



Media Pack

*Your inspirational, independent
guide to West London*

www.westlondonliving.co.uk

Media Pack

West London Living is a luxury online lifestyle and listings magazine compiled by local experts, covering local people, culture, fashion, interiors, restaurants, bars, pubs, sport, health, beauty and much more.

Updated daily by experienced journalists and available for all to see, West London Living belongs to the Handpicked Media collective. We have been named number 15 in London's top 101 blogs, as chosen by 15 top travel experts for London43. What's more, we take a hands-on approach to local events.

*Stylish
Up to date
Genuine
Accessible
Innovative
Energetic
Helpful
Free
Savvy*



The Visitor

Feedback on West London Living includes the following:

'It's nice to see west London on the map. Well done!'
Richard Branson

'Since advertising with westlondonliving.co.uk we have seen a direct increase in the number of local residents coming to try out TenPilates. It's a great way to maintain visibility in the local area and speak to those who are genuinely interested in taking classes and personal training with us,' **Amanda Nagler, TenPilates**

'I was really impressed with the response to our Brompton Road re-opening event. I was also impressed with the range of people who responded – both males and females, professionals, students – a really good selection,' **James Mitchell, Hummingbird Bakery**

'I live in west London, so having such a useful, contemporary website on hand is great,' **Jemma Kidd, make-up artist**

'We have had a great response with the competition. Thank you!', **Donna Middleton, founder of The Shirt Company.**

Regarding West London Girl blog: 'I must say your stuff is good. All power to your pen... or keyboard,' **Kenny Campbell, Metro editor.**

'Excellent for keeping updated with the latest places and info,' **Zara Simon, jewellery designer**

In a survey we ran with NetObserver, 82.9% of respondents were ABC1; 71.4% were 25 to 44 years old; 78.6% were female and 88.6% had purchased from the internet in the previous six months.

West London Living is a chic magazine targeted at those who are young in outlook with a disposable income, who live in one of the most affluent and vibrant areas of London. Your brand will feature prominently within a highly relevant, stylish and luxury-oriented context.

Statistics

The website
No. of monthly users
20,000+

Newsletter

12,000+ newsletter subscribers

Twitter

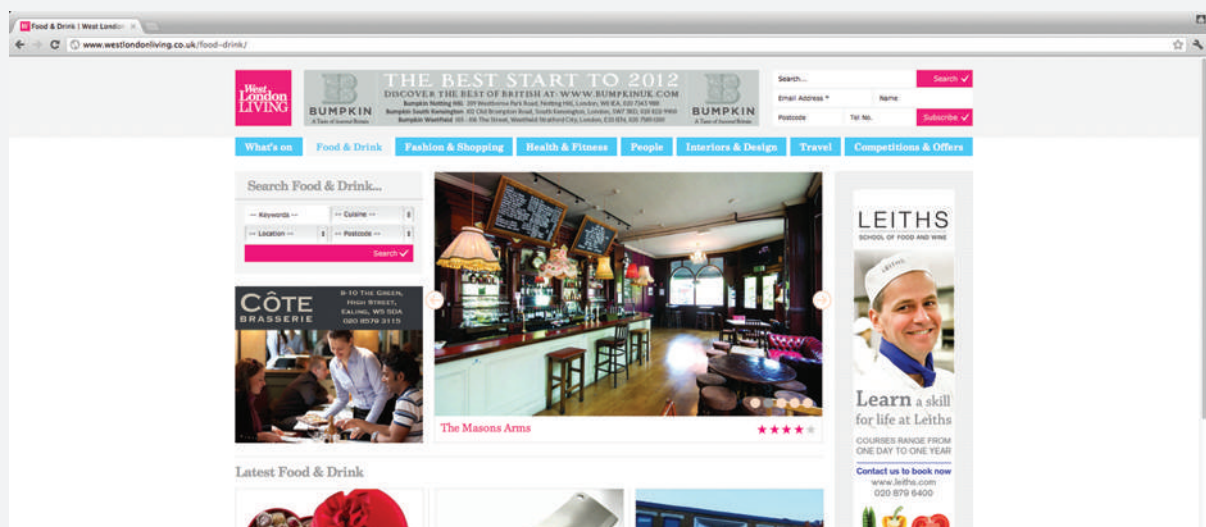
4,100+ followers

Facebook 'likes'

4,500+

We think it's best to give you up-to-date statistics.

For an update or more information please contact the West London Living Limited founder Lucy Land at lucy.land@westlondonliving.co.uk



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The Rates

We provide a multi platform solution and personal approach in your mission to raise awareness and generate actual sales, including supporting events, coverage of events and new launches, plus viral marketing and a full design service.

When you book advertising with us, we will add a click on link, at no extra cost, to link to your own website.

Events

West London Living has an experienced in-house events team which hosts exclusive parties.

Advertisers are invited to attend our ticketed events free of charge. The events provide a fun way to meet like-minded people face to face and raise your company's profile in the local community.

Advertising Enquiries:

Editor: Olivia Allwood-Mollon

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All content of advertisements are subject to westlondonliving.co.uk approval.

Contact details:

West London Living Limited

30a Aldridge Road Villas

London W11 1BW

T: 078 0084 6448

E: enquiries@westlondonliving.co.uk

Advertising rates:

Banner (may rotate with one other advert; 728 x 90 pixels): Home page £250 pcm; other section £200

Skyscraper (may rotate with one other advert; 160 x 600 pixels): Home page £250 pcm; other section £200

MPU Tile (300 X 250 pixels): Home page £100pcm; other section £80

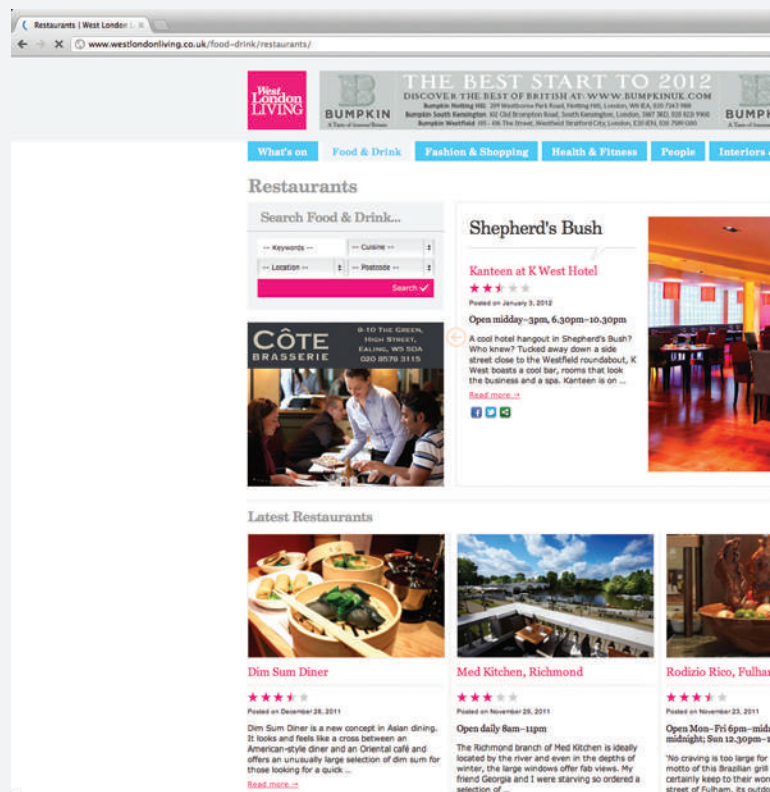
Newsletter banner (728 x 90 pixels): £160

Newsletter skyscraper (160 x 600 pixels): £160

To run a competition for one month (online and in our weekly e-newsletter): £200

Special Offers

- _ Book three months and receive 10% discount;
- _ book six months and receive 20% discount
- _ Book three newsletters and receive your fourth for free



Mechanical Data

Digital Artwork:

- _ Fixed 160px wide by 600px high for skyscraper
- _ Fixed 728px wide by 90px high for banner
- _ Fixed 300px by 250px for MPU tile
- _ All digital artwork must be saved as RGB
- _ Images can be accepted in JPEG or GIF formats, must be 300dpi and at least 100% of the final size
- _ The programme we use is Photoshop
- _ Lead time: creative requires three working days prior to advert go-live date

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/ Banner

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Website

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Newsletter