

# STARBOARD

MEDIA INFORMATION 2021



## 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 STARBOARD MAGAZINE

Established in 2018, Starboard is the leading magazine for transport design and development. Published biannually, it covers new concepts at sea, on land and in the air, with a focus on those committed to creating experiential hospitality.

## INSIDE STARBOARD

The leading magazine for style in travel – on water, on land or in the air

Starboard was born out of an increasingly close relationship between hospitality and transportation, and the idea that travel experiences extend beyond the realms of a traditional hotel.

More and more, hotel groups are strengthening their brands through investment in non-traditional hospitality models, partnering with private transportation operators or developing their own concepts to replicate the brand experience on water, on land or in the air.

The sectors are converging in other ways too. Specialist hotel designers are being asked to bring their expertise to the world of luxury travel, particularly cruise lines, resulting in stylish vessels that are more in line with boutique hotels than a mode of transport. Luxurious staterooms, world-class spas, and multiple bars and restaurants, many helmed by star chefs, are just some of the facilities on offer.

Starboard examines the design, development and operation of these spaces; tells the stories behind the concepts; details the fit-out across the entire supply chain, from floorcoverings, soft furnishings and furniture to lighting, tableware and barware; and considers ways in which all of the above contribute to the overall guest experience.

### ISSUE 5

**Publication Date:** May 2021

**Deadline:** 29 April 2021

**Event Distribution:** Cruise Ship Interiors Expo America · Cruise Ship Hospitality Expo America · Seatrade Europe

### ISSUE 6

**Publication Date:** November 2021

**Deadline:** 12 November 2021

**Digital Event Distribution:** AHEAD Europe · Cruise Ship Interiors Expo Europe · Cruise Ship Hospitality Expo Europe

## EDITORIAL CONTENT

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

### MAIDEN VOYAGE

Our Maiden Voyage section offers exclusive previews of new developments worldwide, whether it be cruise ship, sleeper train, aeroplane cabin or spacecraft. With CGIs, visuals and renderings, we bring you the most exciting new projects of tomorrow, today.

### VOYAGES

The Voyages section is where we run full reviews of newly launched cruise ships, river boats and sleeper trains. 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 interiors and exteriors.

### MEETING...

Our interviews profile leading operators, interior designers and architects active in the sector. Recent interviewees include Giacomo Erasmo Mortola, Adam Tihany and the creative team behind Cunard's reinvention.

### FEATURES

Our longform features dive into the latest trends by way of in-depth articles covering a broad range of topics, from sustainability and on-board F&B concepts to groundbreaking transport models and the sector's future potential.

### CARGO

Our Cargo pages offer coverage to companies who supply products or provide services to the hospitality design industry. With a focus on real-life applications, we cover new product launches and case studies, creating a directory that is regularly referenced by specifiers.

## READERSHIP

Starboard's readership encompasses all those involved in the creation of mobile forms of hospitality

Starboard's circulation database has been meticulously researched to target decision-makers:

- Global and regional presidents of cruise lines
- Developers and investors behind mobile forms of hospitality
- CEOs and senior executives at hotel groups venturing into cruise ships, river boats, aeroplanes and trains
- Design and development directors
- Architecture and interior design practices
- F&B directors
- Restaurateurs, chefs and bar operators
- FF&E, OS&E and procurement specialists

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 working across the hospitality sector.

We focus on the quality of our readership, with high pass-on rates ensuring maximum value for advertisers.

### TOTAL READERSHIP – PRINT AND DIGITAL

**28,250+**

### 26,250+ TOTAL PRINT READERSHIP\*

5,500+ Mailed Copies

2,000+ Event Copies

x3.5 Pass-on Rate

2,000+ Digital Issuu Readers

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

### Sample Readership

- AD Associates
- Aqua Expeditions
- Belmond
- Carnival Cruise Lines
- Carnival UK
- Celebrity Cruises
- Celebrity Cruises
- Concrete
- David Collins Studio
- Design Research Studio
- HBA International
- Hilton Hotels Worldwide
- Holland America Group
- Hurtigruten
- Jestico & Whiles
- Minor Hotels
- Muza Lab
- Norwegian Cruise Line
- P&O
- PriestmanGoode
- Richmond International
- Roman & Williams
- Rottet Studio
- Royal Caribbean Cruises
- Royal Caribbean Cruises
- Seabourn Cruise Line
- Seabourn Cruise Line
- SMC Design
- Studio Dado
- The Ritz-Carlton Yacht Collection
- Tihany Design
- Tillberg Design of Sweden
- Virgin Voyages
- Director Marine Projects
- CEO
- Global Corporate F&B Director
- Director, Food & Beverage Supply
- Hotel Projects Manager
- Senior Vice President, Hotel Operations
- Director, Food & Beverage Strategy
- Creative Director
- Creative Director
- Founder
- Project Director
- SVP Global Design
- Director of Interior Design & Operations
- Vice President, Food & Beverage
- Director
- CEO
- Co-founder
- Director of Architectural Design and New Build
- Head Designer
- Director
- Principal
- Co-founder
- Principal
- Director Architectural Design
- Director of Food & Beverage
- President
- Chef
- Managing Director
- Partner
- CEO
- Principal
- Executive Project Director
- President

## PRINT ADVERTISING OPPORTUNITIES

Starboard is the perfect partner for brands looking to target decision-makers in the mobile hospitality sector

### MAGAZINE ADVERTISING RATES

	<b>x1 insertion</b>	<b>x2 insertions</b>
Double Page Spread	<b>£4,500</b>	<b>£4,000</b>
Back Cover	<b>£5,000</b>	<b>£4,500</b>
Inside Front/Back Cover	<b>£4,000</b>	<b>£3,500</b>
Full Page Colour	<b>£3,000</b>	<b>£2,400</b>

Special positions and bespoke solutions available on request

### MAGAZINE TECHNICAL DATA

(all sizes width before height)

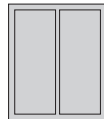
#### Full Page

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



## 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.

\*These adverts are set on the page with a white border

## 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](http://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](mailto:enquiry@sleeper.media)).

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PORTFOLIO

**AHEAD**

**SLEEPER**

**SLEEPOVER**

**STARBOARD**

**SUPPER**

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