

BOUTIQUE
HOTELIER

MEDIA KIT 2026

boutiquehotelier.com



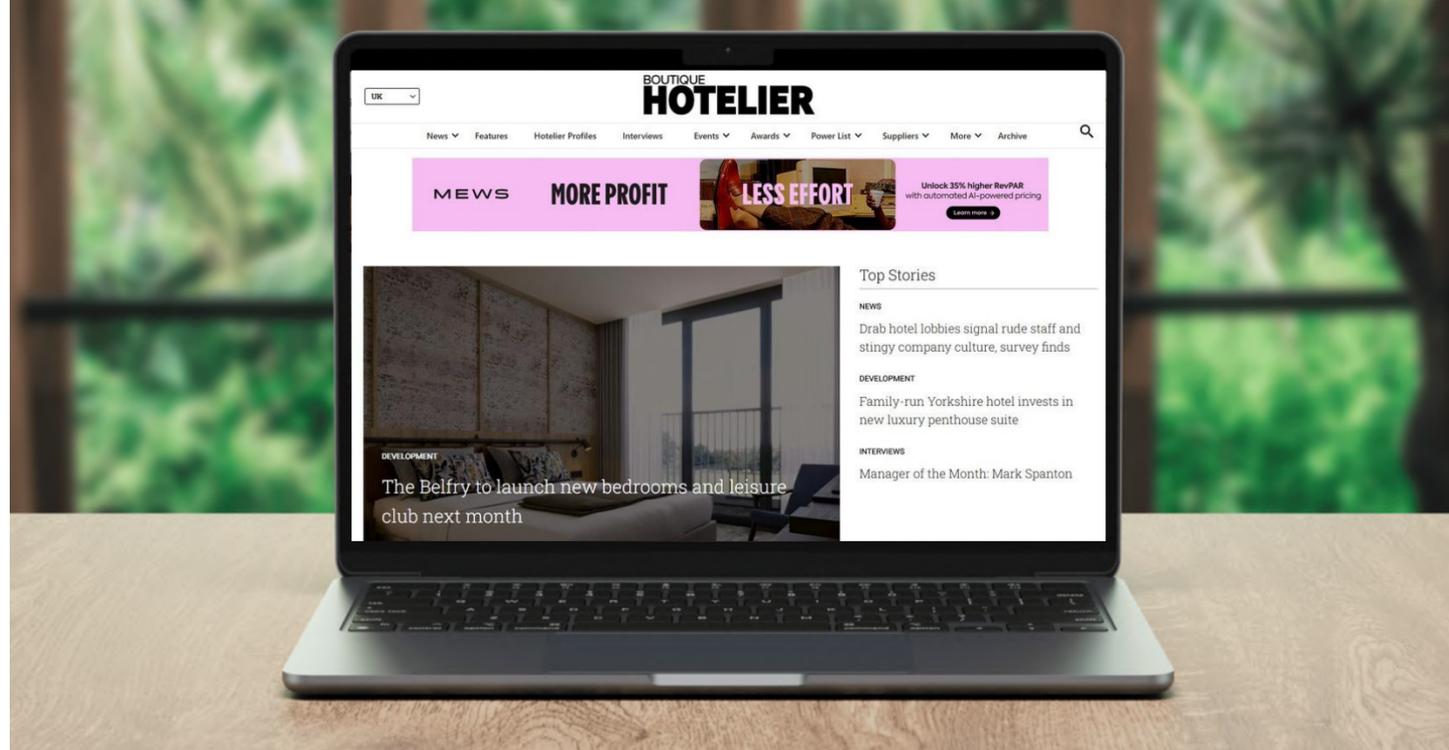
WHO WE ARE

Boutique Hotelier is the only B2B news publication that provides business intelligence for owners, operators and decision-makers in luxury, independently owned properties across the UK. The market-leading monthly magazine and online portal, including daily e-newsletters and continually updated social media channels, is the only publication specifically targeted at this sector of hospitality.

In addition to providing news and exclusive interviews, comment and analysis, lively debate and examples of best practice and innovation, Boutique Hotelier supports the industry with its annual awards and drives its news agenda with bespoke events, reports and research into the industry. Boutique Hotelier is published by ITP Media (UK).

READERS INCLUDE KEY DECISION MAKERS FROM TOP UK HOTELS SUCH AS:

- The Pig Hotels
- Farncombe Estate
- Seren Collection
- Dakota Hotels
- Inn Collection Group
- Watergate Bay Hotel
- Whatley Manor
- Exclusive Collection
- Elite Hotels
- Hand Picked Hotels
- Iconic Luxury Hotels
- Chestnut
- The Torridon
- Rockcliffe Hall
- Soho House
- Firmdale



DIGITAL

Boutiquehotelier.com provides industry news and insight on a daily basis and is the most visited boutique hotel news website for senior executives in the sector. Each month, the website generates **80,000 impressions** and is visited by **50,000 users**.

POSITION	PRICE	SPECS
LEADERBOARD	£1,800	1040 x 120
MPU	£1,600	650 x 250
TOWER	£1,600	300 x 600
MOBILE TOWER	£2,000	300 x 100
WALLPAPER	£3,000	1920 x 1080

- *Discounts available for multi-month and cross-platform packages.
- Website banner positions are shared on rotation with a maximum of four clients sharing equal impressions. Wallpaper and pop-up are held exclusively, and not on rotation.
- Prices are per month and subject to VAT.



PRINT

Boutique Hotelier is dedicated to the operators, suppliers and decision-makers working in the boutique and lifestyle hotel sector. Containing news and analysis on this vibrant part of the hospitality sector, every issue reaches more than **3,000 highly qualified professionals**, while a digital format is also available for reading on the move. With exclusive interviews featuring senior decision-makers from the industry's most acclaimed hotel properties, Boutique Hotelier is an invaluable source for anybody wanting to keep up with this fast-moving market.

POSITION	PRICE	SPECS
FRONT COVER PACKAGE	£7,000	210 x 280 (300 DPI)
OPENING DOUBLE PAGE SPREAD	£3,000	210 x 280 (TWO PAGES)
OUTSIDE BACK COVER BACK COVER	£2,500	210 x 280
INSIDE FRONT COVER	£2,000	185 x 121.6 / 90 x 247.9
DOUBLE PAGE SPREAD	£3,000	210 x 280 (TWO PAGES)
FULL PAGE	£2,000	210 x 280
HALF PAGE	£1,600	185 x 121.6 (H) or 90 x 247.9 (V)
QUARTER PAGE	£1,000	90 x 121.6
INSERT*	£4,000	*

- Discounts available for multi-month and cross-platform packages.
- Prices are per month and subject to VAT.

*Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.

FLAGSHIP FEATURES 2026

JANUARY

SPECIAL REPORT:
MOST-ANTICIPATED HOTEL OPENINGS
BOUTIQUE HOTELIER'S BUYERS GUIDE

FEBRUARY

SPECIAL REPORT:
BEDS AND BEDDING

MARCH

SPECIAL REPORT:
WOMEN IN HOTELS BRUNCH

APRIL

SPECIAL REPORT:
RECRUITMENT AND RETAINMENT

MAY

SPECIAL REPORT:
THE GREAT GM DEBATE ISSUE
THE POWER LIST

JUNE

SPECIAL REPORT:
SUSTAINABILITY ISSUE

JULY

SPECIAL REPORT:
SPA, WELLNESS AND AMENITIES

AUGUST

SPECIAL REPORT:
F&B, KITCHENS AND CHEFS

SEPTEMBER

SPECIAL REPORT:
BOUTIQUE HOTELIER AWARDS MEET THE SPONSORS

OCTOBER

SPECIAL REPORT:
IHS PREVIEW
BOUTIQUE HOTELIER AWARDS SPECIAL EDITION

NOVEMBER

SPECIAL REPORT:
REVENUE MANAGEMENT

DECEMBER

SPECIAL REPORT:
TECHNOLOGY



DAILY NEWS ALERT

Our daily news alert is sent Monday-Friday to **over 4,000 subscribers**, with a **62% av. open rate**. By advertising on the news alert, your company, products and services are placed in front of a highly targeted audience of luxury hotel operators. You're speaking directly to the owners, MDs and general managers that make the key decisions.

POSITION	PRICE	SPECS
E-SHOT	£2,000	HTML FILE
LEADERBOARD	£1,800	576 x 115
TALL LEADERBOARD	£2,000	576 x 173
BILLBOARD	£2,500	576 x 230

- Costs listed are per month (per send for eshot) and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Daily News Alert banner banners appear on all news alerts for the months booked (sent Monday-Friday).

The smartphone mockup displays a news alert interface. At the top, there is a yellow advertisement for MEWS with the text "OFFER MORE THAN JUST ROOMS" and "OFFER UNFORGETTABLE HOSPITALITY". Below this is the "BOUTIQUE HOTELIER" logo. The main content area features several news items:

- Lisa Goodwin-Allen joins The Beaumont as culinary director**: The news comes a week after the celebrated chef took on a new role at Northhcote in the Ribble Valley. (Accompanied by a photo of three people in front of a building entrance).
- The Great GM Debate to return to London next month**: Tickets are on sale now for the dynamic event, which will include expert panel sessions and the highly-anticipated reveal of our annual Power List. (Accompanied by a graphic for "THE GREAT GM DEBATE").
- Farlam Hall unveils new wellness space**: Latest addition to the property features a treatment room and a recovery space. (Accompanied by a photo of a wellness room).
- £6m family-owned Kent hotel for sale after 35**: (Accompanied by a partial photo of a building).

EVENTS

ROUNDTABLES

A BH Roundtable allows the exclusive sponsor to network with selected hoteliers, discuss key topics facing the sector and benefit from a multi-page branded write up in an edition of BH magazine, allowing your company to be seen as a thought leader in the sector. We offer both physical and virtual events with packages starting from **£5,000 (virtual)**. Webinars also available on request.



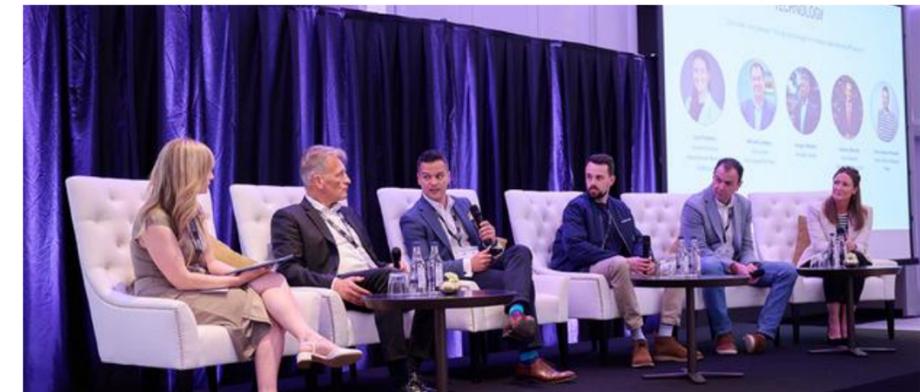
WOMEN IN HOTELS

The Women in Hotels Brunch celebrates the achievements of women in the UK hotel sector, who have risen through the ranks of a male-dominated industry to become heads of department, general managers, CEOs and founders. The brunch provides a unique opportunity for women in the earlier stages of their hospitality career to be inspired by leaders in the field and hear all about how these esteemed professionals have advanced in the workplace and achieved success. The event brings together 100 leading female hoteliers and professionals from across the country to network, share best practice and hear inspiring talks from women in the sector.



THE GREAT GENERAL MANAGER DEBATE

The Great General Manager Debate is a live event hosted by Boutique Hotelier, which brings together hoteliers from across the US to enjoy a series of expert panel sessions addressing a handful of hot industry topics. The event sees an exclusive, select audience of key decision makers from luxury hotels across the US treated to a series of engaging panel sessions on the biggest challenges and opportunities facing the industry right now. The event also includes plenty of opportunities for networking with leading hoteliers from a range of exciting properties. The Great General Managers' Debate is an afternoon full of education, discussion, networking and of course – celebration! Companies wishing to sponsor this exciting initiative benefit from a range of promotional activity, from being a panel expert to supplying goodie bags and brand awareness throughout the event and the lead-up.





EVENTS

BOUTIQUE HOTELIER POWER LIST PARTY

The Boutique Hotelier Power List shines a spotlight on the top 50 power players transforming the UK hotel industry—from visionary CEOs to dynamic department heads. This prestigious event recognises those driving their teams and businesses to new heights. In 2026, the Power List Lunch offers a unique sponsorship opportunity, granting you unparalleled access to this elite group. As a sponsor, you'll host an intimate drinks reception with influential leaders from your category, fostering connections that go beyond networking. With only five sponsors and invite-only hoteliers, this exclusive event guarantees meaningful engagement with the industry's most inspiring figures. Align your brand with excellence and become an exclusive sponsor of The 2026 Boutique Hotelier Power List.



EVENTS

BOUTIQUE HOTELIER AWARDS

The Boutique Hotelier Awards welcomes close to 300 key decision makers from hotels and suppliers across the UK's boutique hotel industry. Sponsorship of our Awards provides branding opportunities across each of our platforms in the lead-up to the event, at the event itself and post-event, with promotions starting in June 2026, four months before the event. Our sponsorship packages also include tables at the Awards, allowing you to invite existing or potential key customers, or celebrate with staff over a three-course meal and paid bar.

"What an incredible evening! The event continues to get better each year, and the team at Boutique Hotelier truly know how to host a fantastic celebration of the outstanding hotels across the UK."
Jeremy Whitworth, General Manager, Wildhive Callow Hall

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"The award comes at such a milestone moment in my career. A fabulous full stop on my Operational Hotel world and very much helps me segway into the next phase of life and work."
Sue Williams, General Manager, Whatley Manor - Winner of 2023 Lifetime Achievement Award

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"Well done on another wonderful awards – it all seems to go from strength to strength. We had a great night meeting suppliers and other hoteliers."
Neil Kedward, Owner, Grove of Narbeth

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CONTACTS

EDITORIAL

Managing Editor

Zoe Monk

020 3176 4245

zoe.monk@itp.com

 @boutiquehoteliermag

 @BoutiqueHotelier

 @boutiquehotelier

Editor

Eamonn Crowe

020 3176 5457

eamonn.crowe@itp.com

COMMERCIAL

Commercial Manager

Caroline Kelly

020 3176 5458

caroline.kelly@itp.com

ABOUT ITP UK & ITP MEDIA GROUP

Boutique Hotelier is part of ITP Media (UK), an established publisher of B2B media, consumer publications and events. Its team of journalists provides daily news for sectors such as social care, retail catering and hospitality from the company's head office in London.

ITP Media (UK) is a subsidiary of the Dubai-headquartered ITP Media Group, which helps partners reach a global audience through its portfolio of publications, websites and events. Established in 1987, ITP Media Group has offices in Abu Dhabi, Riyadh and Mumbai, operating more than 75 brands and delivering over 200 events, conferences and awards galas every year.

For more, visit itp.com



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