



HOTEL SPEAK

MEDIA PACK 2018

What is Hotel Speak?

Hotel Speak is a fast growing hotel and travel marketing community, providing actionable advice and news for hoteliers, hotel marketing teams and travel industry professionals.

Launched in 2014, Hotel Speak has 3 key aims;

1. To be easily understood by all; from large hotel collections to independent properties and CEO's to those new to the industry.
2. To encourage collaboration and information sharing within the hospitality and travel industries.
3. To help drive the hospitality industry forward, through the provision of free advice, resources and news.

131%

*Year-on-Year traffic growth in
2017 vs. 2016*

The Community

We're delighted to have welcomed contributions from over 70 hoteliers and hospitality suppliers, including:



Industry Opinion

"A great site, lots of valuable tips and resources for hoteliers"

Suzie Thompson, VP of Marketing, Distribution & Revenue Management, Red Carnation Hotels

"Hotel Speak has become my morning coffee accompaniment. With its beautifully crafted and lucidly written articles, keeping up with the latest industry trends as well as gaining insight into what's on the horizon is my morning pleasure."

Michael Mrini, Director of Information Technology, Edwardian Hotels

"Hotel Speak has been a great resource for ALICE in helping us think and learn about our industry. They constantly source writers, opinions and news that is at the forefront of the journalism we follow."

Alexander Shashou, Co-Founder & President, ALICE

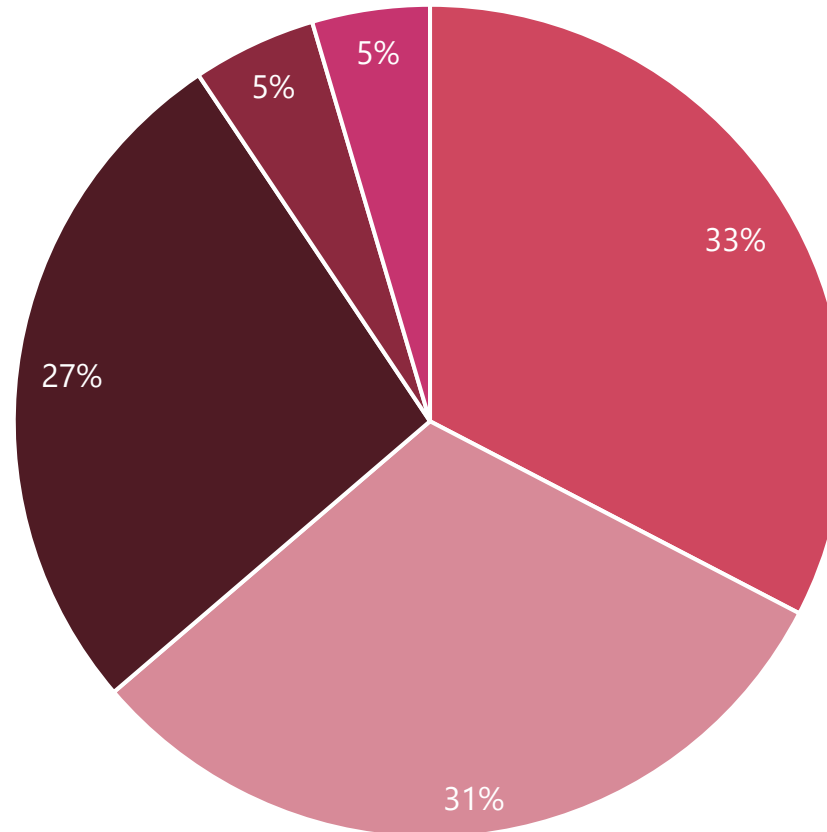
"I regularly read Hotel Speak, it's a great source of information for our industry"

Pedro Gonçalves, Co-founder, HiJiffy

A Truly Global Community

2017 - Traffic By Region

- Asia
- Europe
- Americas
- Africa
- Oceania



205

The number of countries and territories that have visited hotelspeak.com during the last 12 months

A Truly Global Community

2017 - Traffic By Country

1	United States	20.9%
2	United Kingdom	14.8%
3	India	10.1%
4	Philippines	4.7%
5	Australia	3.4%
6	Canada	2.9%
7	Malaysia	2.4%
8	Singapore	2.2%
9	Netherlands	1.7%
10	United Arab Emirates	1.6%





OPPORTUNITIES

Editorial

Hotel Speak has 3 main editorial channels;

1. **Hotel Marketing** - We do not currently accept paid articles within the Hotel Marketing channel, but welcome suggestions on free hospitality and travel related content collaborations, see <http://htlspk.com/2rSJ6sF> for more information and submission guidelines.
2. **Hotel Industry News** (including Press Releases, self-promotion and SEO outreach pieces) - We do accept paid-for press releases and hotel industry news submissions within the Hotel Industry News category (that also features on the homepage of the site) More details, submission guidelines and current pricing can be found at: <http://htlspk.com/2rSJ6sF>.
3. **Whitepapers, eBooks & Reports** – We can host sponsored Whitepapers, eBooks & Reports that are 'gated' and require visitors to enter their details to download (for lead capture). We share all leads generated with authors. Pricing is flexible; either fixed or on a CPL (Cost Per Lead) basis. Please email editor@hotelspeak.com to discuss.

Banner Advertising

Hotel Speak offers a wide range of banner placements across the site. Banner advertisements are sold on an Impressions basis.

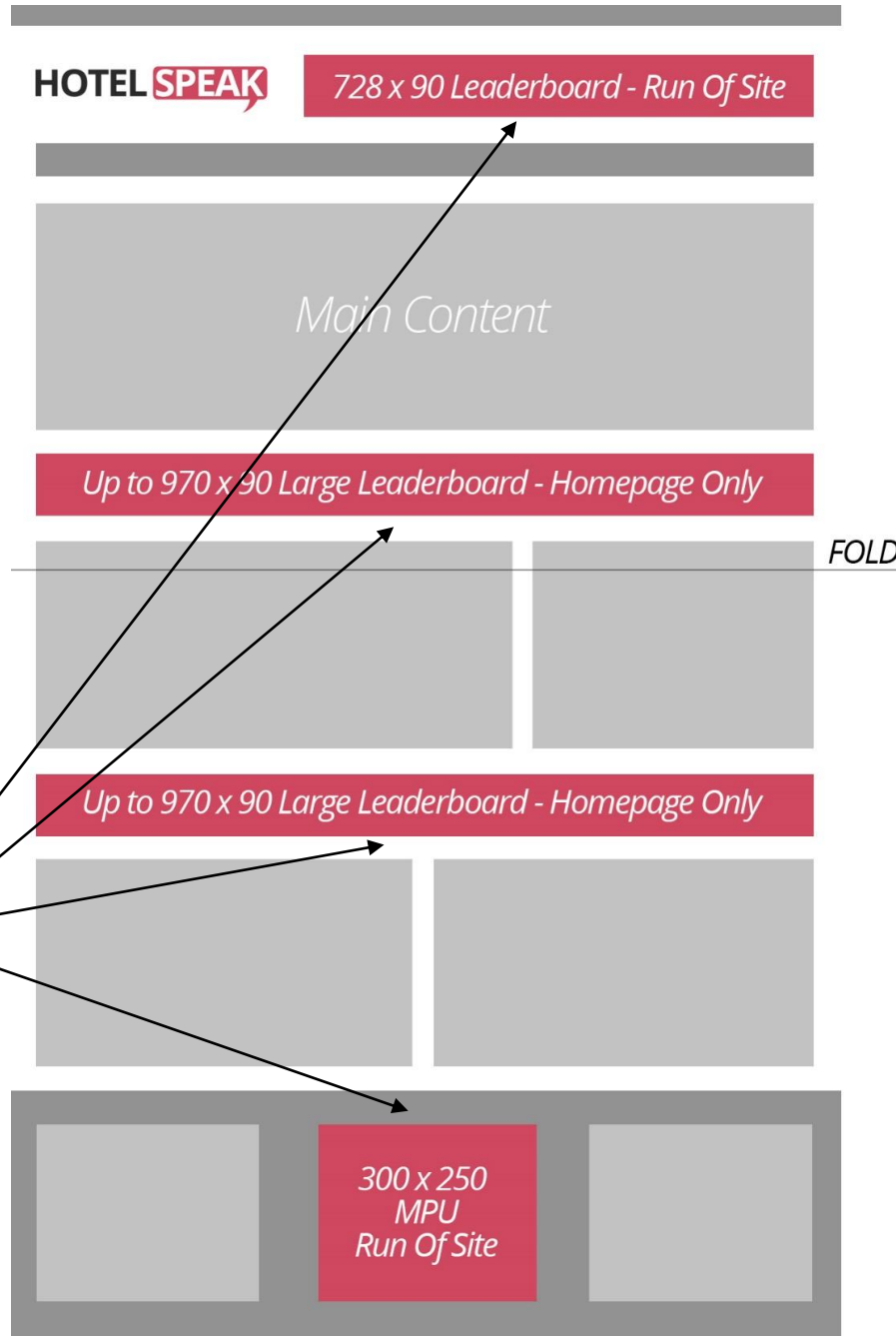
Three specific types of placement are available on Hotel Speak;

1. Homepage only – banners only appear on the homepage of hotelspeak.com
2. Run of site – banners appear on all pages of the website.
3. Article only – banners only appear on individual articles of hotelspeak.com

Full details of placements and pricing can be found on the next two pages.

Banner Advertising

Homepage Only & Run of Site Opportunities



Number of Impressions (Ad Views)

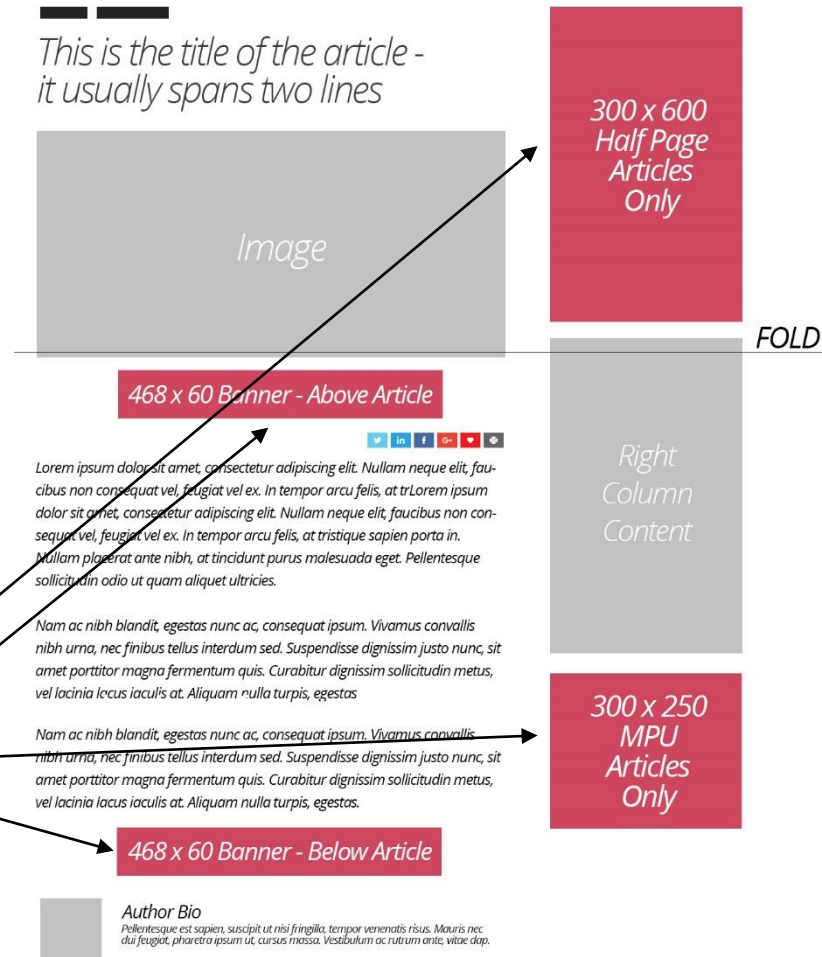
	5,000	10,000	20,000	30,000	40,000	50,000	60,000
<i>Estimated Duration (Weeks)</i>	1	2	4	6	8	10	12
<i>Discount</i>	-	Save 5%	Save 10%	Save 10%	Save 15%	Save 15%	Save 20%
728 x 90 Run of Site	\$170	\$323	\$612	\$918	\$1,156	\$1,445	\$1,632
970 x 90 Homepage Only	\$140	\$266	\$504	\$756	\$952	\$1,190	\$1,344
970 x 90 Homepage Only	\$120	\$228	\$432	\$648	\$816	\$1,020	\$1,152
300 x 250 Run of Site	\$100	\$190	\$360	\$540	\$680	\$850	\$960

Please note;

- Banners bought on an Impression basis – e.g. 5,000 impressions means your advert will be seen a minimum of 5,000 times.
- Estimated duration is based on typical website traffic volumes – your placement duration could be shorter / longer.
- Frequency capped at 5 impressions per user, per session as standard (can be reduced if required).
- 970 x 90 placements also support a 729 x 90 Leaderboard banner.
- Run of Site banners appear on all pages of the website.
- FOLD line shown right illustrates what visitors to the site will likely see, before scrolling (based on common screen resolution)
- Advertising drawing is not to scale – see website for exact placements

Banner Advertising

Article Only Opportunities



Number of Impressions (Ad Views)

	5,000	10,000	20,000	30,000	40,000	50,000	60,000
Estimated Duration (Weeks)	1	2	4	6	8	10	12
Discount	-	Save 5%	Save 10%	Save 10%	Save 15%	Save 15%	Save 20%
300 x 600 Articles Only	\$170	\$323	\$612	\$918	\$1,156	\$1,445	\$1,632
468 x 60 Above Articles	\$140	\$266	\$504	\$756	\$952	\$1,190	\$1,344
300 x 250 Articles Only	\$120	\$228	\$432	\$648	\$816	\$1,020	\$1,152
468 x 60 Below Articles	\$120	\$228	\$432	\$648	\$816	\$1,020	\$1,152

Please note;

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Social Media Promotion

Hotel Speak has an extensive and fast growing social following across Twitter, LinkedIn and Facebook. Promotion via our social channels offers the opportunity to promote your brand to a well established hospitality and travel audience.

- LinkedIn – A single LinkedIn Group Announcement* to members of the [Hotel Speak LinkedIn Group](#). Priced at \$149
- Twitter – A series of 5 Tweets from [@hotel_speak](#). These can be scheduled over a period of time, as per your requirements. Priced at \$149.
- Facebook – A single post to followers of [Hotel Speak on Facebook](#). Priced at \$99.

*LinkedIn Group Announcement includes a post within the LinkedIn Group and an email to members of the group (sent via LinkedIn)

Event Promotion

The Hotel Speak Event Calendar is a schedule of 'must-attend' hospitality and travel events throughout the year. Adding your event to the calendar is free, but we offer the following options to allow direct booking/registration for tickets, along with wider event promotion through our network;

- Add calls to action - Add a 'Buy Tickets' or 'Register Now' button (this features on both the main feed of events and the individual event page, linking to wherever you choose) - \$149, one off fee.
- Feature your event – Feature your event on the homepage of Hotel Speak (within the 'Featured Event' panel) for a month - \$149 per month.
- Banner beside Event calendar – Own the right column of the Event Directory's [main page](#) via a 300 x 600 (or 'half page') banner - \$149 for 5,000 impressions (your banner will be seen a minimum of 5,000 times).

Event Promotion – Media Partnership

Hotel Speak is delighted to have partnered with the events below:

- EyeforTravel Europe (2017 & 2018)
- EyeforTravel North America (2017 & 2018)
- EyeforTravel Data & Digital Europe (2017)
- Skift Forum Europe (2018)
- Triptease Direct Booking Summit Europe (2017 & 2018)
- WBR's Digital Travel 2018
- WBR's Future Guest Experiences 2018
- Revenue By Design Opportunity 2018
- The Annual Hotel Conference 2018



Revenue By Design
Revenue Management Solutions
that transform business



Event Promotion – Media Partnership

Please find an overview of our Media Partnership options below.

	On Hotel Speak				Within the Event Directory			On Social Media				Price
	Hotel Speak Attends	Interviews	Pre/Post Event Content	728 x 90 (Leaderboard) Banner - RoS	Event - Featured	Event - Buy Ticket Link	300 x 600 (Half Page) Banner	Live Tweets at Event	Tweets in lead up to Event (x5)	LinkedIn Announcement (x1)	Facebook Post (x1)	
Media Partnership 1	✓	2	2	20,000 Impressions	✓	✓	5,000 Impressions	✓	✓	✓	✓	\$1,800
Media Partnership 2	✓	1	1	10,000 Impressions	✓	✓	5,000 Impressions	✓	✓	-	-	\$1,150
Media Partnership 3	-	-	1	5,000 Impressions	✓	✓	-	-	✓	-	-	\$680

A breakdown of each partnership's inclusions can be found on the following pages.

Event Promotion – Media Partnership 1

- **Hotel Speak Attends** – with a complimentary press/media ticket.
- **Live Tweets** – Hotel Speak will live Tweet the event from the [@hotel_speak](#) profile - key speakers, stats and discussion, using your hashtag.
- **Interviews (x2)** – Hotel Speak will arrange to interview 2 key speakers, companies or exhibitors at (or before) your event (you can help decide who this should be). Examples; EyeforTravel Europe 2017, [here](#) and WBR's Digital Travel 2018, [here](#).
- **Pre/Post Content (x2)** – Hotel Speak will produce 2 pieces of content that directly reference your event before/after (dependent on your requirements and source material). Examples; EyeforTravel Europe 2017, [here](#). Commonly partners use one post to offer a discount to Hotel Speak readers, examples; Skift Forum Europe 2018, [here](#), EyeforTravel Digital & Data Summit 2017 [here](#).
- **Advertising*** – Subject to availability, your event would be promoted via the following advertising on Hotel Speak. Note, Advertising inclusion is negotiable – e.g. different banner placements and impression volumes
 - Marked as a 'featured event' on Hotel Speak's homepage for one month (\$149 value)
 - 'Buy tickets/Register' button added to event listing (\$149 value)
 - A 300 x 600 (half page) banner within the right column of the main page of the event directory - 5,000 impressions (\$149 value) and a Run of Site Leaderboard banner (728 x 90) that appears on every single page of the website - 20,000 impressions (\$612 value)
 - A LinkedIn Announcement to our LinkedIn Group to make them aware of the event (\$149 value)
 - A programme of 5 Tweets leading up to the event (\$149 value)
 - A Facebook post announcing your event, or discount offered to Hotel Speak readers (\$99 value)

Priced from \$1,800

(\$2,000+ worth of promotion)

editor@hotelspeak.com



Event Promotion – Media Partnership 2

- **Hotel Speak Attends** – with a complimentary press/media ticket.
- **Live Tweets** – Hotel Speak will live Tweet the event from the [@hotel_speak](#) profile - key speakers, stats and discussion, using your hashtag.
- **Interviews (x1)** – Hotel Speak will arrange to interview 1 key speaker, company or exhibitor at (or before) your event (you can help decide who this should be). Examples; EyeforTravel Europe 2017, [here](#) and WBR's Digital Travel 2018, [here](#).
- **Pre/Post Content (x1)** – Hotel Speak will produce 1 piece of content that directly references your event before/after (dependent on your requirements and source material). Examples; EyeforTravel Europe 2017, [here](#). Commonly partners use one post to offer a discount to Hotel Speak readers, examples; Skift Forum Europe 2018, [here](#), EyeforTravel Digital & Data Summit 2017 [here](#).
- **Advertising*** – Subject to availability, your event would be promoted via the following advertising on Hotel Speak. Note, Advertising inclusion is negotiable – e.g. different banner placements and impression volumes
 - Marked as a 'featured event' on Hotel Speak's homepage for one month (\$149 value)
 - 'Buy tickets/Register' button added to event listing (\$149 value)
 - A 300 x 600 (half page) banner within the right column of the main page of the event directory - 5,000 impressions (\$149 value) and a Run of Site Leaderboard banner (728 x 90) that appears on every single page of the website - 10,000 impressions (\$323 value)
 - A programme of 5 Tweets leading up to the event (\$149 value)

Priced from \$1,150

(\$1,250+ worth of promotion)

editor@hotelspeak.com



Event Promotion – Media Partnership 3

- **Pre/Post Content (x1)** – Hotel Speak will produce 1 piece of content that directly references your event before/after (dependent on your requirements and source material). Examples; EyeforTravel Europe 2017, [here](#). Commonly partners use one post to offer a discount to Hotel Speak readers, examples; Skift Forum Europe 2018, [here](#), EyeforTravel Digital & Data Summit 2017 [here](#).
- **Advertising*** – Subject to availability, your event would be promoted via the following advertising on Hotel Speak. Note, Advertising inclusion is negotiable – e.g. different banner placements and impression volumes
 - Marked as a ‘featured event’ on Hotel Speak’s homepage for one month (\$149 value)
 - ‘Buy tickets/Register’ button added to event listing (\$149 value)
 - A Run of Site Leaderboard banner (728 x 90) that appears on every single page of the website - 5,000 impressions (\$170 value)
 - A programme of 5 Tweets leading up to the event (\$149 value)

Priced from \$680

(\$730+ worth of promotion)

editor@hotelspeak.com

HOTEL SPEAK

Supplier Directory

The Hotel Speak Supplier Directory is a resource to help hotel marketers find potential new suppliers and hotel suppliers reach new audiences who are searching for their products and services.

Hotel Speak welcomes submissions from relevant hospitality or travel suppliers for 3 types of listing;

1. Annual Listing - Basic Free (1 category, 1 photo)
2. Annual Listing - Premium (10 categories, 3 photos, featured for 30 days)
3. Annual Listing - Unlimited (Unlimited categories, Unlimited photos, featured for 365 days)

For more information and pricing please visit <http://htlspk.com/29TNprC>

Startup Advertising

Hotel Speak is committed to helping promote innovation within the hospitality and travel industries.

As part of that commitment, we're open to offering comprehensive advertising packages to promote select startup businesses (less than 2 years in business) through partnership, in return for a small amount of equity – equal to the value of advertising being offered.

As a startup partner, you'll receive ongoing support from Hotel Speak, beyond the duration of your advertising package, as we work with mutual interest to promote your business.

To discuss collaboration, please email editor@hotelspeak.com



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