



# Mr & Mrs Smith

Hotel Collection  
European Cities

Price: £19.95 ISBN: 0-9544964-1-8 Publication Date: November 2004

**“Mr & Mrs Smith: the coffee-table hotel guide that is the bible of the New Weekenders...”**

The Saturday Telegraph

**“The ultimate hotel guide for lovers”**

Wallpaper\* magazine

This is the second in the series of groundbreaking hotel guides from Mr & Mrs Smith. Aimed at the affluent urbanite, it is the first collection of European city hotels to combine style with substance. Featuring 40 hotels among 17 cities, the book’s chic design, witty text and attention to detail has ensured its success has more than equalled that of the UK/Ireland edition.



## How is Mr & Mrs Smith marketed?

- Awards winning campaign by Jori White PR.
- Features included in:

The Sunday Times  
Harpers & Queen  
Design Week  
Vogue

The Daily Telegraph  
The Guardian  
GQ  
Wallpaper\*

**£100,000**  
spent on a  
fully integrated  
marketing campaign

**“An incredibly stylish travel guide, leaving Rough Guides and Lonely Planet in their dim dusty corners.”**

Attitude magazine

**“Mr & Mrs Smith is lovingly detailed, and features only the cream of the crop”**

The Independent on Sunday



## Why is Mr & Mrs Smith so unique?

- Respected reviewers including fashion designer, **Stella McCartney**, editor of GQ magazine **Dylan Jones**, and comedian **Dominic Holland**.
- **A unique membership scheme** providing exceptional added value for Mr & Mrs Smith cardholders eg room upgrade, bottle of champagne on arrival and free upgrade.
- **Stunning, original photography** by one of the UK’s most renowned photographers, Adrian Houston.
- **Informative and irreverent editorial** with carefully researched suggestions for the best each destination has to offer – from food and drink to beaches and nightlife.
- All featured hotels can be **booked directly online** through the beautifully designed and user-friendly Mr & Mrs Smith website.

## Sales

Full representation and distribution by **Pan Macmillan Ltd**,  
20 New Wharf Road, London N1 9RR

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Editors: Juliet Kinsman & Sophie Denning

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