



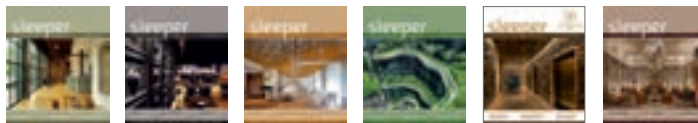
sleeper

HOTEL DESIGN, DEVELOPMENT & ARCHITECTURE

Media Information 2014

WWW.SLEEPERMAGAZINE.COM





INTRODUCTION

Sleeper is the international magazine for hotel design, development & architecture.

The hotel industry is undergoing a period of dynamic growth. In recent years investment and development in new hotels have been at record breaking levels. Across the globe, 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 their 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. Sleeper Media is also the organiser of Sleepover, a new style of 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, Sleeper is the perfect partner for brands looking to target the multi-billion pound hotel sector with design-led products and services.

Andaz, Amsterdam

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

The Drawing Board

Our Drawing Board section 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.

Interviews

Our interviews profile leading hoteliers, interior designers and architects. Recent interviewees have included the likes of Margaret McMahon, Bill Bensley, Michael Bedner and Andrew Zoller. Each issue also features our 'Check-In' page, in which a leading designer or architect checks in to their fantasy hotel.

Hotel Reviews

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 comment on their design, development and architecture.

Location Reports

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.

The Specifier

Our Specifier pages offer regular coverage to companies who supply products or provide services to the hotel industry. We focus on the use of products and services in real-life hotel applications.

Products & Services

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 and artwork for example, in new hotel projects.



The London Edition

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

- 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
- Leading independent luxury and lifestyle hotels
- Purchasing and procurement companies
- Consultants and contractors
- Providers of professional financial, legal and property services

Sleeper's advertisers typically include companies targeting the hotel sector with...

- Furniture
- Bathrooms
- Fabrics, wallcoverings and surfaces
- Floorcoverings
- Lighting
- Artwork and photography
- Beds and bedding
- Entertainment systems
- Technology solutions
- Building and construction materials
- Outdoor furniture

Sleeper's circulation comprises paid-for subscriptions and named individuals who meet our terms of control.

Magazine Circulation

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

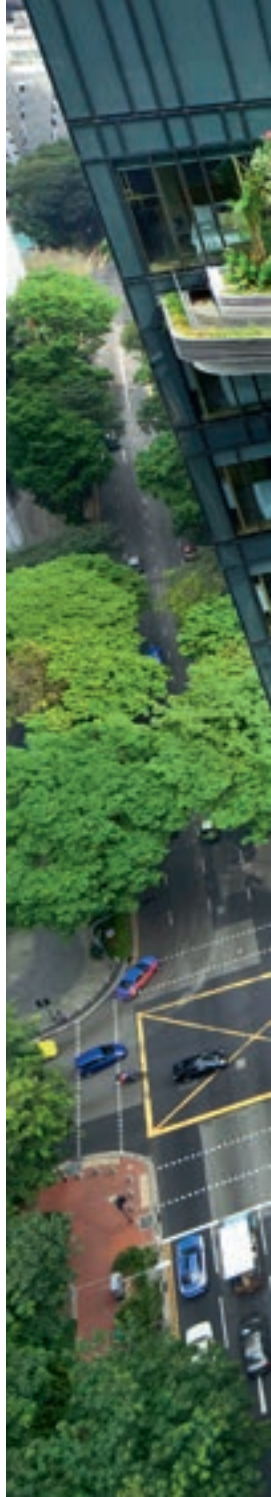
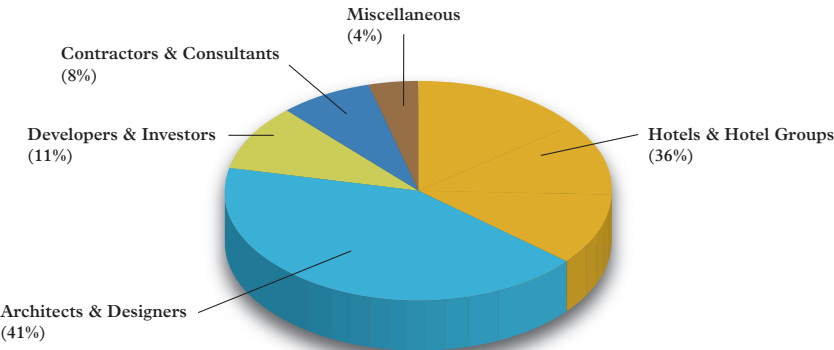
We focus on the quality of our readership rather than sending out magazines to anonymous mailing list recipients. Our high pass-on rates, bi-monthly frequency, and coffee table production values ensure maximum value for our advertisers.

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

Total Circulation:	11,473
Mailed Circulation:	9,973*
Event Distribution:	1,500

***Breakdown By Job Function**

Hotels & Hotel Groups	3585
<i>Hotel Group Head Offices</i>	<i>1539</i>
<i>Individual Hotels (branded)</i>	<i>1093</i>
<i>Individual Hotels (independent)</i>	<i>953</i>
Architects & Designers	4106
Developers & Investors	1107
Contractors & Consultants	748
Miscellaneous	427





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

January / February 2014

Editorial Deadline: 6 December 2013
Advertising Deadline: 13 December 2013
Main Feature: Floorcoverings

March / April 2014

Editorial Deadline: 7 February 2014
Advertising Deadline: 14 February 2014
Main Feature: Outdoor Furniture & Accessories

May / June 2014

Editorial Deadline: 11 April 2014
Advertising Deadline: 18 April 2014
Main Feature: Lighting

July / August 2014

Editorial Deadline: 13 June 2014
Advertising Deadline: 20 June 2014
Main Feature: Furniture

September / October 2014

Editorial Deadline: 8 August 2014
Advertising Deadline: 15 August 2014
Main Feature: Bathrooms & Amenities

November / December 2014

Editorial Deadline: 10 October 2014
Advertising Deadline: 17 October 2014
Main Feature: Fabrics, Wallcoverings & Surfaces

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

Regulars

Check-In: *A leading designer or architect checks in to their fantasy hotel*
Drawing Board: *Previews of new hotel developments worldwide*
Meeting...: *Interview with a leading designer or architect*
The Lobby: *Hotel life in all its shapes and forms*
Specifier: *Product news and mini case studies from a wide range of suppliers*
In Profile: *In depth company profile of leading product suppliers or service provider*
Check Out: *Hotel designs with a difference*

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

The following issues will have a presence at the listed events:

January / February 2014

- Heimtextil / Frankfurt / 8-11 January
- Domotex / Hannover / 11-14 January
- IMM / Cologne / 13-19 January
- Interiors UK / Birmingham / 19-22 January
- Maison et Objet / Paris / 24-28 January
- Stockholm Furniture & Light Fair / Stockholm / 4-8 February

March / April 2014

- International Hotel Investment Conference / Berlin / 3-5 March
- International Furniture Fair / Singapore / 13-16 March
- HICAP Update / Singapore / 18-19 March
- BONDdiseñotel 2014 / Panama / 3-6 April
- Salone Internazionale del Mobile / Milan / 8-13 April
- Sleepover / Copenhagen / Dates to be announced
- CHRIS – Caribbean Hotel & Resort Investment Summit / Miami / 28-29 April
- HOLA – Hotel Opportunities Latin America / Miami / 29 April - 1 May

May / June 2014

- Boutique Hotel Summit / London / 12-13 May
- HD Expo / Las Vegas / 14-16 May
- May Design Series / London / 18-20 May
- Clerkenwell Design Week / London / 20-22 May
- HI Design EMEA / Gothenburg / 29-31 May
- CATHIC – Turkey & Neighbours Hotel Investment Conference / Istanbul / 9-10 June

September / October 2014

- Maison et Objet / Paris / 5-9 September
- HD Americas / Miami / 16-17 September
- 100% Design / London / 17-20 September
- Designjunction / London / 17-21 September
- Decorex / London / 21-24 September
- World Architecture Festival / Singapore / 1-3 October
- The Annual Hotel Conference / Manchester / 15-16 October
- Hotel Investment Conference Asia Pacific / Hong Kong / Dates to be announced
- HI Design Asia / Kota Kinabalu / 5-7 November

November / December 2014

- Boutique Design / New York / Dates to be announced
- Deloitte European Hotel Investment Conference / London / 11-12 November
- European Hotel Design Awards / London / Dates to be announced
- Sleep / London / Dates to be announced

Sleeper's website provides bespoke news and an invaluable archive of magazine content, supported by regular email newsletters.

Sleeper Online in Numbers

12,000⁺ Absolute Unique Visitors per month

25,000⁺ Page Impressions per month

16,000⁺ Newsletter Recipients

** Figures correct at time of going to press. Our web traffic continues to increase month by month – please contact Rob Hart (r.hart@mondiale.co.uk) for up-to-date figures.*

www.sleepermagazine.com

Sleeper Magazine 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. An archive of material from the magazine can also be found within the site.

This is delivered in a visually appealing, easy-to-digest format with the addition of animation, audio and video content where relevant.



Sleeper Magazine Digital Edition

Sleeper Magazine 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; an online archive of previous issues; and the enhancement of the reader experience with interactive multimedia.

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



Email news from Sleeper Magazine

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.

Sponsorship opportunities are available on request and product launches can be included for a small charge. Please contact Becky Thomas (r.thomas@mondiale.co.uk) or Rob Hart (r.hart@mondiale.co.uk) for further information.



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

Magazine Advertising Rates

Double Page Spread:	£4830
Full Page Colour:	£2825
Half Page Colour:	£1840
Designers Directory (x6)	£1500
Showcase (x6)	£1400

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*

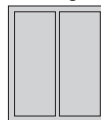
Size: 206mm x 120mm

Advertising Showcase*

Size: 60mm x 80mm

*please note these adverts are set on the page with a white border

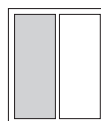
Full Page



Double Page Spread



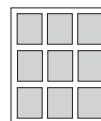
Portrait



Landscape



Showcase

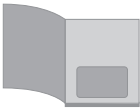


Special Advertising Opportunities

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

Tipped On (Glued) Insert

Add visual interest to your full page advertisement by gluing a removable postcard or insert to the page.



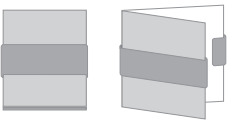
Loose Insert

Inserts or postcards can be loosely inserted into the magazine without an advertising page.

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.



Special Covers

Maximise the impact of your message with a three-page gatefold cover or a split front-cover spread (sometimes called a barn door 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.

The split front cover (barn door) is a two-page spread advertisement that opens directly from the front cover.



Prices*

Tipped on insert and single page advert	£6000	Bellyband opening to DPS advert	£12000
Loose insert	£2000	Front page gatefold	£8000
Bellyband	£8000	Split front cover	£12000

* prices are estimated and may increase depending on weight and special requests. Loose insert price is based on minimum weight.

Sleeper Magazine Production Data

Sleeper Magazine is Mac based and accepts the following software: **InDesign, Photoshop** and **Illustrator**. We can accept the following file types: **indd, eps, tiff, jpeg, pdf** (please call for advice on sending artwork in pdf format).

If you are sending artwork:

- To be sent either on CD/DVD or files sent via email (we can accept email files under 10mb) or FTP
- Images need to be set at print resolution (300 dpi), in CMYK, saved as tiff or eps
- Logos produced in Illustrator need to be converted to paths or curves
- All fonts used within the artwork must be supplied
- Please call for advice on whether to send artwork as a PDF
- 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 of 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
- An email of the artwork will be sent to you for approval

sleepermagazine.com Technical Data



There are three sizes of advert available on www.sleepermagazine.com

These can be jpeg, gif or swf format and should be less than 30KB file size.

A maximum of three adverts can be placed on rotation in each available advertising space. The adverts will receive equal exposure on the site.

Skyscraper

The skyscraper is 120 pixels x 600 pixels and sits on the right hand side of the page.

Advertising Costs

- £350 per month (minimum of 3 months)
- £300 per month (3-6 months)
- £250 per month (6-9 months)
- £200 per month (12 months)

Mini-Skyscraper

The mini skyscraper is 120 pixels x 240 pixels and sits on the right hand side of the page.

Advertising Costs

- £300 per month (minimum of 3 months)
- £275 per month (3-6 months)
- £225 per month (6-9 months)
- £175 per month (12 months)

Footer

728 pixels x 90 pixels

Advertising Costs

- £325 per month (minimum of 3 months)
- £275 per month (3-6 months)
- £225 per month (6-9 months)
- £175 per month (12 months)

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