

An editorial setting for your brand.

Campaign planning for brands and agencies across hotels, restaurants, beach clubs, bars, wellness, members clubs, publications and platforms.

01 Homepage

Wide-format placements within the homepage editorial sequence. Flagship discovery context.

02 Category pages

Contextual placements across the eight main public categories. Confirm selected sections and inventory in your proposal.

03 Profile pages

Venue-level placements alongside detailed hospitality profiles. Confirm eligible pages before booking.

Newsletter features, HBB Icons partnerships and custom campaigns are by enquiry only. Deliverables and specifications are agreed separately.

INDEPENDENT BY DESIGN

Advertising never influences HBB Icons, HBB Recommended or editorial decisions. Sponsorship is not an award or an endorsement.

Dimensions & artwork

Desktop	1920 x 800 px Viewport 768 px and above	12:5
Tablet	1680 x 720 px Viewport 640-767 px	21:9
Mobile	1280 x 720 px Viewport below 640 px	16:9

These are recommended source-artwork sizes, not fixed display dimensions. HBB uses bespoke responsive banners, not standard IAB inventory. Provide separate crops; publication handling is confirmed before launch.

Artwork

High-quality JPEG or WebP in sRGB. Optimise for fast loading; agree final file weight during review. Supply an editable master separately if requested.

Composition

Reserve the left 40% for publisher-set brand copy. Keep the main subject centre/right. Backgrounds use cover cropping; keep logos, products and essential details away from edges. Avoid baking copy into photography.

Copy & links

Supply brand name, headline, supporting line, CTA, accessible image description, final HTTPS destination and UTM parameters. Supporting copy may be omitted on mobile.

From brief to publication

01 Brief

Brand and agency, objective, intended audience, selected sections, preferred dates, campaign duration, indicative budget and destination URL.

02 Proposal

Placement, rates, availability, deliverables, geography and any exclusivity are confirmed in writing. No public CPM, minimum spend or guaranteed reach is stated.

03 Creative review

Artwork rights, crops, copy, links, mobile legibility and sponsorship disclosure are reviewed. Confirm deadlines and final creative approval before launch.

04 Launch & measurement

Launch follows written approval and agreed commercial terms. Reporting scope, tracking and any audience data are confirmed before booking, not assumed.

TECHNICAL & COMMERCIAL NOTES

Third-party pixels, tags, HTML5, animation and video require separate technical and privacy review. Static imagery is the standard planning format.

Brand references or creative examples on the website do not establish a commercial relationship. Advertisers must hold the necessary rights to supplied assets.

Submit a campaign brief

<https://hospitalitybrandbook.com/advertise>