



visitlondon

Media pack

LONDON
& PARTNERS



MEDIA PACK

Our audience stats per month

8 million page views
2.2 million sessions

Display Advertising

Make sure your brand is unmissable with our range of display advertising options

With high volumes of traffic and highly engaged users, visitlondon is the perfect place to promote your brand

On-site and section takeovers available

Examples: Homepage, Things to do, Accommodation

Social Media

- Instagram followers: 530,000+
- Facebook likes: 1.2 million+
- Twitter followers: 660,000+
- YouTube subscribers: 20,800
- Video views: 15.8 million
- Facebook engagement +1540%

Email Marketing

USA: 270k
UK: 262k
ROW : 132k
EU: 258k
Total: 922k

Email Marketing



App Stats

Downloads: 608k
Monthly active users: 62k
Average session duration: 6 mins

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
- Event Listing £2,500

Run of site

- Starting at £2,500 for 250,000 impressions

Social Media

- Facebook dark post from £2,500
- Advertorial from £5,000 (includes 8 weeks live on site and promotion @visitlondon on Twitter)
- 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

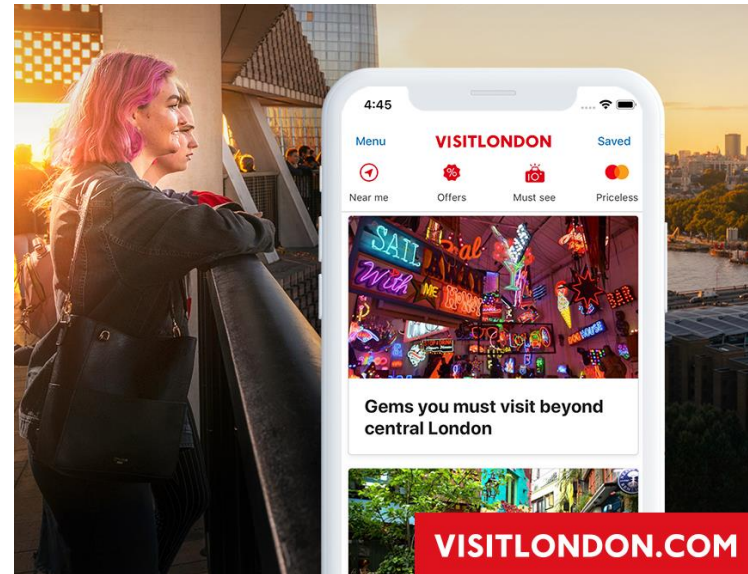
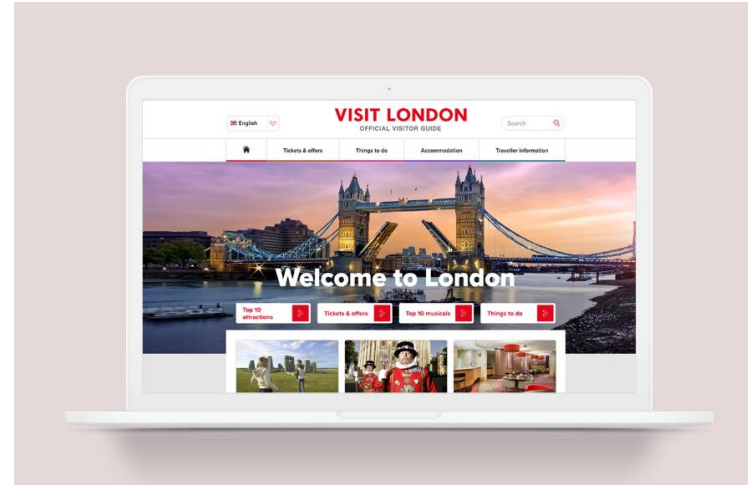
- UK £5,000
- Long Haul (including US) £4,000
- EU £6,000

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



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

Contact us

For more information
workwithus@londonandpartners.com