



visitlondon

Media pack

LONDON
& PARTNERS

VISIT LONDON

Advertising & Promotional opportunities

Visit London comprises several powerful advertising and media channels, all of which enable our partners and commercial clients to connect meaningfully with a huge London audience.

Key channels:

- Advertising, sales and commercial partnerships
- Mobile app - Visit London Official App
- Social Media – Facebook, Twitter, Instagram, Pinterest
- Email - Newsletter, Solus



Key Visit London Channels

Website

38 million visits annually

Unmissable exposure through our display ad options

High traffic and engagement levels

On-site and Section Takeovers available



Social

Combined social reach of **10M**, including:

530K+ Instagram followers

1.2M+ Facebook likes

660K+ Twitter followers

21K YouTube subscribers



Email/newsletters

Engaged and highly responsive email newsletter subscribers

A range of single brand/product and takeover options available

Over 830K total subscribers, with 32% in the UK (**262K**)



Visit London App

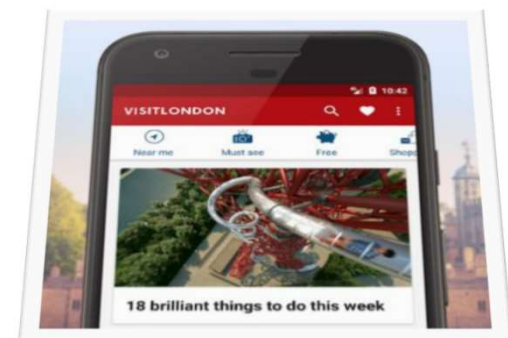
Great way to engage with your audience as they explore London

Over **670K** organic downloads

62K active monthly users

Average session duration: over **6 minutes**

Available on Apple and Android devices



Our Audience

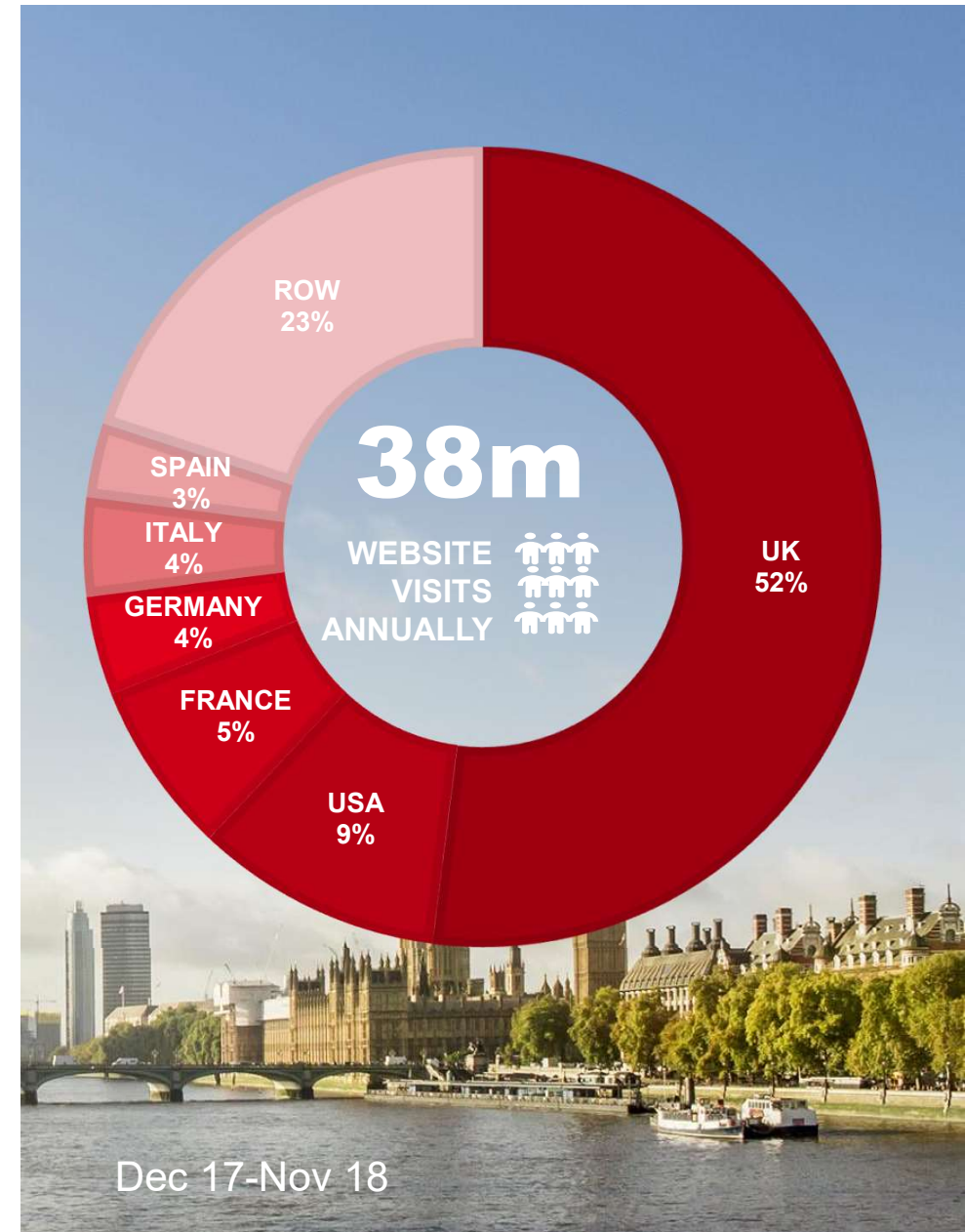
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About visitlondon.com

visitlondon.com is the capital's official city guide.

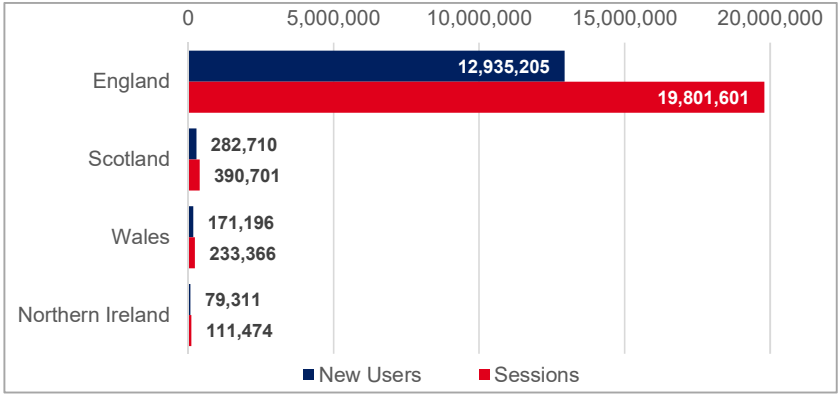
The website attracts a significant global audience and features a breadth of quality content designed to facilitate trip planning and booking.

The majority of visits to the website are from the UK. 30% of visits are from Londoners and visitors whilst in London.



visitlondon.com - Domestic audience

Country



City

City	New Users	% of New Users
London	7,730,876	57%
Birmingham	141,888	1%
Croydon	124,216	1%
Bristol	117,746	1%
Sheffield	111,692	1%
Leeds	96,909	1%
Manchester	92,614	1%
Slough	87,226	1%
Watford	78,618	1%
Brighton	76,886	1%

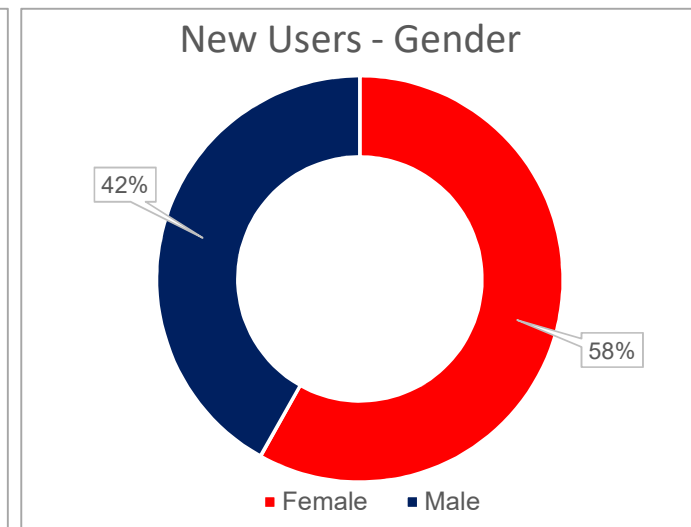
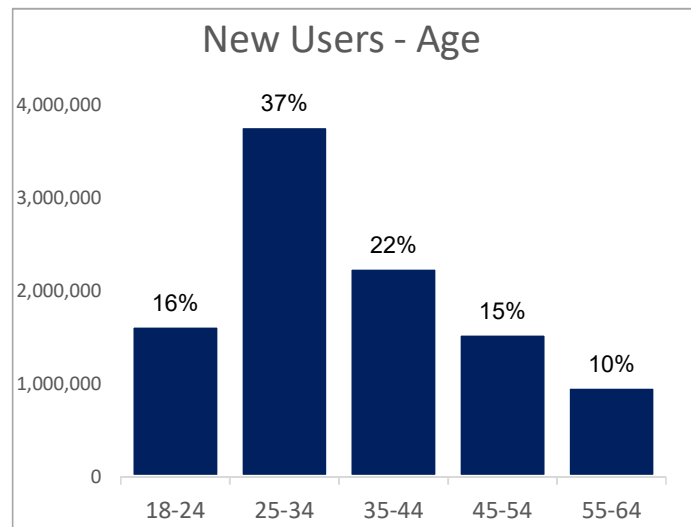
Dec 17- Nov 18

Source: Google analytics





Demographic data for visitlondon.com - Domestic audience



Dec 17-Nov 18

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1.2m page likes (fans)



13% of our fanbase is in the UK.

Our UK audience has increased by +9% over the past year, whereas our London following has decreased by -5%.

The platform enables targeted paid-for promotion of content. Organic reach for brands has decreased significantly in recent years as the platform has been monetised.

	Total	Absolute Growth	Relative Growth
1. Italy	228 917	+ 10 110	+ 4.82 %
2. Brazil	190 801	- 5 750	- 2.93 %
3. United Kingdom	167 275	+ 13 394	+ 8.70 %
4. United States	139 142	+ 6 616	+ 4.99 %
5. Spain	100 490	+ 3 335	+ 3.43 %

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Twitter

660,000 followers



Twitter audience data are less detailed than Facebook.

45% of our fanbase is **within** the UK (27% London).

Jan-Dec 2018

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Instagram

530,000+ followers

Followers by Country

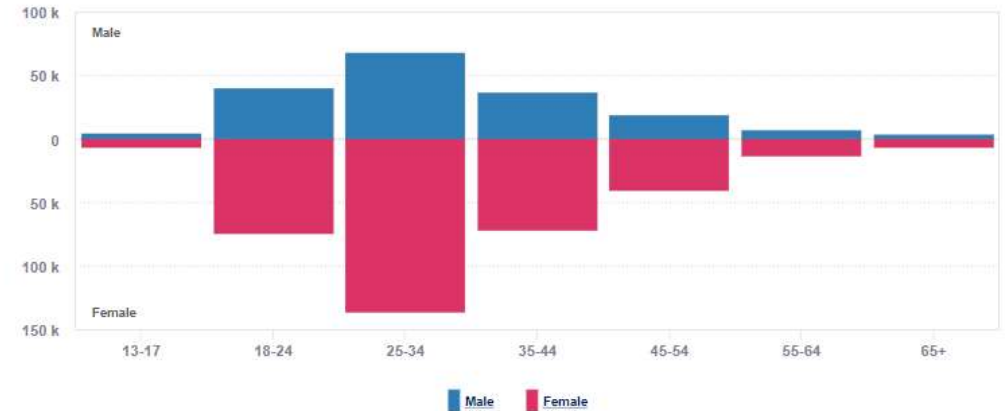


	Total	Absolute Growth	Relative Growth
1. United Kingdom	98 262	+ 38 042	+ 85.34 %
2. United States	61 710	+ 26 311	+ 74.33 %
3. Italy	47 503	+ 20 730	+ 77.43 %
4. Brazil	27 068	+ 11 192	+ 66.71 %
5. India	21 312	+ 12 826	+ 151.14 %

Jan –Dec 2018

Followers by Demography

Absolute Relative



2/3 of our followers are female, with similar age trends across both genders.

61% of our total number of followers are aged between 18-34.

The UK makes up the largest proportion of followers at 18% (with London at 10%).

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YouTube

28,000 subscribers; 12.5m (lifetime) video views

Top geographies

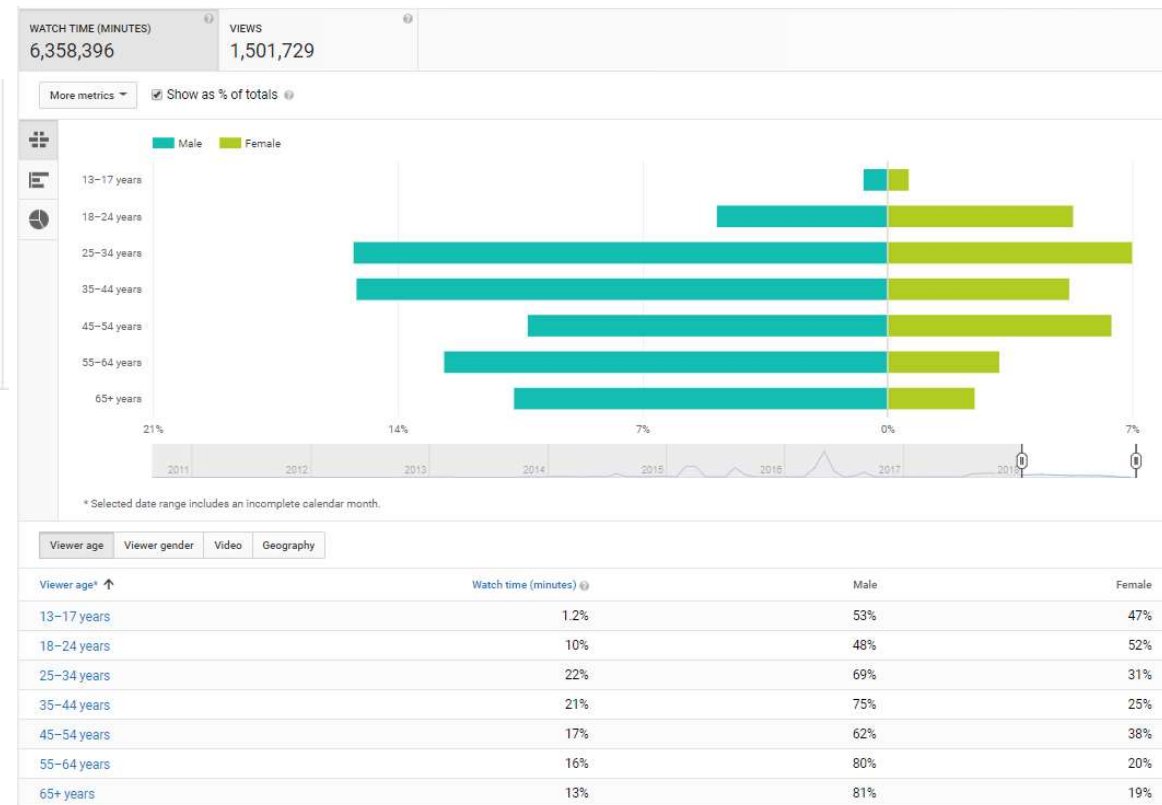
Watch time

United States (26%)
United Kingdom (24%)
France (5.0%)
Germany (4.0%)
Italy (3.6%)



24% of watch time is by UK audiences.

visitlondon's channel has a higher percentage of male viewers, and the largest age demographic is 25-44 years old.



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Jan-Dec 2018

Email marketing and competitions

Visit London has a significant and engaged email marketing database.

262,000 UK subscribers

We can host competitions, with third party opt in, maximising email registrations and retargeting opportunities.

The data captured can be shared with competition partners (subject to applicable regulations).

Dec 2018



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The Visit London App

Launched in November 2016, the app provides a wealth of relevant, timely content, enabling users to make the most of their time in the city.

With useful features such as 'Near me' and 'Nearby', visitors can find offers, discover hidden gems and explore London like never before.

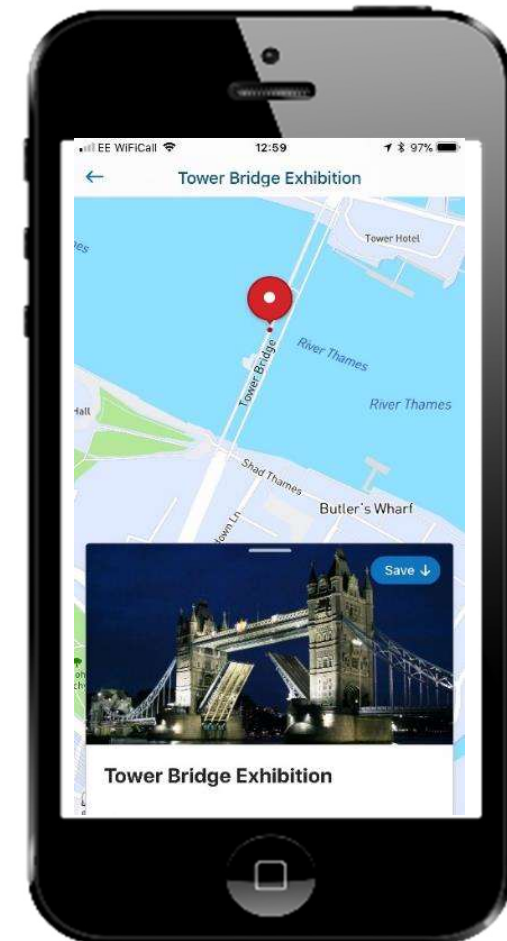
Available from Google Play Store and iTunes.

670,000+

DOWNLOADS

62,000+

MONTHLY ACTIVE USERS



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Rate card

Website

Takeovers

- Homepage: 2 weeks £2,500
- Things to do section: 2 weeks £10,000
- Traveller information section: 6-month takeover £4,500
- Accommodation section: 6-month takeover £10,000
- Run of site: Starting at £2,500 for 250,000 impressions

Advertorial

- Sponsored event listing £2,500
- Sponsored article £5,000

Social Media

- Facebook dark post from £2,500
- Paid Instagram story from £5,000

App

- Packages £1,000 – £15,000
- Bespoke packages available

Email

Newsletter takeover per market

- UK £2,000
- Long Haul (including US) £2,500
- EU £3,000

Solus per market

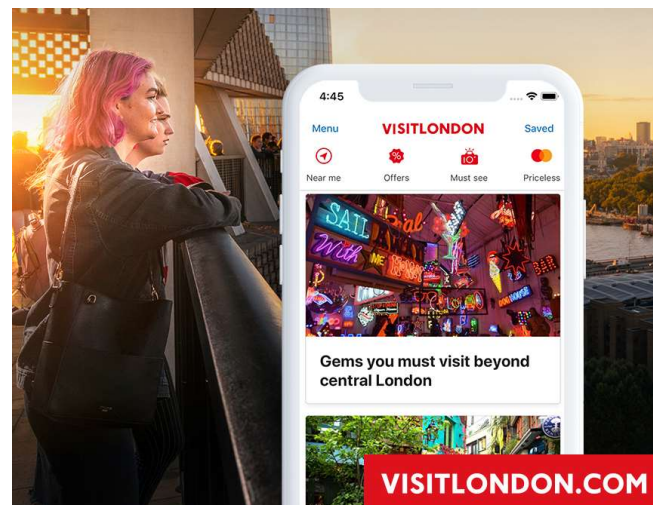
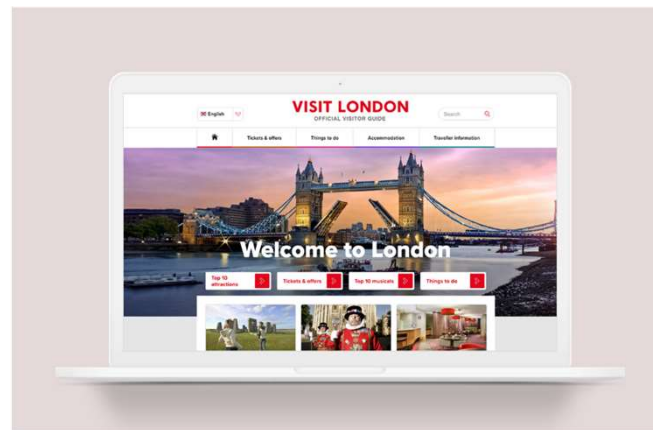
- UK £5,000
- Long Haul (including US) £4,000
- EU £6,000

Design

- One full set of ad units designed in-house £2,000 (includes fireplace, DMPU, MPU, mobile MPU, billboard, leader board)
- Video editing from £3,000

Event

- **Tower Room**
Event space rental from £950
- **Tower Bridge TV studio hire**
From £1,975
- **Event space and TV studio hire**
From £2,925



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**All prices exclude VAT | *Minimum spend of £2,500 per activity above*

Contact us

For more information
advertise@londonandpartners.com

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