

"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 in *The Observer*

"I engaged with my city via the ace site Londonist.com (it's got everything from news and events to beautiful photography)" - Lauren Laverne in *Grazia*



Advertising on Londonist

Demographic and social media reach

- ▲ Londonist was founded in October 2004 and has built up a strong and loyal following.
- ▲ We receive over 450,000 visits per month, 250,000 uniques, and 1.2 million page views.
- ▲ We have 54,000 Twitter followers and access to a further 105,000 via sister account @LDN.
- ▲ Our Facebook page is 'liked' by around 15,000 people.
- ▲ We have one of the largest FourSquare audiences in London, with around 3,500 followers.
- ▲ 4500 people contribute to our Flickr photo pool, with over 150,000 images of London.

Advertising options

All prices exclude VAT

- 1) **Sponsored posts.** For £250, we offer a sponsored post in our main editorial stream. This appears on our front page and is then archived and searchable. We'd work with you to tailor the content to our audience, then tweet it out to our followers.
- 2) **Sponsored posts PLUS.** £300. As in (1), but also tweeted out to @LDN.
- 3) **Sponsored posts ADD-ON.** £50 extra ensures the post is held in our 'Featured' slot on the front page for three days.
- 4) **Sponsored series.** Add a short message, image and/or video to one of our popular weekly posts. £150 for a one off, £500 for 4 weeks. These include a Weekend events roundup, London on the Cheap (inexpensive London), Arts Ahead (arts roundup), Book Grocer (literature roundup), Week in Geek (sci/tech events), music choice, and a food roundup.
- 5) **Podcast.** Our weekly London podcast has over 1,000 subscribers. Price negotiable.
- 6) **Daily email.** This roundup of the day's stories is taken by >4,000 people. Price negotiable.
- 7) **Other sponsorship opportunities.** We run a range of events, including walks, exhibitions and pub quizzes, which may be sponsored. Please get in touch to discuss options.
- 8) **Normal banner advertising.** £7.50 per 1,000 impressions. We have three slots: top banner (728x90), square banner/MPU (300x250) and long banner/skyscraper (160x600).
- 9) **Site Takeover.** £4,000. Exclusive use of all three banner positions, plus background image for one week.

Notes

- (1) We are able to offer discounts for repeat/bulk orders.
- (2) We are happy to discuss a bespoke bundle of the above options to suit your campaign.
- (3) To comply with industry guidelines, all sponsored posts must carry the tagline 'This post is sponsored by...!', and associated tweets will carry the label (sponsor).

Contact hello@londonist.com 3rd Floor, Willow House, 72 - 74 Paul Street, London, EC2A 4NA

Company Number: 7355006 VAT Number: GB100421786