

INTERNATIONAL  
**Glam**ping  
BUSINESS

**MEDIA PACK**  
2024



International Glamping Business remains the first and only trade publication dedicated to the glamping industry. The magazine's reach has grown organically over the past 8 years, fuelled by the successful Glamping Show events in the UK, of which we are The Official Show Guide, and the Americas, as well as the boutique annual networking event Eco Resort Network.

Our small team is dedicated to working closely with our advertisers, many of whom have remained loyal for many years. We are proud to help to promote their products and services and to help them achieve the results they are looking for with their marketing spend.

Social media and digital coverage have become increasingly important for us and our clients. We have a dedicated media manager and some of the industry's most significant online reach. All of our followers are genuine and not bought in, while our email lists are fully GDPR compliant. Our website is an incredibly valuable resource for glampsite owners – in particular, topical articles and industry news, product announcements, businesses for sale listings and the back catalogue of digital issues.

Our audience are real buyers, real suppliers and **really** love glamping.







## OUR REACH

### SOCIAL MEDIA



**10.9K** INSTAGRAM  
FOLLOWERS

**4.8K** FACEBOOK  
LIKES

**5.7K** FACEBOOK  
FOLLOWERS

**710** LINKEDIN  
FOLLOWERS

**2K** LINKEDIN GROUP  
MEMBERS

**1.8K** TWITTER  
FOLLOWERS

### NEWSLETTER



**1** PER  
WEEK

**13K** SUBSCRIBERS

**39%** OPEN  
RATE

**35+** COUNTRIES

**100%** ORGANIC & GDPR  
COMPLIANT

## OUR REACH

### WEBSITE

---

**8K** MONTHLY WEBSITE  
VISITORS

#### TOP 5 COUNTRIES:

1. UNITED KINGDOM
2. UNITED STATES
3. IRELAND
4. CANADA
5. AUSTRALIA



### MAGAZINE

---

**136,000**

LIFETIME READS  
ON ISSUU

**801,000**

LIFETIME IMPRESSIONS  
ON ISSUU

#### TOP 5 COUNTRIES:

1. UNITED KINGDOM
2. UNITED STATES
3. FRANCE
4. AUSTRALIA
5. CANADA



## JANUARY 2024

Artwork deadline: January 24

We will look at the technology that makes managing a glampsite a breeze, from apps and booking systems through to OTAs. This issue will also cover all things interior design, including furniture, bedding, flooring and more.

**Focus on:** Managing a Glampsite and Interiors.

.....

## MARCH 2024

Artwork deadline: March 6

One of our most popular issues is our Suppliers Directory. The March issue lists all products and services of interest to the glamping operator. This is an extremely valuable resource with a 12-month shelf life.

.....

## MAY 2024

Artwork deadline: May 8

We round up manufacturers of cabins, shepherd's huts and pods, which are amongst the most popular forms of glamping accommodation and yet offer an incredibly varied experience – ideal for those looking for structures to extend the glamping season. This issue will also focus on green technology, including off-grid power and sustainable practices.

Also featuring a preview of this year's Eco Resort Network event taking place in Mauritius.

**Focus on:** Cabins, Shepherd's Huts, Pods and Green Technology.





## JULY 2024

Artwork deadline: June 17

We round up the top canvas structures and domes on the market. From bell tents to safari tents and everything in between, we ask about maintenance, purchasing lead times, return on investment and more. This issue will also cover the importance of good insurance and maintaining a good reputation as an operator, and the small but mighty accessories that add the finishing touch to accommodation.

Also featuring a preview of The Glamping Show 2024.

**Focus on:** Canvas Structures, Domes and Maintaining a Glampsite.

---

## SEPTEMBER 2024

Artwork deadline: September 4

Our September issue is the Official Show Guide to The Glamping Show, featuring all exhibitors, seminars and speakers at the show. We round up hot tubs, spas and saunas and focus on the relevant health and safety considerations. This issue will also cover W/C facilities and waste management.

**Focus on:** Hot Tubs, Spas, Saunas and W/C Facilities.

---

## NOVEMBER 2024

Artwork deadline: October 23

Thinking outside the tent, we round-up all things to complement the exterior of accommodation, including fire pits, grills, stoves, fuel options, landscaping, design and planning permission. This issue will also focus on luxurious accommodation and unique glampsites.

Also featuring a review of The Glamping Show UK and Glamping Show Americas.

**Focus on:** All Things Exterior, Luxury Accommodation and Unique Glampsites.



## Contact:

### Advertising Sales A-L:

**Kathryn Kelly**

kath@upgradepublishing.com

+44 (0) 7575 408580

### Advertising Sales M-Z:

**Paula Worswick**

paula@upgradepublishing.com

+44 (0) 7360 041486

### Editor - Press Releases:

**Annie Hilton**

media@upgradepublishing.com

## DIGITAL OPPORTUNITIES

**NEWSLETTERS** Weekly - Audience of 13,000

Digital Banner plus Press Release - £250 per insertion

4 Consecutive Digital Banners plus 3-Month Website Banner - £350

675px X 150px - JPG, PNG, GIF

**WEBSITE** 8,000 Page Views per Month

Publish a Press Release - £200

12-Month Banner - £1,000

**PREMIUM TOP BANNER:** PNG, JPG, GIF

**5:1 RATIO FOR DESKTOP** - 1200px X 200px

**1:1 RATIO FOR MOBILE** - 1200px X 1200px

You will need to provide two versions in a 5:1 and a 1:1 ratio if possible, or else it may be too small to read on mobile.

**REGULAR HOMEPAGE BANNER:** PNG, JPG, GIF

**1:1 RATIO** 1200px X 1200px

## MAGAZINE OPPORTUNITIES

### ADVERTISING RATES

**Double Page Spread** £1,600 + vat

**Full Page** £900 + vat

**Half Page** £600 + vat

### PRINTED MAGAZINE TECHNICAL SPECIFICATIONS:

**Double Page Spread** Trim size 420 x 297mm  
Full bleed 430 x 307mm  
Type area (each page) 190 x 277mm

**Full Page** Trim size 210 x 297mm  
Full bleed 220 x 307mm  
Type area 190 x 277mm

**Half Page Horizontal** 190 x 133mm

Composite PDF is our preferred format. Files should be CMYK and 300dpi resolution. No calibration or profiles should be applied and all fonts must be embedded.