

# THE WORLD OF HOSPITALITY

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INSPIRE, EXCITE & INFORM

MEDIA PACK 2026







## Unlock New Opportunities: Advertise with The World of Hospitality Magazine

Welcome to The World of Hospitality Magazine, the premier publication for the hospitality industry, tailored to connect businesses with key decision-makers in hotels, restaurants, and travel. As an advertiser, you'll reach an engaged audience of professionals eager to discover innovative products, services, and trends. With our targeted distribution and compelling editorial content, your brand will stand out, driving awareness and growth in a competitive market. Reach the influencers and industry leaders who matter most with The World of Hospitality Magazine—where hospitality meets opportunity.

AVAILABLE ON THE WORLD'S LARGEST READING PLATFORMS



PUBLISHED BY

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# Introduction

## Mission Statement

The World of Hospitality is the premier publication for the global hospitality industry, offering cutting-edge insights, trends, and innovations that shape the future of hotels, restaurants, and service-oriented businesses. Our mission is to connect hospitality professionals with expert knowledge and inspiration to enhance guest experiences, drive business success, and foster sustainable growth. We are dedicated to providing advertisers with a unique platform to reach an engaged audience of decision-makers and trendsetters, ensuring maximum visibility and impact in a highly competitive market.

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## Publisher's Letter

Dear Valued Partner,

Welcome to The World of Hospitality, your gateway to connecting with the most dynamic and innovative minds in the global hospitality industry. As the publisher, it is my pleasure to introduce you to a magazine that not only captures the pulse of our industry but also drives its evolution forward.

In today's rapidly changing landscape, businesses in hospitality are constantly seeking new ways to enhance guest experiences, streamline operations, and stay ahead of emerging trends. At The World of Hospitality, we are proud to be at the forefront of this exciting journey, delivering insightful, engaging, and actionable content to a highly influential readership of hoteliers, restaurateurs, designers, and service professionals.

With every issue, we offer advertisers a unique platform to reach a discerning audience that is passionate about innovation and excellence. By partnering with us, you gain access to decision-makers and industry leaders who value forward-thinking brands that understand the needs of a dynamic marketplace. Our readers trust us to bring them the best products, services, and ideas—and they'll trust you, too.

I invite you to explore the unparalleled opportunities that The World of Hospitality can offer your brand. Together, we can inspire and elevate the future of this incredible industry.

Warm regards,

*Martin Holmes*

Publisher, The World of Hospitality

## Core Values

### Excellence in Content

We are committed to delivering high-quality, engaging, and informative content that reflects the best of the global hospitality industry, providing value to our readers and advertisers alike.

### Innovation and Inspiration

We celebrate creativity and forward-thinking ideas that drive the hospitality industry forward, showcasing cutting-edge trends, technologies, and practices that shape the future of guest experiences.

### Community and Connection

We foster a vibrant and diverse community of hospitality professionals, bridging gaps across cultures and regions. We believe in creating meaningful connections between businesses and their audiences.

### Sustainability and Responsibility

We advocate for sustainable practices that enhance the hospitality industry while respecting the environment and communities. Our content champions businesses that prioritize responsible growth.

### Integrity and Trust

We hold ourselves to the highest standards of journalistic integrity and transparency. Our readers trust us for reliable insights, and we ensure that our advertising partners share in this trust.

### Collaboration and Partnership

We value strong partnerships with advertisers and industry leaders, working together to create mutually beneficial opportunities that support both business growth and industry advancement.

# Our Audience

## Demographics

### Primary Audience:

Hospitality professionals, including hoteliers, restaurateurs, interior designers, architects, event planners, and food & beverage industry leaders.

### Job Titles:

CEOs, General Managers, Directors of Operations, Hotel Managers, Restaurant Owners, Executive Chefs, Purchasing Managers, Designers, and Consultants.

### Age Range:

30–55 years old

### Gender Breakdown:

57% Male  
43% Female

### Geographic Reach:

57% United Kingdom  
23% Europe  
12% United States  
8% Rest of the World

### Annual Revenue of Readers' Businesses:

25%: Over £10 million  
45%: £1 million–£10 million  
30%: Under £1 million

### Industry Segments:

Hotels & Resorts: 40%  
Restaurants & Bars: 30%  
Interior Design & Architecture: 15%  
Event Planning & Catering: 10%  
Travel & Tourism: 5%

### Circulation:

Print & Digital: 161,000 subscribers  
Website Visitors: 86,000 monthly unique visitors

### Engagement:

70% of readers hold decision-making roles within their organizations  
85% of readers use the magazine as a key resource for discovering new products and services  
60% attend major hospitality industry events and trade shows annually

This diverse and influential readership provides advertisers with access to key decision-makers across various sectors of the hospitality industry, ensuring maximum impact and reach.

## Psychographics

### Ambition & Growth-Oriented

Readers are highly driven professionals, seeking innovation and excellence in their careers and businesses. They constantly look for ways to improve guest experiences and stay ahead of industry trends.

### Luxury & Quality Lifestyle

They value premium, high-quality products and services in both their personal and professional lives. Frequent travelers and event attendees, they are drawn to brands that reflect luxury and efficiency.

### Innovation-Focused

Readers embrace new technologies, sustainable practices, and creative solutions that enhance business performance and guest satisfaction.

### Experience-Centric

Delivering exceptional guest experiences is their priority. They seek products and services that elevate comfort and convenience for their clients.

### Sustainability-Minded

Environmental responsibility is a key value. They prefer brands that offer sustainable solutions and contribute to eco-friendly operations.

### Culture & Community

These professionals are community-oriented and cultural curators, creating immersive, memorable experiences that blend global trends with local traditions.

This understanding allows advertisers to effectively engage with a discerning, trend-conscious audience in the hospitality industry.

### Audience Insight

Our readers are influential hospitality professionals—hotel managers, restaurateurs, designers, and industry leaders—who are passionate decision-makers in innovation, luxury, and quality service. With a global reach, they actively seek the latest trends to enhance guest experiences, offering advertisers a unique platform to connect with a forward-thinking market.





## Print Advertising Options

### What's Included with Print Advertising

All print adverts come with a minimum of 8 weeks coverage in both the printed and digital editions of The World of Hospitality. In addition to the print presence, advertisers benefit from:

- Digital exposure: Your advert will appear in our interactive digital edition, with clickable hyperlinks directing readers to your website or landing page.
- Extended reach: The digital magazine is shared with our full database of 161,000+ industry professionals and key decision-makers.
- Print distribution: Physical copies are circulated to leading hospitality venues, decision-makers, and key industry events. Additional copies are printed for exhibitions where we are official media partners.
- Social media visibility: Selected advertisers are featured across our social media channels for enhanced exposure.

### Double Page Spread - £3,495

A double page spread offers premium, high-impact visibility within our magazine. This option spans two full pages, allowing you to showcase your brand, products, or services with ample space for captivating visuals and detailed descriptions. It's ideal for companies looking to make a bold statement in front of an audience of decision-makers and industry professionals.

**Size: 420mm x 297mm (A3, both pages together)**

Perfect for: Launching new products, branding campaigns, or major announcements.

### Full A4 Page - £2,250

A full-page advert is perfect for businesses looking to tell their story with ample room for creative designs and compelling copy. With this option, you secure a prominent position within the magazine, capturing the attention of readers as they navigate through key features.

**Size: 210mm x 297mm (A4)**

Perfect for: Showcasing new innovations, products, or services.

### Half Page - £1,295

The half-page advert offers a budget-friendly way to access premium positioning without taking up a full page. This is a great way to maintain brand presence and promote key messages while staying cost-effective.

**Size: 185mm x 130mm (Horizontal) / 90mm x 277mm (Vertical)**

Perfect for: Highlighting products, services, or special promotions.

### Quarter Page - £995

This compact option is a great value for brands wanting to have a presence in the magazine at a lower cost. The quarter page allows you to include important information about your offerings, focusing on concise messaging and eye-catching visuals.

**Size: 90mm x 130mm**

Perfect for: Small businesses, events, or product promotions.

**\* For prime positions please contact our Sales Director - Louise Rubens - 01227 936975**

# Digital Advertising Options

## Dedicated Email Blast - £1,895

Gain direct access to our highly targeted subscriber list through a custom email blast. This service allows your brand to reach our entire database of professionals in the hospitality industry, delivering your message straight to their inboxes. You can include tailored content, images, links to your website, and call-to-actions, ensuring maximum engagement.

- Reach: Over 161,000 hospitality professionals.
- **Content: You supply the creative (text, images, links), and we take care of the rest.**
- Perfect for: Special promotions, event invitations, or new product launches.

## Website Banner Advert (12 months) - £1,495

Your banner advert will be prominently displayed on our website, providing year-round visibility to thousands of visitors. This advert format is ideal for reinforcing your brand presence with regular exposure to industry leaders, decision-makers, and executives across the globe.

- **Size: 250 x 250 pixels**
- Placement: Homepage and key content pages.
- Duration: 12 months.
- Perfect for: Branding campaigns and long-term visibility.

## Monthly Newsletter Placement - £395

Our newsletter is sent monthly to over 161,000 hospitality professionals and offers an affordable way to communicate your message directly to key decision-makers. The newsletter includes industry updates, feature stories, and advertising slots, ensuring your message is part of a trusted source of information.

### What's included:

- Text: 100 to 1000 words of text.
- Images: 1 to 10 images (e.g., product shots, event photos).
- Company Logo and Contact Details.

Perfect for: Company news, product launches, or thought leadership content.

**Custom Advertising Solutions** If you're looking for something more tailored to your business needs, we offer customized advertising packages. Whether it's a mix of print and digital, event sponsorship, or strategic partnerships, our sales team can work with you to design a package that maximizes your exposure across our platforms.



# Distribution and Reach

## Print Distribution

### Primary Distribution Channels

Hospitality Industry Events & Trade Shows: 22%  
Direct Mail to Key Industry Professionals: 47%  
Subscription-Based Delivery: 21%  
Hotel and Restaurant Lobbies: 10%

### Targeted Distribution:

- High-End Hotels & Resorts
- Top-Tier Restaurants & Bars
- Hospitality Design & Architecture Firms
- Event Planning Companies
- Major Hospitality Associations

This distribution strategy ensures that The World of Hospitality reaches a highly relevant audience in key locations, providing valuable exposure for advertisers targeting professionals within the hospitality industry.

## Digital Presence

### Primary Distribution Channels

- Direct emails to our unique subscription based circulation
- Joomag
- Issuu
- Readly
- Gold Key media

### Website Traffic:

Monthly Unique Visitors: 86,000  
Monthly Page Views: 192,000

### Social Media Reach:

Instagram, LinkedIn, Facebook, X (Twitter)

These digital metrics highlight a strong and engaged online presence, offering advertisers effective channels to reach a targeted and active audience within the hospitality industry.

### Event Partnerships:

The World of Hospitality is a media partner for major global hospitality events, these include but are not limited to:

- No Vacancy London
- Independent Hotel Show
- The Restaurant Show
- HIX
- Hospitality Tech Show
- Restaurant & Takeaway Expo
- Trade Drinks Expo
- Cafe Business Expo
- Street Food Business Expo
- IFE
- HRC Show
- Food & Drink Expo
- PUB25
- Clerkenwell Design Week
- Surface Design Show
- Light 25
- The Flooring Show

Our presence at these events enhances our brand visibility and provides advertisers with access to decision-makers and influencers in the industry.

# Calendar

### Issue 68: January/February 2026

**Publication Date:** January 5, 2026

### Issue 69: March/April 2026

**Publication Date:** March 2, 2026

### Issue 70: May/June 2026

**Publication Date:** May 4, 2026

### Issue 71: July/August 2026

**Publication Date:** July 2, 2026

### Issue 72: September/October 2026

**Publication Date:** September 2, 2026

### Issue 73: November/December 2026

**Publication Date:** November 2, 2026

**Booking & Materials Deadline:** 14 days prior to publication date.

**Payment Deadline:** 7 days after publication date.

## Feature Calendar

### Jan/Feb

Hospitality Interiors, Materials, Bathrooms

### Mar/Apr

Catering Equipment, Beverages, Food & Drink

### May/Jun

Technology, Architecture, Beds & Bedding

### Jul/Aug

External Works, Lighting, Hotel Amenities

### Sep/Oct

Hospitality Interiors, Flooring, Technology, Food & Dining, Beverages

### Nov/Dec

Hotel Amenities, Lighting, Hospitality Interiors



## Success Stories

### **"A Game-Changer for Our Brand"**

"ADVERTISING IN THE WORLD OF HOSPITALITY HAS BEEN A GAME-CHANGER. THEIR ENGAGED AUDIENCE HELPED US CONNECT WITH TOP DECISION-MAKERS IN THE HOSPITALITY INDUSTRY. THE VISIBILITY AND BRAND AWARENESS WE GAINED WERE INVALUABLE."

— **Marketing Director, Luxury Hotel Brand**

### **"Outstanding Industry Reach"**

"PARTNERING WITH THE WORLD OF HOSPITALITY HAS OPENED DOORS TO KEY PLAYERS IN HOSPITALITY. THEIR REACH IS OUTSTANDING, AND THE PROFESSIONALISM THEY BRING TO THE TABLE IS UNMATCHED."

— **CEO, Hospitality Design Firm**

## Contact Information

### **The Sales Team**

For advertising opportunities, partnerships, and sales-related queries, please contact:

**Louise Rubens, Sales Director**

Email: [louise@theworldofhospitality.com](mailto:louise@theworldofhospitality.com)

### **Sales Assistants**

Gina Stefano, Molly Shepard & Mia Russo

### **The Editorial Team**

For editorial content, submissions, and article-related questions, contact:

**Simone Couture, Editor-in-Chief**

Email: [editorial@theworldofhospitality.com](mailto:editorial@theworldofhospitality.com)

**Antony Holter, Editor**

Email: [editor@theworldofhospitality.com](mailto:editor@theworldofhospitality.com)

### **The Design Team**

For design inquiries, artwork submissions, and creative services, please contact:

**Peter Gwyer, Designer**

Email: [peter@theworldofhospitality.com](mailto:peter@theworldofhospitality.com)

### **The Accounts Team**

For accounting and billing questions, please contact:

**Rachel Jackson, Accounts Department**

Email: [accounts@b2bdigitalmedia.com](mailto:accounts@b2bdigitalmedia.com)

### **Corporate Contacts**

For general inquiries, corporate matters, or company information, reach out to:

**Josh Holmes BSc, Creative Director**

Email: [josh@theworldofhospitality.com](mailto:josh@theworldofhospitality.com)

**Jamie Bullock, Company Director**

Email: [jamie@theworldofhospitality.com](mailto:jamie@theworldofhospitality.com)

**Martin Holmes, Publishing Director**

Email: [martin@theworldofhospitality.com](mailto:martin@theworldofhospitality.com)



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**Follow us on social media: @wohospitality**



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