



ALEXANDRA HOTEL

# BRITAIN'S LONGEST RUNNING PREMIER ACCOMMODATION GUIDE

2017/18 DISPLAY RATES

# SIGNPOST

## BRITAIN'S LONGEST RUNNING PREMIER ACCOMMODATION GUIDE

Published since 1935, the Signpost Guide is the UK's longest running annual guide to the country's premier hotels. In compiling the guide, we use our knowledge and experience to select only the best quality places to stay offering the perfect mix of individuality, style and atmosphere. With exceptional style, good cuisine, value for money, a personal welcome and the very best in guest care all prerequisites for joining the 'Signpost Selected Premier Accommodation collection'.

Our premier guide is for people looking for luxury country house hotels set in beautiful grounds, small hotels with log fires and cosy bedrooms deep in the heart of quiet country villages, smart town house hotels with 21st century facilities or delightful Bed and Breakfasts. Signpost doesn't just stop there, they also 'signpost' visitors to places of interest from good places to eat, to top tourist attractions making sure our visitors get the most out of their stay.

***"Signpost is now even better than ever before, produced to a higher quality finish, complete with a modern contemporary cover"***

With over 190 pages of information, including editorial features about regional places to visit and detailed descriptions of 90 delightful properties. Signpost is a beautifully presented, high quality publication with lavish colour photography and easy to use indexes and maps, split into regional sections. Signpost is an essential guide for discerning visitors who are looking for individual high quality places to stay.



The guide has an estimated potential readership of around 350,000 a year, all our properties display the guide in the bedrooms and reception areas; with 6,000 guides distributed and displayed around 3,000 bedrooms in the UK and promoted on [www.signpost.co.uk](http://www.signpost.co.uk).



Devon - Brixham

**BERRY HEAD HOTEL**

**BEDROOMS:** 32  
All en suite bedrooms and have up to date facilities as well as a baby listening service.

**B&B PER ROOM PER NIGHT:**  
S: £58.00 - £76.00  
D: £116.00 - £152.00

**ADDITIONAL INFORMATION:**  
Weddings and functions catered for with the hotel holding a Civil License. The hotel also offers a croquet lawn and a tennis court. The up to date leisure facilities include a wonderful indoor swimming pool and spa bath which have benefited from a full refurbishment this year.  
Open all year.

**Berry Head, Brixham TQ5 8AJ**  
T: (01803) 853225 F: (01803) 882084  
E: [stay@berryheadhotel.com](mailto:stay@berryheadhotel.com) W: [www.berryheadhotel.com](http://www.berryheadhotel.com)

The Berry Head Hotel is set in a superb water's edge position in 6 acres of its own gardens and woodland, in the seclusion of the Berry Head Country Park, which is noted for its bird life and rare wild flowers. The hotel is steeped in history. It was built as a military hospital in the Napoleonic Wars and was later the home of the Reverend Francis Lyte, who wrote the famous hymn Abide with Me at the hotel, no doubt inspired by the glorious sunsets. The historic fishing port of Brixham, where William of Orange first landed to claim the English crown, is only a short walk away. The comfortable lounge and restaurants, which overlook the terrace, enjoy spectacular views of Torbay and the Devon coast. The emphasis here is upon good food, wine and company in a rather special setting. The 2 restaurants, Bonapartes à la Carte Restaurant and The View Brasserie offer a varied selection of locally sourced produce.

**DINING:** Special diets available on request. 4 course table d'hôte menu from £28 pp or 2 course table d'hôte from £21 pp with a minimum charge of £21 pp. Last orders 2130.  
Lunch: 1200 - 1430. Breakfast: 0800 - 0930.  
Site: P P Payment: £ £ Leisure: \* \* U \* \* \* \* \* Property: \* \* \* \* \* Children: \* \* \* \* \*  
Catering: \* \* \* \* \* Room: \* \* \* \* \*

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Wiltshire - Swindon

**THE PEAR TREE AT PURTON**

**BEDROOMS:** 17  
Bedrooms are divided into Executive, with spa baths, and Standard or Vicerage. All are furnished to a high standard and offer a host of luxury amenities.

**B&B PER ROOM PER NIGHT:**  
S: £138.00 - £121.00  
D: £110.00 - £151.00

**ADDITIONAL INFORMATION:**  
The hotel is just 5 miles from the M4 and Swindon, with its Railway Museum and Designer Shopping Outlet. The South Cotswolds, Longest, Bath, Benham and Stonehenge are all nearby. Open all year. (Closed 25 & 26 December).

Church End, Purton, Swindon, Wiltshire SN5 4ED  
T: (01793) 772100 F: (01793) 772369  
E: [stay@peartreepurton.co.uk](mailto:stay@peartreepurton.co.uk) W: [www.peartreepurton.co.uk](http://www.peartreepurton.co.uk)

Originally the Saxon village vicarage, this Cotswold stone hotel is set in 7 acres on the outskirts of Purton village between the Cotswolds and the Marlborough Downs. The Vicarage has been extended and between the 2 halves is a spectacular galleried hall and landing. Dedication to good service has made this a very successful hotel. Proprietor Arne Young has now been joined by daughter Aik and son-in-law Tim. They and their staff succeed in putting guests immediately at ease. Stylish function rooms make the Pear Tree a venue suitable for many occasions. Although relatively quiet, the hotel is just 5 miles from the M4 and Swindon, with its Railway Museum and Designer Shopping Outlet. Dining is in the spacious AA 2 Rosette Conservatory Restaurant, overlooking the gardens with their giant chess set, herbaceous borders, wild flower meadow, wetlands and own vineyard, which produces the praised English wine Cuvée Aik. The restaurant specialises in modern English cuisine using the freshest local ingredients.

**DINING:** 1 course lunch from £12 with main meals on the à la carte menu starting at £17. Open 7 days a week for lunch and dinner.  
Site: P P Payment: £ £ Leisure: \* \* U \* \* \* \* \* Property: \* \* \* \* \* Children: \* \* \* \* \*  
Catering: \* \* \* \* \* Room: \* \* \* \* \*

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If you are interested in reaching owners and the guests of the UK's best accommodation and the many thousands that visit them your advertising is well placed in Signpost. We use our expert knowledge and experience to bring you truly special places to stay, from small hotels with cosy bedrooms and log fires to boutique town houses and luxury country house hotels in beautiful grounds. Every Signpost Hotel and Bed & Breakfast has been selected for its style, comfort, fabulous food, location and of course warm welcome.

**Signpost is all about quality:** The Premier guide for any visitor in the UK, detailing regional information on places of interest and signposting 'must see' places to visit.

In parallel, Signpost will publish dynamic intelligent content online at [signpost.com](http://signpost.com) helping you reach and extend your target market by putting you in front of 40,950 unique users each year. Regularly updated with news, recommendations and topical articles, the interactive site will give everyone an opportunity to discover the rich culture and heritage of our country.

The Signpost brand will also be included in the Hudsons new heritage collection publications; creating more exposure for the guide. Hudsons customers love heritage, enjoy travel, culture & the arts, antiques, dining and walks & the countryside. Their favourite hobbies include gardening, reading and taking regular holidays in the UK.

[www.hudsonsheritage.com](http://www.hudsonsheritage.com)



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# SIGNPOST

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## Publication

Signpost Premier  
 Accommodation Collection

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## Copy Dates

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## ADVERTISEMENT RATES

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE  
 ALL PRICES EXCLUDE VAT

### PRINT ADVERTISEMENT

	mm width x height	Small Softback Signpost Guide
Double Page Spread	Bleed: 366 x 186 Trim: 360 x 180 Type Area: 340 x 160	£1,200
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Half Page (Floating)	160 x 75	£300

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px width x height	3 months	6 months	12 months
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