



Mr & Mrs Smith

The Hotel Collection
European Coast and Country

Price: £19.95 ISBN: 0-9544964-4-2 Publication Date: October 2006

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

The Saturday Telegraph

“There is simply no other guide like it”

The Sunday Times Style

Coast and Country is the third in the series of the hugely popular hotel guides from Mr & Mrs Smith. Aimed at the savvy, switched-on urbanite, it will showcase a definitive selection of sexy and stylish retreats in Europe's most appealing locations. Featuring 35 hotels - from Balearic chill-out destinations to hilltop hideaways - in 12 countries, the book will stand out for its elegant design, witty text, and the trademark Smith attention to detail. With the first two guides still hot, and the brand established successfully online, the new book represents the continuation of Mr & Mrs Smith's tour of Europe - and beyond...

How will Mr & Mrs Smith: Coast and Country be marketed?

- Forthcoming features confirmed to appear in:

The Sunday Times Wallpaper*
Condé Nast Traveller The Observer
GQ Harpers & Queen
Vogue Arena

£150,000
spent on an intensive,
fully integrated
marketing campaign

- 100,000 copies of Mr & Mrs Smith Hotel guides sold to date.

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

The Independent on Sunday

“The ultimate in hip hotels... don't book a trip away without it”

The Guardian

Why is Mr & Mrs Smith so unique?

- Respected reviewers including editors of leading style publications, **Howard Marks**, **Tom Dixon**, **Jess Cartner-Morley** (fashion editor of the Guardian).
- A **unique membership scheme** providing exceptional added value for Mr & Mrs Smith cardholders eg room upgrade, bottle of champagne on arrival and complimentary massages
- **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

Title: Mr & Mrs Smith Hotel Collection: Coast and Country

Editors: Juliet Kinsman and Sophie Denig

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