

GREAT BRITISH & IRISH HOTELS

MEDIA PACK 2017



5th *Fiona Duncan's*
ANNIVERSARY ISSUE



Edited by *Fiona Duncan*, **Great British & Irish Hotels** is the only five-star boutique hotel and cosy upmarket inns guide delivered to an affluent London and International 200,000 AB readership.

Great British & Irish Hotels will cover the 12 key British & Irish Tourist areas and include a section on Private Houses to rent. The Guide will include Fiona's personally curated and selected hotels in Devon & Cornwall, the West Country, Hampshire & the Isle of Wight, the Home Counties, London, the Cotswolds, Mid Country, East Anglia, The North, Wales & the Marches, Scotland and Ireland.

The 2017 Guide will include a new editorial feature section at the front of the book, with essays on subjects such as English wine and champagne (*Alice Lascelles*), getting out into nature when you're away (*Fergus Beeley*), the hotel interior designers to watch (*Emma Love*) and the characters behind our most beloved hotels (*Fiona Duncan*), as well as our extended 'Best For' section which allow readers a quick and easy reference guide by area and *Henrietta Green's* comprehensive foodie section highlighting the very best food and drink by area.

The Magazine

**GREAT BRITISH
& IRISH HOTELS**

In print

GREAT BRITISH & IRISH HOTELS



PERFECT PLACES FOR WEEKENDS AWAY

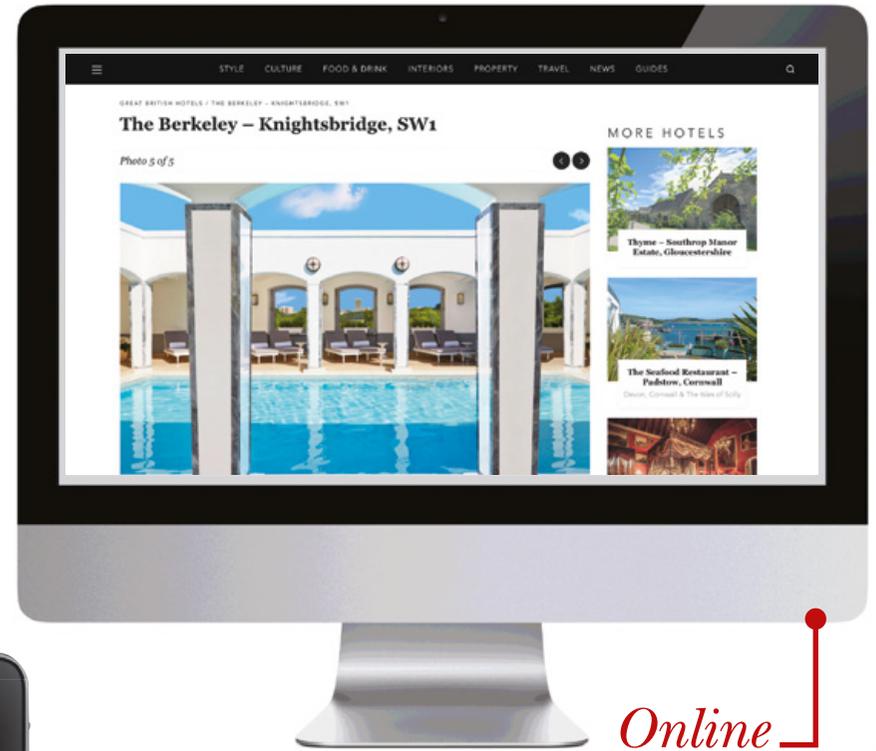
PLUS Hundreds of things to see, do and eat

COUNTRY & TOWN HOUSE



Mobile and tablet

360°



Online

AUDIENCE

UK

Circulation 60,000 / Readership 150,000

WORLDWIDE

Circulation 80,000 / Readership 200,000

SOCIAL

Over 35,000 Connections



GREAT BRITISH & IRISH HOTELS



The Whole Hog

Pigs that color and heaven for vegetarians. Hampshire is one of the UK's most gourmet counties.

Hampshire has a pig that is as perfect for its texture as it is for its taste. The Hampshire pig is a breed that has been developed in the USA from a mix of wild boar and domestic pig. It is a large, muscular pig with a black face and legs and a white body. It is known for its excellent eating qualities and is a popular choice for chefs and home cooks alike.



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Local Foodie

Foodie food traditions and artisan gin



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THE PAINSWICK

A historic combination of architecture, beauty and creature comforts, all in one of the Cotswold's prettiest towns. Until recently it was the overnight Cotswold hotel, but having been acquired by The Cotswold Collection it has been transformed into a country club, with its own spa and fitness centre, and a new hotel. The new owners are keen to see the hotel become a place where you can enjoy the best of both worlds: a luxurious hotel and a country club. The Painswick Hotel is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since. The hotel is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since.



THORNBURY CASTLE

Thornbury Castle is the only castle in the Cotswolds. It was built in the 12th century and has been a castle ever since. The castle is a beautiful building, with a long history. It was built in the 12th century and has been a castle ever since. The castle is a beautiful building, with a long history. It was built in the 12th century and has been a castle ever since.



THE PLOUGH AT KELMSCOTT

If anyone knows how to make a historic residence come back to life, it's the owners of The Plough at Kelmscott. The hotel is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since. The hotel is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since.



DYME

Dyme is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since. The hotel is a beautiful building, with a long history. It was built in the 18th century and has been a hotel ever since.

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HOTEL & LUXURY LIFESTYLE

Advertisers include Lime Wood, The Pigs, The Goring, Claridges, The Connaught, The Berkeley, The Savoy, The Beaumont, Lucknam Park, Four Seasons, Firmdale Group, The Zetter & Zetter Town Houses, The Rosewood, Belmond, The Capital, Gravetye Manor, Goodwood Hotel, Hotel Endsleigh, Hotel Tresanton, Brown's Hotel, The London Edition, The Sloane Club, The Doyle Collection, The Bath Priory, The Artist Residence Group.

Published with the July issue of C&TH

RATE CARD	
Gatefold Cover	£15,900
Inside Front Cover DPS	£13,000
Run of magazine DPS	£5,150
Run of magazine Single Page	£3,100
Half Page	£1,750
Quarter Page	£1,100
Outside Back Cover	£9,150
Inside Back Cover	£5,750
Hotel Directory & Online Listing	£1,750
DEADLINES	
Booking Deadline	Wednesday 19 April 2017
Published	Friday 9 June 2017

Every participating hotel will receive 50 complimentary copies of the Guide and so every copy works as an excellent source of reference in all of the UK's finest hotels.

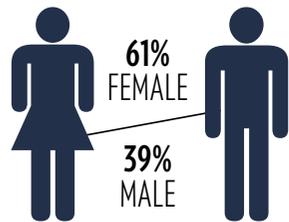
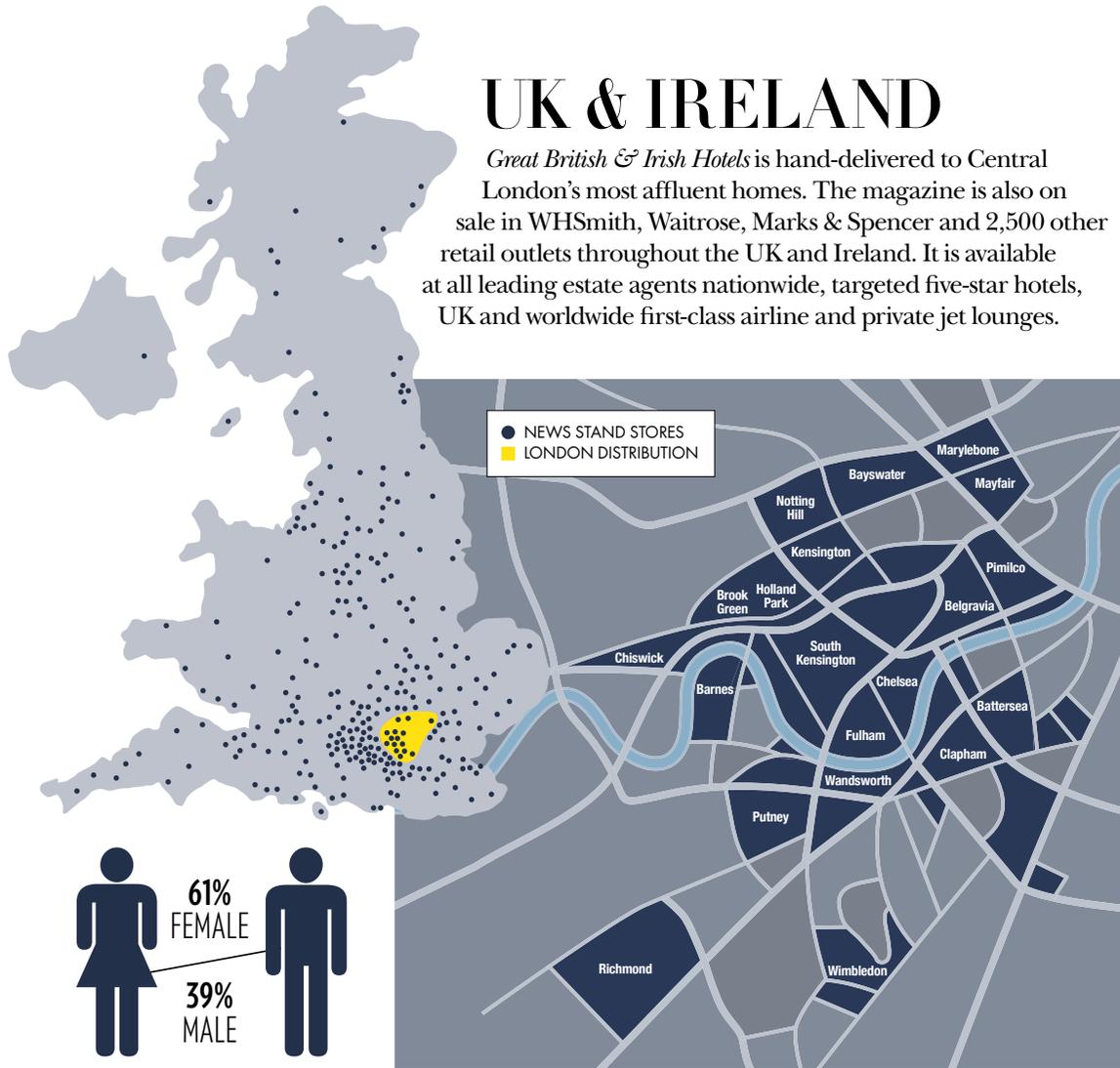
Each hotel also benefits from an enhanced listing on the *Great British & Irish Hotels* website and will be promoted through C&TH's social media channels such as its Instagram Hotel of the Week post and curated round ups.

Advertising

GREAT BRITISH & IRISH HOTELS

UK & IRELAND

Great British & Irish Hotels is hand-delivered to Central London's most affluent homes. The magazine is also on sale in WHSmith, Waitrose, Marks & Spencer and 2,500 other retail outlets throughout the UK and Ireland. It is available at all leading estate agents nationwide, targeted five-star hotels, UK and worldwide first-class airline and private jet lounges.

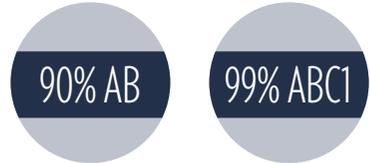


OVERSEAS

In addition to the highly targeted AB UK distribution, *Great British & Irish Hotels* will benefit from a high volume international circulation into BA First Class lounges worldwide, together with Cathay Pacific, Singapore Airlines, Emirates, American Airlines and United Airlines. As a result *Great British & Irish Hotels* will be available to AB International travellers coming into the UK in First Class and private jet lounges worldwide from cities including Amsterdam, Bahrain, Barcelona, Boston, Brussels, Cape Town, Chicago, Dubai, Frankfurt, Geneva, Hong Kong, Istanbul, Johannesburg, Lagos, Madrid, Miami, Montreal, Moscow, Paris, San Francisco, Singapore, Tokyo, Vancouver and Washington.

AUDIENCE

UK Circulation 60,000 / Readership 150,000
WORLDWIDE Circulation 80,000 / Readership 200,000



Circulation

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TESTIMONIALS

‘The Pigs and Lime Wood have been proud to be a part of *C&TH’s Great British & Irish Hotels* over the past few years. Our brand has been showcased perfectly alongside the other brands that the guide has chosen to work with. The editorial is always spot on and images used make each hotel look stylish and inviting.’ **ROBIN HUTSON, CEO OF THE PIGS AND LIME WOOD**

‘We have long been supporters of *C&TH* and their guides, and firmly believe *C&TH* flies the flag for the true best of British, and has established a voice of authority in the luxury marketplace.’
PAULA FITZHERBERT, MAYBOURNE HOTEL GROUP

‘Just saw *C&TH’s Great British & Irish Hotels* and we feel very proud to be in. For what it is worth, it is objectively an absolutely superb piece of work, beautifully produced. In a world littered with the noise of too much information it is, for your end readers, a wonderful resource and proof positive in the value of curated trust worthy content and style.’ **THE BECKFORD ARMS, WILTSHIRE**

CONTACT US

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or email advertising@countryandtownhouse.co.uk

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London, SW6 4QL

www.countryandtownhouse.co.uk

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COUNTRY & TOWN HOUSE PRINT & DIGITAL ADVERTISING TERMS & CONDITIONS

1 DEFINITIONS

- (a) the "Advertiser" means the person or entity booking advertising space in Country & Town House (C&TH) or any Country & Town House publication, whether an advertising agency, brand owner or whomsoever.
- (b) "Advertising Copy" means the advertising and promotional content (including any Sales Promotions as defined below) requested by the Advertiser to be published by C&TH in one or more of its Publications.
- (c) "C&TH" means Country & Town House Limited of Studio Z, Chelsea Gate Studios, 115 Harwood Road, London SW6 4QL
- (d) "C&TH Publication" means any of the magazine titles published by C&TH from time-to-time.
- (e) "Digital Versions" means any C&TH Publication as made available in an electronic format compatible with one or more handheld or tablet end-user devices (such as, without limitation, Kindles and iPads).
- (f) "Premium" and "Premium Plus" advertising options means in relation to "Premium" including but not limited to scrolling advertisements, slide shows and 30 second videos and "Premium Plus" including but not limited to photo explorer, photo 360 and 60 second video.
- (g) "Production Work" means any and all artwork, sketches, layouts, mock-ups, graphics, photography, processing or other work, work product, services and service product that the Advertiser may request C&TH to perform or provide from time-to-time.
- (h) the "Publication Date" means, in relation to each version of a C&TH Publication (print, Digital and PDF) the date(s) on which the relevant version comes on sale in the United Kingdom.
- (i) "PDF Versions" means any C&TH Publication as made available in a "static format" digital magazine issue (e.g. on Zinio, LeKiosk etc.).
- (j) "Press Date" means C&TH's various deadline(s) for receipt of any Advertiser's Advertising Copy, as the same may be notified by C&TH to the Advertiser in respect of each instance of publication of such Advertising Copy in a conventional, print-media C&TH Publication, a Digital Version or a PDF Version.
- (k) "Rates" means C&TH's costs and charges for the publication of Advertising Copy in C&TH Publications, as evidenced in the C&TH Rate Card in force at the relevant time, but not including any additional fees and costs for any Production Work as described in Section 2(b) below which shall be payable in addition to the Rates.
- (l) "Rate Card" means the table of C&TH Rates for the publication of Advertising Copy in C&TH Publications
- (m) "Technical Specifications" means C&TH technical requirements for Advertising Copy provided by or on behalf of Advertisers from time-to-time.

2 RATES & COSTS

- (a) Rates are quoted in the Rate Card exclusive of VAT and may be increased at any time upon 3 months' written notice, "written notice" for these purposes to include notice posted on this web page as part of these Terms & Conditions.
- (b) In addition to the Rates, if the Advertiser requires any Production Work to be performed by C&TH, it will pay C&TH for the same at the cost quoted by C&TH at the time of request, plus any applicable VAT or other sales tax at the prevailing rate.
- (c) All rights, including all copyright, in any Production Work performed by C&TH will vest in C&TH and the Advertiser may use the same solely for the limited purpose of publishing the associated Advertising Copy in the relevant C&TH Publications pursuant and subject to these Terms and Conditions. Where an Advertiser wishes to receive an assignment of rights in any Production Work then the same shall be subject to the written agreement of C&TH (which it may grant or withhold in its absolute discretion and which may include the agreement of any further terms).

3 ORDERS

- (a) Agents must disclose the name of their principals and nature of the advertised goods, services, Sales Promotions and Advertising Copy at time of booking. Any incomplete or misleading disclosure or failure fully to disclose, or any non-compliance of any matter with applicable regulation, entitles C&TH to reject or cancel the order.
- (b) The C&TH Rate Card is not an offer to contract. A contract between C&TH and the Advertiser (and C&TH's obligation to publish any Advertising Copy on these Terms & Conditions) arises only upon and subject to C&TH's acceptance of the Advertiser's order.

- (c) Cancellations cannot be accepted from Advertisers within 2 months of the Publication Date of the conventional, print-media C&TH Publication. Orders for Advertising Copy comprising covers, Sales Promotions and advertorials are non-cancellable.
- (d) Orders for next to or facing editorial positions can only be accepted subject to availability at the time of going to press.
- (e) It is the Advertiser's responsibility to notify C&TH within 7 days of receipt of C&TH's written acceptance of the Advertiser's order for the publication of its Advertising Copy if the booking details set out in C&TH's acceptance confirmation are incorrect.
- (f) Advertisers are required to specify, in their orders, which C&TH Publications (and which digital versions) they wish their Advertising Copy to appear in. Where a C&TH Publication is published in both Digital and PDF Versions, C&TH will, unless notified otherwise by the Advertiser, publish the Advertising Copy in all of the Digital Versions and PDF Versions of the relevant C&TH Publication, to all of the compatible end-user devices. The Advertiser may, if it so specifies in its order to C&TH, elect not to have its Advertising Copy published in the PDF Version of the relevant C&TH Publication, but in this regard the Advertiser acknowledges that this "opt-out" will be universal in respect of all PDF Versions across all end-user devices.

4 COPY ARTWORK AND MATERIALS

(I) PRINT ADVERTISING COPY

- (a) All Advertising Copy (which must be in the form of PDF files and digital proofs) provided by or on behalf of the Advertiser to C&TH must comply with C&TH's Technical Specifications. C&TH may reject for publication any Advertising Copy which is not compliant with the Technical Specifications.
- (b) The technical compliance of Advertising Copy provided by the Advertiser to C&TH for publication in Digital Versions remains the responsibility of the Advertiser. C&TH accepts no responsibility and will have no liability to the Advertiser for any of the consequences (including the state of the resulting published Advertising Copy) where any materials provided to C&TH do not comply with the Technical Specifications.
- (c) If the Advertiser does not provide a PDF file and digital proof of the relevant Advertising Copy by the Press Date C&TH is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant C&TH Publication.
- (d) C&TH will be under no obligation to review or make corrections to any pre- or post-publication Advertising Copy.

(II) TABLET ADVERTISING COPY

- (a) Advertising Copy intended for publication in Digital Versions must comply with the 'Tablet Advertising Material Specifications' section of the Technical Specifications. PDF Versions do not require compliance with any technical specifications other than the general Technical Specifications. C&TH may reject for publication any Advertising Copy which is not compliant with the Tablet Advertising Material Specifications.
- (b) Advertisers may email C&TH for full details of C&TH's technical requirements for Digital Versions and information about the Technical Specifications.
- (c) The technical compliance of Advertising Copy provided by the Advertiser to C&TH for publication on the C&TH website and in Digital Versions remains the responsibility of the Advertiser. C&TH accepts no responsibility and shall have no liability to the Advertiser for any of the consequences (including the state of the published Advertising Copy) where any materials provided to C&TH do not comply with the 'Tablet Advertising Material Specifications' element of the Technical Specifications.
- (d) If the Advertiser does not provide Advertising Copy compliant with this Section 4(ii) by the notified Press Date for the Digital Version C&TH is entitled (but not obliged) to re-publish any previous Advertising Copy previously published in the relevant Digital Version.
- (e) For the avoidance of doubt, any links embedded in any Advertising Copy for any Digital Version will only be enabled when the relevant end-user device is connected to the Web via WiFi or 4G.

(III) GENERAL

- (a) All Advertising Copy supplied by the Advertiser will be held by C&TH at the owner's risk and must be insured against loss or damage and backup copies retained by the owner.

5 PAYMENT

- (a) Payment is due on publication of the issue in which the advertisement appears.
- (b) If payment is not made in full within 30 days of the date of C&TH's invoice the Publisher reserves the right to suspend insertions. The Advertiser shall pay interest under The Late Payment of Commercial Debts (Interest) Act 1998, at 8% above Bank of England base rate.
- (c) New Advertisers will be required to pay in advance for the first three insertions of Advertising Copy.

6 GENERAL

- (a) The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all Advertising Copy (and its constituent parts) when submitted to C&TH for production and upon publication will: (i) be neither defamatory nor obscene, and must comply in all respects with the requirements of the British Code of Advertising Practice and other relevant industry codes, and (ii) comply with and not contravene the requirements of (a) any Act of Parliament, statutory instrument, code of practice or regulation promulgated thereunder including any law of the European Community for the time being in force or applicable in the United Kingdom and (b) any acts, decrees, regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be accessed: (iii) in the case of financial advertising comply with the Financial Services and Markets Act 2000 and other relevant statutes and regulations issued pursuant to statute or by any regulatory body: (iv) not breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or entity or render C&TH liable to any proceedings or liabilities whatsoever, wheresoever.
- (b) Notwithstanding anything to the contrary set out herein, C&TH is entitled at its absolute discretion to reject or exclude any Advertising Copy submitted for publication notwithstanding: (i) C&TH's previous acceptance of the relevant Advertiser's order; and (ii) whether or not the relevant Advertising Copy has been previously accepted for publication or published previously.
- (c) The Advertiser will indemnify C&TH fully in respect of any costs, claims, damages, losses or liabilities of any sort suffered or incurred by C&TH arising directly or indirectly from the production or publication of any Advertising Copy which is in breach of any of the warranties set out in Section 6(a) above.
- (d) Any complaint concerning the production or publication of any Advertising Copy must be notified in writing to C&TH within 4 weeks of Publication Date.
- (e) C&TH will exercise reasonable care in preparing and publishing Advertising Copy but if any Advertising Copy is not published in accordance with the booking confirmation issued by C&TH due to the act or omission of C&TH, C&TH's maximum liability will be limited to the amount of any payment made for the relevant Advertising Copy. C&TH will not be liable in any manner to the Advertiser for any error, misprint or omission which does not materially detract from the look or meaning of any Advertising Copy nor will C&TH be liable to the Advertiser for any such error, misprint or omission to the extent attributable to the Advertiser's non-compliance with these Terms and Conditions. C&TH may (subject to Section 6(b) above) at the Advertiser's request carry further or corrective Advertising Copy of a similar type and standard to the Advertising Copy which has not been published in accordance with the booking confirmation issued by C&TH which will be the Advertiser's sole and exclusive remedy.
- (f) The Advertiser may not recharge a client for advertising space at an increased rate without C&TH's written consent.
- (g) For Advertising Copy including a Sales Promotion or a special offer the Advertiser must provide all details when placing its order.
- (h) C&TH and the Advertiser warrant that they will observe their respective obligations under the Data Protection Act 1998 arising in connection with these Terms and Conditions.
- (i) These Terms and Conditions will be construed under and governed by the law of England and the parties submit to the exclusive jurisdiction of the English Courts.

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