

SUPPER

MEDIA INFORMATION 2022



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

SESSIONS · For specifiers and suppliers in hospitality

SLEEPER · Hospitality Experience & Design

SLEEPOVER · Nomadic networking for hotel innovators

STARBOARD · Style In Travel

SUPPER · 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 involved 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 H  l  ne Darroze, Daniel Boulud 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 26

Publication Date: January-March

Deadline: 6 December

Event Distribution: Top Drawer, London; Maison & Objet, Paris; Ambiente, Frankfurt; To The Table MEA, Ajman; Internorga, Hamburg; HRC, London; Prowein, Dusseldorf; Hotelex, Shanghai; FHA Food & Beverage, Singapore; Forty One Madison, New York

ISSUE 27

Publication Date: April-June

Deadline: 7 March

Event Distribution: FHA HoReCa, Singapore; NRA, Chicago; The Hotel Show, Dubai; Bar Convent, Brooklyn; World of Coffee, Warsaw

ISSUE 28

Publication Date: July-September

Deadline: 6 June

Annual Directory: Head of the Table - the specifier's guide to tableware
Event Distribution: To The Table Asia, Bangkok

ISSUE 29

Publication Date: October-December

Deadline: 8 September

Event Distribution: Forty One Madison, New York; EquipHotel, Paris; Bar Convent, Berlin; HX, New York; HIX, London,

READERSHIP

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

Sleeper Media has recently completed a full upgrade and rebuild of all databases. Our readership is meticulously researched and continually tracked to ensure the magazine reaches senior level decision-makers:

Readership by Job Title

- Vice Presidents of F&B at major hotel groups (11%)
- Culinary directors at major hotel groups (18%)
- 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 (22%) · Middle East and Africa (17%)

In addition, thanks to our exclusive partnership with Tophotelprojects, we have significantly boosted our digital distribution so that Supper is now sent directly to the inboxes of an audience of over 30,000 industry professionals.

These are not just anonymous mailing list recipients, but individuals actively involved in specifying over 9,000 new hotels in development worldwide, as identified by Tophotelprojects' dedicated research team.

TOTAL READERSHIP PER ISSUE

61,975+

14,625+ TOTAL PRINT READERSHIP*

2,750+ Mailed Copies

500+ Event Copies

x4.5 Pass-on Rate

47,350+ TOTAL DIGITAL READERSHIP*

30,000+ Tophotelprojects Subscribers

17,350+ Sleeper Media Newsletter Subscribers

* Figures based on average distribution per issue

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
- IHG
- Jakarta Hotels & Resorts
- Mandarin Oriental Hotel Group
- Marco Polo Hotels
- Marina Bay Sands
- Marriott International
- Melco Crown Entertainment
- MGM
- 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, 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)

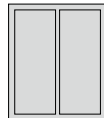
Full Page

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

Full Page



Double Page Spread



*For additional guidance on producing Double Page Spreads, please contact the advertising team

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.

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.

EMAIL NEWSLETTER

Our website is supported by a regular email newsletter sent directly to 17,350+ readers.

Each newsletter carries announcements of new F&B 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. 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 LinkedIn and Instagram (@suppermag). News stories from www.suppermag.com are promoted to our followers with relevant images and links.

DIGITAL COLLABORATIONS

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

Supper 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 'likeable' photography.

DIGITAL COLLABORATION RATES

Online Story	£1,500
Newsletter Slot	£1,000
Newsletter Banner Advert*	£1,000

* Banner adverts will be shown at 600x100pix, however for high-definition screens artwork should preferably be supplied at 1200x200pix

WEBSITE REACH

5,300+ Users*
9,000+ Views*

NEWSLETTER SUBSCRIBERS

17,350+ Mailchimp Recipients
18% Average Open Rate

SOCIAL MEDIA REACH



3,200+ Followers
14,500+ Impressions*
6,500+ Reach*
600+ Interactions*



1,350+ Followers
6,000+ Impressions*

*Figures based on average per month

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

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, Corporate 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, Head of Global Luxury Hotels & Restaurants – LSA International

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 + Supper = **£150**

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

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

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

AHEAD

SLEEPER
SESSIONS

SLEEPER

SLEEPOVER

STARBOARD

SUPPER

POWERED BY



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