

Mediasheet 2027

QL QUALITY LODGINGS





About Quality Lodgings

For over 20 years, Quality Lodgings has been the premier collection of independent quality hotels in Europe, where authentic hospitality and culinary excellence come together effortlessly. Each of our handpicked hideaways is a delight for the senses and offers a unique experience you won't soon forget.

Authentic hospitality lies at the heart of every hotel in our collection. By selecting independent hotels with a strong identity, we ensure that each one reflects the highest level of finesse. Behind every property are passionate individuals who live and breathe hospitality, doing everything they can to offer you an unforgettable stay. This makes each and every Quality Lodgings hotel truly worthy of recommendation.

Target audience



Lover of unique travel experiences with a passion for gastronomy.



Highly educated, belonging to the top social class (C-level executives, self-employed professionals, A/B1 segment).



Spends more on luxury goods and unique gastronomic experiences than those in their social circle.



Has a strong interest in culture, art, history, fashion, lifestyle, wellness, and above all, gastronomy and travel.



Trusts Quality Lodgings for its expertise and enjoys reading the meaningful stories behind the hotels.

Geographic distribution guide & magazine

The Netherlands	53%	Switzerland	3%
Germany	23%	France	1%
Belgium	12%	Italy	1%
Austria	6%	Norway	1%

Geographic online reach

The Netherlands	68%
Germany	12%
Belgium	8%
Austria / Switzerland	2%
Rest of Europe & International	10%

Age

30 to 45 years	35%
45 to 60 years	40%
60+ years	15%

Gender

Women	60%
Men	40%



Print media

All hotels in the collection are presented in the QL Guide and the QL Magazine. Guests will find a copy in the rooms of affiliated hotels in the Netherlands, Belgium, France, Germany, Switzerland, Austria, Norway, and Italy.

The publications are also distributed at major events, press launches, and can be ordered online via the Quality Lodgings Giftshop.

Browse our archive online:

<https://qualitylodgings.aflip.in/media>

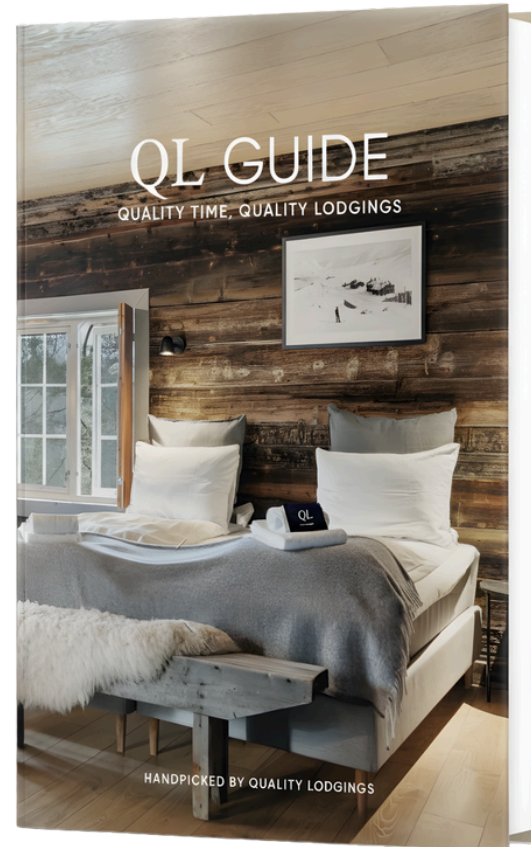
Two *premium* publications, one exceptional audience

The QL Guide and QL Magazine together form the premium print platform of Quality Lodgings. Two distinctive publications that reach the same affluent travel audience, each with its own purpose, character, and editorial approach.

QL Guide

Luxury hardcover collection

Planning	January 2027
Print run	19.500
Reach	1,4 M
Content	336 hardcover pages
Size	148 x 210 mm



QL Magazine

Inspirational magazine for travelers

Planning	June 2027
Print run	22.500
Reach	1,6 M
Content	112 softcover pages
Size	210 x 264 mm



*Luxury hardcover guide
featuring every Quality
Lodgings hotel*



*Stories, interviews,
gastronomy and travel
inspiration for every season.*



Online *visibility*

With a renewed website, monthly newsletter, and daily communication through social media, the collection of quality hotels is also presented online, keeping lovers of culinary travel experiences informed and inspired about Quality Lodgings.



Facebook

20.650 followers

45.000 reach per month



Instagram

10,3K+ followers

200.000 reach per month



LinkedIn

3.575 followers

50.000 reach per month



TikTok

Since 2025



Newsletter

10.000 abonnees



QualityLodgings.com

New QL Booking Engine 2026

QLUB Membership

QL Guide 2027

Partner opportunity	Pages	Description	Rates
ADVERTISEMENT	1/1 page	Professionally designed brand presentation for maximum visibility throughout the QL Guide.	€ 2.950
	2/1 page		€ 4.750
PREMIUM POSITION	1/1 page	Premium placement within the first or last four signatures of the QL Guide for enhanced visibility.	€ 4.950
	2/1 page		€ 6.750
BRAND STORY	2/1 page	A bespoke editorial feature including interview, storytelling and professional design, seamlessly integrated into the editorial style of the QL Guide.	€ 5.450
	4/1 page		€ 6.950
COLLECTION PARTNER	2/1 advertisement or	Exclusive partner position within a specific collection, including recognition on the collection introduction page.	€ 6.700
	2/1 Brand Story		€ 8.200
COUNTRY PARTNER	2/1 advertisement of	Exclusive partner position within a specific country chapter, including recognition on the country introduction page.	€ 6.700
	2/1 Brand Story		€ 8.200

Deadline Brand Stories: November 6, 2026
Deadline Advertisements: 13 November 13, 2026

*Partners provide their own photography and editorial content. Quality Lodgings is responsible for editorial editing, copywriting and graphic design. Photography is not included.

Prices in euros, excluding VAT, per placement.
 General terms and conditions apply.

QL Magazine 2027

Partner opportunity	Pages	Description	Rates
ADVERTENTIE	1/1 page	Professionally designed brand presentation for maximum visibility throughout the QL Magazine.	€ 2.750
	2/1 page		€ 4.250
PREMIUM POSITIE	1/1 page	Premium placement within the first or last four signatures of the magazine for enhanced visibility.	€ 4.750
	2/1 page		€ 6.250
BRAND STORY	2/1 page	A bespoke editorial feature including interview, storytelling and professional design, seamlessly integrated into the editorial style of the QL Magazine.	€ 5.250
	4/1 page		€ 6.750
SHOPPER PRODUCT	Single product (1/8 page)	Product placement within the curated shopping pages, including product image, description and retail price.	€ 495

Deadline Brand Stories: May 8, 2027
Deadline Advertisements: May 15, 2027

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QL Marketing *partner*

Get in touch with us to explore the possibilities of an extended partnership and connect your brand with our collection of quality hotels. Consider the following options:

- Recognition as main sponsor of the QL Dinner
- Name sponsorship of the exclusive QL Award (including free publicity)
- Admission tickets for the QL Dinner
- Combination package with the QL Magazine
- Combination package with the QL Guide
- A dedicated post on our social media channels
- An exclusive feature in our consumer newsletter
- Copies of the QL Guide as business gifts, each valued at €22.50



Technical *specifications*

ADVERTISEMENT SPECIFICATIONS

- Print-ready PDF (PDF/X-4)
- CMYK color profile
- Minimum resolution: 300 dpi
- 3 mm bleed
- Minimum safety margin: 10 mm
- Fonts embedded or converted to outlines

BRAND STORY SPECIFICATIONS

Partner provides

- Photography (minimum 300 dpi)
- Logos
- Background information
- Product specifications (if applicable)

Quality Lodgings provides

- Editorial editing
- Copywriting
- Translation (if required)
- Graphic design

LANGUAGE

- All print communication is published in US English.
- We recommend submitting all copy in US English.
- Translation and editorial support by Quality Lodgings is available upon request.

FORMATS

QL Guide

1/1 page	2/1 page
148 x 210 mm	296 x 210 mm
+ 3 mm bleed	+ 3 mm bleed

QL Magazine

1/1 page	2/1 page
210 x 264 mm	410 x 264 mm
+ 3 mm bleed	+ 3 mm bleed

_____	Trim size
.....	Bleed (3mm)

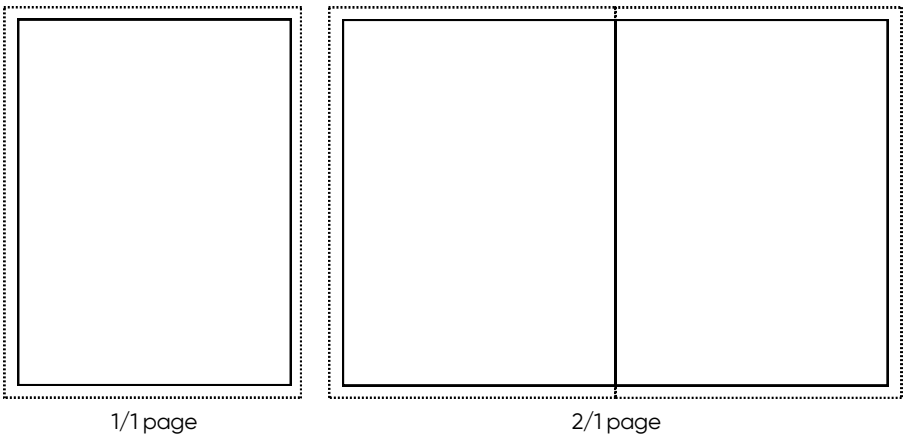
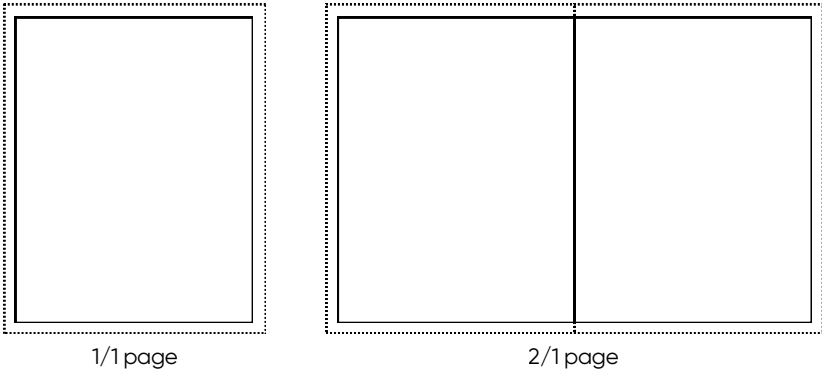
PRODUCTION

QL Guide

Cover stock: 150 gsm MC Gloss
Text stock: 135 gsm Woodfree MC Silk
Printing: Full colour (CMYK)
Binding: Perfect bound

QL Magazine

Cover stock: 250 gsm Woodfree Satin
Text stock: 100 gsm Woodfree Silk
Printing: Full colour (CMYK)
Binding: Perfect bound



GENERAL INFORMATION

Publisher

Quality Lodgings B.V.

Salesinformation

Terka Samson
terka.samson@qualitylodgings.com

Production & Traffic Management

Fleur Florijn
fleur.florijn@qualitylodgings.com

SUBMISSION DEADLINES

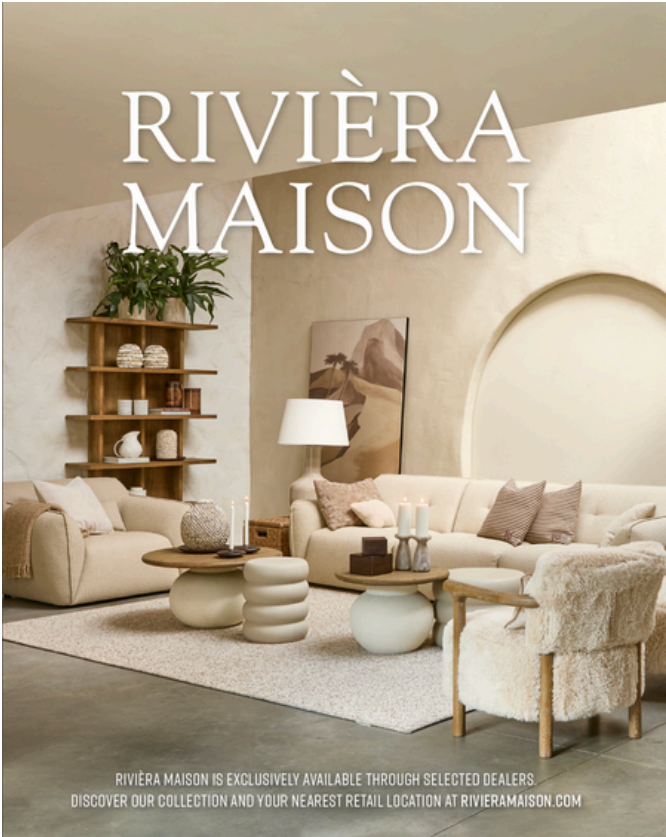
QL Guide

Brand stories	Advertisements
November 6, 2026	November 13, 2026

QL Magazine

Brand stories	Advertisements
May 8, 2027	May 15, 2027

Publication samples



1/1 advertisement



2/1 brand story



Shopper page

More *information*

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