



londonist

Reach one million Londoners with online sponsorship
and advertising opportunities through Londonist

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Reach **one million people** with an avid London interest through an editorial, social and visual campaign across **our network**



A **unique route** to an engaged London audience

Londonist.com and @londonist

The website that celebrates London and everything that happens in it – news, reviews and events; the history and future of London.

View [Website](#) and [Twitter profile](#)

Everything London @LDN

The largest Twitter account for interesting, fun and eclectic stuff about our city.

View [Twitter profile](#)

Handpicked London

An extensive collection of Facebook pages offering the secret and unusual across different districts and interests – Handpicked Shoreditch, London for Free, Photography London.

View [Facebook profile](#)



We provide trusted content to over **one million** highly social Londoners

over **150k** followers

eclectic tweets about our city



over **350k** likes

secret and unusual happenings



over **500k** monthly users

celebrating all things London



@LDN
View [Twitter profile](#)



Handpicked London
View [Facebook profile](#)



Londonist.com
View [Website](#)

Who **we** reach



Our target demographic is...

25
year old

to

45
year old

young professionals
and London enthusiasts

Brands we've **delivered** for

Partner with our authentic independent **London network**

- Our communities were built from scratch through quality content, judicious interaction and bags of personality
- We are approachable, influential and trusted – real people in touch with our readers and followers, not a faceless corporation
- We share reader tips and photos, crowd-source content and interact with our readers in real life, whether chatting on Twitter or mingling at one of our London-themed events
- We know how best to reach our followers – use our experience and expertise to get your message across and align your brand with our friendly face



And we're easy **to work with**

- Cost effective
- Quick on turnaround, flexible with solutions
- Committed to minimal fuss and paperwork
- Fun, friendly and responsive

Don't just take **our word** for it...

“It’s a what’s on guide for the thinking person. I’d honestly put it up there with St Paul’s and Westminster Abbey as one of the great London monuments.”

Frank Skinner, The Observer 2011

.....

“I engaged with my city via the ace site Londonist.com (it’s got everything from news and events to beautiful photography)”

Lauren Laverne, Grazia 2011

.....

Our bundles offer **increasing levels** of exposure

Keen to access a large London-based audience?

Sponsored editorial sits in a prime position on the Londonist homepage. We post your message alongside our content and ensure it’s in sync with our editorial style and targeted to our readers.

Use a status update on the Handpicked London Facebook page with an @mention to drive likes to your brand page, or spark interaction.

Broadcast your message with Tweets through @londonist (90k followers) and @LDN (150k followers) at different times, provoking spikes of interest throughout the day.

.....

Hit 5k+ subscribers’ inboxes at 5pm with inclusion in Londonist Daily, our email newsletter. The original article is archived, permanently available to search and great for your SEO.

Do you want to shout louder and gain better exposure?

Add in display advertising on Londonist for the duration of your campaign and increase your social media activity across our channels.

Are you working on a big PR splash?

Intensify excitement and support your campaign over several weeks with follow-up editorial, multiple social media messages and significant display ads.

Harness the power of our London channels with the **Bronze, Silver or Gold bundle**

Activity	Reach	Bronze	Silver	Gold
Londonist Post	500k+ unique visitors / month	1	1	2
Londonist Newsletter	5k+ subscribers	✓	✓	✓
@londonist Tweet	90k+ followers	1	1	2
@LDN Tweet	150k+ followers	1	2	2
Handpicked London or London For Free Facebook	100k+ likes each	1	2	2
Display Impressions	1.2million+ page views / month	–	100,000	200,000
		£650	£1,000	£1,500



Talk to us about customising a bundle to your specific needs.
Reach figures correct at time of print.

Londonist **display advertising**

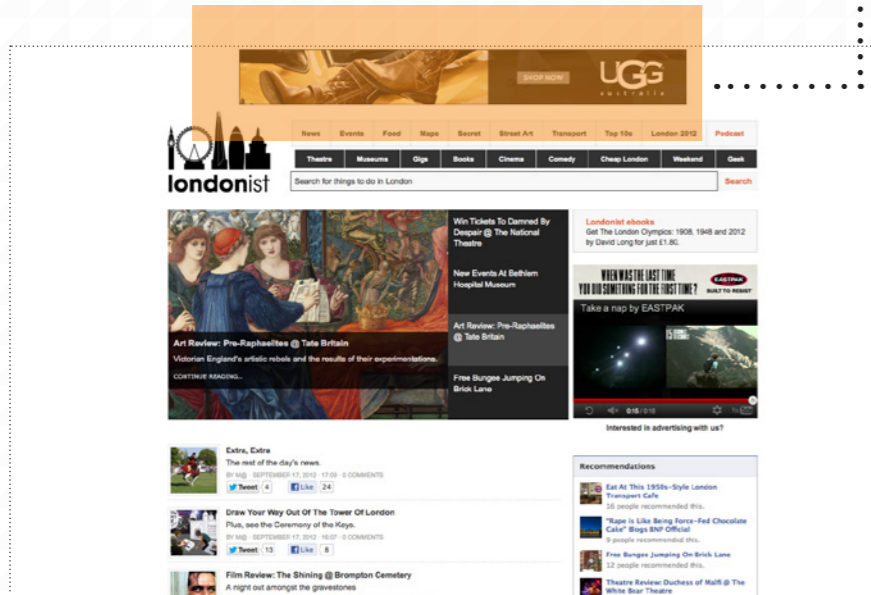
Traditional Banners

£7.50 per thousand impressions

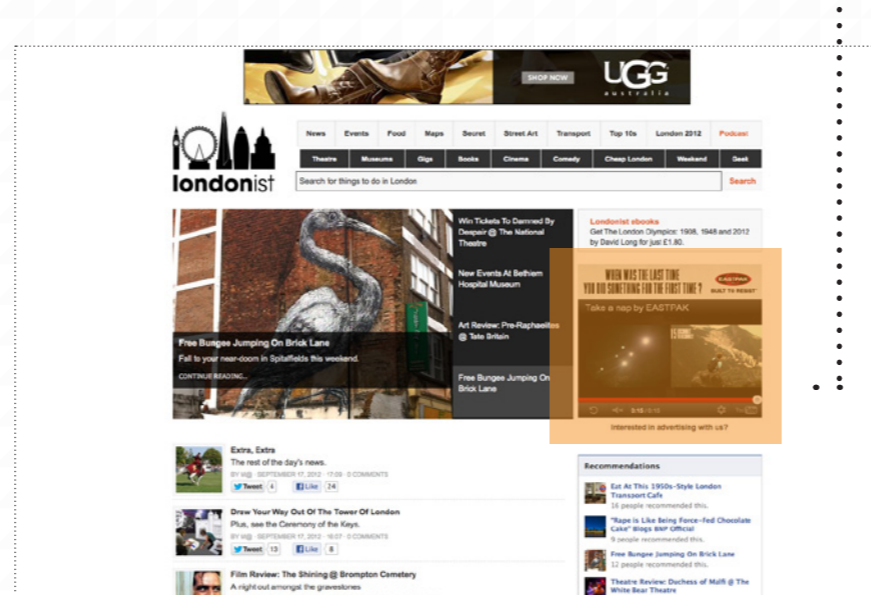
Rich Media Ads (perfect for megabanners and overlays)

£10 per thousand impressions

Top Banner / Leaderboard
(728 x 90 px)



Square banner / MPU
(300 x 250 px)



Long banner / Skyscraper
(160 x 600 or 300 x 600 px)



1 **One Day Roadblock**
All three advert positions,
circa 90k impressions.
£850

2 **One Day Roadblock and Reskin**
All three advert positions, circa 90k
impressions plus background image.
£1,250

3 **One Day Reskin + One Week Roadblock**
All three advert positions,
circa 750k impressions.
£3,250

Summary...

We can deliver
your message
**to one million
people in a
single campaign**

We are an
**authentic,
independent
network**
with vibrant,
established
communities

Our social
influence,
engagement
and expertise are
**unrivalled in
London**

Londonist's
network produces
**high quality
London content**
and broadcasts it through
multiple trusted
channels

Use our
**creativity,
experience and
flexibility**
align your brand with our
network – a fantastic, friendly,
innovative and cost-effective
route to your
London audience



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