

welcome to london

london's **FREE** arts, entertainment & listings guide

MEDIA INFORMATION 2011
www.welcometolondon.com



FAST FACTS

Welcome to London is a comprehensive visitor guide to London, first launched in 1997.

- **Format:** A5, glossy in full colour. A minimum of 98 pages.
- **Design:** Modern and contemporary, with bright colours and beautifully designed feature stories that rotate each issue.
- **Frequency:** Quarterly.

EMAGAZINE

■ **Online magazine distribution:** A digital version of the magazine is available.

DISTRIBUTION

Ground distribution

- In the arrivals' halls of all major airports in the capital including London Heathrow, Gatwick and Stansted.
- Available at over 250 three- and four-star, centrally-located hotels.
- Available at Visit Britain's Britain and London Visitor Centre on Regent Street, a popular starting point for new visitors to London, reaching a readership of 500,000 ABC1 visitors.
- Available at the City of London Information Centre (St. Pauls Churchyard)
- Sent to ATOC members, group travel organisers, venue owners, regional tourist boards and central government departments.

KEY FEATURES

- Distribution to all major London airports at point of entry into the country.
- Handy colour pocket size – ideal quick reference guide.
- Design to rival any London visitor guide.
- Distinct sections make it quick and easy to navigate listings.

THE MARKET

- Tourism is one of the largest industries in London worth approximately £16bn*.
 - Preliminary estimates indicate that around 14 million overseas visits were made in 2009* who spent over £8bn.
- *Source: www.visitlondon.com

WEBSITE

- Welcome to London's website is now in testing and has been 'soft launched'. www.welcometolondon.com

AT A GLANCE

- ▶ 12-WEEK SHELF LIFE
- ▶ 500,000 READERSHIP
- ▶ ABC1 DEMOGRAPHIC
- ▶ FREE FOR ALL TOURISTS
- ▶ HANDY, POCKET-SIZE REFERENCE GUIDE
- ▶ COST £1,950 PER FULL PAGE

EDITORIAL CONTENT

- **Upfront:** Diary section, news, celebrity interviews, shopping, local neighbourhoods, first-person tried-and-tested reviews written by a team of in-house experts.
- **Feature story:** Chosen theme written as full editorial and individually designed to reflect content. Ideas vary and include theatres, shopping and popular seasonal attractions.
- **Listings (including reviews):** Arts & Exhibitions, Attractions, Bars & Pubs, Clubs, Comedy, Films, Gay & Lesbian, Kids, Music, Out of Town, Restaurants, Shopping, Sport, Theatre.

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RATE CARD

Advertisement Size	Cost (GBP)
Double-page spread	£3,750
Full page	£1,950
Half page	£1,150
Quarter page	£650
Premium positions	Call to discuss
Sponsorship	Call to discuss
Advertorials subject to approval	+25%

ARTWORK DESIGN

Absolute Publishing Ltd offers an artwork design service for advertisers who are unable to produce artwork. Advertisers are expected to provide elements to specification. Artwork production costs are charged at a rate of £120

For further information regarding artwork design please email production@absolutepublishing.com or contact the Production Department on +44 (0) 20 7553 7372

ADVERTISEMENT SIZES — A5 PUBLICATIONS

Advertisement Size	Bleed	Trim	Type Area
Double-page spread*	216mm x 302mm	210mm x 296mm	190mm x 276mm
Full page	216mm x 154mm	210mm x 148mm	190mm x 128mm
Half-page horizontal	N/A	N/A	85 mm x 126mm
Quarter page	N/A	N/A	85 mm x 60mm

All sizes in millimetres (height x width). Live matter should be at least 5mm from trim. *Allow 10mm gutter (for text running across the spine)

■ PDF Specifications: Please supply Adobe Acrobat PDFs set up to PPA Standard file formats (www.ppa.co.uk see pass4press section). All ads should be supplied with a colour proof, according to the naming convention provided: Publication Name, Month of advertisement, Advertisers Name. Example: W2L0609_advertisersname.pdf

ONLINE SPECIFICATIONS FOR PDFS

It is the client's responsibility to ensure URL links within artwork link through correctly on the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- Artwork MUST be supplied in PDF format – JPEGs, EPSs and TIFFs will not work.
 - URLs must include www at the beginning of the web address. For example: www.absolutepublishing.com
 - Ensure the URLs fit on one line.
 - Ensure URLs are text – do not convert text to an outline or a bitmap image as it will not be detectable.
 - Embed all graphics and fonts in the PDF.
- Files under 8MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
Contact the Production Department: +44 (0) 20 7553 7372 if files exceed 8MB.



WtL is published by Absolute Publishing Ltd
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WEBSITE ADVERTISING SPECIFICATIONS

The following:

1X Leaderboard banner (728 pixels width by 90 pixels height)

1X Skyscraper banner (120 pixels width by 600 pixels height)

Are available under:

- **Homepage**
- **Features**
- **Out and About**
- **Special Offers**
- **Travel Essentials**
- **Map**
- **All section listings pages**

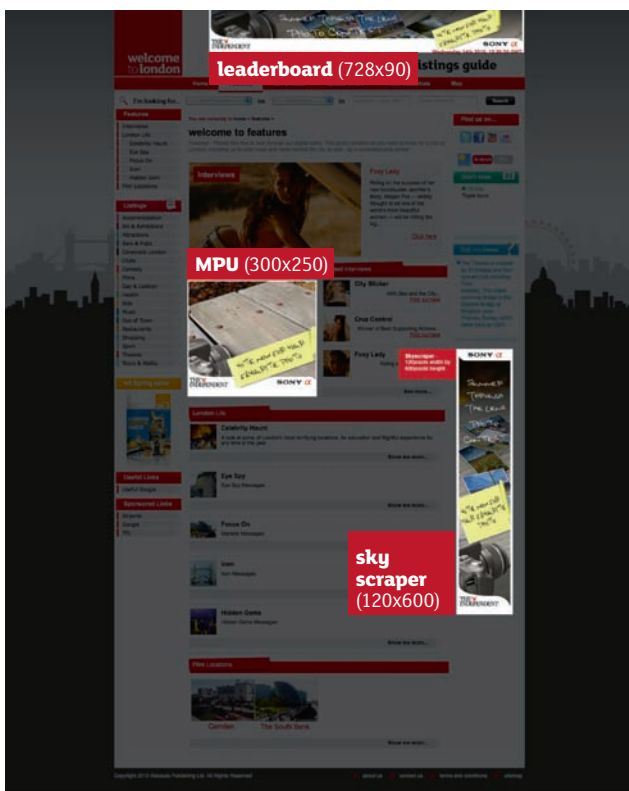
Also available for all sections excluding the map, special offers and travel essentials, is

1X MPU (mid page unit) banner (300 pixels width by 250 pixels height)

ADVERTISING FORMATS

■ **Formats:** Images (GIF, JPEG), Animated Flash files (SWF), or Animated GIFs (GIF)

■ **Banners / Links:** Prices upon application.



WtL is published by Absolute Publishing Ltd
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