THE WORLD OF HOSPITALITY

INSPIRE, EXCITE & INFORM

MEDIA PACK 2027





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

Readly · Joomag Digital Publishing Solutions · issuu · GoldKey media

PUBLISHED BY

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b2b Digital Media

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.

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: 173,000 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 173,000+ 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 – £3,750

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 – £2,500

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 – £1,500

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 – £1,250

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 – £1,995 for 1, £3,500 for 2 or £4,595 for 3

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 173,000 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 – £450

Our newsletter is sent monthly to over 173,000 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 27
- The Flooring Show
- KBB

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

Calendar

Issue 74: January/February 2027
Publication Date: January 4, 2027

Issue 75: March/April 2027
Publication Date: March 1, 2027

Issue 76: May/June 2027
Publication Date: May 3, 2027

Issue 77: July/August 2027
Publication Date: July 5, 2027

Issue 78: September/October 2027
Publication Date: September 6, 2027

Issue 79: November/December 2027
Publication Date: November 1, 2027

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, Beds & Bedding

May/Jun
Technology, Architecture, Beds & Bedding

Jul/Aug
External Works, Lighting, Hotel Amenities

Sep/Oct
Hospitality Interiors, Flooring, Technology, Food & Dining, Beverages, Beds & Bedding

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

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

Antony Holter, Editor
Email: editor@theworldofhospitality.com

The Design Team

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

Peter Gwyer, Designer
Email: peter@theworldofhospitality.com

The Accounts Team

For accounting and billing questions, please contact:

Rachel Jackson, Accounts Department
Email: 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

Jamie Bullock, Company Director
Email: jamie@theworldofhospitality.com

Martin Holmes, Publishing Director
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