



2025 Media Kit

## Who we are

If you want to know everything there is to know about hotels—from hotel trends, openings, design, spas, food, cocktails, happenings, quirky features and, yes, news and reviews—we're your go-to site. New hotel opening? We're on it. Best rooftop pools? We've got that covered, too. Should you stay here or there? Find out on our site.

We don't focus on the luxe life or on the cheap and cheerful but treat all hotels with an interesting story to tell as equals.

## Why we exist

“When you stay at a hotel, you can be anyone you want to be. If you’re introverted, you can be extroverted. If you’re living paycheck to paycheck, you can pretend to be loaded. If you’re body shy, you can flaunt it at the hotel pool.

In hotels, we can test drive who we’d really like to be. Those of us who love hotels, get that. It’s a world of possibilities wrapped up in 200 rooms.”

--Janice Tober, executive editor and co-founder, [Hotel-Addict.com](http://Hotel-Addict.com)

## Why we exist

“I think hotels are just as important as destinations themselves. A good hotel invites you to linger longer and enjoy the space, not just sleep and dash. Whether I cozy up in my room or watch the world go by while I sip tea in the lobby, I’m in my happy place. Hotels are the epitome of hospitality and a reason to travel.”

--Michele Sponagle, managing editor and co-founder, [Hotel-Addict.com](http://Hotel-Addict.com)

## Professional writers

Our editorial team is made up of respected, professional travel writers who have been in the biz for a while. Hotel-Addict is not the place for publishing stories that aren't shaped without a history of global travel behind them. Our writers have stayed in thousands of hotels and have a critical eye for what makes the best ones stand out.

# Hotel-Addict.com readers

## GENDER

- 65% women
- 35% men

## AGE

- 25-34 53%
- 35-44 37%
- Other 10%

## LOCATION

- United States 53%
- Canada 23%
- Other 24%

# Hotel- Addict.com readers

Data as of Oct 2018

## UVM

- 14,500

## PAGE VIEWS

- 18,900/month

## PAGES PER SESSION

- 1.30

## TIME ON PAGE

- 2.53 minutes

# Advertising rates

BANNER ADS—300x250 box or 728x90 leaderboard

- 30 DAYS
  - \$1,000
- 60 DAYS
  - \$1,700
- 90 DAYS
  - \$2,600



# Advertising rates

## SPONSORED CONTENT

- All sponsored content will be clearly labeled as such (for example, in the header and byline).
- Sponsored articles and accompanying ads, links and photos must meet editorial approval and conform to AP Style.
- Articles may be up to 1,000 words and feature up to five photos. Sponsors may also place banner ads and leaderboards on the page with their content.
- Hotel-Addict.com will actively promote sponsored content on its website for up to 90 days and will continue to publish the page for at least six months.
- Additional placement on Hotel-Addict.com social feeds (Twitter, Facebook, Instagram). We will work with you to create captions and hashtags for maximum reach.
- Copywriting included if required.

INTRO RATE: \$3,000

An orange speech bubble graphic with a white outline, containing the text "Get in touch".

Get in touch

Contact **Janice Tober** or **Michele Sponagle** at [advertising@hotel-addict.com](mailto:advertising@hotel-addict.com).