

HOTELIER

MIDDLE EAST

MEDIA KIT 2025

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

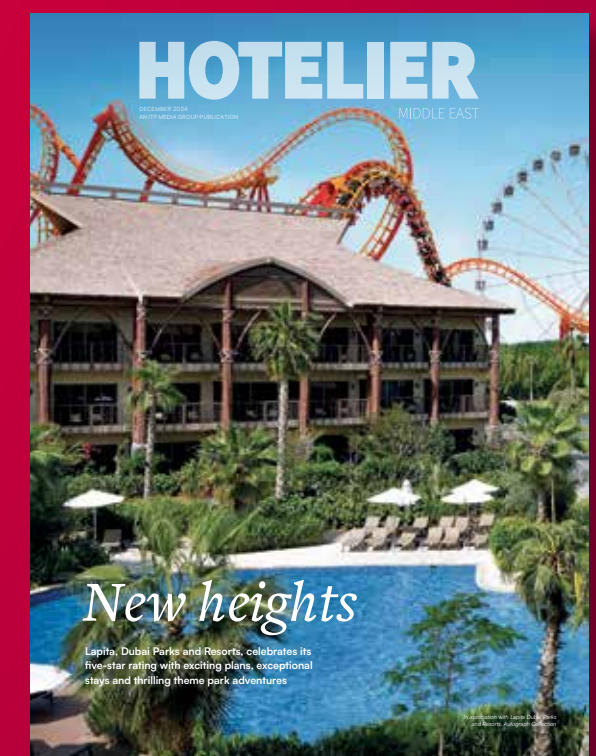
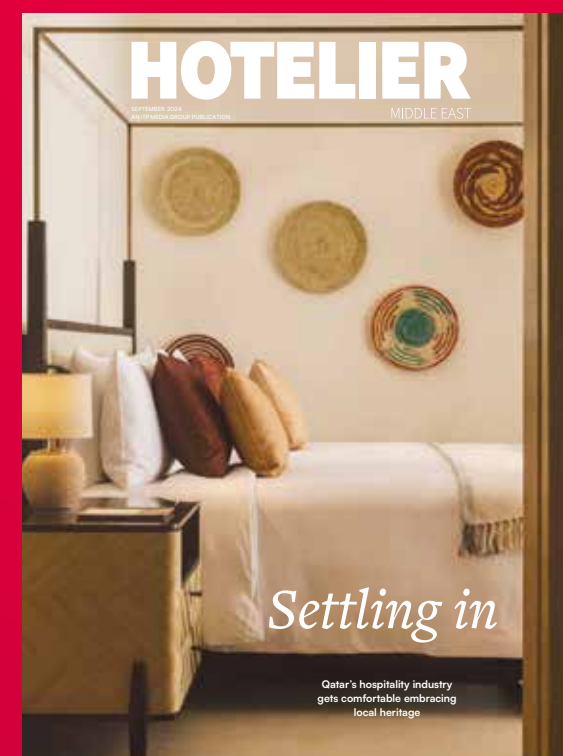


PRINT

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



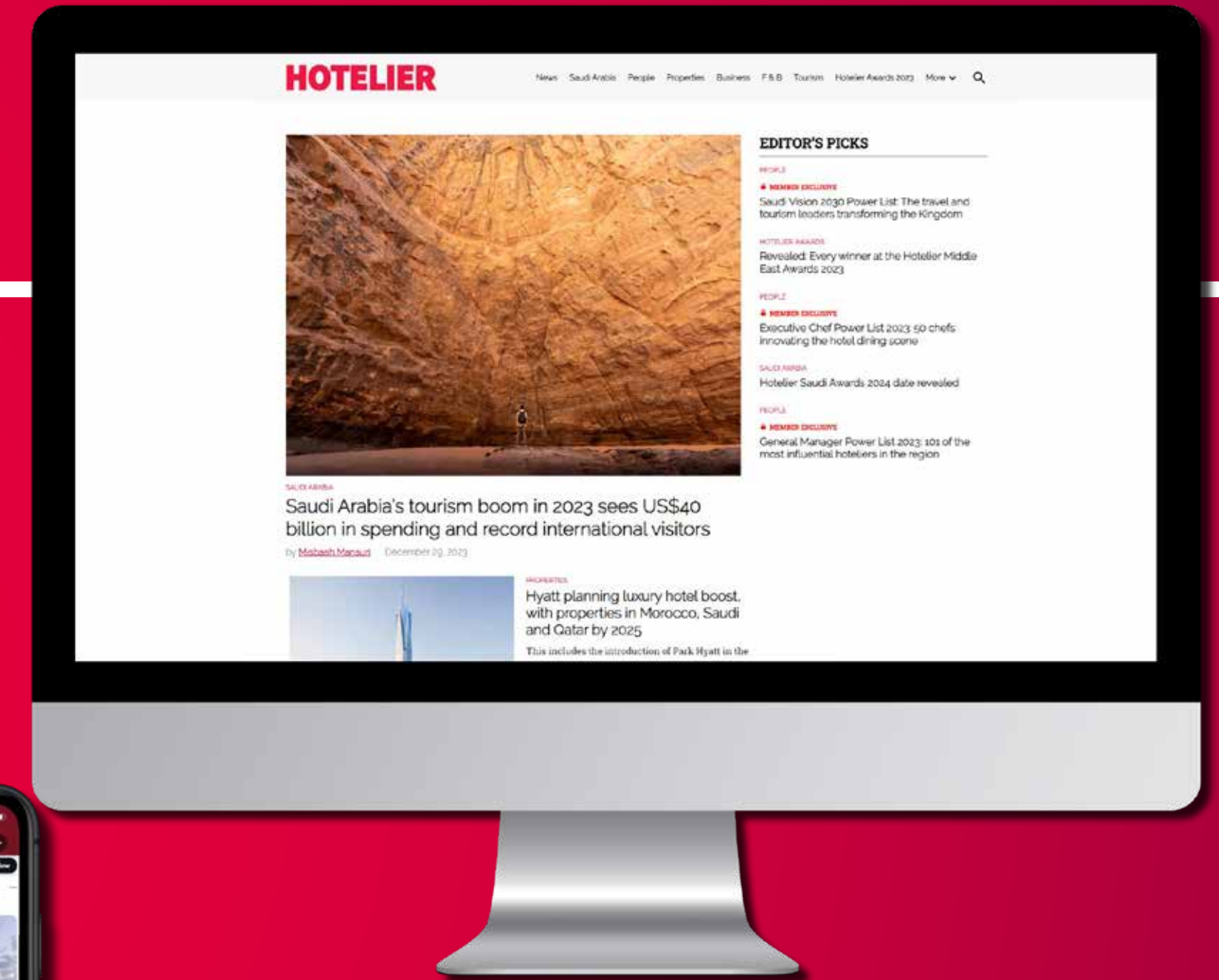
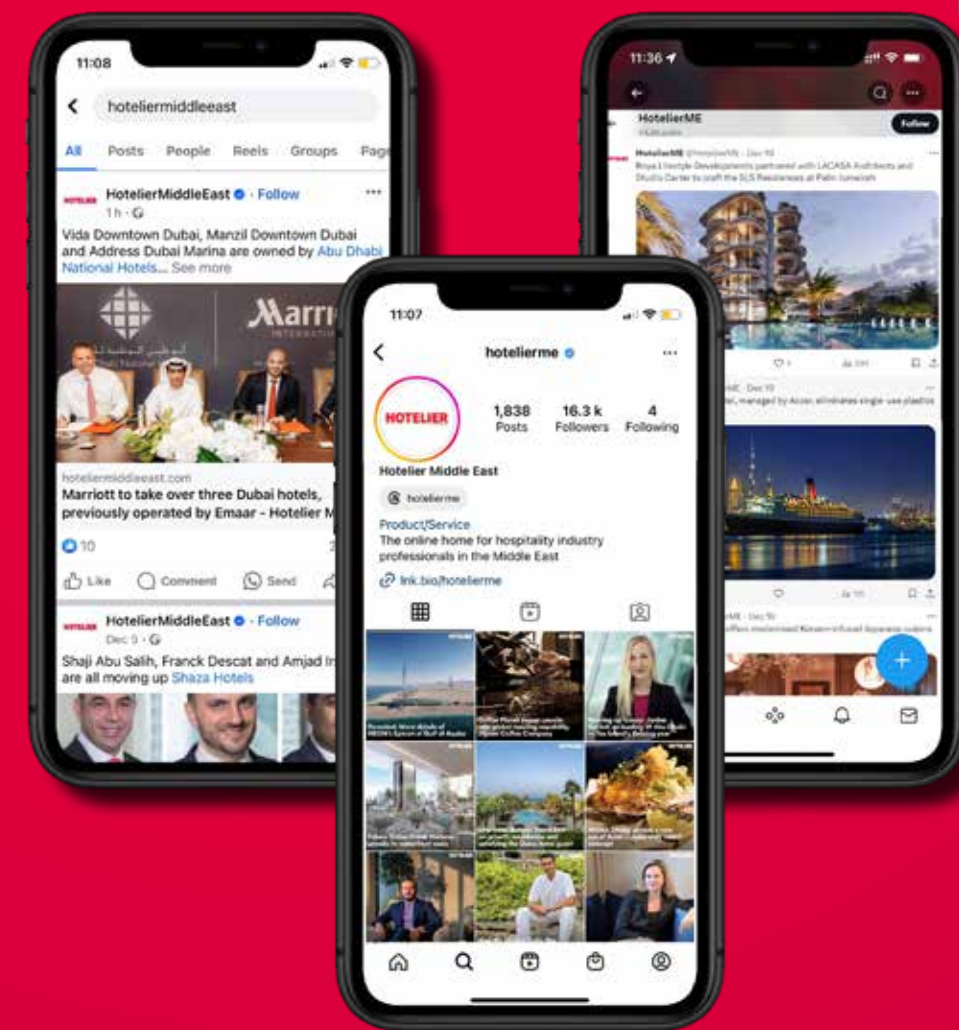
DIGITAL & SOCIAL

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 230,000 people every single day, and that audience is growing all the time.



Facebook: 31,000+

X: 15,100+

Instagram: 18,800+

LinkedIn: 162,000+

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

EVENTS

In 2025, our series of industry leading conferences will continue to be held around the region, homing in on the most-relevant topics to each territory. They 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 complements the annual Hotelier Middle East Awards in Dubai, and Hotelier Saudi Awards in Riyadh, which see more than 1,000 VIP guests celebrate the leading lights of the industry.

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 product showcases, brand activations, hotel openings, venue launches, educational workshops, industry debates and chef demonstrations.



2025

Content & events

JANUARY

Executive Power List
Suppliers: Beverage

FEBRUARY

GCC Tourism Trends
Suppliers: Kitchen Equipment
Event: Hotelier Saudi Awards

MARCH

Women in Hospitality
Suppliers: AI & Guest Experience

APRIL

Housekeeping
Suppliers: Essential
Housekeeping Products

MAY

Marketing Power List | ATM
Suppliers: Guest Room Amenities
Event: GM Awards

JUNE

Hospitality Developers
Suppliers: Entertainment & Leisure

JULY

Wellness
Suppliers: Sustainable Suppliers

AUGUST

Sustainability in hotels
Suppliers: Technology

SEPTEMBER

Saudi 30 under 30
Suppliers: Chef Suppliers
Event: Hotelier Middle East Awards

OCTOBER

Special report: UAE Gaming
Suppliers: Coffee

NOVEMBER

GM Power List
Suppliers: Luxury Products

DECEMBER

People & Talent
Suppliers: Eco-friendly amenities

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	\$15,000
Mixed display banners	\$150 CPM
Email marketing	\$150 CPM
Newsletter banner (one week)	\$3,500
Dark post (Facebook / Instagram)	\$150 CPM
Section takeover (100% SOV, one day)	\$7,500
Channel takeover (100% SOV, one day)	\$15,000

SPECIAL ACTIVATIONS

Front cover collaboration	POA
Video interview	POA
Round table	POA
Video creation	POA
Event coverage	POA

Contact the commercial team for a bespoke solution

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