

# HOTELIER

MIDDLE EAST

MEDIA KIT 2023



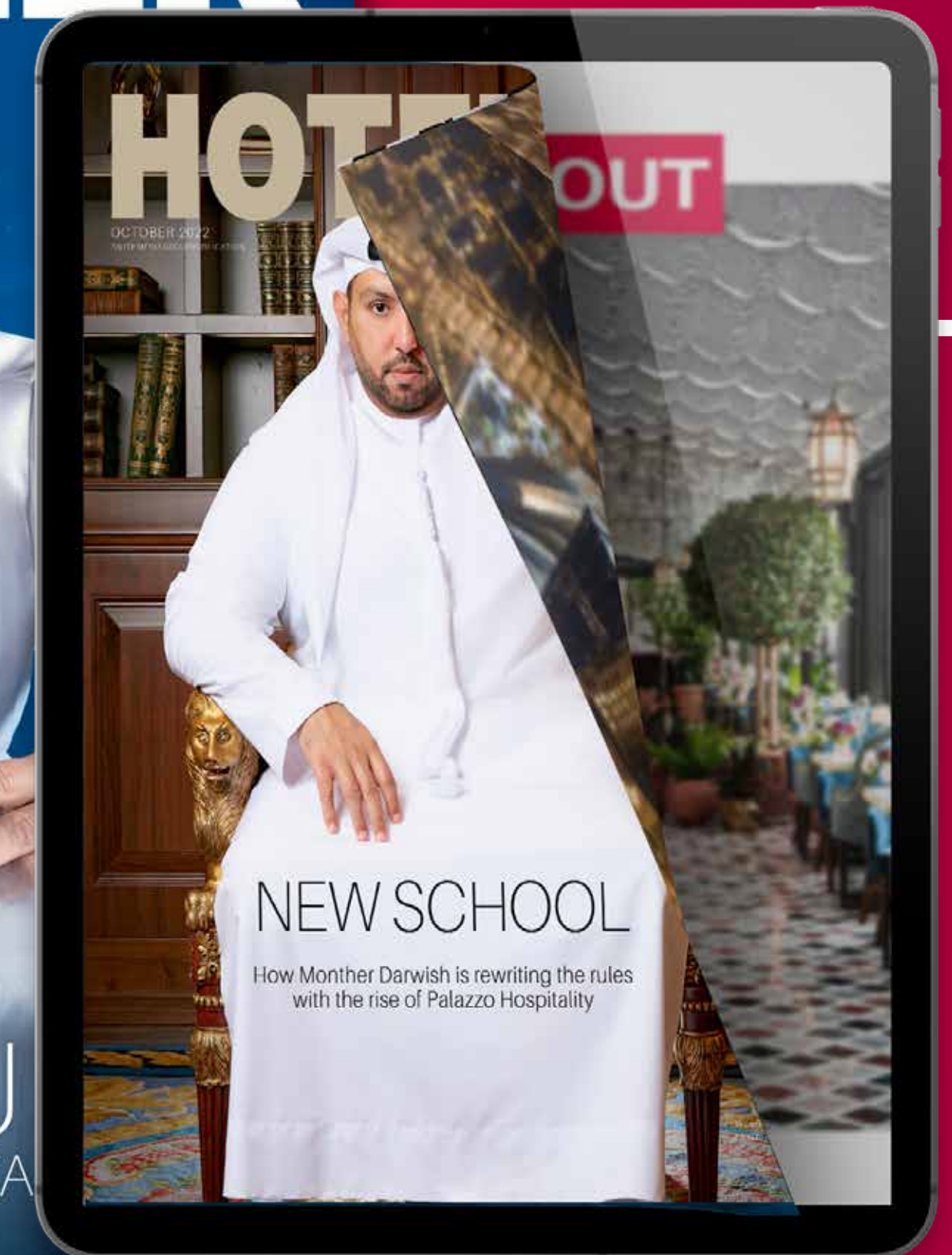
# WHAT WE DO

*Hotelier Middle East* is the definitive guide to successful hotel management in the GCC, with two decades of experience in the market and access to the industry's most important figures.

Every month in print and daily on our digital and social channels and in newsletters, we provide up-to-the-minute news, interviews, comment and analysis on the industry.

*Hotelier* has a monthly audience of CEOs, general managers, operation directors, procurement managers, F&B directors and more, reaching more people than any other brand operating in the same space.

For more information on bespoke digital, print and event solutions, get in touch to find out what we can do for you.



# 450,000

Key decision makers engage  
with our content every month

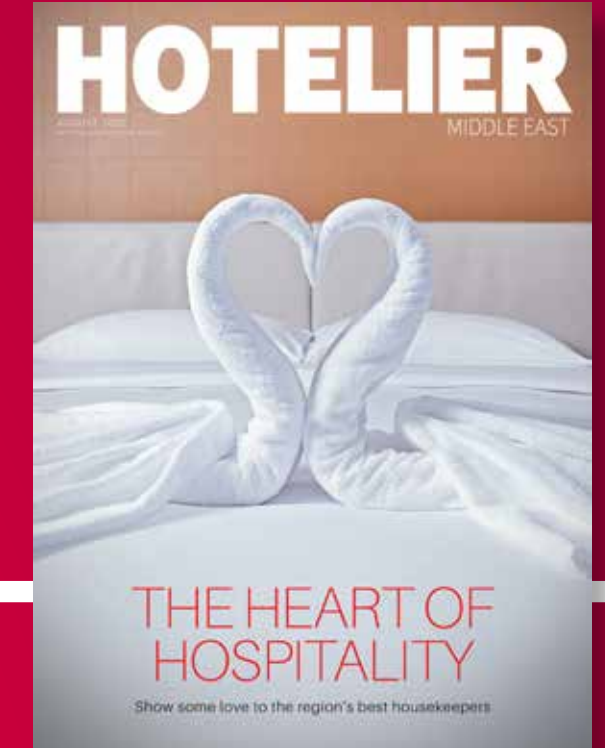


## PRINT

Each month, *Hotelier's* subscription-only magazine is in front of more than 30,000 key decision makers across the GCC. From GMs to heads of department and purchasing influencers, our audience are responsible for the direction of their properties, the activities inside and the brands and suppliers that can help their hotels succeed.

Regular sections in the magazine include what's trending in the industry regionally and globally, profiles of the industry's biggest talents and rising stars, new openings, opinion pieces, career opportunities, hotel showcases and supplier features and profiles.

**4,500+ print**  
**15,000+ e-magazine**  
**30,000+ readership**





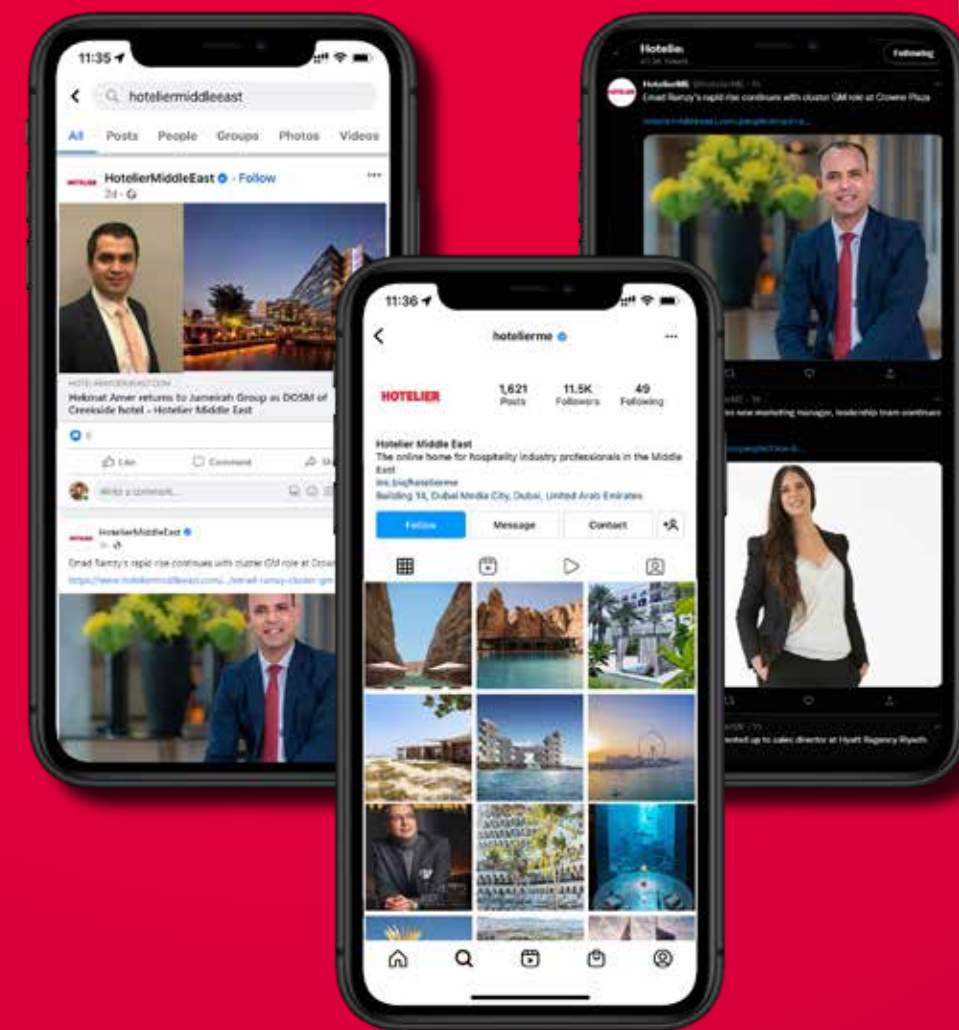
# DIGITAL & SOCIAL

Hoteliermiddleeast.com is the leading website for the hospitality industry in the region, with an audience growing month on month. We are the most credible source of industry information in the GCC with a digital philosophy of being proactive, not reactive.

Our editors have their fingers on the pulse for exciting stories and exclusives, day in, day out.

In an ever-evolving media landscape, the need to stand out and provide credible information is more important than ever. Trust is key, and there is no brand better placed to deliver your message to a savvy, engaged audience.

Across Hotelier Middle East's social media channels, we speak to more than 162,000 people every single day, and that audience is growing all the time.



**Facebook: 31,000**

**Twitter: 15,000**

**Instagram: 14,000**

**LinkedIn: 102,000**

**260,000+ monthly users**  
**650,000+ monthly page views**  
**15,000+ monthly newsletter subscribers**



# EVENTS

Throughout the year, *Hotelier Middle East* holds pioneering industry events, conferences and awards ceremonies.

In 2023, a series of industry leading conferences will be held around the region, honing in on the most-relevant topics to each territory. They will provide a platform for the leaders in their fields to discuss the most important issues to them and their peers, as well as bringing the leading brands and suppliers in the region to the forefront of the conversation.

The conference series will complement the annual *Hotelier Middle East Awards* in Dubai, which sees more than 600 professionals celebrated in front of the leading lights of the industry. For the first time, in 2023, Hotelier will also host an awards ceremony in Saudi Arabia, focusing on the KSA market specifically.

We can also create tailor-made events, offering access and collaboration with our unique network and audience. As part of any partnership we can provide full event organisation, project management, execution and coverage. They include the likes of brand activations, venue launches, workshops, industry debates, dining events, chef demonstrations and mixology masterclasses.





# THIS YEAR

## Content & events

### JANUARY

Executive Power List  
*Suppliers: Fitness & Spa*

### FEBRUARY

F&B in Hotels  
*Suppliers: Food Suppliers*

### MARCH

Women in Hospitality  
*Suppliers: Tech*

**Event: Women in Hospitality  
Power Breakfast, Dubai**  
**Event: Hotelier Awards KSA, Riyadh**  
**Event: Hospitality 3.0, Riyadh**

### APRIL

Qatar Hospitality Focus  
*Suppliers: Cleaning, Laundry & Bedding*

### MAY

Marketing Power List  
*Suppliers: Room Amenities*  
**Event: Hotelier Late Lunch, Dubai**

### JUNE

Egypt Hospitality Focus  
*Suppliers: Travel Agents, Tours  
& Transport*

### JULY

Hotelier Salary Survey  
*Suppliers: Beverage Suppliers*  
**Event: Hospitality 3.0, Qatar**

### AUGUST

KSA Giga-Project Focus  
*Suppliers: Giga suppliers*

### SEPTEMBER

Executive Chef Power List  
*Suppliers: Kitchen Equipment*  
**Event: Hotelier Awarda**

### OCTOBER

Hotelier Middle East Awards  
*Suppliers: Hospitality Tech*  
**Event: Hospitality 3.0, RAK**

### NOVEMBER

GM Power List  
*Suppliers: Hospitality Consultants*  
**Event: Hospitality 3.0, Jeddah**

### DECEMBER

Sustainability  
*Suppliers: Sustainable Products*  
**Event: Hospitality 3.0, Abu Dhabi**

# RATE CARD

## PRINT

Full page	\$6,250
Half page	\$3,125
Double page spread	\$10,500
Inside front cover	\$7,950
Inside front cover spread	\$13,900
Outside back cover	\$9,950
Full page advertorial	\$8,125
Double page advertorial	\$12,250

## DIGITAL

Digital advertorial	\$10,000
Mixed display banners	\$300 CPM
Email marketing	\$300 CPM
Newsletter banner (one week)	\$3,500
Dark post (Facebook / Instagram)	\$250 CPM
Section takeover (100% SOV, one day)	\$7,500
Channel takeover (100% SOV, one day)	\$15,000

Looking for a special activation or interested in a front cover?  
Contact the commercial team for a bespoke solution

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