

SPACE

INTERNATIONAL HOTEL DESIGN

MEDIA INFORMATION

2024

H

SPACE

INTERNATIONAL HOTEL DESIGN

TO BREATHE

TO THINK

TO GROW

TO NURTURE

TO BE

GREAT DESIGN ENABLES ALL THESE THINGS

D

SPACE is beautifully created to provide anyone involved in hotel design, development and architecture with a window onto the exciting and continually developing world of international hotel design.

Produced bi-monthly by the publishers of Hotel Spec, the world's leading resource guide to hotel design architecture and development, SPACE is a natural extension to this iconic brand.

O

SPACE magazine's editorial team look at hotel projects from around the world, highlighting ground-breaking ideas and creativity, innovative architecture and brilliant design. SPACE provides real insight into what is happening currently and what is likely to happen in the future in terms of hotel interior design, architectural trends and project development across the globe.

B

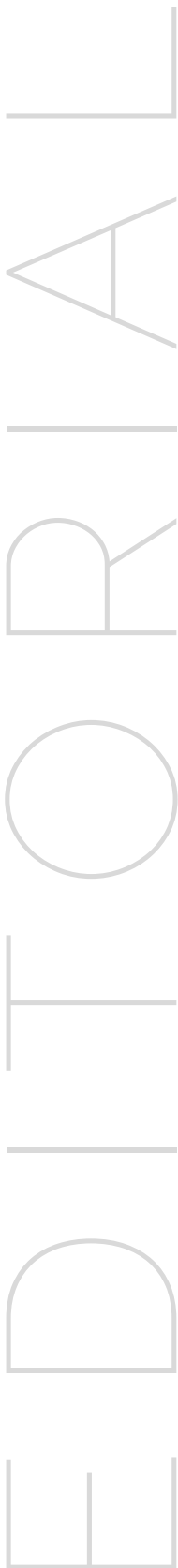
Showcasing hospitality projects from all over the world, SPACE talks to the individuals responsible for their commissioning and delivery. SPACE looks at design trends and examines the factors and commercial realities that influence and define international hotel design and development.

A





art'otel Battersea London



SPACE

INTERNATIONAL HOTEL DESIGN

NEWS, INTERVIEWS, REVIEWS, BUSINESS AND PRODUCTS

NEWS

People Places Projects & Products.

HEAD SPACE

In every issue we will carry interviews with industry leaders and creative visionaries from companies such as: David Collins Studio, Martin Brudnizki Design Studio, Marriott, Mandarin Oriental and Jumeirah Hotels to name just a few.

SPACES

Each issue of SPACE will include a broad range of case studies featuring innovative and inspiring hotel projects from around the globe.

AREA FOCUS

In every issue, SPACE puts the spotlight on an area of the hotel. This provides the opportunity to showcase the most ground-breaking, beautiful, and impressive design solutions within these areas of the hotel.

SPACE EDIT (FF&E and PRODUCT FOCUS)

In each issue we shine a spotlight on specific products, providing a brilliant opportunity for manufactures and designers to have their products showcased and highlight their involvement in major projects.

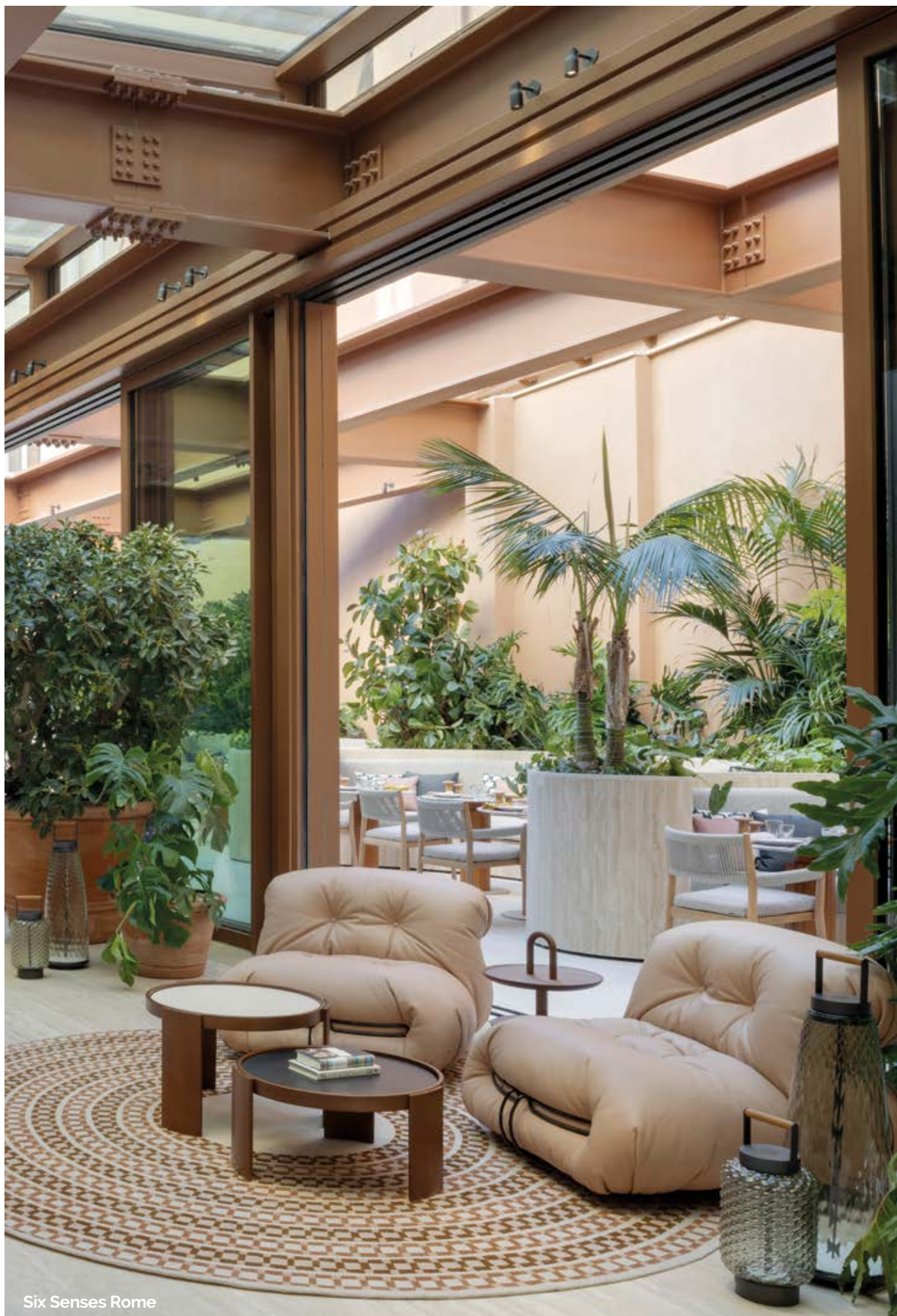
OBJECTS OF DESIRE

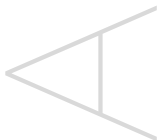
Closing each issue, we ask a designer to share their latest obsessions, from a piece of furniture to a favourite book or design fix to a junk shop find. Whatever it is that has caught their eye will feature on the page to round off the issue.

SHOWTIME & EVENTS

Coverage of key trade shows for the hospitality sector with previews and review coverage highlighting relevant exhibitors.







SPACE

INTERNATIONAL HOTEL DESIGN

CIRCULATION & READERSHIP

SPACE and www.hotelspaceonline.com

SPACE magazine puts your message in front of hospitality decision makers and hotel specifiers working in UK, Europe and the Middle and Far East.

From a marketing perspective, SPACE has been designed to provide the very best publishing format in which to advertise your company's products and services. SPACE enables your sales message to resonate clearly and precisely, being presented in an environment that complements and enhances your products and brand.

As the publisher of Hotel Spec, our knowledge of the market and quality and accuracy of our circulation data is second to none. We have been compiling information on key design and specifying personnel in the international hotel sector since 1988.

SPACE is circulated to everyone and anyone who makes or influences design, product specification and purchasing decisions within hotels. SPACE is read by those who specify and purchase FF&E and technical services for hotels and hospitality projects across the industry. These key specifiers include:

- > Interior Designers
- > Architects
- > Hotel owners
- > Hotel operators
- > Developers
- > Investors
- > Procurement specialist
- > Product specifiers
- > Purchasing, design, services and development
- > Functions within hotel groups
- > Key executive in hospitality and development companies



Atlantis The Royal Dubai

SPACE

INTERNATIONAL HOTEL DESIGN

SPACE reaches 10,000 key decision makers and hotel specifiers across the UK Europe and the Middle East.

As the publisher of Hotel Spec, we have more than 30 years experience collecting data and information on the global hotel design sector. Our international database of designers, architects, hoteliers, procurement personnel and FF&E specifiers is the most comprehensive in the world.

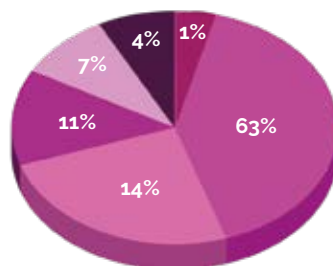
The circulation of SPACE is controlled. This means that recipients have to match a strict criteria before they can receive free copies. This ensures that copies are only sent to people who actively specify or influence specifying decisions within hotel projects. The all-important key players that as a supplier to the hotel sector you need to reach maximising the value of your advertising budget

and delivering a strong return on your investment.

In addition to our controlled circulation, additional copies of SPACE are presented at the following trade shows, events and exhibitions taking place around world:

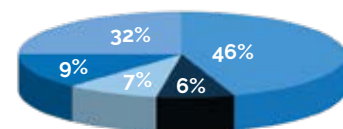
- > 100% Design
- > BCFA Open
- > BDNY
- > Chelsea Design Week
- > Clerkenwell Design Week
- > Decorex
- > EquipHotel
- > HD Expo
- > Hotelympia
- > KBB
- > Maison & Object
- > Sleep
- > Spring/Autumn Fair
- > Surface Design Show
- > The Independent Hotel Show

READERSHIP BY REGION



- UK 63%
- Western Europe 14%
- Northern Europe 11%
- Middle East 7%
- Eastern Europe 4%
- Far East 1%

READERSHIP BY PROFESSIONAL ROLE



- Hotel Architects & Designers 46%
- Hotel Owners & Operators 32%
- Procurement & Purchasing 9%
- Investors & Developers 7%
- Professional Services 6%



Four Seasons Sultanahmet



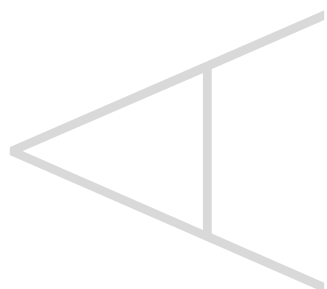
SPACE

INTERNATIONAL HOTEL DESIGN

SPACE ADVERTISING RATES

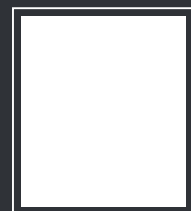
| | Single insertion | X2 per insertion | X4 per insertion |
|-----------|------------------|------------------|------------------|
| DPS | £4,580 | £4,125 | £3,710 |
| Full Page | £2,545 | £2,290 | £2,060 |
| Half Page | £1,655 | £1,490 | £1,345 |
| OBC | £3,950 | £3,555 | £3,199 |
| IFC / IBC | £3,595 | £3,235 | £2,912 |

Product Focus minimum four insertions £775 per insertion
(1/4 page to include 100 words, large image and web address)



Double Page Spread:

Type: 245mm (h) x 206mm (w) *
Trim: 275mm (h) x 472mm (w)
Bleed: 281mm (h) x 484mm (w)

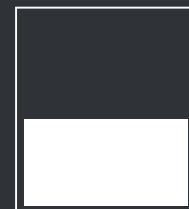


Full Page:

Type: 245mm (h) x 206mm (w)
Trim: 275mm (h) x 236mm (w)
Bleed: 281mm (h) x 242mm (w)



Half Page Vertical:
 245mm (h) x 116mm (w)
 no bleed



Half Page Horizontal:
 122mm (h) x 206mm (w)
 no bleed

Artwork Format: Our preferred artwork is PDF but we can also accept JPEG, EPS and TIFF. Please ensure your copy is high resolution 300dpi at 100% of final printed size and CMYK.



Kona Village, A Rosewood Resort

SPACE EDITORIAL CALENDAR

SPACE

INTERNATIONAL HOTEL DESIGN

1 | 24

Jan/Feb

Copy Deadline: 15th January
Published: 8th February
SPACE *EDIT* lead: Lighting
Area Focus: Bars & restaurants
Showtime: Key tradeshow coverage
Special Feature: Industry innovation

2 | 24

Mar/Apr

Copy Deadline: 14th March
Published: 4th April
SPACE *EDIT* lead: Outdoor furniture
Area Focus: Lobbies
Showtime: Key tradeshow coverage, Surface Design
Show highlights
Special Feature: Cruise ships & yachts

3 | 24

May/June

Copy Deadline: 9th May
Published: 23rd May
SPACE *EDIT* lead: Fabrics & wallcoverings
Area Focus: Bathrooms
Showtime: Key tradeshow coverage, Clerkenwell Design
Week preview

SUPPLEMENT:

AQUA

A fresh look at new and innovative design-led products, and the designers who delight in creating the ultimate 'spathroom' experience

4 | 24

July/Aug

Copy Deadline: 1st July
Published: 18th July
SPACE *EDIT* lead: Ceramics
Area Focus: Outdoor spaces
Showtime: Key tradeshow coverage, Clerkenwell Design
Week highlights
Special Feature: Sustainability

5 | 24

Sept/Oct

Copy Deadline: 29th August
Published: 19th September
SPACE *EDIT* lead: Bathrooms
Area Focus: Guestrooms & suites
Showtime: Key tradeshow coverage, Independent Hotel
Show preview, HIX first look

SUPPLEMENT:

TOUCH

From rich and sumptuous, to sheer and chic, we draw back the curtains and throw some light on the designers and brands behind some of the world's most beautiful textiles and wallcoverings

6 | 24

Nov/Dec

Copy Deadline: 24th October
Published: 7th November
SPACE *EDIT* lead: Ceramics
Area Focus: Wellness
Showtime: Key tradeshow coverage, HIX preview
Special Feature: Lighting



La Fantaisie, Paris



SPACE

INTERNATIONAL HOTEL DESIGN

SPACE DIGITAL

Extend the marketing reach of your brand and products to hotel specifiers, architects and designers through the SPACE range of digital platforms.

HOTELSPACEONLINE.COM

The website that supports SPACE magazine. Providing specifiers and buyers with sector news, features, interviews, project reviews and details of an extensive range of quality FF&E products. A full range of banners and promotional opportunities are available for companies looking to exploit the benefits of precisely targeted brand marketing.

RATES: Leader board x3 months £1500

Skyscraper x3 months £1200

SPACE NEWSLETTER

A weekly news and information bulletin that is sent directly to the inboxes of more than 9,000 hotel executives, designers, architects and procurement personnel around the world.

Providing the perfect opportunity to incorporate your advertising message into a news led, interactive environment.

RATES: Leader board x1 month £1000

Product panels x1 month £150 | x6 months £800

SPACE E-SHOTS

Use the extensive space e-mail database to send your message directly to the inboxes of key international hotel specifiers.

Exclusive, precisely targeted marketing opportunities delivered exactly to whom and when you want.

RATES: £1000 (per full send)

SPACE MAGAZINE DIGITAL

The digital version of the hard copy magazine, so readers can access issues via their computer, tablet or smart phone, keeping them up to-date whenever and wherever they happen to be.

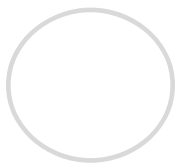
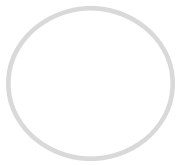
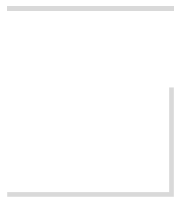
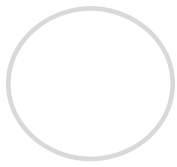
To discuss and plan your digital campaign contact

Rachel Norrie on: 01732 371574 or rachel.norrie@purplems.com

**SPACE MAGAZINE - Delivering Creative,
Effective Digital Marketing Solutions**



Vermehlo Hotel, Melides



SPACE

INTERNATIONAL HOTEL DESIGN

SPACE INTERNATIONAL HOTEL DESIGN PORTFOLIO

SPACE MAGAZINE

Published bi-monthly focusing on all aspects of international hotel design.

HOTELSPACEONLINE.COM

Website and digital extension of Space Magazine providing real-time news, information and project details.

SPACE DIGITAL MARKETING

Exclusive e-marketing opportunities to our extensive global database.

HOTEL SPEC

The world's leading reference work for hotel design, detailing designers, hotel executives, procurement specialists and manufacturers and suppliers.

HOTELSPECONLINE.COM

The digital version of Hotel Spec - the most comprehensive database of suppliers of products and services to the global hotel design market in the world.



ADVERTISING:

Rachel Norrie
rachel.norrie@purplems.com
Tel: +44 (0)1732 371574

EDITOR:

Emma Kennedy
emma.kennedy@purplems.com
Tel: +44 (0)1732 371 588

DEPUTY EDITOR:

Jess Miles
jess.miles@purplems.com

PRODUCTION & DESIGN MANAGER:

Lorna Reekie
lorna.reekie@purplems.com
Tel: +44 (0)1732 371 584

DIGITAL EDITOR:

Stephen Wadey
stephen.wadey@purplems.com
Tel: +44 (0)1732 371 584



Purple Media Solutions Ltd.
The Old Schoolhouse, St Stephens Street, Tonbridge, Kent TN9 2AD