

HOTEL **SPEAK**

MEDIA PACK
2025

hotelspeak.com



INTRODUCING HOTEL SPEAK

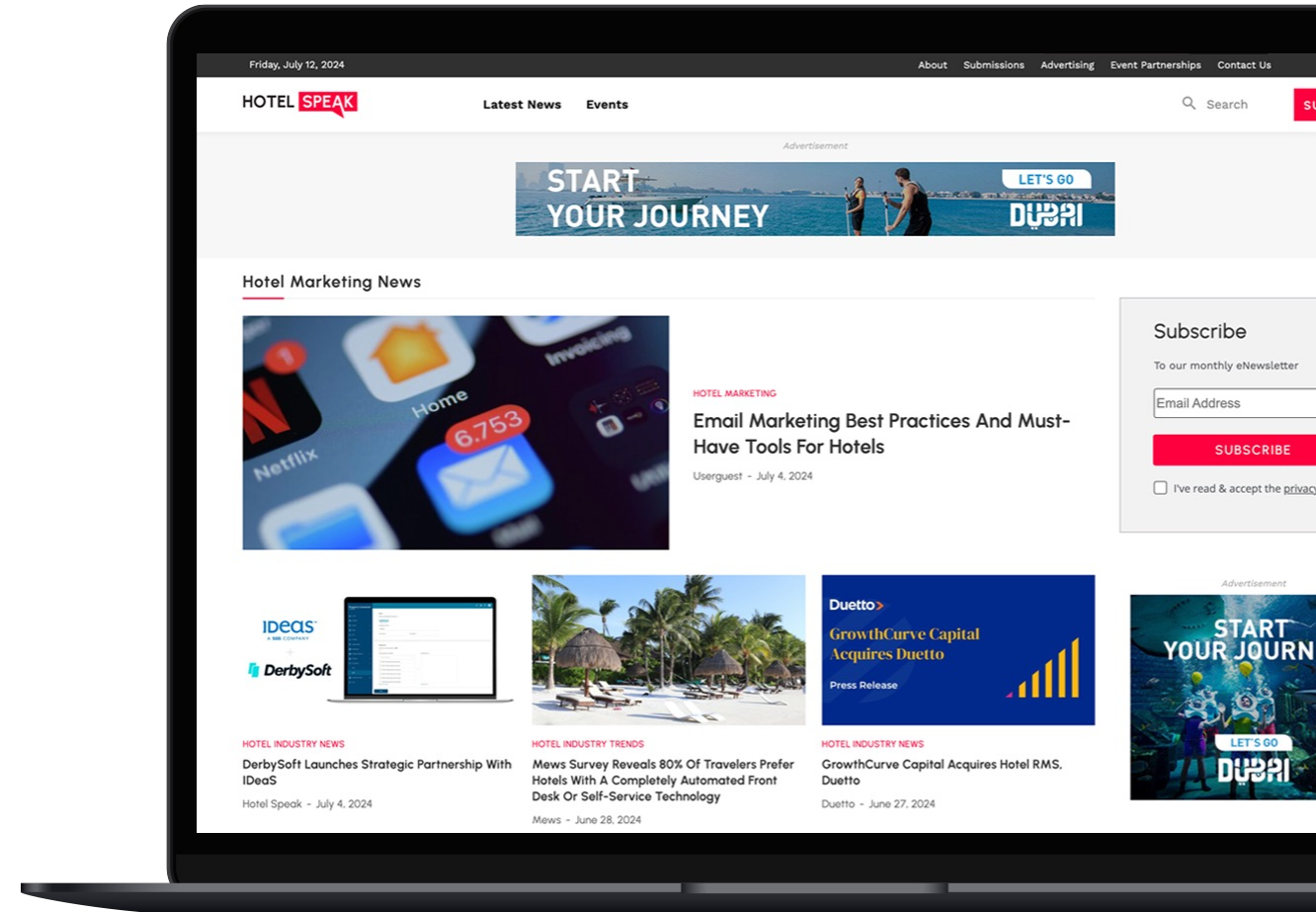
Hotel Speak is a 'go-to' comprehensive resource for expert advice and strategic guidance for hoteliers, marketing, revenue and commercial teams.

Leveraging insights from industry leaders, we empower hoteliers to make informed decisions on marketing tactics, technology selection, and strategic partnerships to help drive occupancy growth and success.

Having celebrated our 10th anniversary in 2024, Hotel Speak has a proven track record of delivering actionable solutions to the hospitality industry.

www.hotelspeak.com

[LinkedIn](#)
[X \(Twitter\)](#)
[Facebook](#)



OUR COMMUNITY

Our community is wide and varied, with content producers from industry suppliers, academics and hoteliers, including:



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

Pedro Gonçalves
Co-Founder at HiJiffy



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

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



"Hotel Speak has become my morning coffee accompaniment, with its beautifully crafted and lucidly written articles"

Michael Mrini
Director of Information Technology, Edwardian Hotels

OUR READERSHIP

Some top-level insight on the Hotel Speak readership:

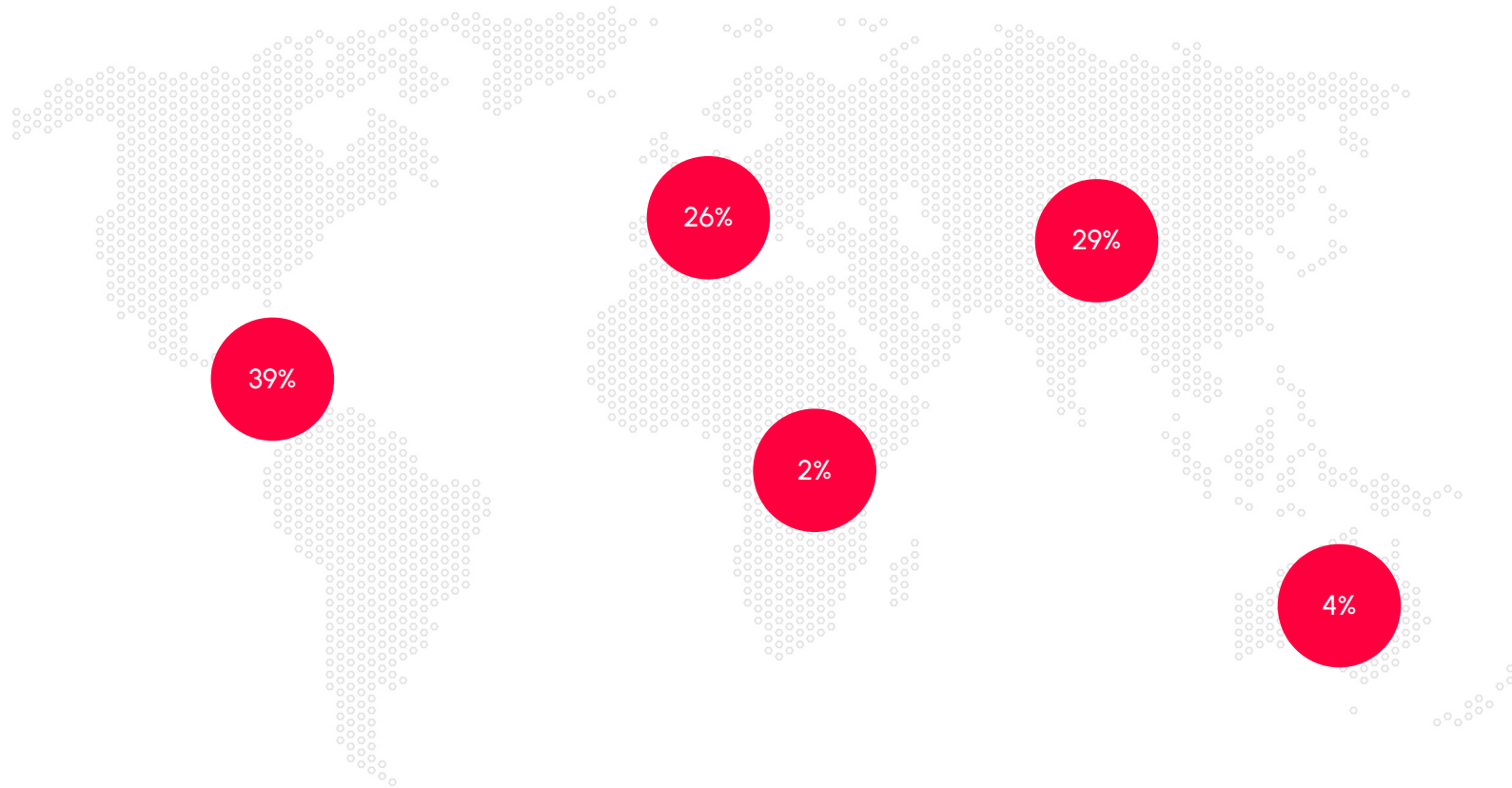
JOB TITLES	AGE & GENDER	BRANDS
<p>Typical job titles include:</p> <ul style="list-style-type: none"> • VP Marketing • Chief Marketing Officer • Head of Marketing • Marketing Director • Senior Marketing Manager • Marketing Manager • Marketing Executive • Sales Director • DOSM • Head of Ecommerce • Revenue Director • Revenue Manager • General Manager / GM • Director of IT • CEO • Founder • Owner • Executive Vice President • Commercial Director <p><i>Source: a sample of job titles from our LinkedIn Group and Company followers</i></p>	<p>The approximate age range and gender bias is:</p> <ul style="list-style-type: none"> 25-34 (32%) 35-44 (26%) 45-54 (20%) 18-24 (17%) 55-64 (3%) 65+ (2%) <p>Female (55%) Male (45%)</p> <p><i>Source: Google Analytics demographic data</i></p>	<p>Brands that read/follow Hotel Speak include:</p> <ul style="list-style-type: none"> • Virgin Hotels • Strawberry • Graduate Hotels • Six Senses • Fairmont St Andrews • Dukes London • Mandarin Oriental • Arora Hotels • Corinthia Hotels • Gouverneur Hotels • Hilton Hotels and Resorts • Hyatt Hotels • Pan Pacific Hotels Group • Louvre Hotels • JC Resorts • Belmond • Kimpton Hotels • Iconic Luxury Hotels • Macdonald Hotels & Resorts <p><i>Source: a sample of our database and LinkedIn following</i></p>



OUR REACH

Our audience is truly global, with a regional breakdown below.

1. Americas 39%
2. Asia 29%
3. Europe 26%
4. Oceania 4%
5. Africa 2%



WORK WITH US

We offer a number of opportunities to collaborate, listed below.

Our goal is to work closely with you to deliver genuine value to our readers. Ultimately, we share content, products and services that we believe will be of benefit to them.

1. **Content** – share your content with Hotel Speak readers
2. **Email** – share your message with our database
3. **Display** – drive awareness of your brand
4. **Events** – promote your hospitality event

Packages & Bespoke

We're very happy to get creative and look at bespoke advertising packages and/or opportunities not listed within this media pack.

Please get in touch with us to discuss!

"There is no need for advertisements to look like advertisements. If you make them look like editorial pages, you will attract about 50% more readers"

David Ogilvy

SHARE YOUR CONTENT

We offer two principal ways to share your content with the Hotel Speak readership; via a feed or ad hoc.

CONTENT FEEDS

Join brands like Duetto, GuestRevu, Userquest and EHL Hospitality Business School and automatically feed your thought leadership content on Hotel Speak to maximise your reach and exposure.

Thought Leadership Feeds

FREE

Content feeds from your website automatically. We will only share thought leadership content that meets our submission guidelines below. Your content can't promote a company, product or service.

- ✓ Content feeds from your website* (a maximum of 2 posts per month)
- ✓ Links in post will be dofollow
- ✓ We decide on content shared
- ✓ Thought leadership content
- ✗ Promotional content (e.g. PR, case studies, lead gen, reports, product/service news etc.)
- ✗ Shared on social (7,500+)
- ✗ Shared in newsletter (2,500+)

Premium Feeds

£1,200 /year

Content feeds from your website automatically. We will share **any** content, provided it meets our submission guidelines below. Your content **can** promote a company, product or service.

- ✓ Content feeds from your website (a maximum of 5 posts per month)
- ✓ Links in post will be dofollow
- ✓ You decide on content shared
- ✓ Thought leadership content
- ✓ Promotional content (e.g. PR, case studies, lead gen, reports, product/service news etc.)
- ✓ Shared on social (7,500+)
- ✓ Shared in newsletter (2,500+)

INDIVIDUAL ARTICLES

Share individual pieces of content on Hotel Speak – both thought leadership and promotional content (on a per per publication basis).

Thought Leadership Posts

FREE

Your content must follow our submission guidelines below, remain completely objective and add value to the Hotel Speak community. Cannot include the promotion of (or any links to) a company, product or service.

- ✓ Submit via email
- ✓ Links in post will be dofollow
- ✗ Shared on social (7,500+)
- ✗ Shared in newsletter (2,500+)

Publishing Credits

£100 /credit

Your content must follow our submission guidelines below, but **can** promote (and link to) a company, product or service. This includes: PR, case studies, lead gen campaigns, reports, product/service news etc.)

- ✓ Submit via email
- ✓ Links in post will be dofollow
- ✓ Shared on social (7,500+)
- ✓ Shared in newsletter (2,500+)

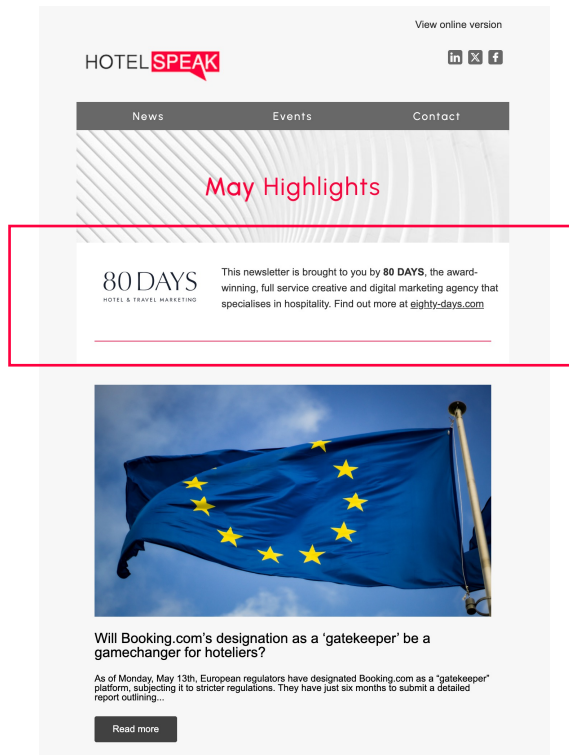
Full details and our submission guidelines (as well as FAQ) can be found on our Submissions page here: <https://www.hotelspeak.com/submissions/>

EMAIL OUR AUDIENCE

We offer two ways to share your message with our database; newsletter sponsorship or solus HTML.

NEWSLETTER SPONSORSHIP £300

Promote your message at the top of our monthly newsletter as the monthly sponsor, sent to our entire database (appx 2,500 recipients)



Average Open Rate: 22.5%

Can include company logo and appx. 30 words of copy plus a link to your website.

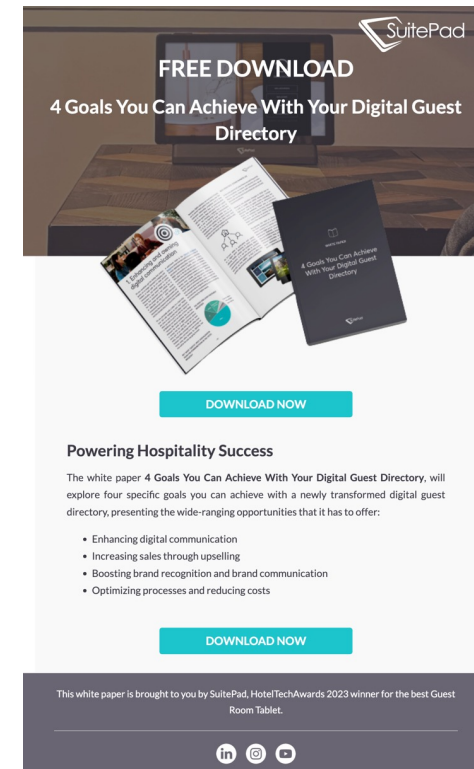
OR

This can be replaced for an email-friendly banner advertisement:

Format: JPG, GIF, PNG
Dimensions: 600 x 250 pixels
File size: Maximum 200kb

SOLUS HTML £650

Send a dedicated HTML email campaign to our entire database (appx 2,500 recipients) to promote your message.



Average Open Rate: can vary dependent on the campaign, but typically 23-30%

HTML to be provided by you at least 48 hours before the send date (mutually agreed) to allow for a test send and any amends as needed.

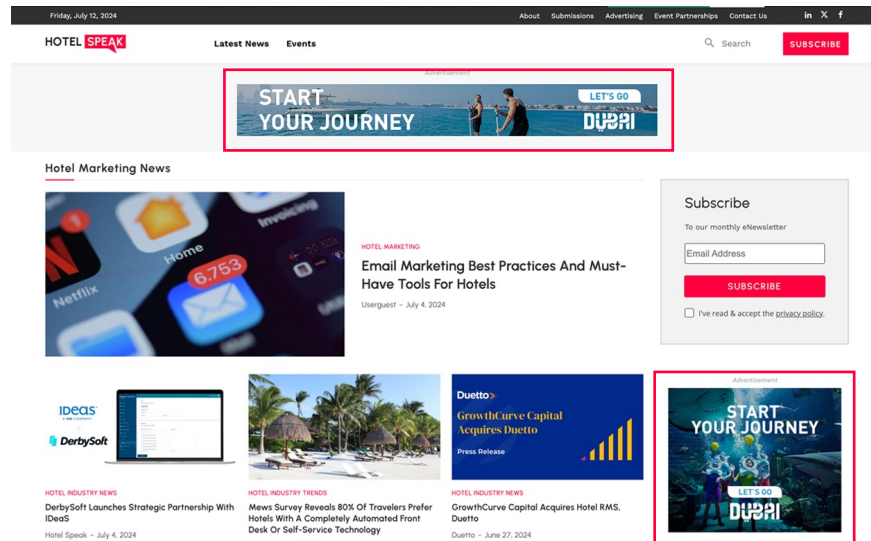
Format: .HTML file
Sender: Hotel Speak Partner

DRIVE AWARENESS

We offer a number of premium display banner positions across the hotelspeak.com website. Pricing below based on exclusive monthly ownership of a placement. Impression-based CPM pricing (with frequency capping) is available. Please enquire.

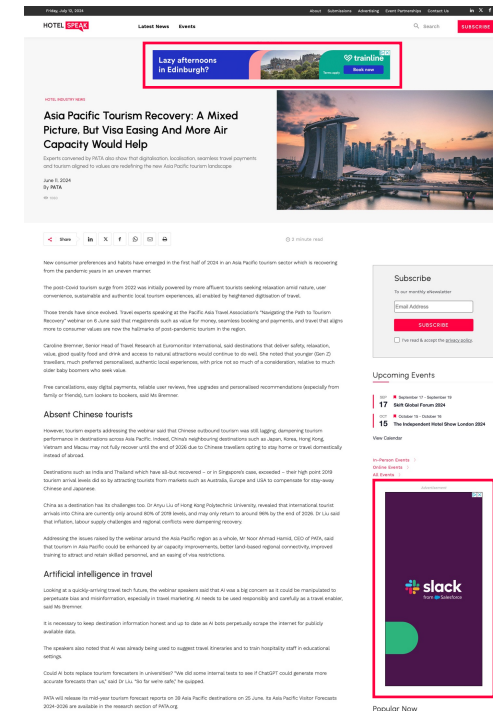
HOME PAGE £300 per month, per placement

Two placement opportunities; a leader board 728x90 or large leader board 970x90 directly beneath the navigation or a MPU 300x250 in the right column. Each placement priced at £300 per month.



ALL ARTICLES (1,000+ PUBLISHED) £400 per month, per placement

Two placement opportunities; a leader board 728x90 or large leader board 970x90 directly beneath the navigation or a MPU 300x250 or half page 300x600 in the right column. Each placement priced at £400 per month.



All advertising banners to be provided by you in either JPG, PNG or GIF format.

PROMOTE YOUR EVENTS

We offer a number of event promotion packages, as listed below, to help promote hospitality/travel-related events. View our Events calendar [here](#).

<p>Event Promotion 1</p> <p>£100</p> <p>Events must relate to hotels or hospitality marketing or technology. Events can be in-person, online/webinars or hybrid.</p> <ul style="list-style-type: none"> ✓ Submit via email ✓ Event listed in Event calendar ✗ Event featured on homepage ✗ Event featured on articles ✗ Shared on social (7,000+) ✗ Shared in enewsletter (2,500+) ✗ Exclusive email send (2,500+) 	<p>Event Promotion 2</p> <p>£200</p> <p>Events must relate to hotels or hospitality marketing or technology. Events can be in-person, online/webinars or hybrid.</p> <ul style="list-style-type: none"> ✓ Submit via email ✓ Event listed in Event calendar ✓ Event featured on homepage ✓ Event featured on articles ✗ Shared on social (7,000+) ✗ Shared in enewsletter (2,500+) ✗ Exclusive email send (2,500+) 	<p>Event Promotion 3 -20%</p> <p>£400 £500</p> <p>Events must relate to hotels or hospitality marketing or technology. Events can be in-person, online/webinars or hybrid.</p> <ul style="list-style-type: none"> ✓ Submit via email ✓ Event listed in Event calendar ✓ Event featured on homepage ✓ Event featured on articles ✓ Shared on social (7,000+) ✓ Shared in enewsletter (2,500+) ✗ Exclusive email send (2,500+) 	<p>Event Promotion 4 -30%</p> <p>£800 £1,150</p> <p>Events must relate to hotels or hospitality marketing or technology. Events can be in-person, online/webinars or hybrid.</p> <ul style="list-style-type: none"> ✓ Submit via email ✓ Event listed in Event calendar ✓ Event featured on homepage ✓ Event featured on articles ✓ Shared on social (7,000+) ✓ Shared in enewsletter (2,500+) ✓ Exclusive email send (2,500+)
---	---	---	---

For more information please see our Event Partnerships page here:
<https://www.hotelspeak.com/partnerships/>

Previous event partnerships include:

- Hotel & Resort Innovation Expo
- Skift Global Forum
- Skift Forum Europe
- Triptease Direct Booking Summit Europe
- WBR's Digital Travel
- WBR's Future Guest Experiences
- The Annual Hotel Conference
- Young Hotelier's Summit
- Hotel Revenue Distribution Summit
- EyeforTravel Europe & North America

CONTACT US

We'd be delighted to discuss the advertising options listed in this media pack (or a bespoke package, tailored to your needs) in more detail.

Please reach out using the details below:



SAM WESTON

Editor

+44 (0) 7710 983816

editor@hotelspeak.com