

# STARBOARD

MEDIA INFORMATION 2022



[WWW.STARBOARDMAGAZINE.COM](http://WWW.STARBOARDMAGAZINE.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.

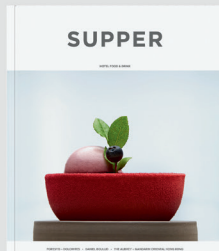
We make it our mission to craft content and commercial solutions that connect communities creating exceptional hospitality experiences around the world.

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 STARBOARD MAGAZINE

Established in 2018, Starboard is the leading magazine for transport design and development. Published biannually, it covers new concepts on water, 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 6

**Publication Date:** November 2021

**Deadline:** 8 November 2021

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

### ISSUE 7

**Publication Date:** May 2022

**Deadline:** 6 May 2022

**Event Distribution:** Cruise Ship Interiors Expo America

### ISSUE 8

**Publication Date:** November 2022

**Deadline:** 4 November 2022

**Event Distribution:** Cruise Ship Interiors 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

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 key 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

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

### DIGITAL EDITION

We are committed to reducing our environmental impact and are therefore distributing more copies of the magazine digitally than ever before. Starboard is available as a digital edition accessed directly from our website, and via a QR code through our event partners.

### TOTAL READERSHIP PER ISSUE

**26,450+**

**9,100+** TOTAL PRINT READERSHIP\*

**2,250+** Mailed Copies

**350+** Event Copies

**x3.5** Pass-on Rate

**17,350+** TOTAL DIGITAL READERSHIP\*

**17,350+** Sleeper Media Digital Subscribers

\* Figures based on average distribution per issue

## Sample Readership

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

# PRINT ADVERTISING OPPORTUNITIES

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

## MAGAZINE ADVERTISING RATES

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

Special positions and bespoke solutions available on request

## MAGAZINE TECHNICAL DATA

(all sizes width before height)

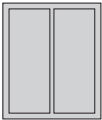
### Full Page

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



\*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.

# 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  
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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