

# SLEEPER

MEDIA INFORMATION 2020



## ABOUT SLEEPER MEDIA



We produce magazines, websites and events that celebrate the dynamic world of hospitality

### WE'RE SLEEPER MEDIA

Launched in 1999, Sleeper Media is the leading multimedia company serving the hospitality design industry.

We make it our mission to craft content and commercial solutions that connect communities creating exceptional hospitality experiences around the world.

Our print portfolio comprises three beautifully presented magazines focusing on the design and development of hospitality spaces, with exclusive insight from the creators and collaborators responsible for bringing concepts to life.

Each magazine is supported by a dedicated website, recently redesigned to reflect the ethos and aesthetic of its affiliated print title. Our online platforms feature news, interviews and in-depth trend reports as well as access to digital issues.

We also organise global events, ranging from intimate seminars and suppers to effective networking forums and glittering awards ceremonies. All are expertly curated to engage our community.

In print, online or face-to-face, everything we do is driven by our passion for the industry we serve.

### OUR PORTFOLIO

**AHEAD** · Awards for Hospitality Experience & Design

**SLEEPER** · For hospitality experience & design

**SLEEPOVER** · Nomadic networking for hotel innovators

**STARBOARD** · For mobile hospitality

**SUPPER** · For hotel food & drink

### MONDIALE MEDIA

Established in 1984, our parent company Mondiale Media is a market-leading publisher of B2B magazines and organiser of events for the hospitality, technology and design industries – covering everything from rock 'n' roll event production to architectural lighting.

## 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.

### THE LOBBY

From pop-up concepts to the rise of co-working spaces, The Lobby looks at the trends and developments within the hospitality sector.

### FEATURES

Our longform features dive into the latest hotel design, development and experience trends by way of in-depth articles covering a broad range of topics, from sustainability and groundbreaking hospitality concepts to alternative forms and the industry's future.

### MEETING...

Our interviews profile leading hoteliers, interior designers and architects. Recent interviewees include the likes of David Rockwell, Jean-Philippe Nuel and Priya Paul. 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 openings. These are visited in person and reviewed with insightful editorial alongside high-quality colour photography of interiors and exteriors.

### LOCATION REPORTS

Featuring market overviews, statistics on performance and pipeline, and in-depth reviews of the most interesting new hotels, our location reports examine the hottest destinations for development.

### SPECIFIER

Our Specifier pages offer regular coverage to companies who supply products or provide services to the hotel industry. With a focus on real-life hotel applications, we cover new product launches and case studies, creating a directory that is regularly referenced by specifiers.

### SPOTLIGHT

Each issue also includes a comprehensive round-up of new products within a particular aspect of hotel specification. Furniture, fabrics, wallcoverings, sanitaryware, lighting and flooring are covered on an annual basis, while secondary features examine the likes of technology, artwork and greenery.

## EDITORIAL CALENDAR

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

### ISSUE 88

**Publication Date:** January–February

**Product Feature:** Floorcoverings

**Deadline:** 10 December

**Event Distribution:** ALIS · HI Design MEA  
IHIF · Maison & Objet

### ISSUE 91

**Publication Date:** July–August

**Product Feature:** Furniture

**Deadline:** 19 June

**Event Distribution:** Maison & Objet  
The Hotel Show Dubai

### ISSUE 89

**Publication Date:** March–April

**Product Feature:** Outdoor Furniture & Accessories

**Deadline:** 13 February

**Event Distribution:** HD Expo · London Design Week at  
Design Centre Chelsea Harbour · Salone del Mobile

### ISSUE 92

**Publication Date:** September–October

**Product Feature:** Bathrooms & Amenities

**Deadline:** 21 August

**Event Distribution:** 100% Design · BDNY · Decorex  
Deloitte EHIC · Designjunction · HICAP · HI Design Asia  
Radical Innovation Award · The AHC

### ISSUE 90

**Publication Date:** May–June

**Product Feature:** Lighting & Control

**Deadline:** 20 April

**Event Distribution:** AHEAD Americas  
Clerkenwell Design Week · HI Design Europe  
ICFF · Sleepover

### ISSUE 93

**Publication Date:** November–December

**Product Feature:** Fabrics, Wallcoverings & Surfaces

**Deadline:** 19 October

**Event Distribution:** AHEAD Europe · AHEAD MEA  
Dubai Design Week · Downtown Design Dubai  
Heimtextil · Sleep & Eat

## READERSHIP

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

Sleeper's circulation database has been meticulously researched to target decision-makers:

- Owners and operators
- Developers and investors
- Architects
- Interior designers
- Senior executives at all major hotel groups
- Purchasing, technical services, design, development and construction departments within hotel groups
- Senior executives at independent hotel groups
- Purchasing and procurement companies
- Consultants and contractors

Our recent partnership with Tophotelprojects allows us to target our audience more precisely, ensuring that we reach a constantly updated list of decision-makers and specifiers at all under-construction hotel projects worldwide – over 8,000 active projects at year-end 2019.

We focus on the quality of our readership, with high pass-on rates ensuring maximum value for advertisers.

**TOTAL READERSHIP – PRINT AND DIGITAL**  
**62,576+**

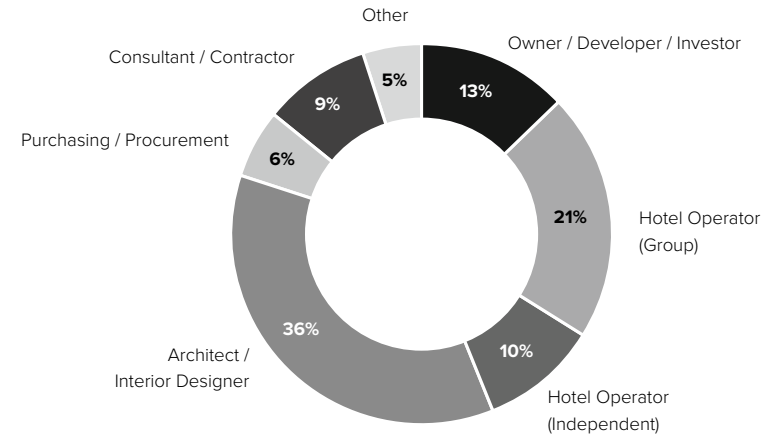
**39,150+** TOTAL PRINT READERSHIP\*  
**6,200+** Mailed Copies  
**2,500+** Event Copies  
**x4.5** Pass-on Rate

**7,781+** TOTAL DIGITAL READERSHIP\*  
**5,349+** App Users  
**2,432+** Digital Issuu Readers

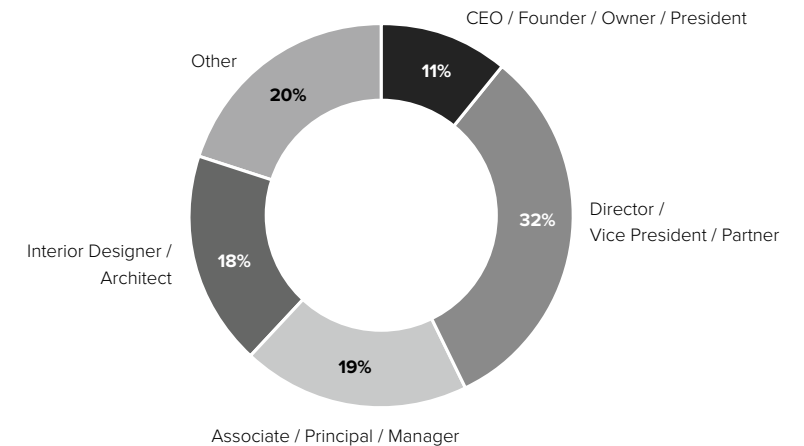
**15,645+** MAILCHIMP SUBSCRIBERS\*

\* Figures based on average distribution per issue January-December 2019

READERSHIP BY JOB TYPE



READERSHIP BY JOB TITLE



## PRINT ADVERTISING OPPORTUNITIES

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

### MAGAZINE ADVERTISING RATES

	<b>x1 insertion</b>	<b>x3 insertions</b>	<b>x6 insertions</b>
Double Page Spread	<b>£4,500</b>	<b>£4,000</b>	<b>£3,500</b>
Back Cover	<b>£5,000</b>	<b>£4,500</b>	<b>£4,000</b>
Inside Front/Back Cover	<b>£4,000</b>	<b>£3,500</b>	<b>£3,000</b>
Full Page Colour	<b>£3,000</b>	<b>£2,400</b>	<b>£2,100</b>
Half Page Colour	<b>£1,500</b>	<b>£1,250</b>	<b>£1,000</b>

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

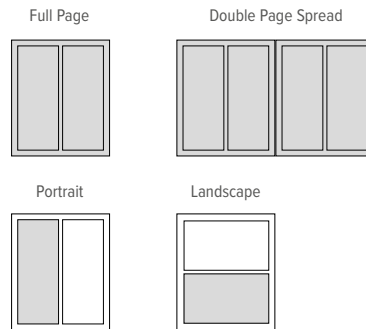
Trim: 472mm x 275mm  
Type: 442mm x 245mm  
Bleed: 478mm x 281mm

#### Half Page Portrait\*

Size: 100mm x 245mm

#### Half Page Landscape\*

Size: 206mm x 120mm



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

## PRODUCTION DATA

### IF YOU ARE SENDING ARTWORK:

- Send via email or online transfer services.
- Artwork to be set at a print resolution of 300dpi, saved as indd, eps, tiff, jpeg 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. 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 converted to paths/outlines.

- A colour proof of your advert must be supplied with artwork.

- We do not accept artwork produced in Corel Draw, Microsoft Word, Powerpoint, or Publisher.

### IF WE ARE PRODUCING YOUR ARTWORK:

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

## SLEEPER ONLINE

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

### WEBSITE

Sleeper is supported by its own website, recently redesigned to reflect the ethos and aesthetic of the print title. The website is not just an online replica of the magazine, instead it delivers news content of a more immediate nature, as well as interviews and in-depth trend reports.

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 sent directly to 20,000+ readers.

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

### DIGITAL EDITION

We are committed to reducing our environmental impact and are therefore distributing more copies of the magazine digitally than ever before. Sleeper is available as a digital edition accessed directly from our website, while the Sleeper app can be downloaded from the App Store and Google Play.

Benefits include: immediate delivery of content to readers wherever they are in the world; the ability to search the magazine for relevant information; bookmarking of important articles; and access to an online archive of previous issues.

### SOCIAL MEDIA

Sleeper has a social media presence on Twitter and Instagram (@slepermagazine). News stories from www.slepermagazine.com are promoted to our followers with relevant images and links.

Our editorial staff also post about their travels, hotel stays and events they attend.

## DIGITAL COLLABORATIONS

Partner with Sleeper online to place your brand in front of industry leaders

With a dedicated online editor, Sleeper is committed to providing digital platforms that feature imaginative and memorable content.

We work together with brands to authentically promote products and services to the industry's specifiers and decision-makers.

Our multimedia campaigns span website, newsletter and social media, and cover product launches, design stories and behind-the-scenes insight through an engaging editorial voice and 'likable' photography.

### DIGITAL COLLABORATION RATES

Newsletter Advertorial	<b>£1,000</b>
Newsletter Banner Advert	<b>£1,000</b>
Social Media Post	<b>£500</b>
Video Post*	<b>£1,000</b>
Solus E-Blast	<b>£1,800</b>

\* Additional charges apply for video production

### WEBSITE REACH

**6,313+** Users

**39,989+** Views

### NEWSLETTER SUBSCRIBERS

**15,645+** Mailchimp Recipients

**18%** Average Open Rate

### SOCIAL MEDIA REACH



**7,000+** Followers

**20,000+** Impressions



**7,000+** Followers

**25,000+** Impressions

Figures based on average per month  
January-December 2019

## AHEAD

AHEAD is the global celebration of hospitality experience and design

AHEAD celebrates the relentless pursuit of the exceptional in the hospitality industry.

Hosted by Sleeper Media in association with founder sponsor Grohe, our awards recognise design in all forms, and the guest experience created in hospitality projects worldwide.

AHEAD comprises four annual, regional awards schemes over a two-year period, culminating in a global finale.

### JOIN US

Taking place in Singapore, Miami, Dubai and London, our awards ceremonies are attended by the owners, developers, operators, architects and designers of the shortlisted projects.

Our events are produced to the same exacting standards of quality, creativity and innovation that have made our magazine the best in its field. We challenge the conventional to create the unforgettable.

To join the celebration, book your tickets online at [www.aheadawards.com](http://www.aheadawards.com)

Sponsorship opportunities are available on request, please contact Lorraine Jack on [l.jack@mondiale.co.uk](mailto:l.jack@mondiale.co.uk) for more information.

### KEY DATES 2020

#### AHEAD Asia

**Ceremony:** 12 March

AHEAD Asia 2021 will open for entries on 3 August 2020 for projects completed between September 2019 and August 2020

#### AHEAD Americas

**Open for Entries:** Until 28 February 2020 for projects completed between November 2018 and December 2019

**Ceremony:** 10 June · Miami

#### AHEAD MEA

**Open for Entries:** From 2 March 2020 for projects completed between January 2019 and February 2020

**Ceremony:** 11 November · Dubai

#### AHEAD Europe

**Open for Entries:** From 1 April for projects completed between June 2019 and May 2020

**Ceremony:** 18 November – London

## BESPOKE EVENTS

Showroom openings, product launches, parties and receptions – we create bespoke events tailored to your needs

We have a proven track record in curating bespoke events for our partners across the hospitality world.

From thought-provoking forums to parties that always go with a bang, our events allow leading brands to engage with industry influencers in inspiring environments.

### SERVICES WE OFFER

- Event Management Solutions – venue sourcing / programme and guestlist curation / speaker liaison / delegate management / hosting and moderation / F&B co-ordination
- Media Support – editorial coverage across print and digital platforms / photography and videography / social media support
- Brand Exposure – full service in-house design / event literature / signage and on-screen branding

We work closely with brands on the events we organise to ensure they exceed expectations and make the most of your investment.

Every last detail, from the invitations to the venue to the drinks selection is carefully considered to create a memorable experience.

### EVENTS WE ORGANISE

- Drinks receptions
- Product launches
- Roundtable discussions
- Seminars and forums
- Showroom openings
- Suppers

## SUBSCRIBE

Stay up to date with the latest hospitality trends with our magazine subscription packages

### ANNUAL SUBSCRIPTIONS

Sleeper  
6 issues per year · **£100**

Starboard  
2 issues per year · **£30**

Supper  
6 issues per year · **£100**

### BELONG WITH BENEFITS

We consider subscribers not only paying readers, but members of our community. All enjoy the following:

- Magazine delivery wherever you are
- Robust and recyclable packaging ensuring each issue arrives looking great
- Downloadable app version of the magazine for Android and iOS so you can read on the move
- Weekly e-news to keep you up-to-date with industry developments as they happen
- First-release rates for AHEAD and Sleepover events
- Exclusive invitations to talks and community events around the world

### SUPERSIZE MY SUBS

**Subs Pack 1**  
Sleeper Sub + Supper Sub = **£180**

**Subs Pack 2**  
Sleeper Sub + Starboard Sub = **£120**

**Subs Pack 3**  
Starboard Sub + Supper Sub = **£120**

**Supersize Sub Pack**  
Sleeper Sub + Starboard Sub + Supper Sub = **£200**

All subscriptions packages along with individual back issues can be purchased online.

For further enquiries and address changes please contact Data & Readership Co-ordinator Hayley Redston by phone (+44 (0)161 476 8390) or email (sleeper@mondiale.co.uk).

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For editorial and business development opportunities, get in touch with the team

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PORTFOLIO

**AHEAD**

**SLEEPER**

**SLEEPOVER**

**STARBOARD**

**SUPPER**

POWERED BY



SLEEPER MEDIA