

SLEEPER

GLOBAL HOTEL DESIGN

MEDIA INFORMATION 2015



WWW.SLEEPERMAGAZINE.COM



Introduction

Sleeper is the leading magazine for global hotel design.

The hotel industry is undergoing a period of dynamic growth. As one of the first sectors to return to growth following the global financial crisis, it continues to go from strength to strength.

Investment and development is exceeding pre-recession levels and new hotels, whether independently owned or internationally branded, are differentiating themselves through innovative design.

Projects are complex, with investors, developers, owners, operators, architects, interior designers, consultants, contractors and suppliers all vital to the process of creating new hotels worldwide. Sleeper is targeted at all those involved in hotel design, development and architecture on an international level.

Our portfolio comprises a beautifully presented magazine, an affiliated website and regular email newsletters, as well as industry-leading events including the prestigious European Hotel Design Awards and recently launched Asia Hotel Design Awards. Sleeper is also the organiser of Sleepover, an innovative networking event for hotel innovators.

Sleeper is the only media brand to reach all the individuals and disciplines throughout the supply chain involved in the delivery of new hotel projects worldwide. As such, it is the perfect partner for brands looking to target the multi-billion pound hotel sector with designed products and services.





Inside Sleeper

Unrivalled coverage of the latest projects, products, practices and people shaping the industry.

DRAWING BOARD



Our Drawing Board offers exclusive previews of new hotel developments worldwide. With CGIs, visuals and renderings of the most exciting new hotels breaking ground, under construction, and topping out, we bring you the hotels of tomorrow, today.

LOCATION REPORT



Our location reports examine the hottest up-and-coming destinations for new hotel development, giving an overview of the market, statistics on performance and development, and in-depth reviews of the most interesting new hotels.

MEETING



Our interviews profile leading hoteliers, interior designers and architects. Recent interviewees include the likes of Tony Chi, David Rockwell, Alan Faena and Neri & Hu. Each issue also features our 'Check-In' page, in which a leading designer or architect checks in to their fantasy hotel.

SPECIFIER



Our Specifier pages offer regular coverage to companies who supply products or provide services to the hotel industry. We cover new product launches and case studies, focusing on the use of products and services in real-life hotel applications.

HOTEL REVIEW



Sleeper covers more hotel projects worldwide than any other magazine. Our globetrotting team of contributors are constantly on the lookout for the latest and most interesting hotel openings. These are reviewed with high quality colour photography of interiors and exteriors, and insightful editorial on their design, development and architecture.

PRODUCT PROFILE



Each issue also includes a comprehensive round up of new products within a particular aspect of hotel specification. Furniture, fabrics, bathrooms, lighting, and flooring are covered on an annual basis, while our secondary features address the importance of technology, music, artwork and greenery for example, in new hotel projects.



Editorial Calendar

Sleeper's annual features cover products and services in all aspects of hotel specification.

ISSUE 58

JANUARY | FEBRUARY 2015

Main Feature: Floorcoverings
Editorial Deadline: 5 December 2014
Advertising Deadline: 12 December 2014

ISSUE 61

JULY | AUGUST 2015

Main Feature: Furniture
Editorial Deadline: 12 June 2015
Advertising Deadline: 19 June 2015

ISSUE 59

MARCH | APRIL 2015

Main Feature: Outdoor Furniture & Accessories
Editorial Deadline: 5 February 2015
Advertising Deadline: 12 February 2015

ISSUE 62

SEPTEMBER | OCTOBER 2015

Main Feature: Bathrooms & Amenities
Editorial Deadline: 14 August 2015
Advertising Deadline: 21 August 2015

ISSUE 60

MAY | JUNE 2015

Main Feature: Lighting
Editorial Deadline: 10 April 2015
Advertising Deadline: 17 April 2015

ISSUE 63

NOVEMBER | DECEMBER 2015

Main Feature: Fabrics, Wallcoverings & Surfaces
Editorial Deadline: 14 October 2015
Advertising Deadline: 21 October 2015

Additional features will run throughout the year. Please contact us on an issue-by-issue basis for further information.

Readership

Sleeper's readership encompasses all those involved in the creation of new hotels.

Sleeper's circulation database has been meticulously researched to ensure advertisers are reaching decision makers with real purchasing power.

We focus on the quality of our readership rather than sending out magazines to anonymous mailing list recipients. Our high pass-on rates, bi-monthly frequency, and coffee table production values ensure maximum value for our advertisers.

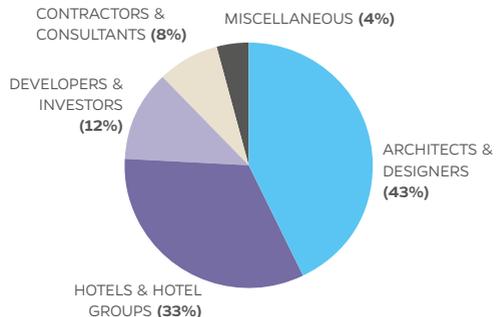
Additional copies are distributed at leading design exhibitions, hotel investment conferences, hospitality trade shows and other relevant events.

- Owners and operators
- Developers and investors
- Interior designers
- Architects
- Senior executives at all major hotel groups
- Purchasing, technical services, design, development and construction departments within hotel groups
- Independent luxury and lifestyle hotels
- Purchasing and procurement companies
- Consultants and contractors
- Providers of professional financial, legal and property services

Total Circulation: 11,942
Mailed Circulation: 10,142*
Event Distribution: 1,800

***Breakdown By Job Function**

Hotels & Hotel Groups	3,391
<i>Hotel Group Head Offices</i>	1,621
<i>Branded Hotels</i>	982
<i>Independent Hotels</i>	788
Architects & Designers	4,223
Developers & Investors	1,221
Contractors & Consultants	862
Miscellaneous	445



Event Distribution

Extra copies of the magazine are distributed at hotel investment conferences and leading trade fairs worldwide.

January

Heimtextil / Frankfurt / 14-17 January
Domotex / Hannover / 17-20 January
IMM / Cologne / 19-25 January
Maison & Objet / Paris / 23-27 January

March

IHIF / Berlin / 2-4 March
ISH / Frankfurt / 10-14 March
Maison & Objet Asia / Singapore / 10-13 March
Asia Hotel Design Awards / Singapore / 12 March
IFFS / Singapore / 13-16 March
Hospitality 360 / Singapore / 13-16 March

April

Salone del Mobile / Milan / 14-19 April
Sleepover / Istanbul / 26-27 April

May

BONDdisenotel / Cancun / 7-10 May
Maison & Objet Americas / Miami / 12-15 May
HD Expo / Las Vegas / 13-15 May
May Design Series / London / 17-19 May
Boutique Hotel Summit / London / 20-21 May
Index / Dubai / 18-21 May
Clerkenwell Design Week / London / 19-21 May
Boutique Hotel Summit / London / 20-21 May

June

HI Design EMEA / Dubrovnik / 3-5 June

September

Maison & Objet / Paris / 4-8 September
Decorex / London / 20-23 September
100% Design / London / 23-26 September
Designjunction / London / TBC
The Hotel Show / Dubai / 28-30 September

October

The AHC / Manchester / 14-15 October
HICAP / Hong Kong / 14-16 October

November

Deloitte EHC / London / 3-4 November
HI Design Asia / Kuala Lumpur / 4-6 November
WAF / Singapore / 4-6 November
BDNY / New York / TBC
European Hotel Design Awards / London / TBC
Sleep / London / 25-26 November



Sleeper Online

Sleeper's website provides bespoke news supported by regular email newsletters and social media.

www.sleepermagazine.com

Sleeper is accompanied by an industry-leading website – www.sleepermagazine.com.

The website is not just an online replica of the magazine, instead it delivers bespoke news content of a more immediate nature.

This is delivered in a visually appealing, easy-to-digest format with the addition of renderings, photography and video content.

Email Newsletter

Our website is supported by a regular email newsletter distributed to a database of 16,000+ readers.

Each newsletter carries announcements of new hotel developments worldwide as well as the latest product launches for the hotel sector and forthcoming industry events.

Digital Edition

Sleeper is also available as a digital edition which can be accessed directly from our website. Benefits of this include: the immediate delivery to all readers wherever they are in the world; the ability to search the magazine for relevant information; bookmarking of important articles; and an online archive of previous issues.

All adverts placed in the print edition of the magazine will also appear in the digital edition.

Social Media

Sleeper has a social media presence on Twitter at @SleeperMagazine. All news stories from www.sleepermagazine.com – whether a new hotel announcement or a product launch – are promoted to our followers with relevant images and links.

Our editorial staff also Tweet about their travels, hotels they stay in and events they attend.

Advertising Opportunities

Sleeper is the perfect partner for brands looking to target decision makers in the multi-billion pound hotel sector.

Magazine Advertising Rates

Double Page Spread:	£4,830
Back Cover:	£4,995
Inside Front/Back Cover:	£3,995
Full Page Colour:	£2,825
Half Page Colour:	£1,840
Showcase (x6)	£1,400

Special positions and bespoke solutions available on request.

Magazine Technical Data

(all sizes width before height)

Full Page

Trim: 236mm x 275mm
 Type: 206mm x 245mm
 Bleed: 242mm x 281mm

Double Page Spread

Trim: 472mm x 275mm
 Type: 442mm x 245mm
 Bleed: 478mm x 281mm

Half Page Portrait*

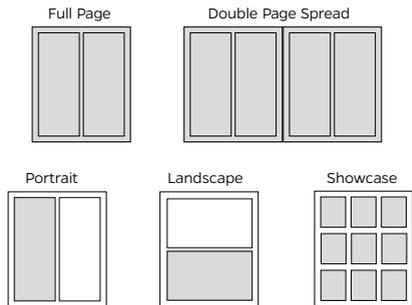
Size: 100mm x 245mm

Half Page Landscape*

Size: 206mm x 120mm

Advertising Showcase*

Size: 60mm x 80mm



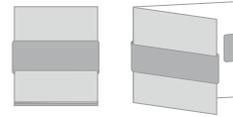
*These adverts are set on the page with a white border

Special Advertising Opportunities

In addition to regular advertising pages there are further options to increase your visibility within the magazine.

Bellyband

A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.



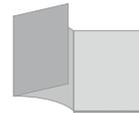
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your advert.

Rates: Bellyband £8,000
Bellyband opening to DPS advert £12,000

Gatefold

Maximise the impact of your message with a three-page gatefold cover.

The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.



Rate: £8,000

Production Data

Sleeper is Mac-based and can accept the following file types: indd, eps, tiff, jpeg, pdf

If you are sending artwork:

- Send either on CD/DVD or via email (we can accept email files under 10mb) or FTP.
- Images need to be set at print resolution (300dpi), in CMYK, saved as tiff, eps or PDF.
- All elements included within any supplied PDF must adhere to the following specification:- CMYK – no spot colours or RGB; no embedded colour profiles or tailored colour settings. The correct colour/pdf profiles for Adobe applications can be supplied on request.
- Logos produced in Illustrator need to be converted to paths/outlines.
- All fonts used within the artwork must be supplied or be converted to paths/outlines.
- A colour proof of your advert must be supplied with artwork.
- We do not accept artwork produced in Word, Powerpoint, Publisher or CorelDraw.

If we are producing your artwork:

- Any text to be imported into an email or saved as a .txt file in Microsoft Word.
- Digital images supplied need to be set at a print resolution (300dpi), in CMYK, saved as tiff, jpeg or eps. Pictures from the web can not be used for print.
- Colour references for logos to be sent as Pantone process or CMYK.
- A proof of the artwork will be sent to you for approval via email.

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SLEEPER

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ORGANISERS OF

AHDA2015
ASIA HOTEL DESIGN AWARDS

EHDA2015
EUROPEAN HOTEL DESIGN AWARDS

SLEEPOVER



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