

URBAN LIVING NEWS

MEDIA PACK 2025

The definitive voice in urban living — where insight meets innovation.



GEORGE SELL

george@internationalhospitality.media

George is the editor of Urban Living News, and editor-in-chief at IHM. With a background in both b2b and b2c journalism, George specialises in property, travel and hospitality. He has edited and written for a wide range of publications.

Urban Living News is the fastest-growing brand in the IHM portfolio, serving as a comprehensive resource for hotels, serviced apartments, BTR/SFR, PBSA, later living, coliving and flexible workspaces. Uniquely, the brand offers tailored content to dedicated audiences across the intersection of these asset classes, a true one-stop shop.



AUDIENCE PROFILE

41%

Operators / property managers

11%

Developers / owners

13%

Investors and lenders

35%

Service providers

QUALITY AUDIENCE

38%

C-Suite, Director or Owner level

60%

Mid-senior management level

Powered by:



INTERNATIONAL
HOSPITALITY
• MEDIA



URBAN LIVING NEWS IN NUMBERS

ENGAGE AND EXTEND YOUR REACH ACROSS THE URBAN LIVING HOSPITALITY AND REAL ESTATE MARKET

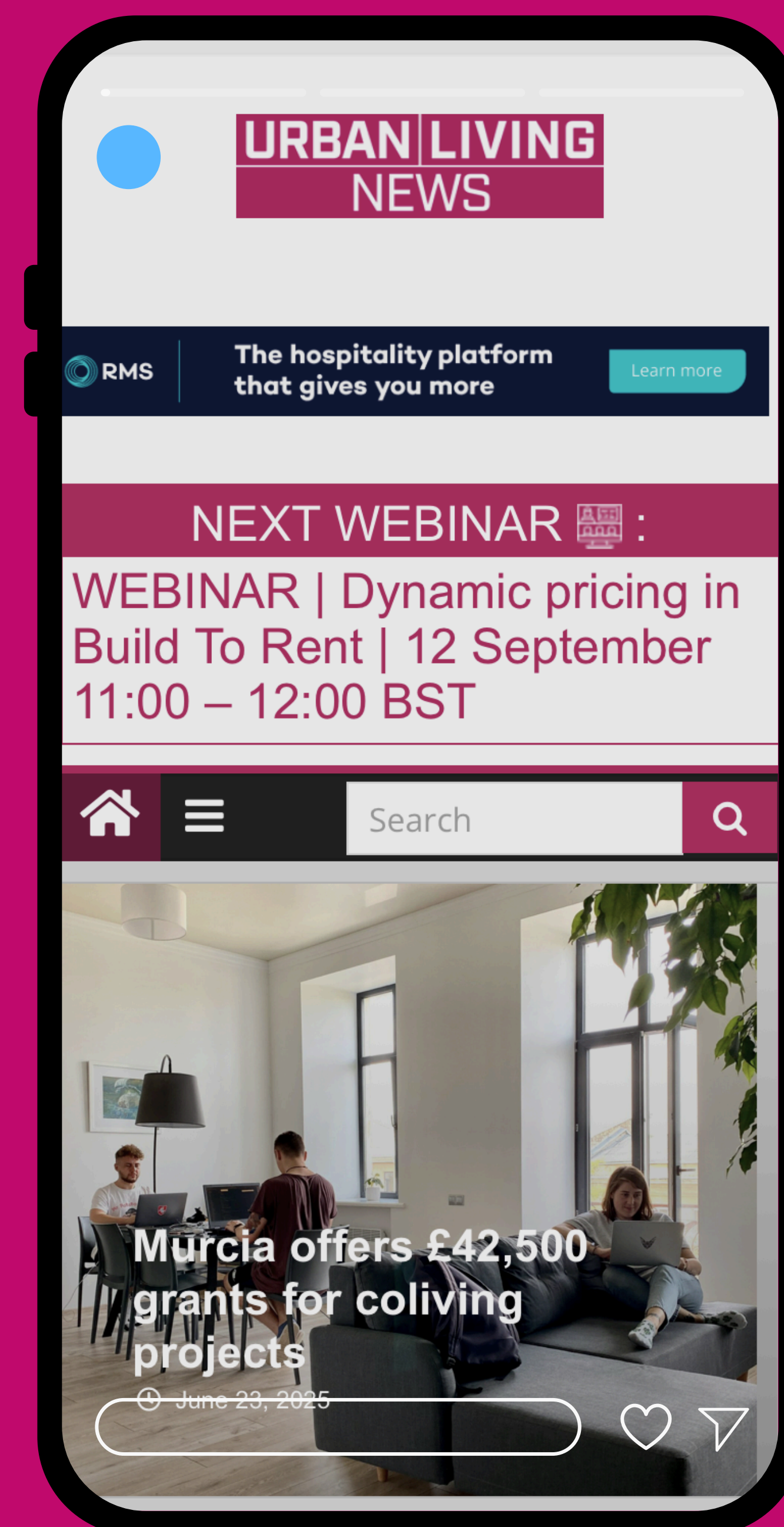
KEY STAT: OPT-IN SUBSCRIBER DATABASE GREW BY 154% YEAR ON YEAR

Linkedin group
members &
followers

2,109

News
stories

1,608+



Webinars



89+
WEBINAR



Email open
rate

22.32%

Database is 100% opt in
and GDPR compliant

Website traffic

5,000

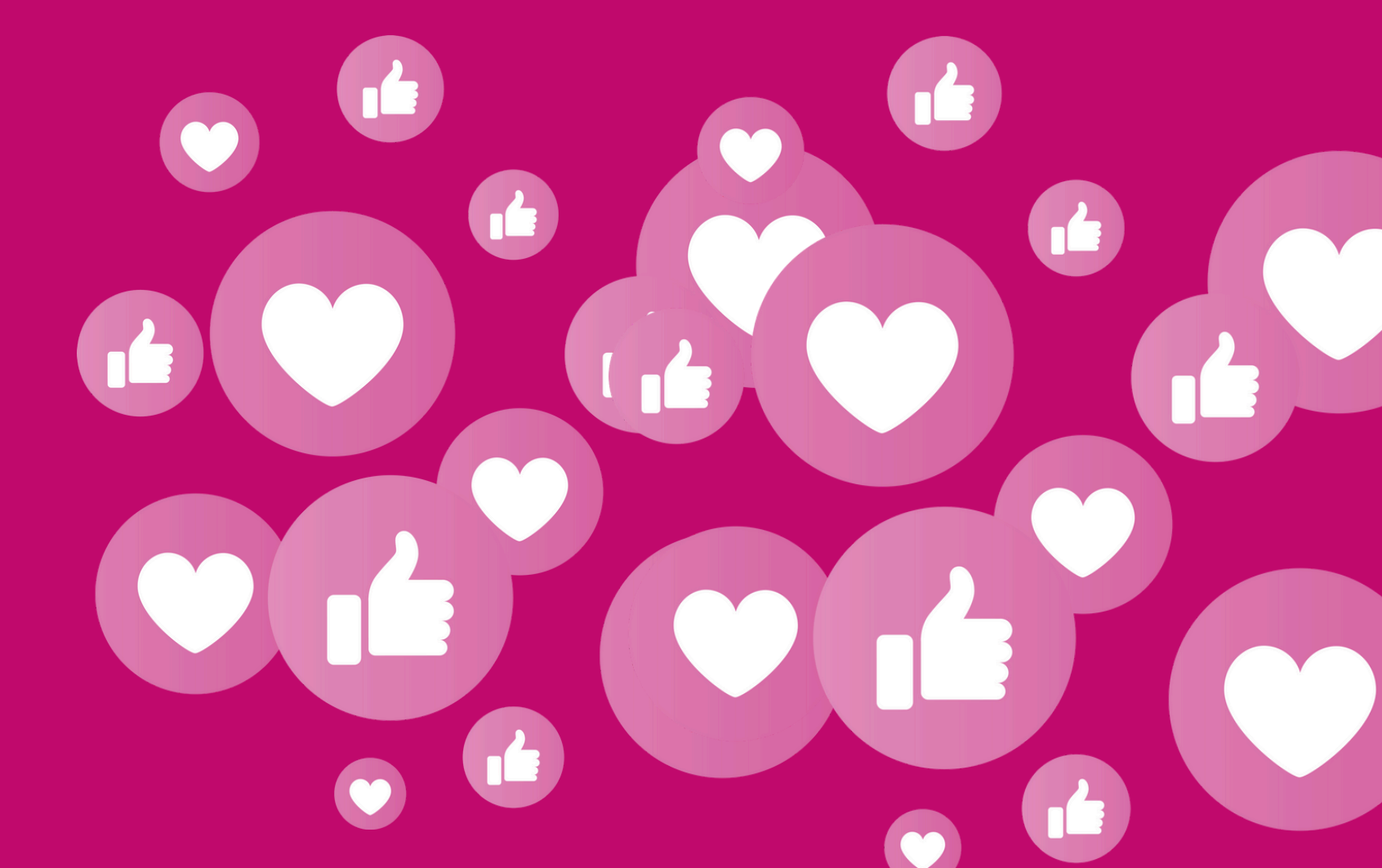
Av users per month

7,000

Av sessions per month

Podcasts

23+



Enewsletter
Subscribers

14,805+

*Statistics verified and current as of July 2025.



IN-PERSON FOCUS

from £9,950

Urban Living Festival

The only leadership and investment event for urban innovators and investors to collectively define the future of how and where people STAY, LIVE and WORK in urban centres.



from \$9,950



Urban Living MEA

An event that connects the global community of contemporary hospitality and real estate 'urbanites' to collectively define the evolution of how and where we stay, live and work in the region.

Recharge

Is an event for forward thinking hospitality and real estate leaders with purpose. A unique event that encourages a new way of thinking: if you're happy to challenge the status quo positively and are prepared to look at doing business differently - it's for you! RECHARGE promises an intense focus on collaboration and debate, bursting with innovation and 'personality.'

RECHARGE

£12,995

(inc venue and F&B)



Feed Your Mind/ Thought Leadership

Co-hosted thought leadership events in a (breakfast, lunch or dinner 'dine and learn' format.) Let us plan and organise curating the topics, formats and guest lists in line with your business objectives and goals.

Please enquire for more info on specific events.



WHAT OUR CLIENTS SAY ABOUT US

“We were super impressed with Urban Living Festival, from the details around the marketing pre-conference, the amazing care and attention to detail from our respective panel leads Paul Rands and Leo Colgan, and the actual event itself. A very diverse mix of people and companies. All too often events like this are just a tick box, however for us, this really did feel like the people in attendance are genuinely aiming to make their respective sectors more progressive..”

Christine Young, Co-Founder and Director, LoopLiv



“Urban Living News facilitated a highly engaging environment, connecting us with key developers and operators. As a direct result, we’ve initiated numerous new conversations with our target audience, expanding our reach and influence in the BTR market. We have booked 4 demos and 1 sign-up with ongoing conversations.”

Rosie Kirk, Head of BTR & Luxury Living @Homebox



CASE STUDY: MRI Software

Why us? How we differentiate client offerings to maximise stand-out and reach is super important to us.

Clients are increasingly relying on our knowledge and innovations to maximise engagement to stay ahead of their competition.

CHALLENGE

Achieve maximum stand out for an AI in hospitality and real estate webinar and drive quality registrations from within our urban living market

SOLUTION

Create an AI bot (named AIDA insight bot) to promote advance sign up, and feature ‘AIDA’ answering questions alongside thought leading panellists in real time.
[View here](#)



RESULT

320% uplift in registrations, MRI software positioned as a thought leading innovation driver.



LIVE WEBINAR

Thursday 3rd
October BST

How AI will transform the real estate and hospitality sectors

URBAN LIVING WEBINAR SERIES
STAY • LIVE • WORK

Nikodem Szumilo
Director
The Bartlett Real Estate Institute

AI Insight Bot

Ian Niblock
Senior Director
Product Development
MRI Software

David Peller,
Board Member / Advisor, Travel
& Hospitality Technology Investor

Hosted by

George Sell Editor - Living

Eloise Hanson Editor - Hospitality

URBAN LIVING NEWS

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@UrbanLivingNews

@urbanlivingnews

<https://urbanliving.news>

UrbanLivingNews

3

3x Webinar Series Sponsorship £9,995

Webinars delivered on **Friday 11:00 AM.**



What's included :

3



1-hour, editorially-led webinars, hosted by our expert editor George Sell.

Topics are timely, relevant, and focused on key industry innovations and challenges.

Live webinars encourage audience interaction via chat questions, polls and Q&A

Pre-webinar promotion:

3 dedicated email campaigns sent to the Urban Living News (**ULN**) database.

Organic promotion across LinkedIn, Instagram, and X.

Feature in the ULN weekly e-newsletter.

Webinar listed on the **ULN** LinkedIn page.

Live webinar promotion

Sponsor recognition via a short spoken mention and/or <1-minute sponsor promo video.

Opportunity to participate as a panellist.

Audience engagement tools: live Q&A, polls, and an interactive chat.

Sponsor company boilerplate.
Sponsor logo co-branded on all webinar slides.

Post-webinar promotion

GDPR-compliant attendee registration data shared within 24 hours (includes email and phone number where available).

Permanent hosting of the webinar on our website with unlimited future usage rights.

Follow-up email sent to all registrants within 48 hours, including the full webinar recording.

3 x webinar highlight videos posted on linkedin

Themed bespoke series

A bespoke webinar series co-created with our editorial team.

You choose the topic and collaborate on the title, we provide the audience and structure

£13,995 (3 webinars total)

Single bespoke webinar

£4,995

Optional add-ons

3x HTML emails to full database	£995
Bespoke MPU/banner on BHN site for 1 month (links to replay)	£995
Targeted HTML to webinar registrants	£395

*all prices quoted are + VAT



UrbanLivingNews



@UrbanLivNews



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DIGITAL FOCUS



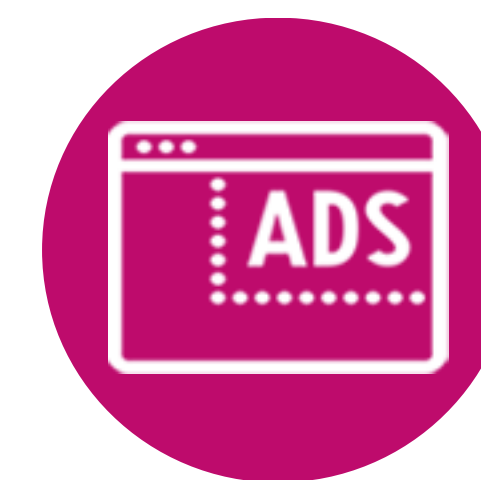
Podcast Sponsorship

Showcase your business and engage with our thought-provoking content including interviews, debates, opinion and first class thought-leadership across the various markets in digestible bite-size chunks.

ULN has an established podcast series, hosted on our website and distributed on soundcloud (available via Apple, Spotify etc) to amplify your reach.

£2,495 + vat

(live reads and sponsored ads)



Website Display Advertising

Great for brand awareness and driving traffic to your website/landing page.

Web banner and Web MPU Static or animated display images/media (animated GIFS/Jpegs) in high visibility locations. Run of website.

£995 + vat per month

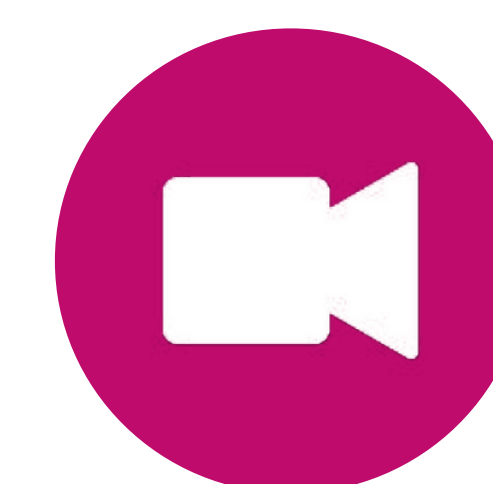


Solus HTML e-shots

Send bespoke HTML e-shots to our engaged audiences - with your brand/ product/ service front of mind.

**ULN audience only from
£1,495 + vat**

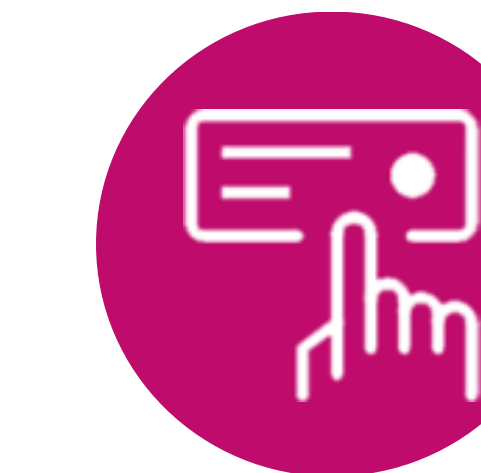
**Entire IHM audience from
£1,995 + vat**



Video Pre Roll

Position your creative brand message with a 4 – 8 secs 'sting' at the start of our video interview coverage eg. this informed content is brought to you by XXXXXXXXXXXXXXXX

£995 + vat per month



E-newsletter sponsorships

Create maximum stand out in our weekly e-newsletter with a 'sponsored by XXXXXXXXXX message (70 words max) and a high impact image.

NEW! Headline/ Master banner

£995 + vat per month

General banner

£600 + vat per month

ULN PODCAST SERIES
STUDIO: RUNWAY EAST SOHO



*George
Sell*

INDUSTRY VOICES
INSIGHTFUL STORIES
FRESH PERSPECTIVES



CONTENT FOCUS

Powered by:



Sponsored content

Publish an editorial article/advertorial piece of 700-1,500 words + up to 2 images or a 1 minute 30 second video and 200 words.

Native advertising is a great way to capture your audience's attention. All content will be marked as ADVERTISEMENT FEATURE. This will also be promoted on our social media and as a link in the weekly e-newsletter to give maximum reach.

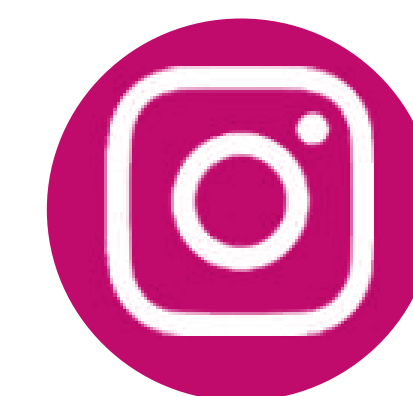
£995 + vat
(per article/feature)



We host your company webinars

IHM offers the opportunity to host all your webinar requirements, professionally managed, marketed, planning (seeking speakers and agenda creation), produced and moderated and broadcast in line with your goals.

available from
£4,995 + vat



Social Media Engagement

Let us run a social media campaigns on your behalf using our combined audiences across LinkedIn, Facebook, X and Instagram of over 52,000, to engage the right audience to showcase and align your brand with. Talk to us to cut through the noise.

Bespoke Packages £POA



Research

Informed content that connects your brand to the most influential audiences in hospitality and real estate.

Inspired by IHM's journalism, creative thinking, and reach we help brands engage as thought leaders to solve problems, create unforgettable moments, and communicate big ideas through content, research, and event activations.

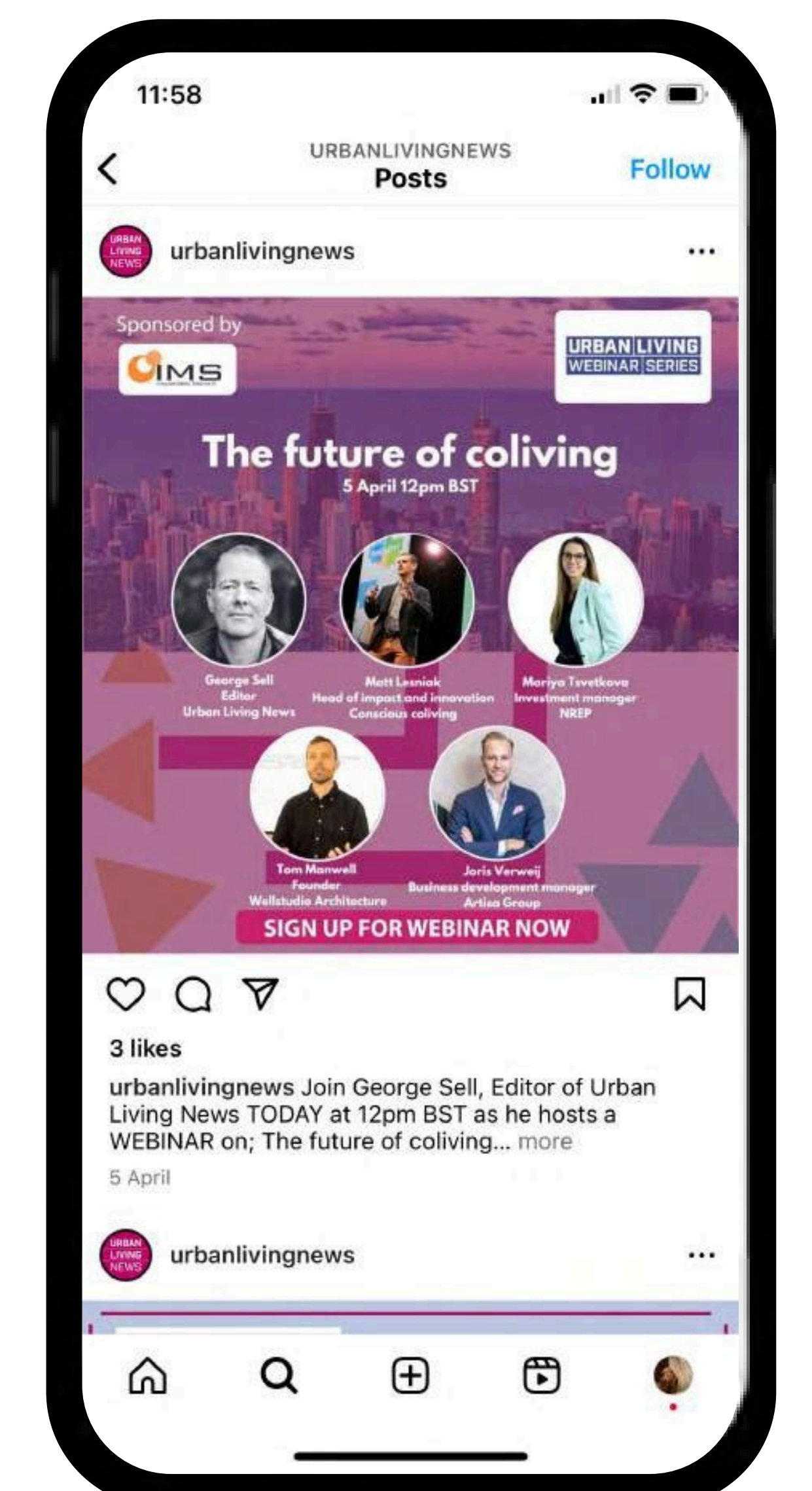
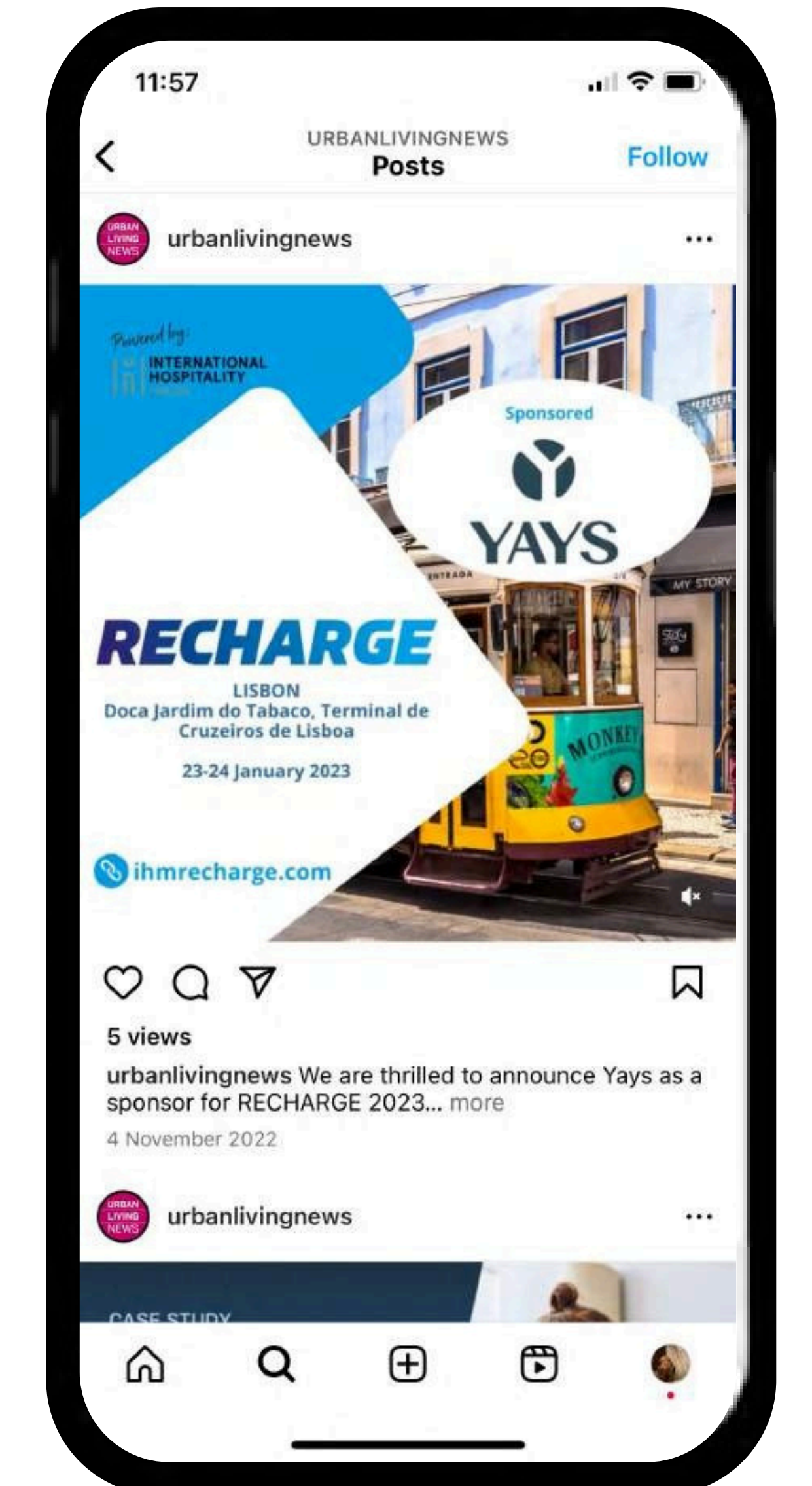
- > Content
- > Research
- > Event Services

Bespoke Packages £POA

Take Your Event To The Next Level



With their fingers always on the pulse 24/7, our editorial team are true thought leaders. They can give your event extra perspective and stand out attention with an inspiring industry key note speech or event hosting engagement.
£POA



WHO ARE INTERNATIONAL HOSPITALITY MEDIA?

International Hospitality Media (IHM) is the number one brand to engage with decision makers in hospitality and real estate.

Our 4 multimedia brands: BoutiqueHotelNews.com; ServicedApartmentNews.com; ShortTermRentalz.com and UrbanLivingNews lead their respective sectors with breaking news, comment, trends and opinion across a variety of multimedia solutions.

Urban Living News (ULN) is the most recent hospitality and real estate multi-media b2b platform. Created in response to the increasingly blurred lines between asset classes within urban development. Sectors include but not limited to hotels, serviced apartments, BTR, PBSA, senior living, coliving, flexible workspaces and more.

The platform focuses on the convergence of these markets rather than covering the sectors in isolation, and keeps you up to speed with the rapidly evolving ways in which we stay, live and work.

Boutique Hotel News (BHN) is the leading international brand for the burgeoning boutique, luxury and lifestyle hotel market.

Serviced Apartment News (SAN) is the number one resource for the global serviced apartment, aparthotel and extended stay sectors.

Short Term Rentalz (STRz) provides a comprehensive b2b information source for the fast-growing short term and vacation rental sectors.

Katie and Sam say



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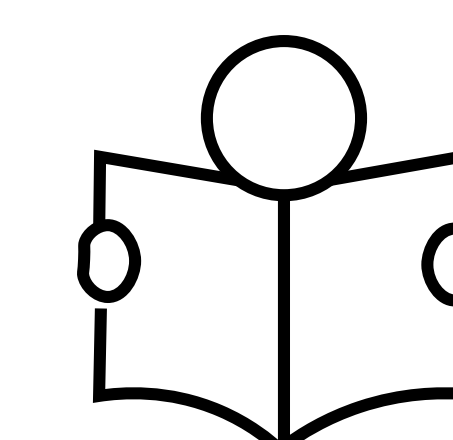
“Partner with Urban Living News to unlock your full potential. We offer much more than just media advertising; we provide strategic insights as well as in-person and digital tailored solutions to help you connect with key-decision makers and industry leaders across the residential and living sectors.

We are on hand to not only manage our partnership activities, but also provide expert knowledge as to how we can optimise your brands awareness, thought leadership and lead generation objectives. Nobody would care more about growing your business than us - your success is our number one goal.

Let's build a partnership together that drives results.”

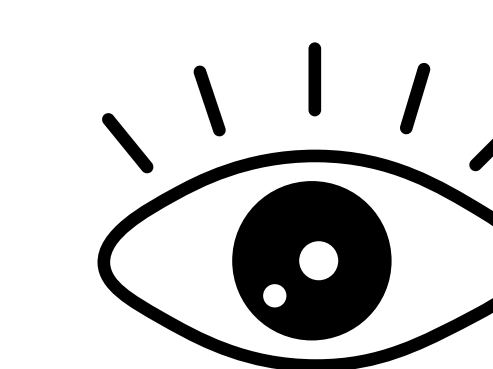
INTERESTED? CONTACT US NOW

URBAN|LIVING
NEWS



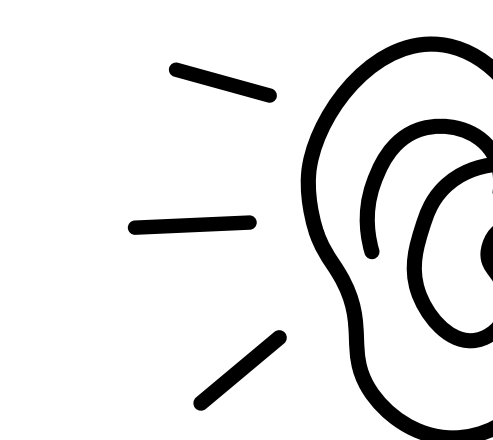
READ

BOUTIQUE
HOTEL
NEWS



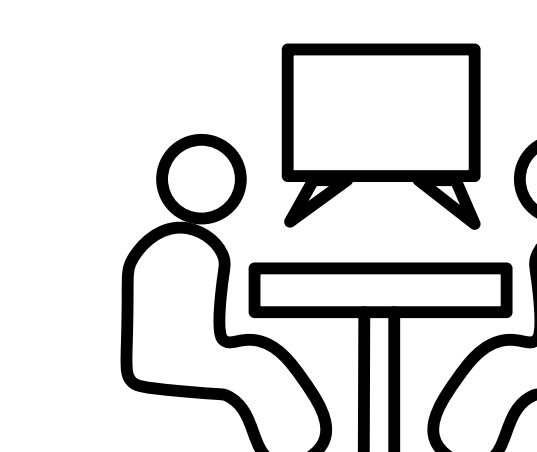
WATCH

Serviced
Apartment
News



LISTEN

ST SHORT TERM
Rz RENTALZ



MEET

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NEWS



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<https://urbanliving.news>



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