

# SUPPER

MEDIA INFORMATION 2021



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

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 style in travel

**SUPPER** • For hotel food & drink

ABOUT SUPPER MAGAZINE

Established in 2016, Supper is the leading magazine for hotel food and drink. Published quarterly, it covers new restaurant and bar concepts worldwide, with exclusive insight from operators, F&B directors, chefs, bartenders, designers and consultants – all those innvolved in creating memorable dining experiences.

INSIDE  
SUPPER

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

SERVICE

Our Service section profiles leading hotel chefs, bartenders and F&B specialists around the world. Recent interviewees include the likes of Nobu Matsuhisa, Mauro Colagreco and Dani Garcia.

STARTERS

Whether it's a refurbishment or new concept, Starters feature bite-size reviews of recently opened restaurants, bars, clubs and lounges within hotels.

MAIN COURSES

The Main Courses section is where we run full reviews of new hotel F&B venues. 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 the interiors and F&B offering.

FEATURES

Our longform features dive into the latest food and drink 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.

DINING

Lifting the lid on hotel gastronomy, our Dining section explores the very latest developments in this fast-moving sector. We discuss the thinking behind new culinary concepts and trends, from fine-dining restaurants and all-day brasseries to afternoon tea and room service.

SIPPING

Sipping is the place to go for engaging and informative articles about the hotel drinks sector. This section considers the issues that matter to those in charge of beverage programmes, not least how to ensure their carefully curated wine lists and cocktail menus appeal to connoisseurs and casual drinkers alike.

PETITS FOURS

Our Petits Fours pages offer regular coverage to companies who supply products or provide services to the food and drink sector. 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.

EDITORIAL  
CALENDAR

In addition to its mailed circulation, Supper has a presence at key trade events

ISSUE 22

**Publication Date:** January–March  
**Deadline:** 4 December

ISSUE 23

**Publication Date:** April–June  
**Deadline:** 5 March

ISSUE 24

**Publication Date:** July–September  
**Deadline:** 4 June

ISSUE 25

**Publication Date:** October–December  
**Deadline:** 3 September

READERSHIP

Supper’s readership encompasses all those involved in the creation of F&B experiences worldwide

Supper’s circulation database has been meticulously researched to target decision-makers:

Readership by Job Title

- F&B directors and F&B managers at all major hotel groups (29%)
- F&B managers at independent hotel groups (9%)
- Purchasing and procurement companies (14%)
- Architects and interior designers (11%)
- F&B concept and branding specialists (5%)
- Restaurateurs and chefs (12%)
- Bar operators, mixologists and sommeliers (11%)
- Hotel owners and operators (6%)
- Hotel developers and investors (3%)

Mailed Circulation by Geography

- Europe (31%)
- Americas (30%)
- Asia and Australasia (22%)
- Middle East and Africa (17%)

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

57,453+

38,250+ TOTAL PRINT READERSHIP\*

6,000+ Mailed Copies

2,500+ Event Copies

x4.5 Pass-on Rate

19,203+ MAILCHIMP SUBSCRIBERS\*

18% Average Open Rate

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

Sample Readership

- AccorHotels
- Aman
- Berjaya Hotels & Resorts
- Discovery Hotels & Resorts
- Dusit International
- Four Seasons Hotels & Resorts
- FRHI Hotels & Resorts
- Galaxy Entertainment Group
- Hilton Worldwide
- Hyatt
- InterContinental Hotels Group
- Jakarta Hotels & Resorts
- Mandarin Oriental Hotel Group
- Marco Polo Hotels
- Marina Bay Sands
- Marriott International
- Melco Crown Entertainment
- MGM Macau
- Millennium & Copthorne International
- Regal Hotels International
- Rosewood Hotel Group
- Shangri-La Hotels & Resorts
- Sunway Hotels & Resorts
- Swire Hotels
- The Park Hotels
- The Peninsula Manila
- The Ritz-Carlton
- Tiger Resorts, Leisure & Entertainment
- Venetian Macau
- Waldorf Astoria Beijing
- Wanda Hotels & Resorts

- Vice President Global Food & Beverage
- Manager of Food & Beverage
- Director, Food & Beverage
- Corporate Food & Beverage Manager
- Group Director of F&B
- Vice President Food & Beverage, Asia Pacific
- Director of Food & Beverage, Asia Pacific
- Assistant Vice President, Culinary Operations
- Director, Restaurant Development
- Regional Vice President, Food & Beverage
- Vice President of Food & Beverage
- Food & Beverages Director
- Director of Procurement
- Vice President, Food & Beverage Operations
- Director of Procurement
- Regional Beverage Director, Asia Pacific
- Vice President Food & Beverage
- Vice President of Food & Beverage
- Regional Director of Food & Beverage
- Group Director of F&B
- Corporate Director of Procurement
- Group Director of F&B
- Group Director of Procurement
- Food & Beverage Director
- Director – Food & Beverage
- Director of F&B
- Vice President F&B Operations Asia Pacific
- Vice President Food & Beverage
- Senior Vice President Food & Beverage
- Director of Food & Beverage
- Chief Food & Beverage Director

PRINT ADVERTISING OPPORTUNITIES

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

MAGAZINE ADVERTISING RATES

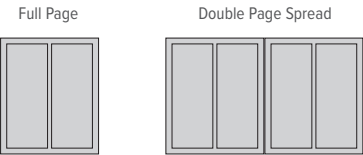
	x1 insertion	x3 insertions	x6 insertions
Double Page Spread	£4,500	£4,000	£3,500
Back Cover	£5,000	£4,500	£4,000
Inside Front/Back Cover	£4,000	£3,500	£3,000
Full Page Colour	£3,000	£2,400	£2,100

Special positions and bespoke solutions available on request

MAGAZINE TECHNICAL DATA

(all sizes width before height)

Full Page		Double Page Spread	
Trim:	236mm x 275mm	Trim:	472mm x 275mm
Type:	206mm x 245mm	Type:	442mm x 245mm
Bleed:	242mm x 281mm	Bleed:	478mm x 281mm



\*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 to be converted to paths/ outlines.
- All fonts used within the artwork to 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 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 to be sent as Pantone process or CMYK.
- A proof of the artwork will be sent to you for approval via email.

## TESTIMONIALS

Supper has a loyal readership and is the perfect partner for brands looking to target decision-makers

“I especially enjoy reading Supper because it keeps me abreast of the most relevant trends, and showcases the best food and beverage in hotels around the globe.”

**Michael Butler, Director of Food & Beverage, Europe & India – Hyatt Hotels Corporation**

“We have been very pleased with the response we’ve had to advertising in Supper. The magazine content is well-written, the layout is imaginative and the paper is of a very superior stock.”

**Dana Jenkins, Marketing Director – John Jenkins**

“We love working with Supper. The overall quality of the editorial and photography, and the selection of chefs and hotels featured distinguishes it from other industry publications.”

**Tina Frey, Founder – Tina Frey Designs**

“As a developer of hotel and restaurant concepts, I find Supper truly useful because we often specify the chinaware, glassware and other F&B-related wares, and this publication is a fantastic resource.”

**Angie Hall, Partner – Meraki & Modus**

“Supper is a luxury magazine made with care and attention to quality, which clearly shows in the content; we feel our brand is perfectly presented in such an ambience.”

**Nikolan Dietz, Marketing Manager – Zieher**

“Supper is the one journal that I will take time out to sit with a coffee and have a good read. It exudes excellence from the quality of the print to the content.”

**Karen Hay, Founder and Creative Director – INdolge**

“Supper is a leading high-quality magazine and the publication we trust to ensure our brand reaches the discerning client base in the hotel industry.”

**Alice Welch – Robert Welch Designs**

“Supper is a magazine that delivers outstanding quality each time, produces inspiring articles and always impresses us – using amazing pictures with a great flair in the presentation.”

**Claudia Caldarola, International Sales Manager Horeca – LSA International**

## SUPPER ONLINE

Supper’s new website delivers news, interviews and trend reports in an easy-to-digest format

### WEBSITE

Supper 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.

### DIGITAL EDITION

We are committed to reducing our environmental impact and are therefore distributing more copies of the magazine digitally than ever before. Supper is available as a digital edition accessed directly from our website.

Benefits of this 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

Supper has a social media presence on Twitter and Instagram (@suppermag). News stories from [www.suppermag.com](http://www.suppermag.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.



## 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, our awards recognise design in all forms, and the guest experience created in hospitality projects worldwide. The scheme includes two categories dedicated to new F&B venues located within hotels.

AHEAD comprises four annual, regional awards schemes 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.

### KEY DATES 2021

#### AHEAD Asia

**Open for Entries:** From 1 October for projects completed between September 2019 and September 2020

**Ceremony:** March · Singapore

#### AHEAD Americas

**Open for Entries:** From 1 December for projects completed between November 2019 and December 2020

**Ceremony:** June · Miami

#### AHEAD MEA

**Open for Entries:** From 1 March for projects completed between January 2020 and March 2021

**Ceremony:** November · Dubai

#### AHEAD Europe

**Open for Entries:** From 1 April for projects completed between June 2020 and May 2021

**Ceremony:** 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.

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.

### 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

### 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  
4 issues per year • **£60**

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
- Regular 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 = **£150**

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

**Subs Pack 3**  
Starboard Sub + Supper Sub = **£80**

**Supersize Sub Pack**  
Sleeper Sub + Starboard Sub + Supper Sub = **£175**

All subscriptions packages can be purchased online at **www.sleeper.media**

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

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PORTFOLIO

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**AHEAD**

**SLEEPER**

**SLEEPOVER**

**STARBOARD**

**SUPPER**

POWERED BY

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**SLEEPER MEDIA**