



Media Pack

ABOUT US

View London, a subsidiary of the 2View Group, is the leading website for Londoners. Established in 2001, View London, has become the most used information website on London and delivers up to the minute independent information on the entertainment capital of Europe. It was recently voted the No.1 UK entertainment website by new media adjudicator, Hitwise.



“ toptable.co.uk has been working with View London for several years now. View London consistently provides a high level of restaurant bookings and the feedback we receive from restaurant owners about the clientele is always positive. ”

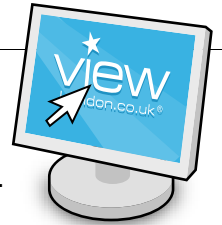
Charlie, toptable.co.uk

“ Having advertised regularly on View London, No 5 Cavendish Square has received a number of fantastic bookings. It's been a great source of new business for us and I cannot recommend it enough to others. ”

Hannah, No 5

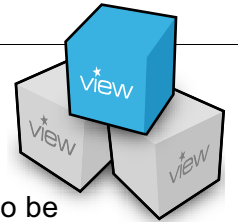
VISION

View London is always one step ahead of its competition. With a young, thriving and unbiased editorial team and commercial contacts in London's leading gastronomic, leisure and entertainment facilities, View London is uniquely positioned to provide the latest news, reviews and offers. Readers keep their finger on the capital's pulse by making View London their first visit of the day.



CHANNELS

View London is divided into entertainment channels (Restaurants, Cinema and Film etc). Advertising can also be channelled, helping you reach your target market more cost effectively. For example, advertising a drink brand can be served only in our pub and bar channel. Or for new business, tap into a less conventional market by extending coverage to the What's On channel. You have choice and flexibility with View London.



NEWSLETTERS

View London delivers weekly independent information in a bite-size format to a captive audience of over 210,000 subscribers. In addition to the general newsletter there are popular channel newsletters which provide specific information weekly to film-goers, drinkers and diners.



ADVERTISING

Choose View London to showcase your promotional campaign and it is guaranteed to be seen by our large London based audience of young, wealthy and cosmopolitan people.

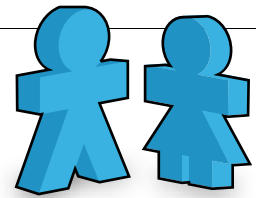
Whether you're a pub owner, a PR or media planner, View London has targeted advertising options, with pricing to suit all budgets.

For prices and information, please email marketing@view.co.uk





Statistics - February 2012



DEMOGRAPHIC

Gender***

Male	40%	Female	60%
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Status*

Single	61%	Married	11%
Partner	27%	Divorced	1%

Age***

18 - 24	12%	45 - 54	12%
25 - 34	42%	55 - 64	8%
35 - 44	24%	65 +	2%

Salary***

£0 - £20,000	22%	£50,000 +	40%
£20,001 - £50,000	38%		

Readership Location Breakdown**

UK	91%	North America	3%
Europe	6%		

“ View London has become the first port of call for many users wanting information on going out in the capital. Ticketmaster has enjoyed a long-standing partnership with the site providing View London's users with the opportunity to purchase tickets for events and attractions covered by the site. We have been impressed with the team's responsiveness in promoting events and the quality and breadth of their coverage. ”

Dan, Ticketmaster UK

“ View London is one of our leading partners. Their large customer base is reflected in the significant quantity of hotel room bookings they provide us with. ”

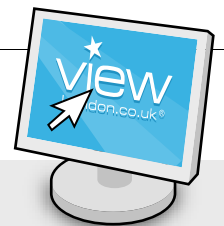
Mick, Superbreak

NEWSLETTERS****



Newsletter	Distribution	Newsletter	Distribution
Main	200,049	Hot Tickets	22,213
Club	33,174		

VISITOR TRAFFIC**



www.viewlondon.co.uk 1,323,283 unique visitors
5,105,242 page impressions

* Data taken from 75,000 registered users

** Data taken from Google Analytics

*** Data taken from Google Ad Planner

**** Data taken from internal sources

