

Smith

52

THE GAME PLAN

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“There is simply no other guide like it”

Sunday Times Style

From the team who brought you the acclaimed and original Mr & Mrs Smith Hotel Collections, an innovative new events diary to ensure that your weekends away are seamlessly planned. Sleekly packaged in chic black linen with embossed lettering, Smith 52 is the most stylish events guide for 2008.

Mr & Mrs Smith have toured the continent to find out about the best festivals and events across Europe – and how to enjoy them Smith-style. Packed with insider information and practical tips, *Smith 52* is an events diary that tells you how to party like a Viking at Up Helly-Aa, what to do if it rains at Glyndebourne, and where to get your mask for the Venice Carnival as well as tipping you off about the best nearby restaurants and the perfect Mr & Mrs Smith-approved boutique hotels in each area.

How will *Smith 52* be marketed?

- A major PR campaign targeting national and regional publications, as well as local radio and online press from August onwards
- £50,000 launch event in September
- Forthcoming features confirmed to appear in:

Condé Nast Traveller	The Guardian	The Observer
Sunday Times Travel Magazine	Arena	The Times
	Grazia	Vogue.com

£200,000
spent on an intensive
marketing campaign



“The sexiest guidebook around.”
Harper's Bazaar

“An amusing read that makes
you feel something of a voyeur”
Condé Nast

Included in each diary is an exclusive membership card which can be activated to receive diary alerts to your desktop as well as information, news and offers about events happening throughout the year. Members can also access upgrades, discounts and other life-enhancing extras from hotels in the Smiths' collection and use the Smith Travel Team to arrange travel and accommodation.

Why is *Smith 52* so unique?

- There is no diary like it! No one gives you the inside scoop like Mr & Mrs Smith, including tips on how to get there, how to secure the best tickets and where to stay at each event.
- A **unique membership scheme** providing diary alerts and news on key events during 2008, as well as travel benefits and offers from Smith recommended hotels.
- **Informative and irreverent editorial** with meticulously researched suggestions to highlight the best each event has to offer – from food and drink to the best vantage points.

Sales

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