



CountryClubuk

INVITATION

PREFERRED PARTNER



CountryClubuk

MARKETING AND SALES CAMPAIGN FOR PREFERRED PARTNERS

ACCESS TO A LUXURY SPENDING ZONE

CountryClubuk is the UK's first fully interactive magazine & website. Partners gain preferential access to the 40,000 high-net-worth members of CountryClubuk, who use the Club as their luxury spending zone.

Members receive up to 6 dedicated perfect-bound A4 glossy Club magazines every year, produced to the highest editorial and production standards. They also receive *Country Illustrated* magazine too: again, like the Club magazine, produced to those same high standards.

Behind this sits a real-time concierge service: Member Services are dedicated to meeting the needs of all members whether helping them select hotel rooms, buying carefully selected jewellery or wine at preferential rates, or signing up to the extensive number of events and activities created especially for them.

AN AFFLUENT AND ENGAGED AUDIENCE

These 40,000 Members (87% ABC1) are affluent and discerning individuals. They trust our judgement, and through our expertise and that of our Partners, they act on our buying recommendations.

RELEVANCE OF A PARTNERSHIP WITH

Significant numbers of Members have a high income to invest in their future: pensions, inheritance tax and planning for private education are key priorities of their wealth management strategies.

REACHING MORE THAN JUST MEMBERS:

CountryClubuk members are influential members of their communities. Their purchasing decisions are of-

ten emulated by others who desire their lifestyle. By capturing this audience, Partners will benefit from the 'trickledown' effect, with interest from both our affluent members and those who desire their lifestyle.

THE PARTERSHIP OPPORTUNITY:

Integrity: for a Partnership to work effectively, the ethos of the Club must be maintained. The promise to Members is that the offers and, importantly, the advice are of high quality and exclusive. This is the bedrock of our relationship. By supporting this, Partners have the best opportunity to achieve their objectives.

Adaptability: CCUK adopts a flexible approach to ensure Member relevance and response
Partners gain access to members through a range of integrated 'touchpoints' over the year to build effective, profitable & ongoing sales.

The business model allows new client acquisitions through establishing trust, then sales, through the Club.

New, active, high-net-worth clients can be acquired at an acceptable, low acquisition cost.

We see a Partnership lasting a number of years.

EDITORIAL COVERAGE AND MEDIA PROMOTION

Editorial support: the most effective promotional tool in the armoury is Editor-driven content, supported by other touchpoints. CCUK has been delivering objective assessment and top value through its Editorial team for more than 10 years. High membership retention demonstrates the trust placed in the Editor's assessments: the Club offers top value (and advice, where necessary) to its Members. Partners work closely with the Editorial and Production teams to deliver this.



Promotional Events: Partners will have the opportunity to meet with Members at exclusive private events tailored to a Partner's needs and promoted through the various touchpoints to ensure a strong attendance: this can be in the form of seminars, workshops or more social gatherings. The aim is to increase awareness, build relationships and stimulate sales.

E-news is the Club's regular (at least twice a month) editorial electronic news-letter: it invites 18,000 of our Members to select from a choice of products and events from cars & jewellery to polo matches & wines. Response is immediate: selected offers can be featured here.

Website Marketing: www.countryclubuk.com attracts c 750,000 visits/annum. Partner offers to members can be featured in different areas (e.g. The Office and The School Room). Sponsored links & a website tile to drive traffic to a Partner splash page can be established.

Club expertise: the team handling the Partnership would include The Editor, Copywriter, Designer, & Account Handler. They will advise on the target consumer, prepare editorial and all other content in conjunction with the Partner: view this as an additional marketing and sales team working with the Partner.

Member Services: this concierge service is unique. Members are encouraged to call the team to purchase goods and services or seek advice on, say, which Free Break to choose, maybe which event to attend or which reciprocal club is best for them.

THE SHAPE OF A PARTNERSHIP

Editorially-driven promotions in *CountryClubuk* magazine (up to 12 editorial pages across 6 issues) featuring Partner products and services. Seminars/workshops/events: arranged in conjunction with the Club & held at a venue to be agreed, possibly through a Hotel Partner, for approximately

30/40 members.

Editorially-driven sales promotions on the E-news Discounted Memberships for your top customers (normally £79).

Website presentation: sponsored link and full tile advert in, say, 2 Club rooms (Office & Library) to reach on-line Club users.

x6 full page colour adverts in *CountryClubuk* or *Country Illustrated* (1/issue - issues) to increase exposure and maximize impact.

A fully-briefed Member Services team are able to offer such advice and direction as is appropriate (according to FSA legislation/current guidelines) .

REMUNERATION

CCUK would expect to participate in the revenues generated from mutually-agreed offers and services presented to Members.

The provision of top quality Editorial, backed by the Club's expertise and the responsiveness of Members places a premium on this core service.

The inclusion of some media to develop Partner brand awareness and presence would provide the most powerful package.

IN SUMMARY

This activity is designed to achieve what advertising alone is unable to guarantee: new clients and sales at a pre-qualified level.

By gaining preferential access to the well-established bond of credibility, trust and affection between Members and their Club, the Partner is introduced as being a chosen provider. This generates goodwill, responsiveness and, in turn, quantifiable benefits.

It is a proven business model..

Please call:

**Veronique Galleron on 020 7487 9310
or email veronique@countryclubuk.com**



CountryClubuk

Board of Directors

Julie Ann Spencer

Patrick Fong

Our Commitment

CountryClubuk is a unique Members' Club for like-minded men and women who relish the finest aspects of life.

CountryClubuk makes a real difference to Members' lives: the very best in social events and entertainment; travel and hotels; tailoring and fashion; fine food and drink; sporting days and equipment; gardens and interior design.

First, we fire the imaginations of our Members with intriguing ideas. Then we make attaining them a simple matter of a single telephone call to CountryClubuk.

CountryClubuk was launched on November 1, 2000. It has a membership of 40,000 men and women who trust the Club to look after them, providing them with the best possible services and products, and the most rewarding experiences, at the lowest prices, underpinned by traditional values of courtesy and service.

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Preferred Partner Contact

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All bookings are strictly subject to our standard Terms & Conditions,
available at all times on request