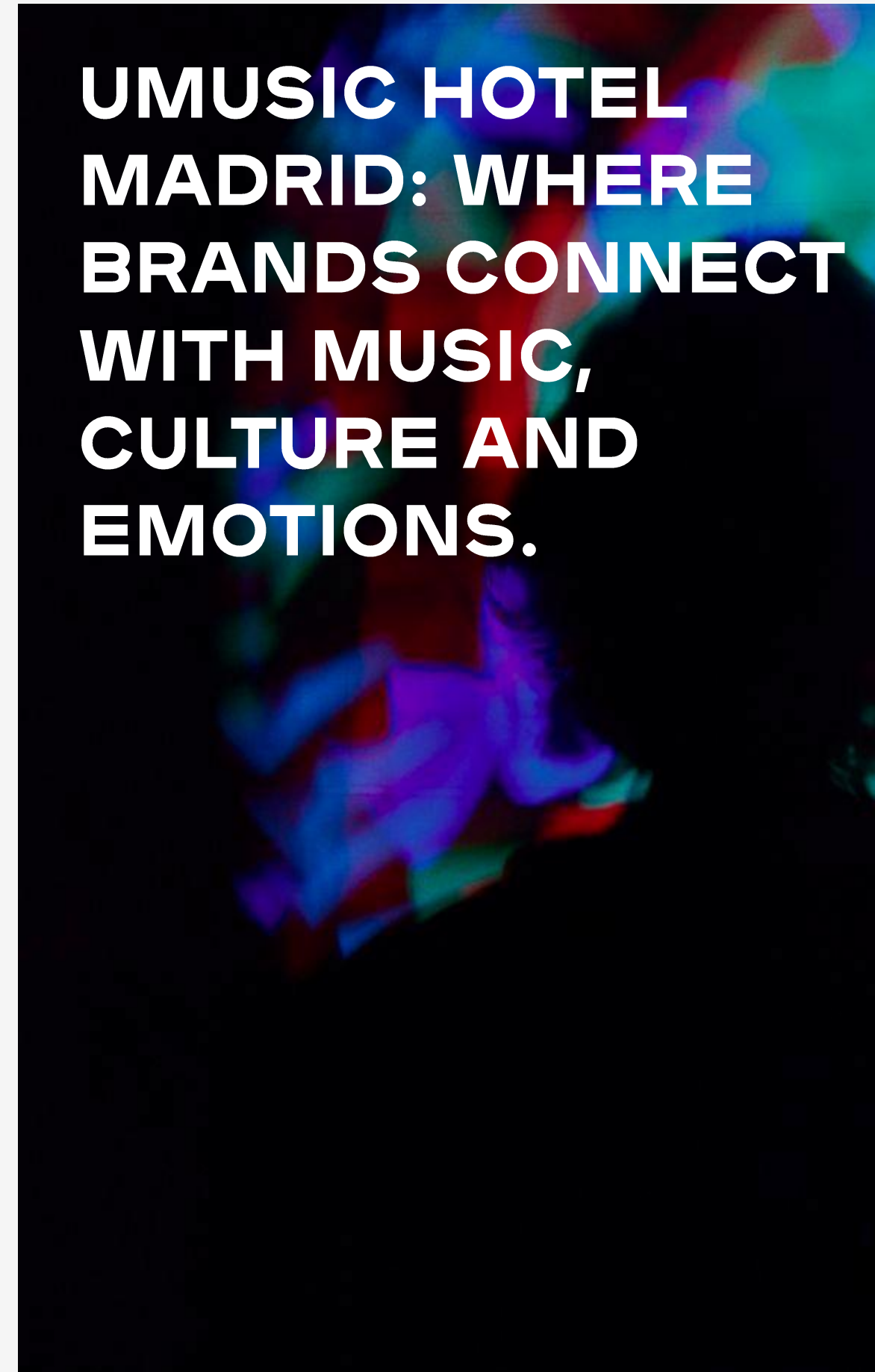


UMUSIC HOTEL MADRID

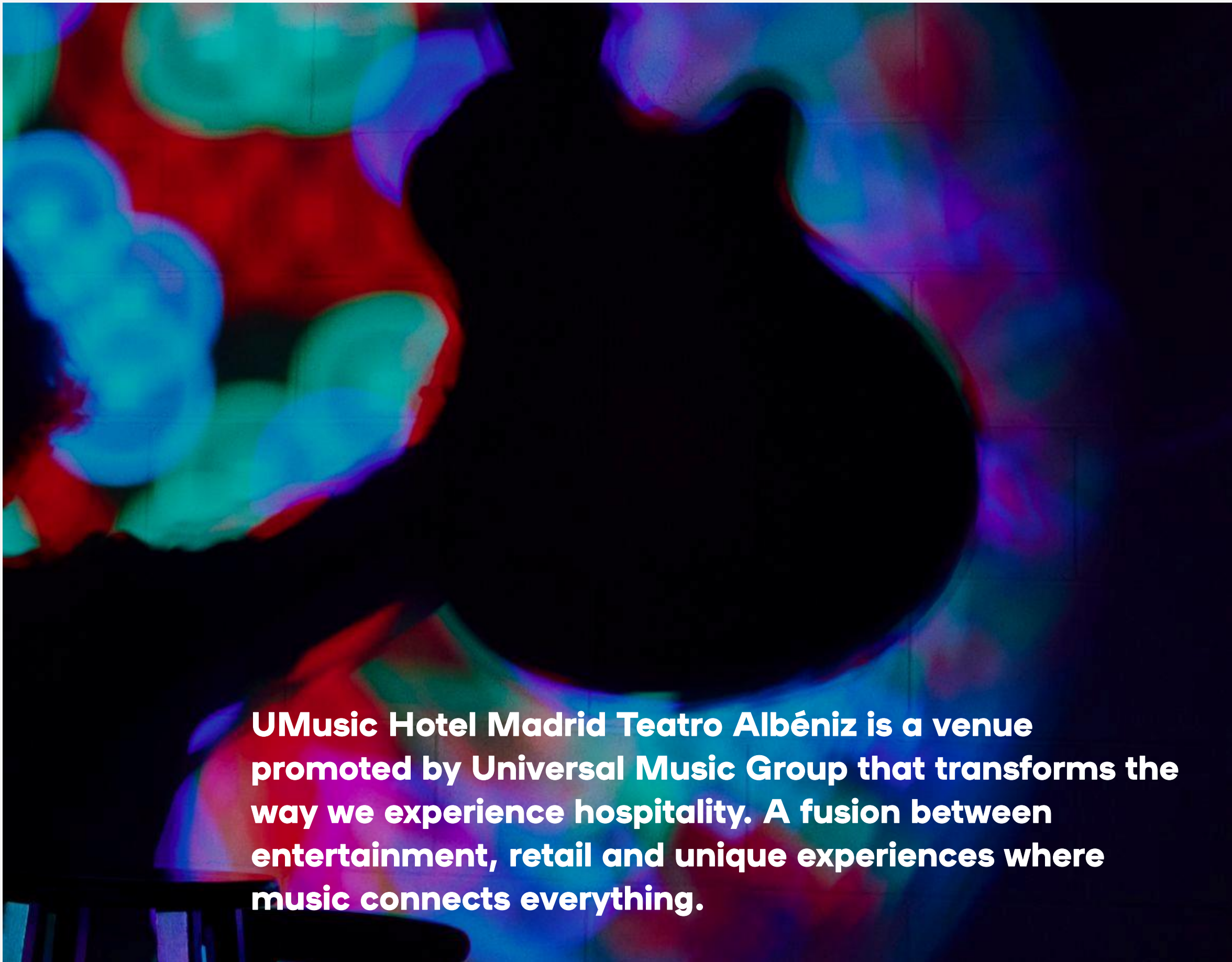
MEDIA KIT 2025-2026

VISIBILITY AND BRAND ACTIVATION OPPORTUNITIES IN
AN ENVIRONMENT WHERE MUSIC, CULTURE AND HOSPITALITY
CONVERGE.





**UMUSIC HOTEL
MADRID: WHERE
BRANDS CONNECT
WITH MUSIC,
CULTURE AND
EMOTIONS.**



**UMusic Hotel Madrid Teatro Albéniz is a venue
promoted by Universal Music Group that transforms the
way we experience hospitality. A fusion between
entertainment, retail and unique experiences where
music connects everything.**

AN ECOSYSTEM WITH REAL IMPACT

EACH SPACE CONNECTS WITH ITS AUDIENCE, ALL WITH THE SAME LANGUAGE: MUSIC.



HOTEL

A place where music mixes with hospitality to create memorable stays.

+ 70,000 guests per year.



THEATRE

The cultural heart of the venue: where every night the excitement takes the stage.

+200,000 annual viewers.



F&B SPACES

The Rooftop and the Piano Bar are unforgettable spaces where flavour and rhythm coexist.

+20,000 annual attendees.



UMUSIC SHOP

A living showcase that connects fans with music and brands, in the middle of Calle Carretas.

+540,000 pedestrians per month.

WHY CHOOSE US?

DIFFERENT
TARGETS,
THE SAME
LANGUAGE:
MUSIC.

Each touchpoint expands the reach and
affinity of your campaigns.

WHY CHOOSE US?





REAL REACH
+6 million contacts per year.



PREMIUM AUDIENCE
High purchasing power and cultural influence.



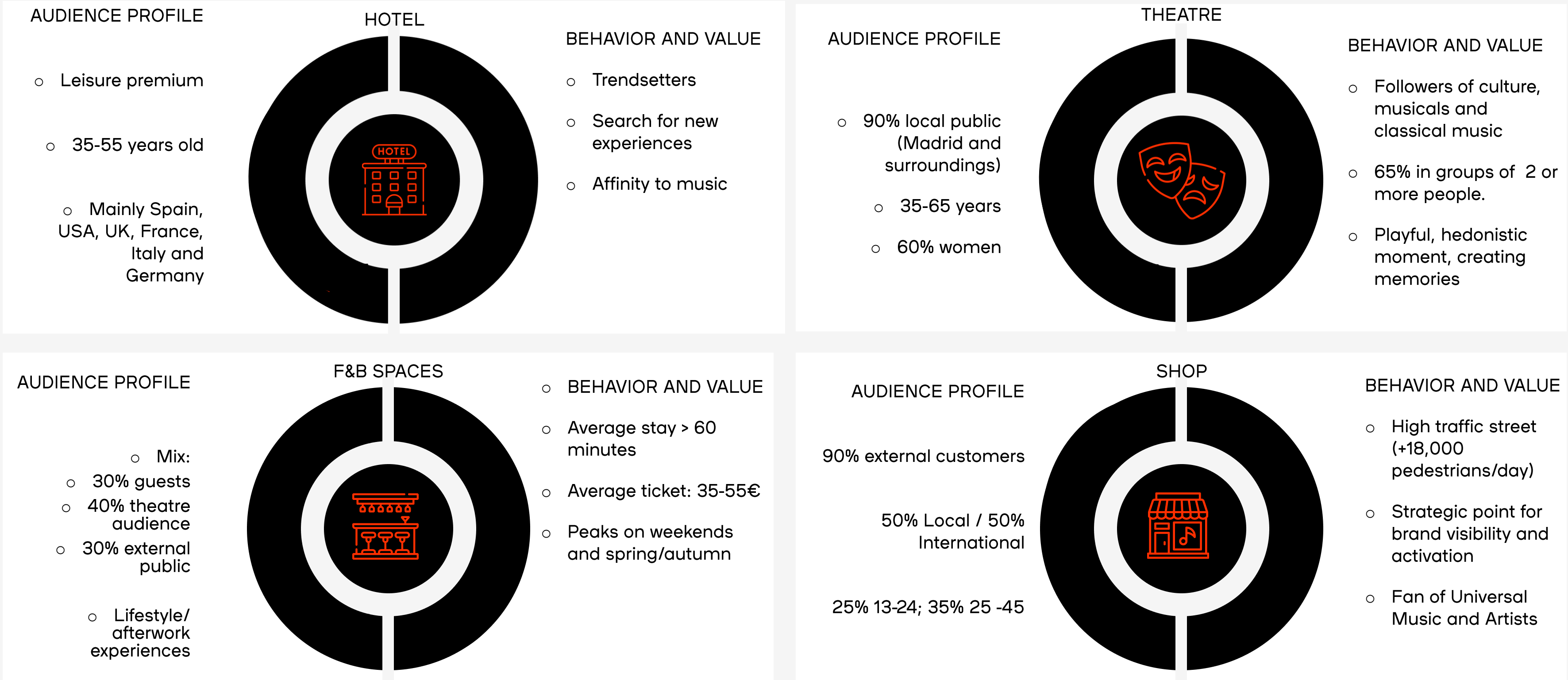
EXCLUSIVE SURROUNDINGS
Premium visibility and unique storytelling.



YOUR BRAND,
PART OF THE
RHYTHM OF THE
CITY.

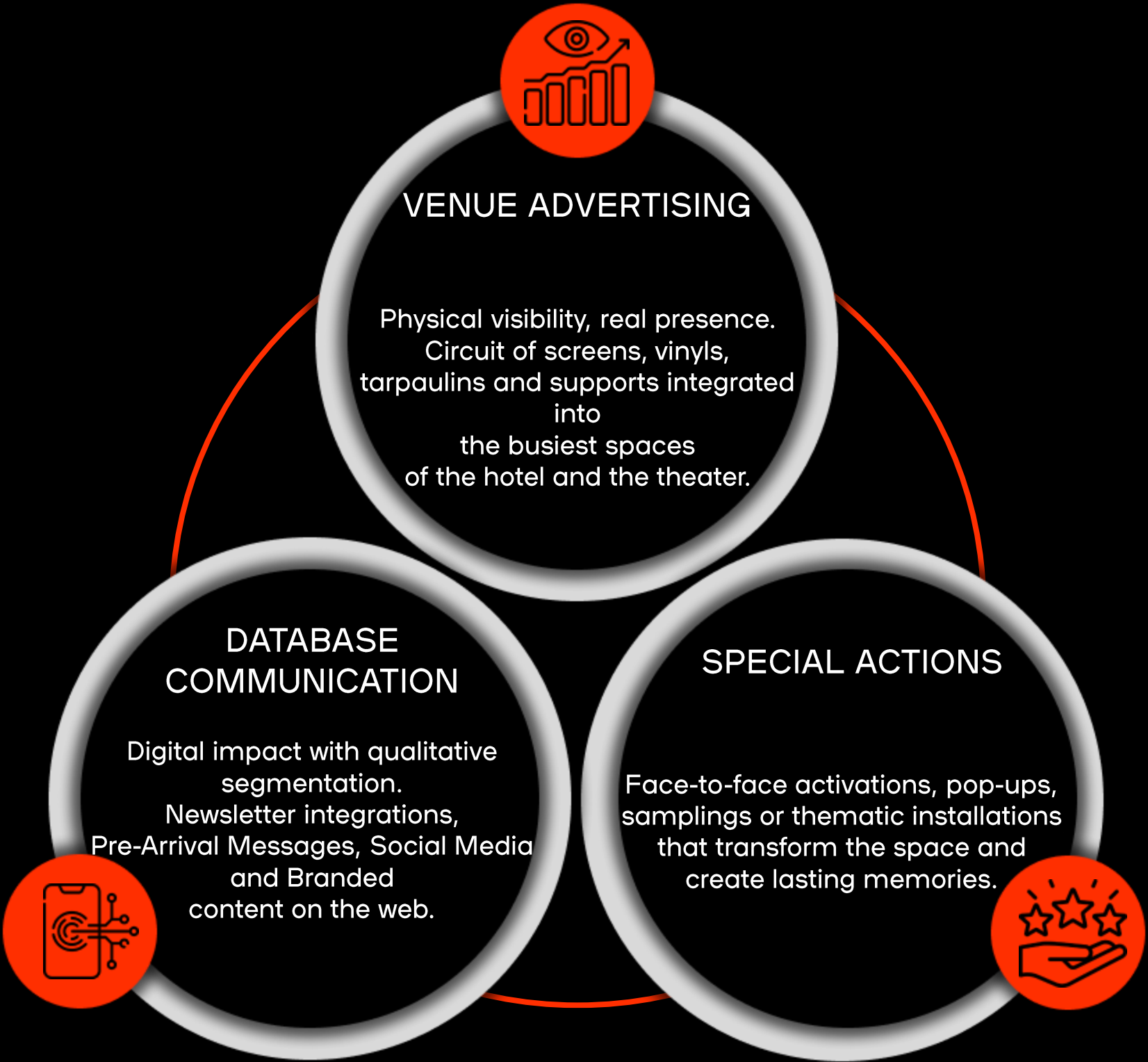
WHY CHOOSE US?

Each space attracts its own and complementary audience, all connected by music.



THREE AXES, A 360° BRANDING OPPORTUNITY

We integrate visibility, experience and digital connection in an environment of high cultural and emotional value.



VENUE
ADVERTISING



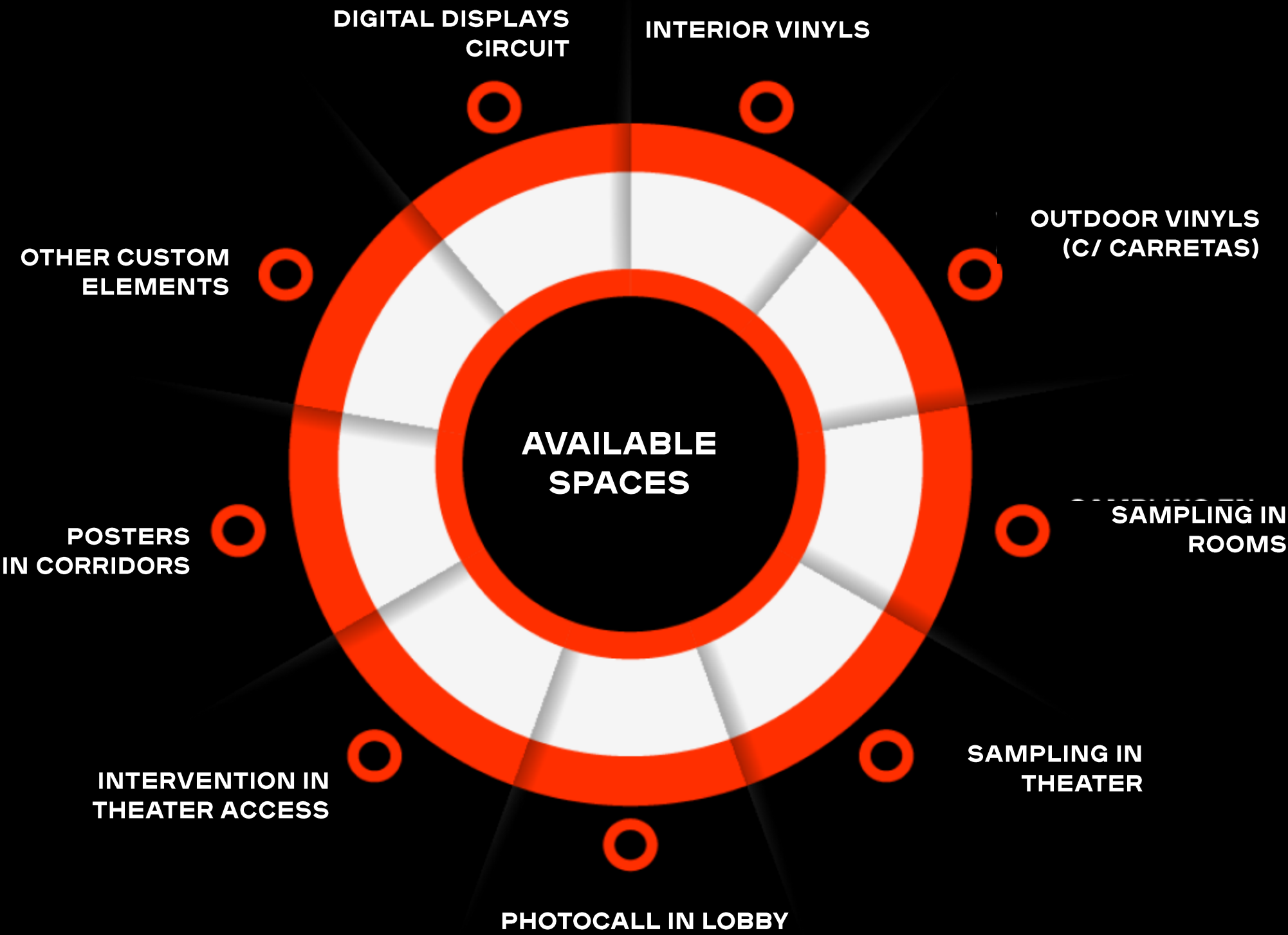
VENUE ADVERTISING

WHAT IS IT?

Circuit of physical media at UMusic Hotel Madrid and Teatro Albéniz that integrates brands into the visual journey of the visitor, guest and spectator. From premium formats to custom elements, it offers a continuous presence in a cultural environment.

FOR WHOM?

For brands that seek notoriety and positioning in front of an n audience of high media value, combining branding, affinity and recall in a context linked to the stars of UMusic.



VENUE ADVERTISING - DIGITAL DISPLAY CIRCUIT

A network of digital screens located at the busiest points of the hotel and the theatre: entrances, elevator, lobby, UMusic Shop and entrance to the Albéniz Theatre.

A dynamic and versatile support that allows continuous communication with guests, visitors and show audiences.

Average Audience:

+ 10,000 views per day on indoor screens

540,000 outdoor pedestrians per month



VENUE ADVERTISING - DIGITAL DISPLAY CIRCUIT

COVERAGE	9 screens in hotel, theater and shop Carretas (indoor + outdoor).
FORMATS	Image or video (≤30") · Broadcast 24 h/day · at least 5 passes per hour · Centralized control.
DURATION	Weekly or monthly, depending on campaign objectives.
AUDIENCE	+10,000 views/day · +540,000/month including foreign transit.
SIZES AND SPECIFICATIONS TECHNIQUES	Lobby (Videowall): 1920×1080 px · Horizontal · MP4 H.264 · No audio Elevators (x4): 1080×1920 px · Vertical · MP4 H.264 · No audio Theater access (x2): 1920×1080 px · Horizontal · MP4 H.264 · No audio Carretas Street Inside: 1080×1920 px · Vertical · MP4 H.264 · No audio Shop Exterior: 3840×1080 px · Horizontal LED · MP4 H.264 · No audio
SPACE	Full tour: 6.000 €/week · €17,000/month Outdoor carts: 4.000 €/week · €12,500/month VAT Not Included - the partner will provide the video
DIFFERENTIAL VALUE	Continuous visibility · Cultural and premium environment · Ideal for branding and launches.

VENUE ADVERTISING -INDOOR VINYL

The exterior vinyl of elevators at the UMusic Hotel Madrid transform the busiest spaces into communication elements with a high visual impact.

Located in the lobby, the Carretas corridor, the restaurant and the rooftop, offer a constant and elegant brand exposure for guests, visitors and the theater's audience.

Average audience: 1,200 people/day, with peaks on holidays and weekends.



VENUE ADVERTISING -INDOOR VINYLS

COVERAGE	Elevator exteriors located in high-traffic areas: lobby, Carretas corridor, restaurant and rooftop.
FORMATS	Full or partial vinyl · Removable material · Matte or satin finish · Adaptable to campaign design.
DURATION	Weekly or monthly, depending on campaign objectives.
ESTIMATED AUDIENCE	High Frequency Element · Guests, visitors, F&B clients and events.
SIZES AND TECHNICAL SPECIFICATIONS	Standard elevator: 48 × 231 cm (per panel)- Polymer vinyl 150 dpi · Removable adhesive without residue.
INSTALLATION	Includes installation and removal · Technical supervision by UMH team
RATES	3.000 €/week · €9,000/month (VAT not included)
PRODUCTION	Not included · Estimated cost of €250 per elevator
DIFFERENTIAL VALUE	High-frequency visual format · Aesthetic integration with the architecture of the venue. Ideal for image campaigns or launches.

VENUE ADVERTISING -OUTDOOR VINYLs

The outdoor vinyl's located on the façade of Calle Carretas offer maximum visibility in one of the busiest areas of the center of Madrid.

A large-format urban support that connects with thousands of pedestrians every day, projecting the brand in an iconic environment linked to culture, music and tourism.

+18,000 Persons / day
Peak 30,000 spectators in December



VENUE ADVERTISING - OUTDOOR VINYL

COVERAGE	Exterior façade on Calle Carretas, a point of high pedestrian traffic next to the entrance of the UMusic Shop.
ESTIMATED FOOT TRAFFIC	+18,000 people/day. Peaks of up to 30,000 in high season and Christmas.
AVAILABLE FORMATS	Full or partial outdoor vinyl · Matte microperforated finish (depending on location).
DURATION	Weekly or monthly, depending on visibility objectives or promotional period.
SIZES AND TECHNICAL SPECIFICATIONS	Windows Carts (x2): 1.20 × 1.80 m Carretas Door: : 1.90 × 2.60 m- Microperforated vinyl 150 dpi · Outdoor resistant.
INSTALLATION	Includes installation and removal · Technical supervision by UMH team
RATES	10.000 €/week · €30,000/month (VAT not included)
PRODUCTION	Not included · Estimated cost of €250 per lift.
DIFFERENTIAL VALUE	Iconic location · High visual impact on urban and tourist audiences · Ideal format for product launches or image campaigns.

VENUE ADVERTISING - SAMPLING

Sampling allows brands to be part of the visitor's tangible memory.

From the hotel rooms to the lobby & theater, every sample or detail becomes a gesture of direct connection with the consumer, reinforcing affinity and positive association with the UMusic experience.

Up to 30,000 units per month.



VENUE ADVERTISING - SAMPLING

COVERAGE	Hotel rooms (premium guests) and access areas to the Albéniz Theatre (general public).
FORMATS	Physical samples, welcome kits, promotional gifts.
MODALITIES	Hotel: distribution in rooms or check-in. Theater: delivery at the entrance / exit or seat drop.
ESTIMATED AUDIENCE	Hotel: up to 1,750 guests per week. Theater: up to 5,600 attendees per week
DURATION	According to the promotion calendar or theater programming.
RATES	To be defined according to briefing (VAT not included). Distribution costs to be budgeted.
PRODUCTION AND LOGISTICS	Not included · Delivery of materials to the hotel 72 hours before the action.
DIFFERENTIAL VALUE	Direct and memorable contact with the consumer. Natural integration into the experience.

VENUE ADVERTISING - PHOTOCALL IN LOBBY

The lobby's photocall is one of the most photographed spots at the UMusic Hotel Madrid.

An iconic space where artists, guests and visitors share their experience and amplify the visibility of brands through social networks and media.



VENUE ADVERTISING - PHOTOCALL IN LOBBY

LOCATION	Main lobby of the hotel, next to the access to the Albéniz Theater.
FORMAT	Modular structure or printed backdrop. Adaptable to campaign or sponsor design.
TIMING	Per event or fixed period (minimum 1 day).
ESTIMATED IMPACTS	Guests, artists, press and visitors to the theatre.
SIZES AND SPECIFICATIONS	Area of 4.5 × 2.8 m · Necessary lighting. Possibility of integrating logos and physical supports.
INSTALLATION	Does not include assembly and disassembly · It will be supervised by the UMH technical team.
RATES	€1,500/day (VAT not included)
PRODUCTION	Not included
DIFFERENTIAL VALUE	High media and digital visibility. Generation of organic content on social media and the press.

VENUE ADVERTISING - INTERVENTION AT THE ENTRANCE TO THE THEATER

Access to the Albéniz Theatre is the meeting point for thousands of spectators every week.

Intervening in this space allows brands to be part of the most photographic and shared moment of the tour, integrating creativity, design and visual storytelling in the arrival at the show.

VISIBILITY: + 3,000 spectators on a double feature day - 4,500 pedestrians per day.



VENUE ADVERTISING - INTERVENTION IN ACCESS TO THE THEATRE

COVERAGE	Main entrance to the Albéniz Theatre (waiting area and public transit before the show).
FORMATS	Vinyls, thematic structures, branding of physical elements or partial scenographic installation.
DURATION	Per day.
ESTIMATED AUDIENCE	Up to 3,000 people/day.
INSTALLATION	Does not include production or assembly and disassembly · UMH technical supervision.
RATES	€2,000/day - €5,000 per week (VAT not included) .
PRODUCTION AND LOGISTICS	Not included.
DIFFERENTIAL VALUE	High concentration of public · Photographic and experiential environment Ideal for cultural launches and sponsorships.

VENUE ADVERTISING -POSTER IN HOETL / THEATER CORRIDOR

The corridors of the hotel and the theatre become a living gallery for brands.

Dedicated posters allow brands to reinforce campaign messages, launches or collaborations in a subtle and elegant way, maintaining a constant presence throughout the visitor's journey.

From 2,000 to 7,000 weekly viewers



VENUE ADVERTISING - POSTER IN THE CORRIDOR

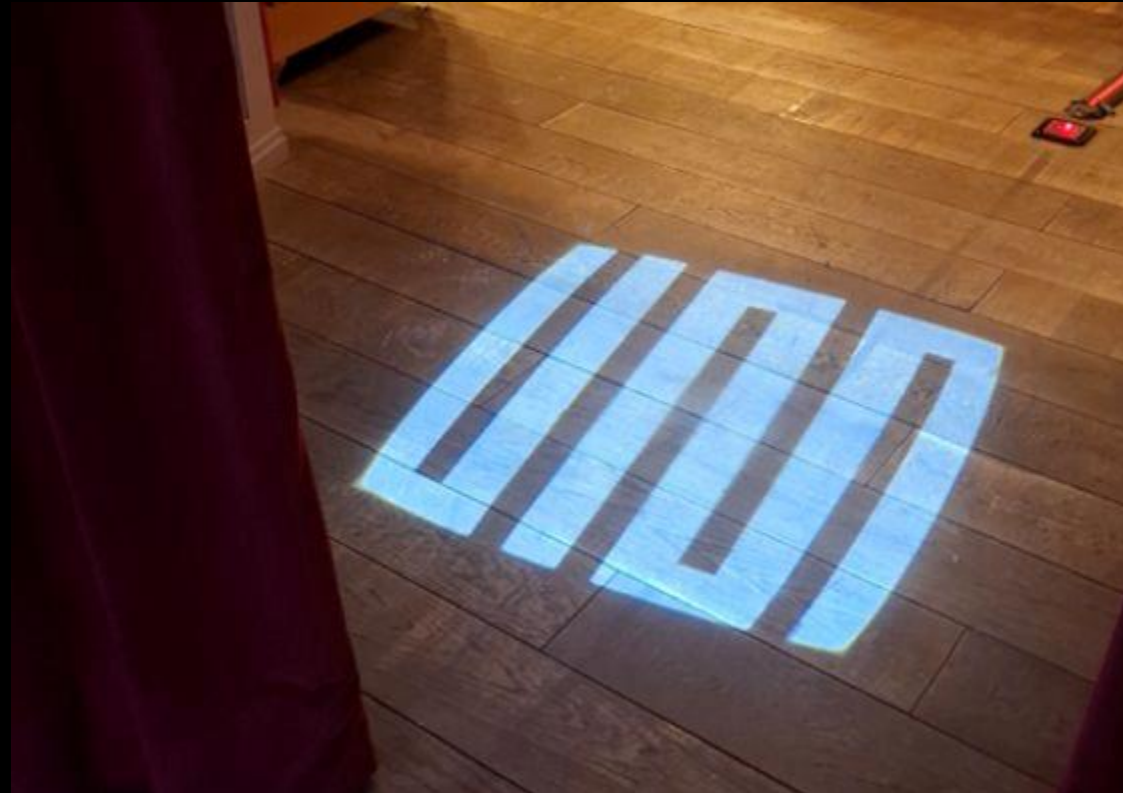
LOCATION	Hotel and theatre transit areas: corridors, secondary accesses and connection areas.
FORMATS	A2 or A1 posters · Fixed frame of 50×70 cm or 70×100 cm. Digital printing on artistic paper. Maximum 5 posters
DURATION	Weekly or monthly, depending on the campaign.
ESTIMATED AUDIENCE	From 2,000 to 7,000 spectators per week.
INSTALLATION	Includes assembly and removal · UMH technical supervision.
RATES	500 €/week (VAT not included).
PRODUCTION	Not included · Tailor-made budget (reference: from 500 €).
DIFFERENTIAL VALUE	Economical and elegant support. Visual reinforcement complementary to other formats.

VENUE ADVERTISING -CUSTOMIZABLE ELEMENTS

BRAND CUSTOMIZATION.

Customizable elements allow brands to create a unique presence within the hotel or theater.

From themed furniture to decorative details or temporary signage, each action is custom-designed to reflect the brand's DNA without altering the aesthetics of the UMusic space.



VENUE ADVERTISING -CUSTOMIZABLE ELEMENTS

COVERAGE	Indoor spaces of the hotel, theater and common areas (lobby, corridors, waiting points).
FORMATS	Themed furniture, signage, lighting, room keys, signage or temporary decorative elements.
DURATION	According to briefing and type of action.
ESTIMATED AUDIENCE	Variable according to location and permanence.
INSTALLATION	Includes assembly and removal · UMH Technical Supervision.
RATES	To be defined according to design (VAT not included).
PRODUCTION	Not included · Tailor-made budget
DIFFERENTIAL VALUE	Tailor-made actions that reinforce the brand's visual identity. Total flexibility in design and location.

ADVERTISING IN THE VENUE-SUMMARY

SOPORTE	DURATION	RATE	ESTIMATED COVERAGE	OBJECTIVE	PRODUCTION
DIGITAL DISPLAY CIRCUIT	Weekly / Monthly	8.600 €/week €24,000/month	+20.000 Views/day	Notoriety and Continuous visibility	Not Included
OUTDOOR ROAD SCREENS	Weekly / Monthly	6.000 €/week €17,000/month	+18.000 pedestrians/day	Urban impact and awareness	Not Included
HOTEL INTERIOR SCREENS	Weekly / Monthly	€3,000/week €9,000/month	+ 2.000 Spectators/day	Visual reinforcement At the point of sale	Not Included
INTERIOR VINYLs (ELEVATORS)	Weekly / Monthly	€3,000/week €9,000/month	High traffic areas hotel/theater	Brand presence during the experience	+250 €/elevator
EXTERIOR VINYLs (CALLE CARRETAS)	Weekly / Monthly	€10,000/week €30,000/month	+18,000 pedestrians/day (peak 30,000 at Christmas)	Mass visibility and cultural partnership	+250 €/panel
SAMPLING (HOTEL / TEATRO)	According to action	To be defined according to briefing	Up to 1,750 guests / 5,600 weekly attendees	Direct contact and experiential	Variable
PHOTOCALL LOBBY	Daily	1.500 €/day	High traffic and organic social coverage	Notoriety and content generation	Not Included
INTERVENTION THEATRE ACCESS	Weekly	€2,000/day - €5,000/Week	3000 spectators/day	Experiential branding and sponsorships	From 400 €
POSTERS IN CORRIDORS	Weekly / Monthly	500 €/week	Internal traffic Hotel / Theatre	Complementary visual reinforcement	+60 €/poster
CUSTOMIZABLE ELEMENTS	According to action	To be defined	Variable according to space	Environment customization / co-	From 500 €

SPECIAL ACTIONS



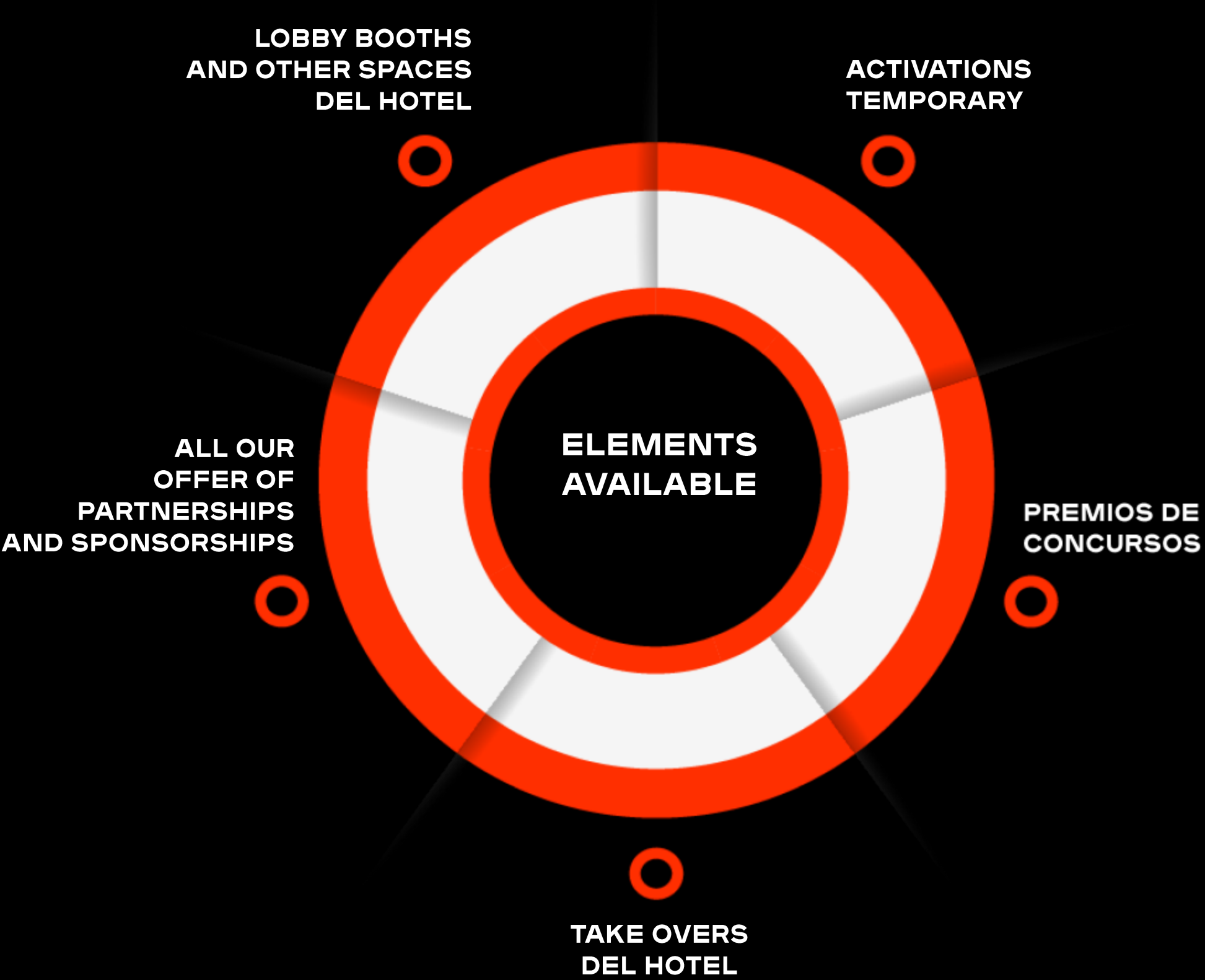
SPECIAL ACTIONS

WHAT IS IT?

Face-to-face activations designed to generate direct interaction between the brand and the public of UMusic Hotel Madrid. From temporary installations to full integrations, each action is tailored to the space, product type, and communication goals.

FOR WHOM?

For brands looking to connect in an experiential and memorable way with a premium audience, linked to leisure, culture and music



SPECIAL ACTIONS

STANDS IN THE LOBBY AND OTHER SPACES.

The stands in the lobby and other common spaces of the UMusic Hotel Madrid allow brands to create a direct and experiential presence in the heart of the venue.

Designed for interaction, product testing or ephemeral activations, they are integrated into areas of high flow of guests, visitors and theatre attendees.

Up to 2,000 people a day.



SPECIAL ACTIONS - LOBBY STANDS

LOCATIONS	Main lobby, Carretas corridor, rooftop or specific areas of the hotel depending on availability.
FORMATS	Modular structure or promotional counter Possibility of fixed or itinerant corner.
ESTIMATED AREA	From 4 m² to 9 m² depending on the area and design.
DURATION	Weekly to monthly, depending on activation schedule.
ESTIMATED AUDIENCE	Guests, visitors, theatre and restaurant audiences.
INSTALLATION	Includes assembly and disassembly · Technical coordination by UMH.
RATES	5.000 €/week · €15,000/month (VAT not included)
PRODUCTION	Not included ·
DIFFERENTIAL VALUE	Direct contact with the visitor · Experiential and flexible format. Ideal for sampling, demos or brand activations.

SPECIAL ACTIONS

PERMANENT ELEMENTS.

Short or medium-term activations designed to highlight a product, campaign or brand message within the hotel.

They are integrated into high-traffic areas or strategic spaces, maintaining coherence with the aesthetics and narrative of the UMusic environment.



SPECIAL ACTIONS - PERMANENT ELEMENTS

LOCATIONS	Lobby, Carretas corridor, rooftop and common areas of the hotel.
FORMATS	Corners or fixed modules. Brand zones with integration of furniture, digital and decoration.
ESTIMATED AREA	From 6 m² to 12 m² depending on design and location.
DURATION	Monthly or quarterly, with the possibility of renewal.
ESTIMATED AUDIENCE	Mixed audience: guests, visitors, theatre goers and restaurants.
INSTALLATION	Includes assembly and disassembly · Technical coordination by UMH.
RATES	From €6,000/month (VAT not included)
PRODUCTION	Not included · Estimated cost from 600 € depending on design and materials.
DIFFERENTIAL VALUE	Prolonged presence · Constant visibility. Aesthetic and narrative integration with the UMusic environment.

SPECIAL ACTIONS

ASPIRATIONAL PRIZES.

Aspirational prizes allow brands to link to UMusic's musical universe through exclusive raffles and promotions. Unique experiences such as nights at the hotel, dinners on the rooftop or VIP tickets to the Albéniz Theatre become the best incentive to connect with fans, customers and employees.

An action of high perceived value that associates the brand with real, memorable and 100% UMusic experiences.

Example of reference: "Cuarto Azul Aitana" experience developed together with Santander SMusic, which combined thematic accommodation, branding and digital activation.



SPECIAL ACTIONS - ASPIRATIONAL PRIZES

MODALITIES	Stays, dinners, tickets to shows or exclusive experiences (meet & greet, guided tours, etc.)
MECHANICS	Sweepstakes, contests or promotions organized by the brand in collaboration with UMH.
DURATION	According to campaign or promotional calendar.
ESTIMATED AUDIENCE	End audience of the brand · Social Media Followers · Customers and employees.
ACTIVATION	Joint management between the brand and UMH for logistics, awards and communication.
RATES	From €2,000/campaign (VAT not included)
PRODUCTION/ PRIZES	Not included · Variable cost according to the value of the experience (rooms, dinners, tickets...).
DIFFERENTIAL VALUE	Emotional and experiential incentive · Direct association with the UMusic brand Content generation and notoriety.

SPECIAL ACTIONS

TAKE OVERS.

Total or partial reservation of the UMusic Hotel Madrid for a brand, which now has the rooms and main spaces of the hotel (lobby, restaurant, rooftop, theater, etc.) for the development of large activations, events or hospitality programs.

Take Overs are comprehensive interventions that transform the UMusic Hotel Madrid into a complete brand experience.



SPECIAL ACTIONS - TAKE OVER

COVERAGE	Hotel spaces, theatre and common areas (lobby, corridors, rooftop, restaurant, Carretas store).
FORMATS	Comprehensive interventions with coordinated branding: vinyl, digital, decoration, sampling and experiences.
DURATION	Weekly, monthly or per event, depending on the scope of the action.
ESTIMATED AUDIENCE	Visitantes del hotel, público del teatro, restauración y peatones en Carretas.
INSTALLATION	Includes assembly and disassembly coordinated by UMH.
RATES	Segun briefing
PRODUCTION	Not included · Variable cost according to design (reference: from €5,000)
VALOR DIFERENCIAL	Maximum impact · Total brand presence · Immersive and media experience.

SPECIAL ACTIONS - SUMMARY

SOPORTE	DURATION	FARE	ESTIMATED COVERAGE	OBJECTIVE	PRODUCTION
LOBBY BOOTHS AND OTHER SPACES	Weekly / Monthly	€5,000/week €15,000/month	High traffic in lobby, carts and rooftops	Direct interaction Product Test	Not included
SPACES PERMANENT	Monthly / Quarterly	Since €6,000/month	Constant flow of guests and visitors	Continuous presence Brand positioning	Not Included
ASPIRATIONAL PRIZES	By campaign	Since €2,000/campaign	End audience Clients Social Media Followers	Engagement Loyalty Notoriety	Variable according to experience
TAKE OVERS	Weekly / Monthly / Event	According to Briefing	Total coverage hotel + theatre	Immersive Experience Comprehensive branding	Not included

DATABASE COMMUNICATION



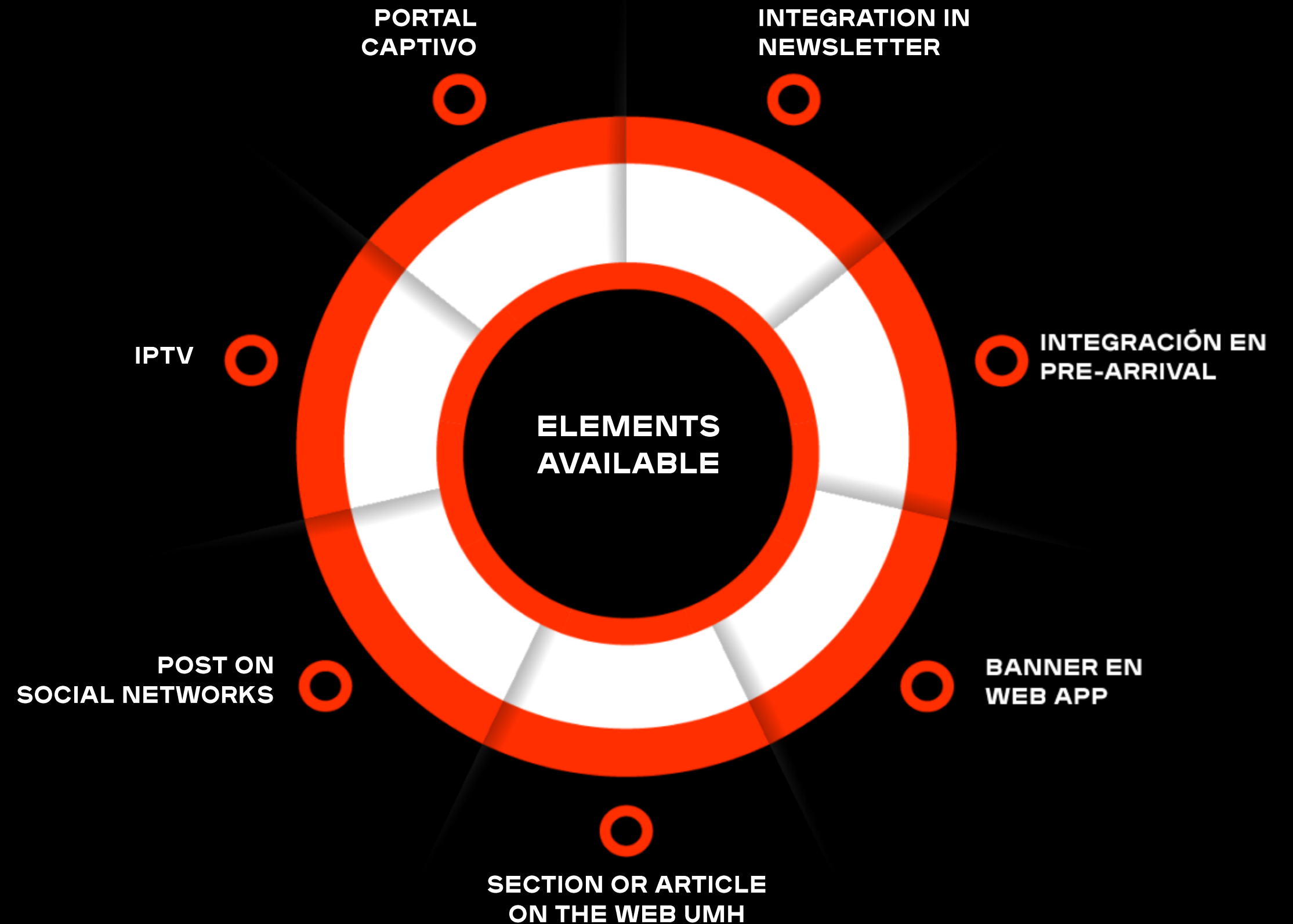
DATABASE COMMUNICACTION

WHAT IS IT?

Digital actions aimed at our database of customers, guests and followers, designed to amplify brand presence and connect with a highly segmented audience related to the music, cultural and lifestyle worlds.

FOR WHOM?

For brands that seek to communicate directly, qualitatively and with a high level of affinity, taking advantage of UMusic Hotel Madrid's own channels to generate awareness, traffic and conversion.



DATABASE COMMUNICACTION

NEWSLETTER INTEGRATION

UMusic Hotel Madrid's newsletters are a direct window into the hotel's universe: they combine new music, gastronomic proposals, exclusive experiences and collaborations with like-minded brands.

Integrating the brand into these shipments means accessing a qualified and segmented database, made up of guests, music lovers, entertainment professionals and high-value customers.

Database of 25,000 individuals - Open rate: 33%



ENAMÓRATE DE MADRID

30% DE DESCUENTO EN TU ESTANCIA.

Desde el mejor entretenimiento hasta la gastronomía local y habitaciones impresionantes, UMusic Hotel Madrid te inspirará. Reserva ahora y disfruta de un **30% de descuento***.

ROOMS	EAT & DRINK	THEATER	OFFERS	HOTEL FEATURES
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PHANTOM OF THE OPERA AT THEATER ALBÉNIZ



Already have plans for you next Tuesdays or Wednesdays?

Enjoy The Phantom of the Opera at the legendary Albéniz Theater at the UMusic Hotel Madrid with an exclusive **20% discount** until May 26th. Use the code **UMUSIC** when booking and don't miss out on this great experience.

[BUY TICKETS](#)


DATABASE COMMUNICACTION

INTEGRATION IN PRE-ARRIVAL


Every stay at UMusic Hotel Madrid begins with a welcome message.

Pre-arrival communications prepare the guest to live an immersive experience from the first contact, presenting the cultural, gastronomic and musical universe that they will find upon arrival. Integrating a brand at this point of contact allows you to associate with the moment of greatest expectation and emotion of the customer, reinforcing its positioning as part of the lifestyle that the hotel represents.

10,000 shipments per year



YOUR BEST MEMORIES BEGIN HERE.



UMUSIC PIANO BAR

Enjoy a unique experience of flavors, cocktails, and live music.


BOOK NOW

Hi %tag_name%

Are you ready to explore Madrid's soulful, transformative, music-infused journey and discover the city's hidden gems?

There's more than one way to experience Madrid.


RESERVATION	123456	📍
CHECK-IN	20/12/25 3:00 PM *	📱
CHECK-OUT	27/12/25 12:00 PM	✉️



UMUSIC SHOP MADRID

Discover a space where music, culture, and creativity meet.


DIVE IN



CABARET

As our guest, enjoy a special discount on your Cabaret tickets with the code UMUSIC20.

LIVE THE MAGIC



FIND YOUR PERFECT PLAN

Discover what's happening at UMusic Hotel Madrid and across the city, from live music to local events.

DISCOVER MORE



UMUSIC HOTELS

EVERY STYLE HAS A SOUND
WHAT'S YOURS?

We want to get to know you better!
Tell us your favorite music style.

SIGN ME UP



DATABASE COMMUNICACTION

BANNER EN WEB APP

During their stay, each guest interacts with the hotel's web app: a space that centralizes reservations, menus, activities, shows and recommendations.

The branded banners inserted in this platform accompany the visitor in a non-intrusive, but constant way, generating memory and natural integration.

20,000 Impressions/month

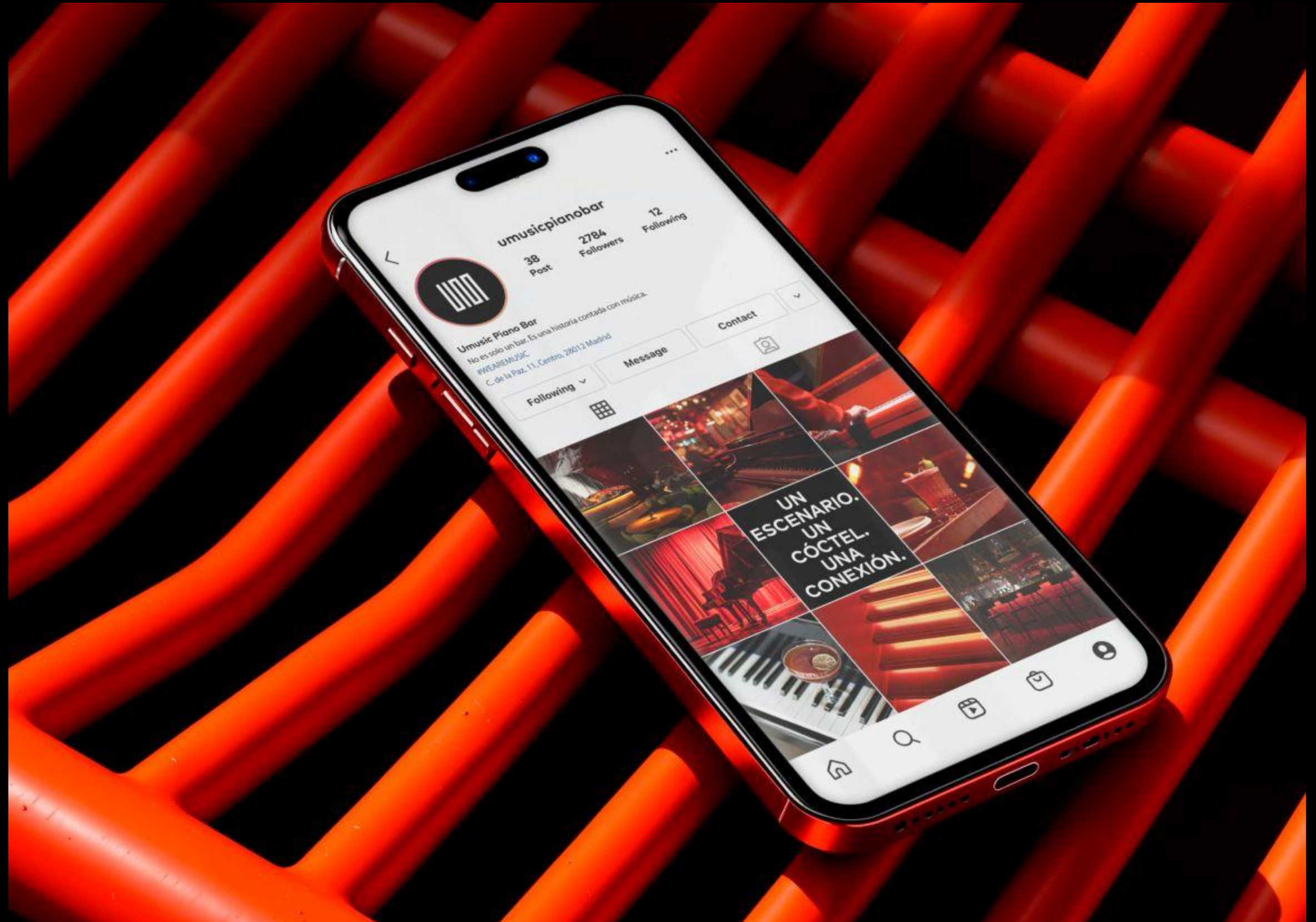


DATABASE COMMUNICACTION

POST ON SOCIAL NETWORKS.

UMusic Hotel Madrid's digital community is vibrant, active, and emotionally connected to music, culture, and urban lifestyle.

Through the hotel's official channels (Instagram, Facebook and LinkedIn), each publication combines editorial content, premium aesthetics and visual storytelling.




DATABASE COMMUNICACTION

SECTION OR ARTICLE ON THE UMH WEBSITE.

The UMusic Hotel Madrid website is an editorial space where music, culture and hospitality are intertwined in the same story.


Through dedicated articles and sections, brands can integrate themselves into this discourse through content with purpose, style and credibility.



UMUSIC HOTEL TEATRO ALBÉNIZ PRESENTS "JAZZ MONDAYS" WITH VILLANOS DEL JAZZ
Published on November 3, 2025

UMusic Hotel Teatro Albéniz, together with Villanos del Jazz, presents Jazz Mondays, a new concert series that runs from October 27 to November 24 as part of the official JAZZMADRID program, organized by the Madrid City Council's Department of Culture.


[VIEW MORE](#)



UMUSIC HOTELS TURNS UP THE VOLUME WITH ORACLE CLOUD APPLICATIONS
Published on October 2, 2025

Pioneering hospitality group taps NetSuite and OPERA Cloud to scale and deliver unforgettable guest experiences


[VIEW MORE](#)




UMUSIC SHOP COMMITS TO WORKPLACE INCLUSION TOGETHER WITH FUNDACIÓN JUAN XXIII
Published on August 27, 2025

Dedicated to music, culture, and community, UMusic Shop has signed an agreement with Fundación Juan XXIII to inclusively produce 15,000 bags that will accompany every purchase at the space, highlighting the talent and professionalism of people at risk of or experiencing psychosocial vulnerability.

[VIEW MORE](#)



POP-UP CAMARÓN STORE



DATABASE COMMUNICACTION

IP TV PRESENCE

Our IPTV system offers a personalized experience right out of the box. When the TV is turned on, each guest sees a welcome pop-up with individualized messages and rotating spaces where services, events or brand activations can be promoted.

In addition, we have a second layer of exclusive pop-ups for priority messages or premium collaborations, guaranteeing maximum visibility.

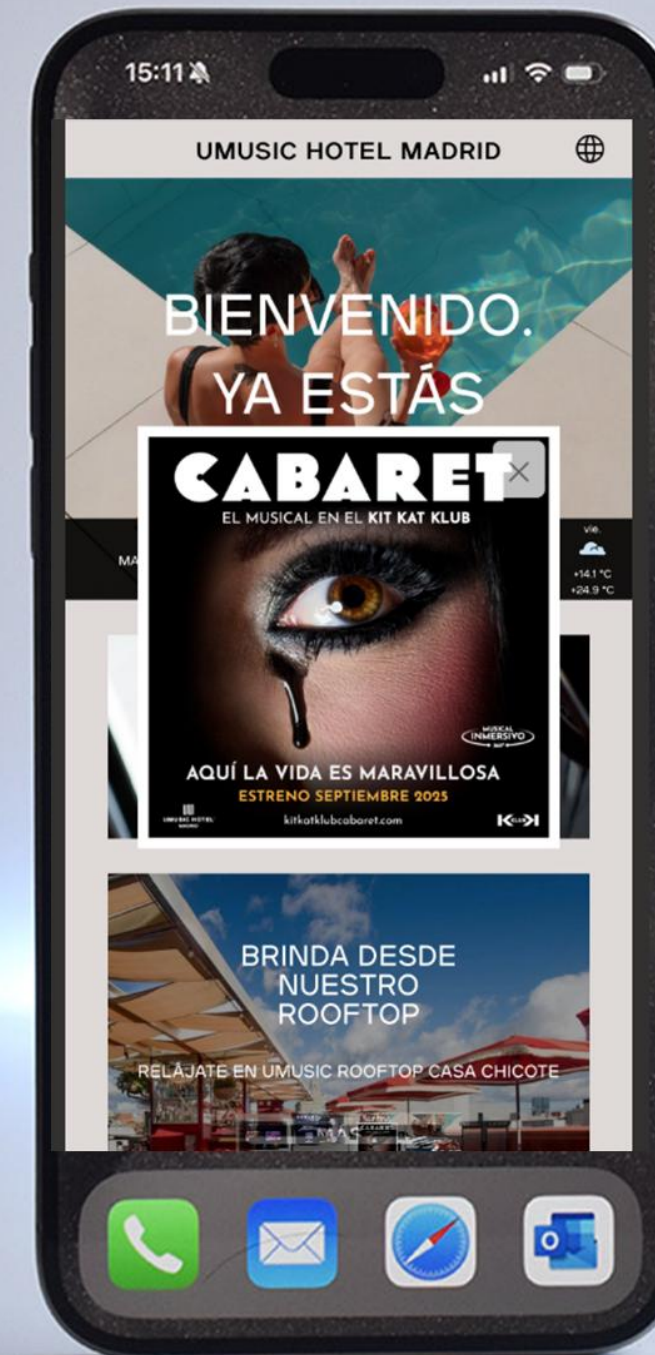


DATABASE COMMUNICACTION

WEB ACCESS

When guests connect to Wi-Fi, the first thing they see is a pop-up personalized with the hotel's identity, designed to communicate priority messages immediately.

After this initial screen, the webapp offers different integrated and high-visibility spaces, where outstanding services, experiences and offers of the hotel can be promoted, as well as brand activations aimed at a highly receptive and segmented audience.



DATABASE COMMUNICACTION - SUMMARY

SOPORTE	COVERAGE BELOVED	DURATION/ FREQUENCY	RATE PRICE	OBJECTIVE
NEWSLETTER	Hotel database + UMusic followers (≈20,000 contacts)	By Newsletter	800 €/NL	Direct and segmented communication
PRE ARRIVAL INTEGRATION	Confirmed guests (≈1,000 per month)	By campaign	€1,000/campaign	Partnership with arrival experience
WEB APP BAANNER	Active users during stay and show	Weekly / Monthly	1.500 €/week €4,000/month	Constant digital presence
POSTS ON SOCIAL	Instagram / Facebook / LinkedIn UMH Madrid	By publication	Since 900 €/post	Organic visibility and engagement
WEV ARTICLE	General hotel and theatre public	Monthly	€1,200/item	Editorial and reputational positioning
IPTV	Confirmed guests (≈1,000 per month)	Monthly	€5,000/campaign	Impact in a memorable moment
CAPTIVE PORTAL	Active users during stay and show	Weekly / Monthly	750 €/week €2,250/month	Visibility in show

THANKS

For any additional information:
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UMUSIC HOTEL[®]
MADRID