

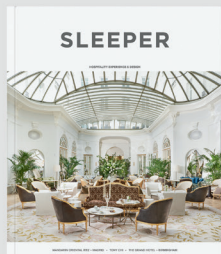
# SUPPER

MEDIA INFORMATION 2022



[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.

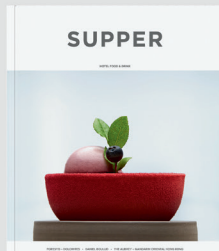
We make it our mission to craft content and commercial solutions that connect communities creating exceptional hospitality experiences around the world.

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

**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 innvolved in creating memorable dining experiences.

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.

## MAIN COURSES

The Main Courses section is where we run full reviews

## FEATURES

Our longform features dive into the latest food and drink

## SIPPING

**PETITS FOURS**  
Our Petite Fours pages offer regular coverage to

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; To The Table MEA, Ajman; Internorga, Hamburg; HRC, London; Maison & Objet, Paris; Prowein, Dusseldorf; Hotelex, Shanghai; Forty One Madison, New York

### ISSUE 27

**Publication Date:** April–June

**Deadline:** 7 March

**Event Distribution:** 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:** Bar Convent, Berlin; Forty One Madison, New York; FHA HoReCa, Singapore; EquipHotel, Paris; HX, New York; HIX, London; To The Table Europe, Malta

## 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 Digital Subscribers

\* Figures based on average distribution per issue

## Sample Readership

AccorHotels	- Vice President Global Food & Beverage
Aman	- Manager of Food & Beverage
Berjaya Hotels & Resorts	- Director, Food & Beverage
Discovery Hotels & Resorts	- Corporate Food & Beverage Manager
Dusit International	- Group Director of F&B
Four Seasons Hotels & Resorts	- Vice President Food & Beverage, Asia Pacific
FRHI Hotels & Resorts	- Director of Food & Beverage, Asia Pacific
Galaxy Entertainment Group	- Assistant Vice President, Culinary Operations
Hilton Worldwide	- Director, Restaurant Development
Hyatt	- Regional Vice President, Food & Beverage
IHG	- Vice President of Food & Beverage
Jakarta Hotels & Resorts	- Food & Beverages Director
Mandarin Oriental Hotel Group	- Director of Procurement
Marco Polo Hotels	- Vice President, Food & Beverage Operations
Marina Bay Sands	- Director of Procurement
Marriott International	- Regional Beverage Director, Asia Pacific
Melco Crown Entertainment	- Vice President, Food & Beverage
MGM	- Vice President, Food & Beverage
Millennium & Copthorne International	- Regional Director of Food & Beverage
Regal Hotels International	- Group Director of F&B
Rosewood Hotel Group	- Corporate Director of Procurement
Shangri-La Hotels & Resorts	- Group Director of F&B
Sunway Hotels & Resorts	- Group Director of Procurement
Swire Hotels	- Food & Beverage Director
The Park Hotels	- Director - Food & Beverage
The Peninsula Manila	- Director of F&B
The Ritz-Carlton	- Vice President, F&B Operations Asia Pacific
Tiger Resorts, Leisure & Entertainment	- Vice President, Food & Beverage
Venetian Macau	- Senior Vice President Food & Beverage
Waldorf Astoria Beijing	- Director of Food & Beverage
Wanda Hotels & Resorts	- 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)

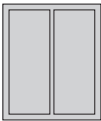
### Full Page

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](http://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	<b>£1,500</b>
Newsletter Slot	<b>£1,000</b>
Newsletter Banner Advert*	<b>£1,000</b>

\* 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+** Newsletter Subscribers

**18%** Average Open Rate

## SOCIAL MEDIA REACH



**3,200+** Followers

**14,500+** Impressions\*

**6,500+** Reach\*

**600+** Interactions\*



**1,500+** 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.

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

## 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 – INdulge**

“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](http://www.sleeper.media)**

For further enquiries and address changes please email  
[enquiry@sleeper.media](mailto:enquiry@sleeper.media)

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

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PORTFOLIO

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AHEAD

SLEEPER  
SESSIONS

SLEEPER

SLEEPOVER

STARBOARD

SUPPER

POWERED BY

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SLEEPER MEDIA