

PERFECTLY CHILLED
travel directory



DESTINATIONS
INSPIRATIONS
STYLE MEDIA PACK 2009

Hotel Advertisers

{*Passionate about travel and lifestyle*, inspirational finds and shared discoveries, [Perfectly Chilled](#) is a new and refreshingly different online travel style directory.

[Perfectly Chilled](#) brings together an eclectic range of *private property rentals, small stylish independent hotels, B&Bs and unusual places to stay* combined with magazine-style editorial destination features, shopping and *lifestyle inspirations* and useful where to buy and travel resource directories.}



ABOUT

PERFECTLY

travel directory

www.perfectlychilled.com



Stylish

Fresh

Informative

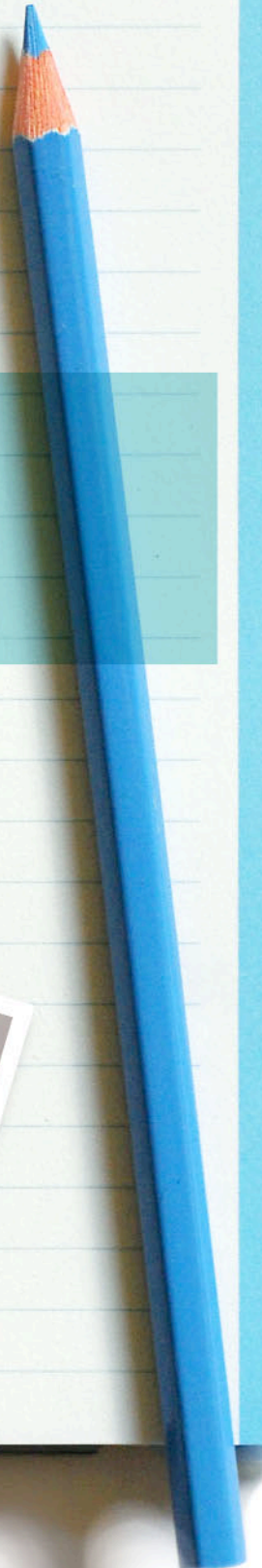
Inspiring



Perfectly Chilled is aimed at:

- *style-conscious travellers*
- *Private property rental advertisers*
- *small independent hotel advertisers*
- *Retail & lifestyle advertisers*
- *specialist travel service advertisers*
- *Travel & lifestyle-related media*

CHILLED



About The Site

What the Perfectly Chilled Travel Directory website features



Perfectly Chilled has been created by a small team of style-conscious travellers and designers for other like-minded travel and lifestyle lovers looking for inspirational and tempting ideas for where to stay, eat, shop and play during their valuable time off.

From some of the more established, classic and contemporary style favourites to lesser known, innovative travel, retail and lifestyle gems. From far away adventures to places closer to home, our aim is to share these inspirational finds and discoveries within one dedicated online environment.

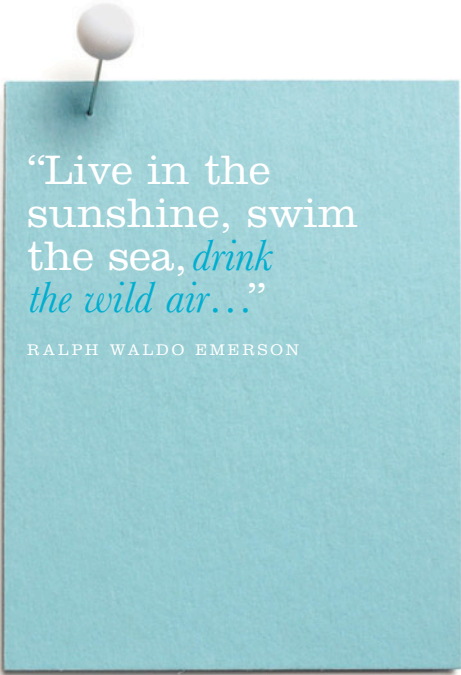
Perfectly Chilled is not a travel or booking agent or endeavoring to sell products or brands under the Perfectly Chilled name, it is dedicated to connecting style-conscious users directly to advertisers. whilst at the same time enabling users to benefit from any preferential rates that we may have negotiated with our advertisers.

Perfectly Chilled also provides a platform for users to interact, submit and share their own personal recommendations and experiences and if we love them too, we will feature them on the site for others to discover and enjoy.

Users can subscribe to our regular Newsletter to find out about our latest property, hotel and other travel, retail and lifestyle-related listings which have been added to the site and to benefit from any special promotional offers provided exclusively to our subscribers.

The website is divided into the following stylishly designed and easy to navigate sections:

- About Us
- Property Rentals
- Hotels
- Travel Notes
- Travel Style
- Travel Links
- How To Advertise



“Live in the
sunshine, swim
the sea, *drink*
the wild air...”

RALPH WALDO EMERSON

A Stylish Online Travel Directory

Private property rentals,
hotels and unusual places
to stay



Website users can search for a range of accommodation ideas within the following dedicated style categories:

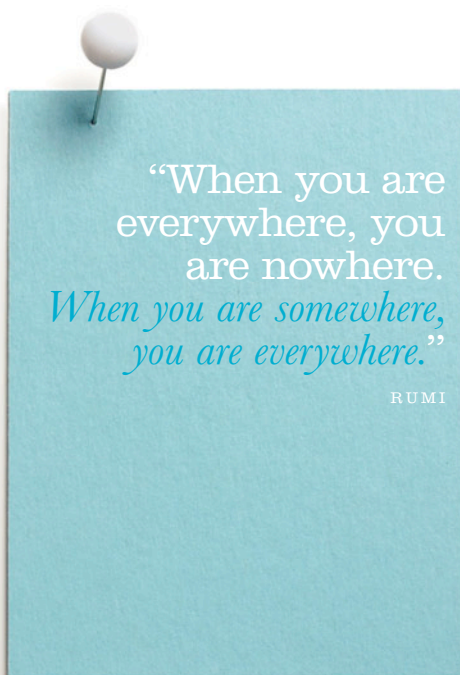
- Urban Style
- Rural Retreats
- By the Sea
- Eco Style
- Family Friendly
- Small Wonders
- Active Escapes

Users can also use the Quick Search for both hotel and property listings, or use our interactive Detailed Property Search facility with an advanced range of multi-criteria to select from.

Each of the properties and hotels are chosen by our team for their individual style and setting, size, personalised service and for offering those special little touches and unique experiences that make your stay that extra bit special.

Whether your looking for a night under the stars in an eco-friendly tented camp on Australia's Great Barrier Reef, a romantic urban hideaway in Amsterdam, a retro fusion of past and present in an Airstream caravan on the Isle of White or an Active adventure in the Alps, our private property rental and hotel directories showcase a carefully sourced collection of travel inspirations and destinations that don't always have to cost the earth to experience.

So whatever your travel style, enjoy Perfectly Chilled



“When you are
everywhere, you
are nowhere.

*When you are somewhere,
you are everywhere.”*

RUMI



Name:
Perfectly Chilled
The perfect online
travel style companion!

Travel Notes

Destinations & experiences

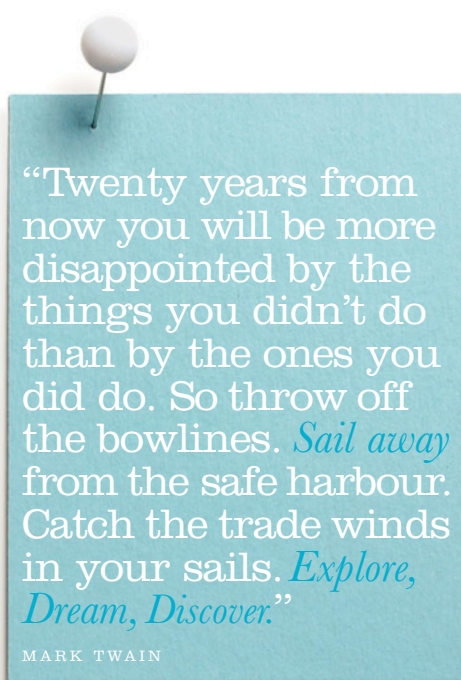


Travel to the far reaches of the world to experience the brilliant moments in our magazine-style Travel Notes section which features inspiring destinations and unique travel experiences.

Read about the places we know and love and those of our special guest correspondents who are invited to share their own personal experiences and recommendations.

Travel Notes features:

- Inspiring destinations
- Shared personal travel stories & experiences
- Recommendations, tips & advice
- Links to featured destinations
- Travel Notes archive



Travel Style

Lifestyle & shopping inspirations

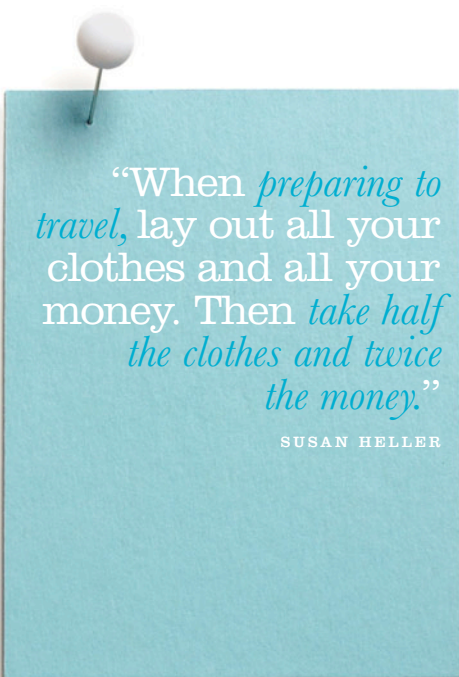


From well known established brands to small and innovative retail and lifestyle gems, Travel Style features a regular round-up of our favourite cool finds, hottest trends and lifestyle and shopping inspirations and those of our special guest contributors who are invited to share their own travel style inspirations.

Our Where to Buy Directory features a useful address book with links to some of our favourite retail and lifestyle contacts who we hope you will love too.

Travel Style features:

- Must-have accessories
- Health & beauty
- Restaurants & food
- Exhibitions & books
- Cool finds & hottest trends
- Where to Buy directory
- Travel Style archive




Travel Links

A useful specialist travel resource links directory

Travel Links features:

Travel Links features descriptions and links to a range of third party travel resource websites for the busy modern day traveller and are chosen by us because they are informative, inspiring and great to know about before you go.

- Airlines & airport parking
- Trains & car hire
- Responsible travel
- Weather & maps
- Travel books, guides & magazines
- Travel specialists
- Alternative holidays
- Know before you go
- Other useful links



“Take only pictures,
cast only shadows, leave
only ripples of
understanding as
you travel the world.”

DAVID BELLAMY



MODERN
VOYAGES AND TRAVELS.

CHAPTER I.

...ia—City of Joannina—Lak
...ein—Singular Mode of B
...ools—Division of the Coun
...le—The Vizier Ali—The A
...ness—Cottages—Diet—Rob
...olica—Messalogue—Colonn
...n—The Devenistes—Smyrna—
...ntinople—Mr. Macgill—Vint
...ks.



Mr. Hobhouse is the first traveller who has presented the English reader a detailed account of Albania a country which stretches along the coast of the Adriatic from the Gulf of Arta, in 39° of latitude, to the ancient Venetian provinces in 42°. Its country does not in any part exceed 80 miles in breadth. Some information has before been given to the readers of French by Dr. Poqueville a physician attached to the Egyptian expedition of Buonaparte, from which Mr. Hobhouse acknowledges he has taken whatever he found agreeable with his own observations and inquiries. The general face of the country, diversified through all the variety of extended plains and mountains, and consequently

ROYAL BOTANIC GARDENS SYDNEY

Sightseeing

Date

Place

Address

Access

** Confirm hotel reservations*

Advertising With Perfectly Chilled

WAYS TO ADVERTISE

[Perfectly Chilled Travel Directory](#) can help you promote your property, hotel, travel, retail or lifestyle-related business through a range of advertising packages and marketing opportunities. Whether you are looking to build brand awareness or promote new travel, retail or lifestyle products and services, Perfectly Chilled can help you to achieve greater exposure, all within one dedicated travel style-focused environment.

Perfectly Chilled is not a travel or booking agent or endeavoring to sell products or brands under the Perfectly Chilled name, it is dedicated to connecting style-conscious users directly to advertisers.

Perfectly Chilled provides advertisers with:

- An online marketing presence
- Cost-effective advertising and promotional opportunities
- Access to a style-conscious audience
- Targeted marketing opportunities
- Listings alongside other travel, retail and lifestyle brands, products and services

Our bespoke advertising options include:

- Property Rental advertising packages (from £175)
- Hotel advertising package (from £300)
- Dedicated Travel, Retail & Lifestyle advertising spaces (see rate cards)

We have an active and effective marketing strategy to promote the Perfectly Chilled website. This includes editorial exposure and PR initiatives within quality travel and lifestyle-related media and e-marketing campaigns through our regular subscriber Newsletter.

The following pages outline examples and details of the range of individual advertising packages and promotional opportunities we offer advertisers with individual rate cards, production specifications, formats, sizes and the various spaces available.





Hotel Advertisers

Advertising Your Hotel, B&B or Unusual Place to Stay on Perfectly Chilled

Hotel Advertisers

The [Perfectly Chilled Hotel Directory](#) features a carefully chosen collection of our favourite stylish, small independent hotels, B&Bs and unusual places to stay. Each place is chosen by us for its individual style, setting, charm and character and for offering those special little touches and memorable experiences that make your stay that extra bit special.

Our bespoke hotel advertising package, for which we charge an annual subscription fee, enables hotel advertisers to promote their individual hotel/collection of hotels, B&Bs or unusual places to stay within our stylish online template. Advertisers can manage their own bookings directly with site users through our integrated Make a Booking Enquiry facility or drive users, via a link to their own website to find out more.

[About Our Silver Hotel Membership Package](#)

As a hotel advertiser you automatically become a Silver Member of Perfectly Chilled. Silver Membership enables you to advertise your hotel on the site for a cost-effective annual subscription fee, avoiding ongoing agent commissions, whilst enjoying the benefits of a listing alongside other travel style-related areas such as our Travel Notes, Travel Style, Where to Buy and Travel Links sections.

Hoteliers can place their individual hotel advert under two of the following dedicated style categories:

- Urban Style
- Rural Retreats
- By the Sea
- Eco Style
- Family Friendly
- Small Wonders
- Active Escapes



Advertisements within the Secondary Style Categories are included within the annual hotel membership fee. Hotel Hotspots spaces on the Hotel Directory landing page are available for an additional monthly fee (see rate card).

Hotel advertisers who are interested in becoming a member should register by using the link within the How to Advertise section of the website or email: hotels@perfectlychilled.com

Hotel Directory Landing Page

Featured 'Hotel Hotspots'
additional marketing opportunities

Hotel Hotspots Landing Page

Be the first to be seen on **Hotel Hotspots**, a premium advertising position right on the hotel directory landing page. There are 3 dedicated spaces available here to feature your hotel or collection of hotels, promoting location, style category, number of rooms, room rates from and a link to your full hotel advert.

The screenshot shows the 'PERFECTLY CHILLED travel directory' landing page. The 'Hotels' section is active, displaying a list of style categories on the left and a main content area with the heading 'About our hotel collection'. Below this, the 'Hotel Hotspots' section is highlighted with a red dashed box. It contains three featured hotel listings, each with a main image and a smaller inset image. The listings are: 'Thirty Two (Ref: 1999)' in Cheltenham, UK; 'Villa Sassolini (Ref: 1990)' in Tuscany, Italy; and 'Wrotham Park Lodge (Ref: 1991)' in Queensland, Australia. Each listing includes location, style category, number of rooms, and rates from. The page also features a search bar, a 'Hotel Quick Search' section, and a footer with copyright information and contact details.

Rate card

Advertising Period

Per Month

1 2 3 Hotel Hotspots (per advertisement) £50

Hotel Hotspots advertisements are an additional way to promote your hotel, are available as an optional extra and are priced separately to a Silver Membership advertising package. They are available as a static advertisement only. The main photo from your listing/detailed hotel advert will appear in the Hotel Hotspot area so choose one that really stands out and represents your hotel.

(Terms & Conditions apply)

Notes:

- The Hotel Hotspots advertising spaces are only available in conjunction with a Silver Membership advertising package.
- Dedicated monthly positions are subject to availability and can be pre-booked by contacting: hotels@perfectlychilled.com

Hotel Directory

Silver Hotel Membership advertising package

Hotel Directory Advertising Page

Silver Hotel Advertising Packages provide you with a stylish online presence, a full web page template of hotel details and a helpful Travel Essentials and Useful Links area to accompany your hotel description. Also included is an interactive pop-up photo gallery to promote your hotels best features and an integrated link to your own website.

The screenshot displays the 'PERFECTLY CHILLED travel directory' website. The main navigation bar includes links for Home, About Us, Property Rentals, Hotels, Travel Notes, Travel Style, Travel Links, and How to Advertise. The 'Hotels' section is highlighted, showing a list of categories: Urban Style, Rural Retreats, By the Sea, Eco Style, Family Friendly, Small Wonders, and Active Escapes. A search form is present with fields for '1. Choose a Destination', '2. Choose a Style Category', and '3. Hotel Reference', along with a 'Find' button.

The featured hotel listing is for 'Thirty Two - Cheltenham, United Kingdom - Rooms 4 (Ref: 1989)'. It is described as a 'Designer B&B townhouse' in a 'Regency tree-lined square'. The overview states it is a 'small hidden townhouse gem' overlooking gardens. The 'Know Before You Go' section lists four rooms, a rate of £154 per night, and various facilities like flat screen TV, DVD/CD players, and Wi-Fi. A 'Travel essentials' sidebar lists 'Perfectly Placed For' (Shopping, Romantic escapes, Exploring the Cotswolds, A day at the races) and 'Getting There' (By Air, By Car, By Train).

At the bottom, a 'Pop-Up Extended Photo Gallery' is shown, displaying a grid of hotel images. A 'Make a Booking Enquiry' button is visible at the bottom of the page.

Hotel Directory Listings Page

Pop-Up Extended Photo Gallery

Silver Hotel Membership

Advertising your hotel in 4 easy steps

Simply register your hotel contact and website details with us in the first instance and we will review your hotel for possible inclusion on the Perfectly Chilled site. Once accepted, we will contact you to request the key information and the type of photography and formats we require in line with our bespoke template and we will create your individual hotel listing and advertisement for you.

Step 1

Submit your hotel contact and website details to Perfectly Chilled for initial review and acceptance.

Step 2

Send your detailed hotel description and digital images to us in line with our template requirements and your preferred primary and secondary style categories you wish to advertise within.

Step 3

Perfectly Chilled will create your online advertisement and send it to you for review and approval.

Step 4

Once your advert is approved, view your invoice and submit your annual payment online to activate your advertisement and if you wish to pre-book an additional Hotel Hotspot space please contact: hotels@perfectlychilled.com

Annual subscription fees

Advertising Period

Per Year

S Silver Hotel Membership (includes advertising in 2 style categories) **£300**

Please note: All hotels that are submitted to Perfectly Chilled are subject to approval based on our selection criteria and may not automatically be accepted for inclusion.

Register with us today and there is no obligation to complete your advert and no payment is due until your hotel advert has been approved and you are ready to go live on the site.

(Terms & Conditions apply)



Additional notes:

- For more information about our Silver Hotel Membership package and multi-hotel discount rates please contact:

hotels@perfectlychilled.com



Our Contact Details

To find out more about our property advertising packages please contact: **properties@perfectlychilled.com**

To find out more about our hotel advertising package please contact: **hotels@perfectlychilled.com**

To find out more about our travel, retail and lifestyle-related advertising please contact: **retail@perfectlychilled.com**

To submit your specialist travel resource service details please contact: **links@perfectlychilled.com**

To find out more about becoming an affiliate partner please contact: **partners@perfectlychilled.com**

For press or media-related enquiries please contact: **pr@perfectlychilled.com**

For general enquiries please contact: **enquiries@perfectlychilled.com**

Call us on: **0844 598 3553** (UK calls only/Calls charged at local rates), or alternatively you can call from abroad on: + **44 (0) 1531 888249** (international calls)