



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**



Who we are

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 – e.g. London for Free, Handpicked Shoreditch, Photography London, Urbanist London etc.

View [Facebook profile](#)

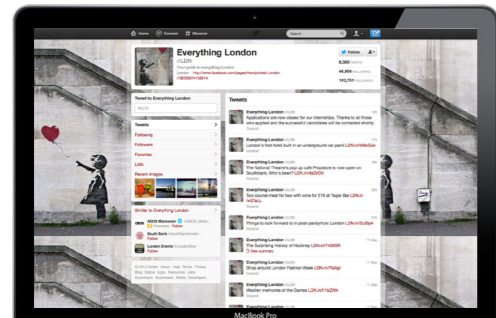
A **unique route** to an engaged London audience



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

over **150k** followers

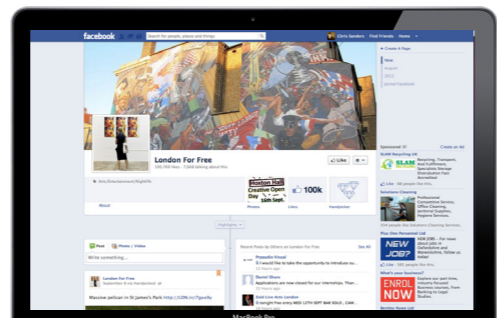
eclectic tweets about our city



@LDN
View [Twitter profile](#)

over **350k** likes

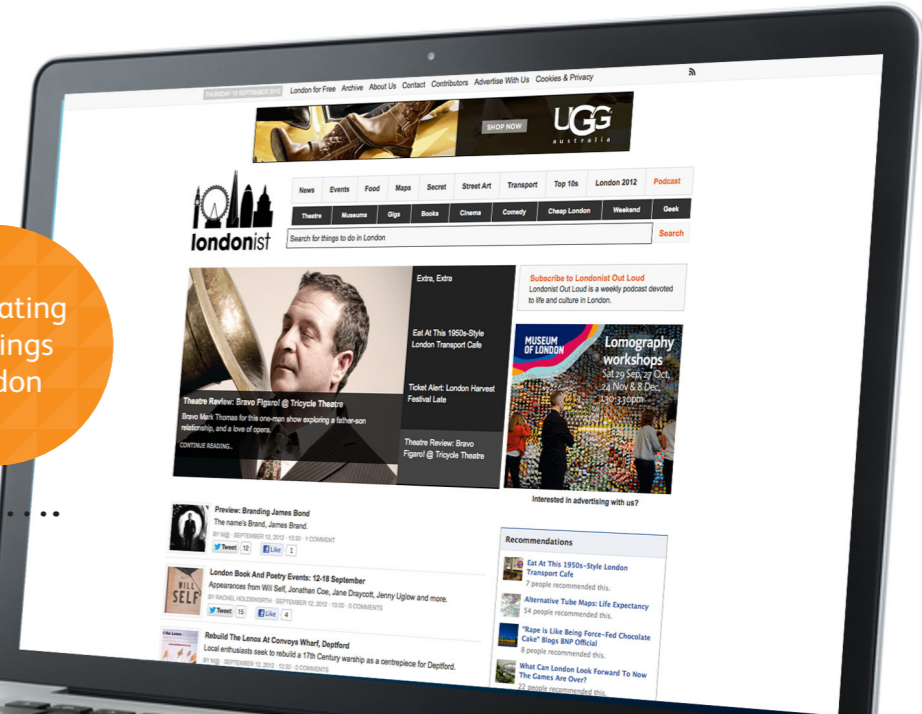
secret and unusual happenings



Handpicked London
View [Facebook profile](#)

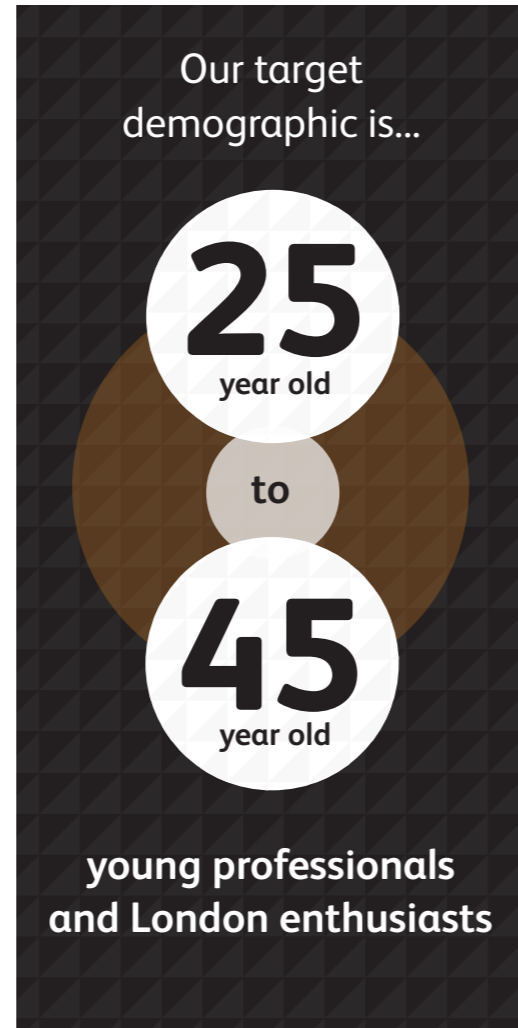
over **500k** monthly users

celebrating all things London



Londonist.com
View [Website](#)

Who **we** reach



What people say **about us**

“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

“One of Londonist’s biggest strengths is its connection with a legion of Twitter followers, Facebook fans and London blogs.”

Which? Magazine’s “Best websites for a visit to London”, March 2013

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 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**

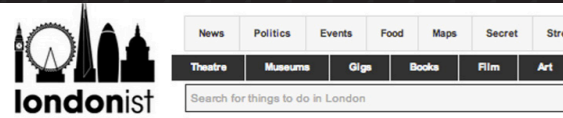
- Cost effective
- Quick on turnaround, flexible with solutions
- Committed to minimal fuss and paperwork
- Fun, friendly and responsive

What we offer

A bundle of online activity to promote your brand, competition or event to Londoners.

Here's how it works:

1. Speak directly to our readers through a sponsored post on Londonist.com.



Learn From Your Elders With The Amazings

BY SPONSOR - JANUARY 1, 2013 AT 10:00 AM - 0 COMMENTS - MISCELLANEOUS - REPORT AN ERROR

This is a sponsored post with a special offer from The Amazings.



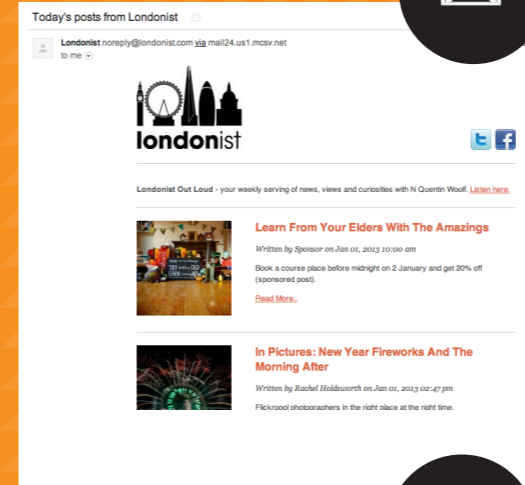
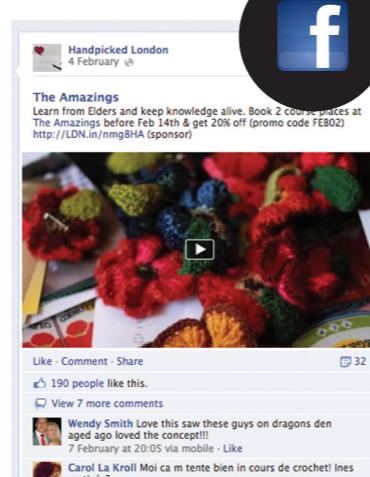
The Amazings are over 50s passing on their knowledge, skills and wisdom through courses and classes in all sorts of subjects.

Whether it's guitar, Cuban Salsa, crafts, interior design, gardening, yoga, bookbinding, cooking, water colours or cement, there's an Amazing teacher ready to pass on a lifetime of experience to you.

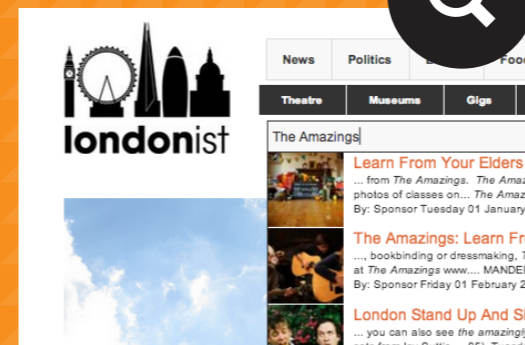


2. Broadcast your message with Tweets through @londonist and @LDN.

3. Spread the word with a Facebook status update on Handpicked London.



4. Arrive in readers' inboxes at 5pm in Londonist's daily email newsletter.



5. Know that your original article will be permanently available to search and so great for SEO.

Do you want to shout louder and gain more exposure?

Add extra Tweets, Facebook status updates and display advertising to your bundle.

Are you working on a big PR splash?

Intensify excitement and support your campaign over several weeks with follow-up sponsored posts, multiple Tweets and Facebook status updates and significant display advertising.

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

Activity	Reach	Bronze	Silver	Gold
Londonist Post	500k+ unique visitors a month	1	2	3
Londonist Newsletter	8k+ subscribers	1	2	3
@londonist Tweet	105k+ followers	1	2	3
@LDN Tweet	170k+ followers	1	2	3
Handpicked London or London For Free Facebook	100k+ likes each	1	2	3
Display Impressions	1.4million+ page views a month	0	50,000	100,000
Homepage takeover (1 day)	Circa 120k impressions	No	No	Yes
		£1,500	£3,000	£5,000



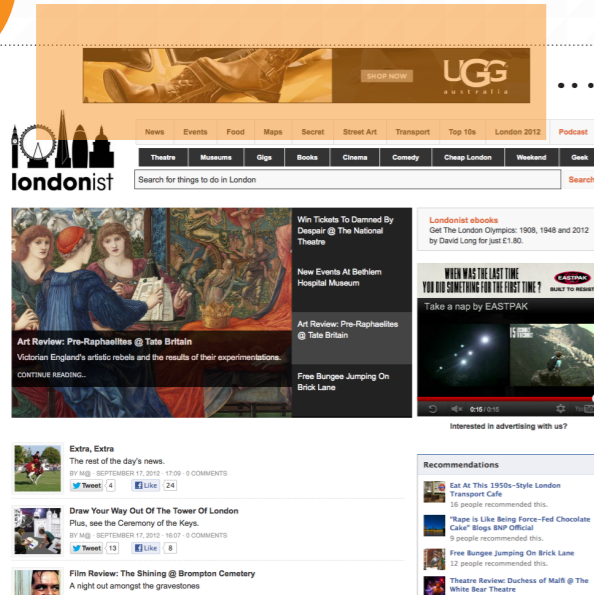
Talk to us about customising a campaign to your specific needs and budget. Prices exclude VAT.

Reach figures correct at time of print.

Londonist **display advertising**

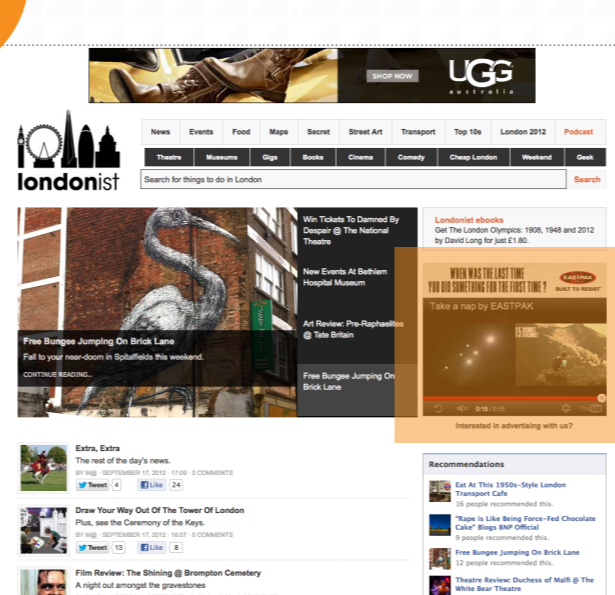
£15
per thousand
impressions

Top Banner / Leaderboard
(728 x 90 px)



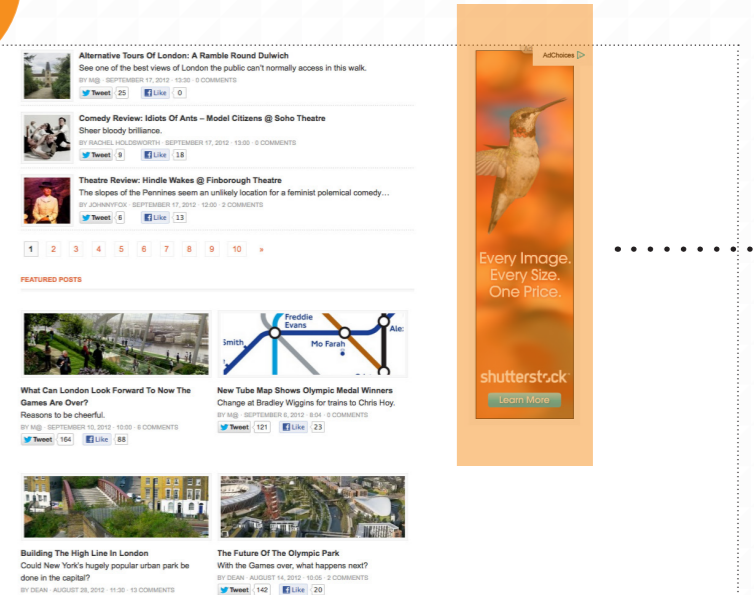
£18
per thousand
impressions

Square banner / MPU
(300 x 250 px)



£12
per thousand
impressions

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



1 One Day Roadblock
All three advert positions,
circa 90k impressions.
£1,000

2 One Day Roadblock and Reskin
All three advert positions plus background
image, circa 120k impressions.
£1,500

3 One week exclusive site takeover
All three advert positions and background
image, sole advertiser on site, 850k
impressions guaranteed.
£10,000

Brands we've delivered for



Summary...



Contact

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Londonist Ltd