

Great British

Perfect places for weekends away



Media Information 2014

Great British HOTELS 2014

Country & Town House is now well established as THE luxury London magazine. Written by the UK's leading journalists and supported by leading global brands, from luxury goods (Cartier, Rolex and Patek Philippe), interior design companies (Nina Campbell, Savoir Beds, Linley), to top estate agents (Savills, Knight Frank and Strutt & Parker), the magazine brings the very best of British life to London's most affluent homes every month.

Country & Town House features a well established monthly Food & Travel section written by leaders in their field, including Fiona Duncan (Sunday Telegraph), Juliet Kinsman (Mr and Mrs Smith), Daisy Finer (Tatler and FT), Henrietta Green (Food Lovers Britain) and Sophie Dening (Harper's Bazaar). Regular travel advertisers include Abercrombie & Kent, Carrier and Red Savannah, and Powder Byrne. These businesses find the magazine to be a high quality, well targeted, cost effective and responsive way of marketing to the very top end of the London market.

Following the success of the launch issue in 2013, Editor, Fiona Duncan, will use her considerable experience of the UK's luxury hotel market to edit **GREAT BRITISH HOTELS** 2014. This glossy 130-page directory, website and iPad app will again cover the eleven main British tourist areas: Devon & Cornwall, the West Country, Hampshire & the Isle of Wight, London, the Home Counties, the Cotswolds, Wales & the Borders, East Anglia, Yorkshire & the Dales, Lancashire & the Lake District and Scotland but will also introduce a new Irish section together with brand new sections on 'Sexy Self-Catering' and 'Exclusive Country House Rentals'. As before, each area will be represented by beautiful photography and carefully researched editorial highlighting the best beaches, walks, art galleries and museums as well as restaurants, pubs, events and festivals. Only 25 of Fiona Duncan's personally selected hotels in each area will be listed. Each area will also be enhanced by additional food and wine content edited by Henrietta Green.

Every participating hotel will be marked on the illustrated map of each area and will receive 50 copies of the guide free.

Distributed with the June 2014 issue of *Country & Town House* to reach the market on 2nd May, The **GREAT BRITISH HOTELS** Guide 2014 will be hand delivered to central London's most affluent 150,000 readers as well as being available from leading estate agents, Waitrose, Marks & Spencer, WHSmith, independent newsagents nationwide, selected 5* hotels nationwide and in UK and European first class airport and private jet lounges. The 2014 Guide will also be on sale as a stand alone bookazine in WHSmith nationwide for three months.

The 2014 Guide will also be available as a free iPad app to all *Country & Town House* readers, the **GREAT BRITISH HOTELS** website will be featured on the *Country & Town House* homepage and all participating hotels will be featured on our new weekly Hotel News twitter service.

RATE CARD	
Full Page	£4,250
Half Page	£2,750
Directory and online listing	£1,250

DEADLINES	
Advertising Deadline	Wednesday 23 April 2014
Published	Friday 2 May 2014

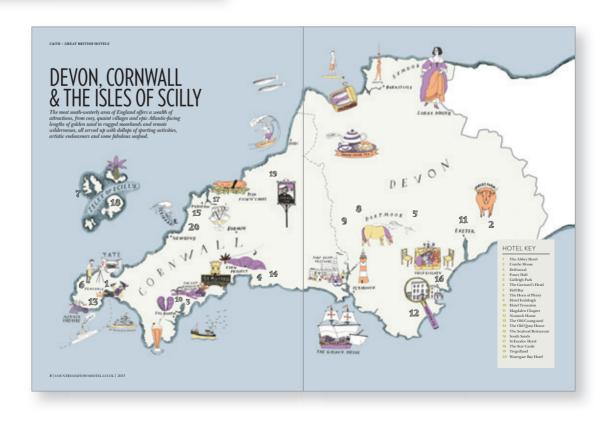
For more details please contact Lulu Gabriel on 020 7731 9470 or email lulu@countryandtownhouse.co.uk

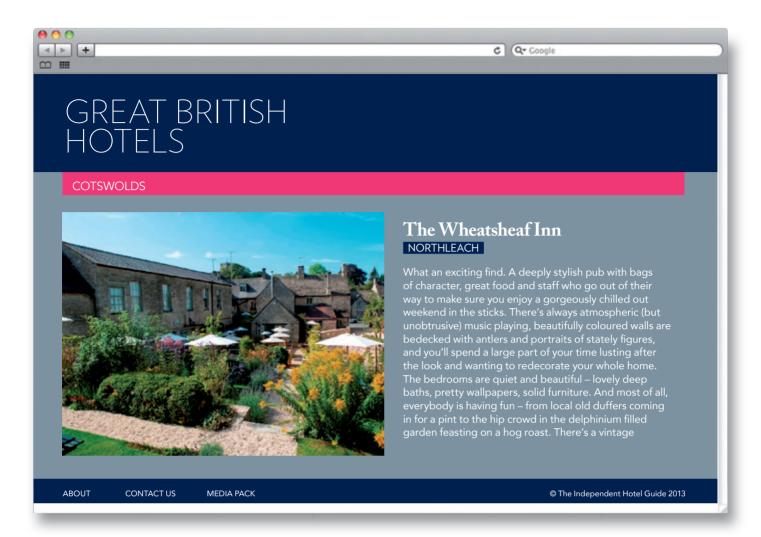


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