A TITLE MEDIA SPECIAL

Why have a magazine?

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www.titlemedia.co.uk

Why have a magazine?

Hotels invest heavily in property, service, design and guest experience. We know it's a costly business.

Yet many are missing an extraordinarily powerful and beautiful marketing tool: their own magazine.

A magazine acts as both brand statement and business tool. It showcases your hotel, your people, demonstrates your standards and personality, deepens guest engagement, and strengthens your credibility.

WHY IT WORKS

- Positions your brand as premium and considered
- Builds trust through quality, tactile storytelling
- Gives guests something to keep, not scroll past
- Drives spend across wine, dining, rooms and events
- Lets you control your narrative, no gatekeepers
- Creates a platform for partnerships and advertisers
- Extends the visit beyond the day itself
- Supports data capture via digital editions and sign-ups

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What are the benefits?

YOU'RE IN CONTROL

Your editorial content, your way! Having your own magazine gives you complete control over content, tone and messaging. Every page reflects your standards, values and aesthetic.

ENCOURAGES CROSS-SELLING

It encourages cross-selling between hotels within a group, or across the services within a property.

PROMOTES THE PROPERTY TO DIFFERENT VERTICALS

It promotes restaurants, spas and experiences that increase in-house spend, but also highlights meeting and conference facilities to potential event organisers, corporate bookers, and wedding planners.

BUILD AUDIENCE

The magazine can live in bedrooms, lounges and reception spaces or be sent digitally via sign-up, helping you grow a valuable customer database.

REPURPOSE CONTENT

Once published, the magazine becomes a long-term content asset. Features can be repurposed across blogs, newsletters, and social channels.

KEEP IT GREEN

Magazines can be produced as carbon neutral, aligning with your sustainability commitments, setting a clear benchmark for your responsible publishing and marketing.

SHARING OFFERS

A controlled platform to promote special rates, spa offers, dining experiences and events, without relying on external editors or journalists. It's all in your hands.

ENGAGE YOUR GUESTS

Opportunity for guest stories, reviews, competitions and community. Sharing real UGC experiences brings authenticity and trust, helping future guests picture their stay while keeping your audience connected long after checkout.

WORKING WITH PARTNERS

Carefully chosen advertising or partnerships can help offset production costs. This may include paid advertising, brand collaborations or charity support. Think local attractions, premium brands, or aligned businesses...

What kind of content?

Every place is different, but there are clear editorial pillars to build around:

ROOMS AND STAYS
Showcase your rooms, suites, interiors and special packages. Whether it's a look behind the scenes, an interview with housekeeping, showcasing the best suites, a refurbishment photoshoot, a 'who stayed here' feature, or a delve into the origins of your gorgeous bed linen!

SPOTLIGHT ON…
Storytelling brings everything to life – share this with your audience. Your people, your history, your story. From founders and general managers to chefs, housekeepers and concierge teams, spotlight your heroes.

HOTEL LIFE
Behind the scenes, the changing seasons, the detail that shapes the guest experience. Showcase the care, standards and personality that set your hotel apart, plus everything else going on. Explore the history and background.

FOOD AND DINING
Quality eating and drinking are the benchmarks of a great place to stay. Create chef interviews, your own recipe features, spotlight food trends and menu inspiration, drinks pairings, cocktail features, and supplier storytelling. Bring your food and drink offer to life.

EVENTS AT THE HOTELS

Whether it's wedding fairs or showcases, murder mystery events, cocktail masterclasses, wellness events, business networking... Show what it feels like to spend time with you. And use this opportunity to showcase your MICE offering too. Every event organiser is also a consumer.

STAY AND VISIT

Local guides, suggested itineraries, nearby attractions, walks, shopping, culture, classes or things to do at the hotel... Help people plan and fill their next trip (whilst also working with potential paid partnerships).

SPECIAL OFFERS

Encourage repeat visits with rewards, and engage cross-selling across your full offering. Remind people why they need to come back – or indeed visit your other properties, if you're part of a group.

GUEST STORIES, COMPETITIONS AND COVERAGE

Whether it's (carefully managed) stay reviews, influencer coverage in print, or competition winners' photoshoots, getting your customers and followers involved will only enrich the magazine. Make sure everyone knows... it's not just you who loves what you do.

SPA

Got a wet area?! Make your readers sigh with envy – or anticipation! What's going on in the spa? What offers have you got? Who is your best therapist and what is their backstory? Cover the treatments that are pioneering, or the things you do best. Spas are a big draw, but only if people get to see them...

Don't just take *our word* for it though ...

"We've worked with Title Media for three years now to produce The Sybarite's seasonal in-house magazine and would recommend to anyone looking to produce a professional, glossy publication. From beautiful visuals to excellent copywriting, Title Media nail the brief every time and are a joy to work with. The team are super communicative, brimming with ideas and have an excellent attention to detail, melding our own vision with their expertise."

OLIVIA BENNETT, THE SYBARITE

"From start to finish, working with Title Media has been an excellent experience. We approached them to create a high-quality print magazine that would showcase our expertise and reflect the professionalism of Desbruslais, but also be engaging and enjoyable to read, and they totally delivered. The finished magazine exceeded all our expectations. The design is beautifully put together, and the editorial content is presented with real flair. Title Media managed to strike the perfect balance between making the magazine look highly professional and giving it enough personality to really represent our team."

ROBERT DESBRUSLAIS, MANAGING DIRECTOR

"We were looking for an extra special magazine to give to our supporters to celebrate our 25th Anniversary and the team at Title Media really pulled out all the stops to create a magazine that reflected our brand whilst also being a good read from cover to cover. The team worked with us every step of the way to ensure the end product met our brief and provided excellent value for money."

SAM MASON, EDEN RIVERS TRUST

We did our *research*

Our own research into media consumption shows why magazines are so powerful for premium brands.

READERS...

Love beautiful design and photography
Value exclusive content, and behind the scenes snippets
Appreciate high-quality writing, not AI slop
Keep magazines as collectables or keepsake items
Rejoice in taking a break from screens
Love to slow down, and read something physical

For luxury hospitality brands, print offers a high-trust environment where storytelling, design, and quality stand out.

A magazine often gets taken away, extending your reach long after guests check out...

60%+

love beautiful design and photography

50%

Nearly half keep and collect print magazines

53%

love access to exclusive behind the scenes content

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