sponsor recognition via a short spoken mention and/or a sponsor promo video of less than one minute.

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.

### Webinar guidelines



### SPONSOR INTRO



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# INSPIRED EDITORIAL CONTENT



## Sponsored Content

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

Publish an editorial article or advertorial 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 per article/feature**



## Social Media Engagement

Let us run a social media campaign on your behalf using our combined audiences across LinkedIn, Facebook and Instagram of over 52,000, to reach the right audience and align your brand with relevant industry conversations.

Talk to us to cut through the noise.

**£POA Bespoke Packages**



## Webinar Hosting

IHM can manage your webinar requirements from end to end, including planning, marketing, speaker sourcing, agenda creation, production, moderation and broadcast.

**available from £4,995**



## 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.

- > Content
- > Research
- > Event Services

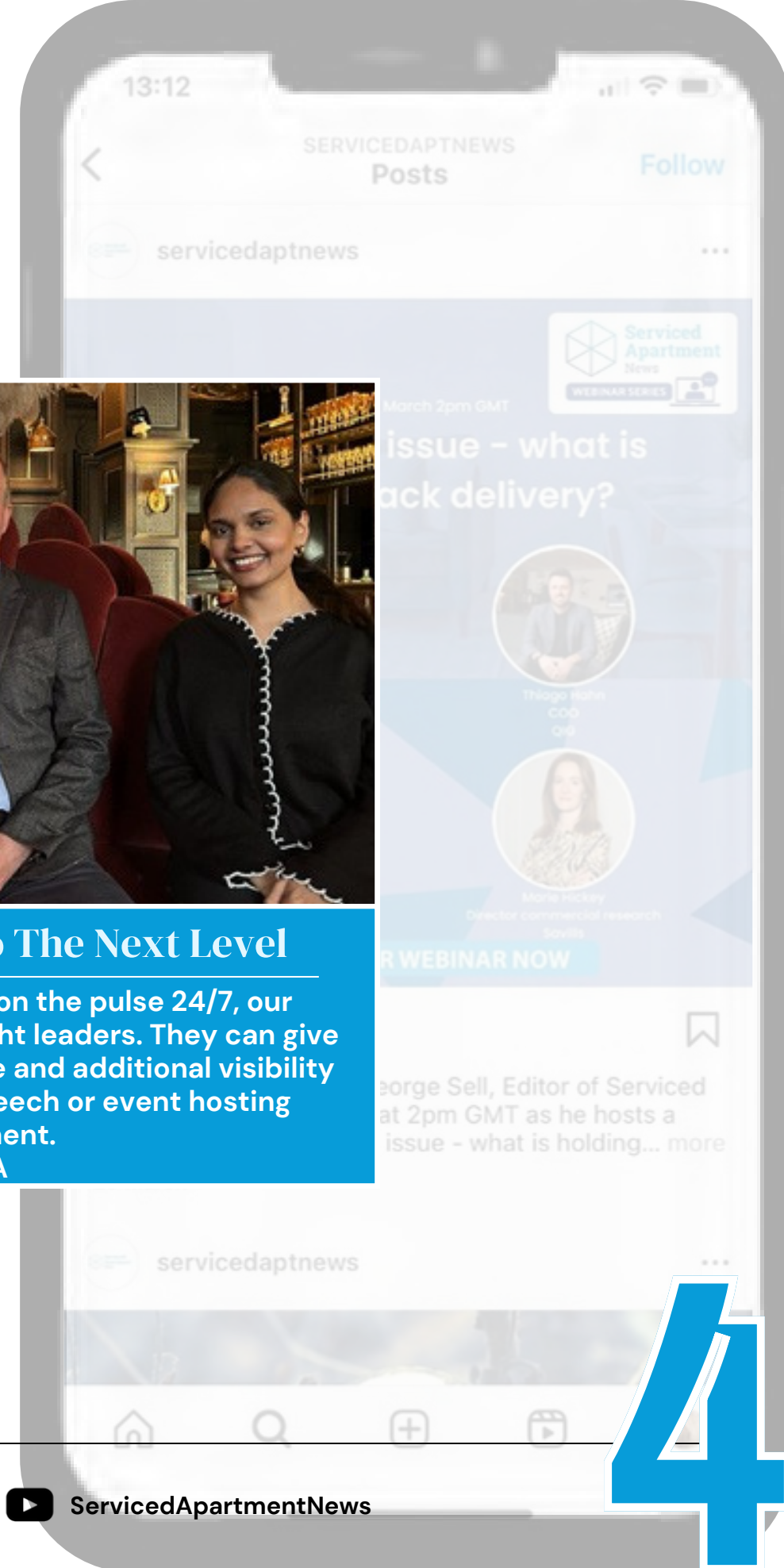
**£POA Bespoke Packages**



## 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 additional visibility with industry keynote speech or event hosting engagement.

**£POA**



All rates are exclusive of VAT. VAT will be charged where applicable.



# IN-PERSON FOCUS



## Serviced Apartment Awards

The original and only dedicated annual awards for the global serviced apartment, aparthotel and extended stay sector. Growing year on year, the awards recognise excellence at both individual and corporate level and bring the industry together to celebrate success, build connections and showcase the best in the sector.

## 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.

## 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 curate the topics, formats and guest lists in line with your business objectives and goals.

from £5,495



from £9,950



from £12,995



# WHAT OUR CLIENTS SAY ABOUT US

**Why us?** We combine trusted sector expertise, highly engaged audiences and creative campaign thinking to help clients build visibility, credibility and measurable commercial impact.



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“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: HYBRID RESI

### CHALLENGE:

Hybrid wanted to increase its visibility within the serviced apartment, aparthotel and extended stay sector. The challenge was to reach a highly targeted audience, build credibility and position Hybrid as a relevant partner in a competitive market.



### SOLUTION:

We created a focused promotional campaign across our specialist hospitality platforms, placing Hybrid in front of an engaged audience of operators, owners and industry professionals.

The campaign combined targeted digital visibility, clear brand positioning and audience specific marketing activity aligned with Hybrid’s commercial objectives.



### RESULT:

The campaign helped Hybrid raise its profile, strengthen brand recognition and increase visibility across a relevant hospitality audience. By working with a trusted industry media platform, Hybrid gained a stronger presence in the sector and created a platform for future business development conversations.

- Increased sector visibility
- Stronger brand positioning
- Improved awareness among key decision makers including investors, developers and agents.
- Targeted exposure through a trusted hospitality platform
- Client reported that the campaign over delivered and opened up connections quicker than by doing it themselves.

# 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 four multimedia brands — BoutiqueHotelNews.com, ServicedApartmentNews.com, ShortTermRentalz.com and UrbanLiving.News — lead their respective sectors with breaking news, comment, trends and opinion across a range 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 boutique, lifestyle, luxury hotel and branded residence 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 are not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more.



## INTERESTED? CONTACT US NOW



READ



WATCH



LISTEN



MEET



**Katie Houghton**

VP Commercial Partnerships

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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.

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