



**PREMIER SELECTION**

*Welcome*

TO THE 79TH EDITION OF SIGNPOST  
**RECOMMENDING THE UK'S FINEST  
PLACES TO STAY**

# PRINT

Committed to providing the UK's luxury specialist guide to premier places to stay.



HUDSON'S

# WEB & MOBILE

Dedicated to providing the number one website and mobile app for premier places to stay.

Website listed No 4 under phrase 'UK Hotel Guide' on Google (Jan17)





## PREMIER *Selected* PROPERTIES RECEIVE A COMPREHENSIVE PACKAGE

- ★ Full page with up to 3 images and half page with 1 image in our premium guide. Benefit from a readership of 100,000.
- ★ Full entry on highly ranked website with 1 million+ views per annum.
- ★ Properties are advertised in our HUDSON<sup>S</sup> Heritage Guide & website [www.hudsonsheritage.com](http://www.hudsonsheritage.com)
- ★ Participation in our monthly online newsletter and printed promotions in leading media.
- ★ Complete website re-design in 2015 with a commitment to maintain and improve.
- ★ Time on site has almost doubled and almost 1 in 3 site visitors either click through to accommodations own website or make a booking enquiry.
- ★ Re-design included a mobile site along with the Signpost App. 30% of visitors now access the site via a mobile device.
- ★ Continuous social media campaign leading to measurable enhanced social footprint.
- ★ Commission free bookings, linked directly to your own website.
- ★ Free Guides for your property to promote Signpost Guides.

### SIGNPOST, A MARKETING RESOURCE FOR YOUR BUSINESS

We produce a monthly newsletter, with the offers you want visitors to make the most of, along with informative content to keep visitors and businesses in the know.



## WHAT OUR READERS THINK ABOUT US

*"I bought Signpost (and another hotel guide) in a bookshop - yours was nearly half the price & twice as good."* AJ, LONDON

*"Splendid publication which has been an enormous help not only to myself but also to various friends who have borrowed it."* RJW, QUEBEC

*"I've never had a bad experience in a Signpost hotel..."* BT, BUILTH WELLS

*"The Signpost guide is the absolute best I have found in every regard."* SW, BERKSHIRE

*"One of the most comprehensive and detailed books that I have had the pleasure of studying on accommodation..."* RC, TASMANIA

*"I've come to depend on Signpost over the years."* VR, KENT

*"I use your website as my first port of call when looking for hotel rooms."* VR, TEES-SIDE

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