

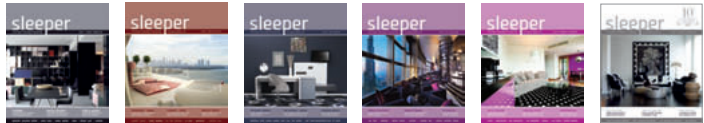


**sleeper**  
HOTEL DESIGN, DEVELOPMENT & ARCHITECTURE

Media Information 2010

[WWW.SLEEPERMAGAZINE.COM](http://WWW.SLEEPERMAGAZINE.COM)





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## INTRODUCTION

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# 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 ([www.sleepermagazine.com](http://www.sleepermagazine.com)) and regular email newsletters.

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.

## 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 David Rockwell, Eva Ziegler, Adam D.Tihany, Ian Schrager and Marcel Wanders. Each issue also features our 'Check-In' page in which a leading designer or architect checks into their fantasy hotel.

### Hotel Reviews

Sleeper covers more hotel projects worldwide than any other magazine. Our globetrotting team of contributors are constantly on the look out 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 of Sleeper include a feature focusing on a particular aspect of hotel specification, such as furniture, fabrics, bathrooms, lighting, or flooring. In addition, our 'Top Drawer' section selects the best products from a different area of hotel specification each issue – the most luxurious bathtubs and beds, the biggest, brightest flatscreens, or the most stunning lights hanging in the lobby.



25Hours Hotel Tailored by Levis  
– Frankfurt

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 and wallcoverings
- Flooring
- Lighting
- Artwork and photography
- Beds and bedding
- Entertainment systems
- Technology solutions
- Building and construction materials
- Bathroom amenities

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.

<b>Total Circulation:</b>	10,256
<b>Mailed Circulation:</b>	9056*
<b>Event Distribution:</b>	1200

### \*Breakdown By Job Function

Hotels	3595
<i>Hotel Group Head Offices</i>	1296
<i>Individual Hotels (branded)</i>	1216
<i>Individual Hotels (independent)</i>	1083
Architects & Designers	3466
Developers & Investors	890
Contractors & Consultants	673
Miscellaneous	432

## Magazine Advertising Rates

Double Page Spread:	£4200
Full Page Colour:	£2450
Half Page Colour:	£1600
Designers Directory (x6)	£1500
Showcase (x6):	£1200

Special positions and bespoke solutions available by arrangement.





Sleeper's annual features cover products and services in all aspects of hotel specification. Extra copies are distributed at leading industry events worldwide.

**January / February 2010**

Editorial Deadline: 27 November 2009  
Advertising Deadline: 4 December 2009  
Features: Flooring, Spa Solutions  
Event Distribution: Heimtextil (Frankfurt), IMM (Cologne), Domotex (Hanover), The ARC Show (London), Maison et Objet (Paris), Hotelympia (London)

**March / April 2010**

Editorial Deadline: 5 February 2010  
Advertising Deadline: 12 February 2010  
Features: Outdoor Furniture, Guestroom Control & Technology  
Event Distribution: IHIF – International Hotel Investment Forum (Berlin), London Design Week (Chelsea Harbour London), Salone Internazionale del Mobile (Milan), AHIC – Arabian Hotel Investment Conference (Dubai)

**May / June 2010**

Editorial Deadline: 9 April 2010  
Advertising Deadline: 16 April 2010  
Features: Lighting, Showers  
Event Distribution: HI Design EMEA (Malta), The Hotel Show (Dubai)

**July / August 2010**

Editorial Deadline: 4 June 2010  
Advertising Deadline: 11 June 2010  
Features: Furniture, Signage & Control  
Event Distribution: Maison et Objet (Paris), ANZPHIC – Australia, New Zealand & Pacific Hotel Investment Conference (Sydney)

**September / October 2010**

Editorial Deadline: 6 August 2010  
Advertising Deadline: 13 August 2010  
Features: Bathrooms, Decorative Lighting  
Event Distribution: 100% Design (London), Decorex (London), Abitare Il Tempo (Verona), HICAP – Hotel Investment Conference Asia Pacific (Hong Kong), International Hotel Conference (Venice)

**November / December 2010**

Editorial Deadline: 1 October 2010  
Advertising Deadline: 8 October 2010  
Features: Fabrics and Wallcoverings, Statement Lobby Furniture  
Event Distribution: The Sleep Event (London), Deloitte European Hotel Investment Conference (London), Index (Dubai), HI Design Asia (Thailand)

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

[www.sleepermagazine.com](http://www.sleepermagazine.com)

Sleeper Magazine is accompanied by an industry-leading website – [www.sleepermagazine.com](http://www.sleepermagazine.com). The website is not just an online replica of the magazine. The home page focuses on bespoke news of a more immediate nature than that found in the magazine. 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.

Our website is also supported by two regular email newsletters – The Slipper and The Specifier. These are distributed fortnightly, on alternate weeks. The Slipper focuses on new hotel developments worldwide whilst The Specifier carries news of the latest products and services for the hotel sector and their application within hotel projects.



## 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. To enhance the interactivity of your advertising page, live links can be added to email and web addresses for a small charge.

Please contact us for more information.



## Magazine Technical Data

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### Full Page

Trim: 236 x 275

Type: 206 x 245

Bleed: 242 x 281

### Double Page Spread

Type: 412 x 245

Trim: 472 x 275

Bleed: 478 x 281

### Half Page Portrait\*

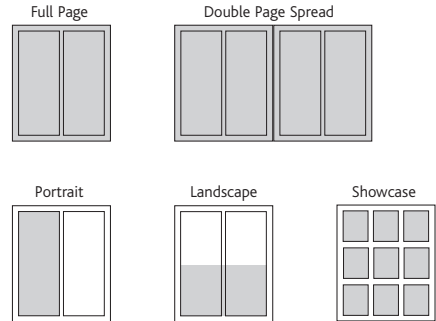
Trim: 100 x 245

### Half Page Landscape\*

Trim: 206 x 120

### Advertising Showcase\*

Trim: 80 x 60



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

## Magazine Production Data

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

### If you are sending artwork:

- To be sent either on CD 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 Freehand/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 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)
- Printed material can be sent for scanning ideally to be sent as photographs, transparencies and letterheads. Magazine material can be scanned however does not reproduce as well
- Colour references for logos to be sent as Pantone process or CMYK
- An email of the artwork will be sent to you for approval



There are three sizes of advert available on [www.sleepermagazine.com](http://www.sleepermagazine.com)

These can be jpeg, gif or swf format and should be less than 30KB file size. There will be an associated charge if you require Sleeper to create this for you.

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)

## CONTACTS

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**Editor - Matt Turner**  
m.turner@mondiale.co.uk  
+44 (0)161 476 8391

**Assistant Editor - Catherine Martin**  
c.martin@mondiale.co.uk  
+44 (0)161 476 8353

**International Advertising Sales -  
Stephen Quiligotti**  
s.quiligotti@mondiale.co.uk  
+44 (0)161 476 8392

**Advertising Sales - Becky Thomas**  
r.thomas@mondiale.co.uk  
+44 (0)161 476 7332

**Design - David Bell**  
d.bell@mondiale.co.uk  
+44 (0)161 476 8365

**Production - Dan Seaton**  
d.seaton@mondiale.co.uk  
+44 (0)161 476 8368

**Marketing & Subscriptions -  
Laura McLaughlin**  
l.mclaughlin@mondiale.co.uk  
+44 (0)161 476 8395

**Accounts - Donna Barlow**  
d.barlow@mondiale.co.uk  
+44 (0)161 476 8354

**Chairman - Damian Walsh**  
d.walsh@mondiale.co.uk  
+44 (0)161 476 5580

# sleepers

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