



## Media Pack

# EXPERIENCES

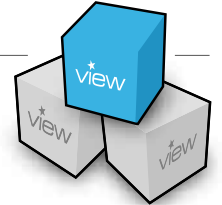


Aiming to supply the best there is to do in London and beyond, View London offers a huge range of experiences, from innovative hen and stag packages, corporate team building ideas, London party nights and gift vouchers, making us one of the most versatile experiences resellers in the business.



View London is ranked highly by the leading search engine Google which brings a large proportion of business - View London's Experiences come in the top 3 results when searching with a range of key words.

## DEDICATED CHANNEL



Due to the popularity of View London Experiences, we have a dedicated channel featuring hundreds of pre-packaged experiences and gift ideas that are just a click of a button away from our users.

Experiences are classified by category which not only helps our user to find exactly what they are looking for, but also provides the perfect opportunity for multiple listings.

View London's past clients include;

- Deloitte
- PriceWaterhouseCooper
- Saga
- Transport for London
- GSK
- Tom Tom
- Waitrose
- Clearstream Banking
- Alliance & Leicester
- Warner Brothers

**“TAKING EXPERIENCES TO NEW LEVELS”**

**Experience Categories**

- Air & Flying
- Corporate Classes & Courses
- Driving
- Food & Drink
- Great Outdoors
- Health & Wellbeing
- Men & Stag
- All Experiences
- Party Nights
- On The Water

**Professional Makeover & Photoshoot Experience**  
£29.50 per person inc vat

**FIND AN EXPERIENCE**  
Choose a category, number of people and budget  
**BEGIN YOUR SEARCH HERE**

**BT** Bringing it all together  
Now with 6 months FREE Digital Vault.  
**BT Total Broadband**

**WANT MORE?**  
Show me all Listings  
**SHOW ME ALL**

**Recommended**

- 01 Chocolate Making
- 02 Clay Shooting
- 03 Llama Trekking
- 04 DJ Crash Course
- 05 Photo Shoot

**Best For Less**

- 01 Corporate Poker
- 02 Treasure Hunt
- 03 Wine Tasting
- 04 Tapas Lunch
- 05 River Cruise

## EXPERIENCE PACKAGES

Each experience package is given an individual page to fully maximise the advertising potential. The listing template requires a minimum of 200 words, one 300 x 150 image and space for essential information and small print.

This listing is completely free of charge, all we ask for is a commission on any sales we take on the experience suppliers behalf.

### Grab Attention

Combining inspiring imagery with clear booking navigation allowing customers to purchase their chosen experience or check availability, the experience packages cannot fail to excite.



**Driving Experiences**  
Put the pedal to the metal and master the rigours of rally driving or choose from mouth watering supercars

**Experience Categories**

- Air & Flying
- Classes & Courses
- Corporate
- Driving
- Food & Drink
- Great Outdoor
- Health & Wellbeing
- Men & Stag
- On the Water
- Party Nights

**Search**

Silverstone Lotus Exige

**Essential Information**

- Lotus Exige 189bhp, 1796cc engine
- South circuit (1,969 miles) includes f. Hangar Straight
- 30 minute safety & driving technique (helmet provided)
- X2 driving sessions (total 9 laps)
- Additional lap - high speed passage
- Debriefing, written assessment & car presentation
- Facilities available for spectators

£155.00 per person, including VAT

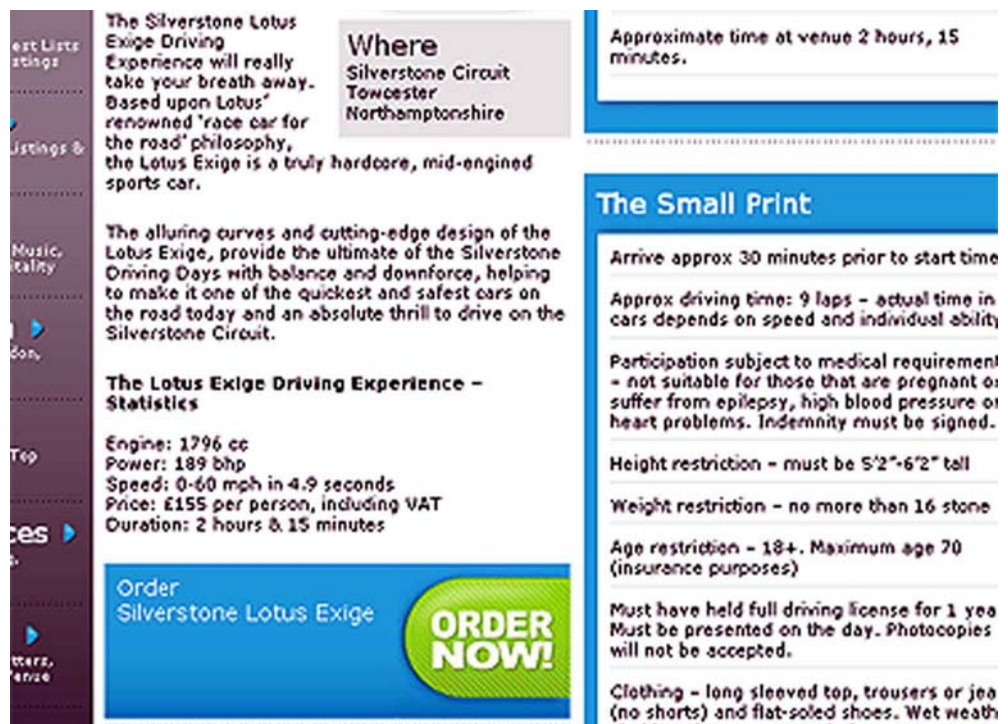
**ORDER NOW!**

**Silverstone Driving Days - The Lotus Exige Experience**

### Key Information

Unlike the majority of experiences resellers, View London will always display the name of the experience supplier and location of the experience.

In exchange, we ask that rates are kept competitive and prices are not marked up.



**Where**  
Silverstone Circuit  
Towcester  
Northamptonshire

Approximate time at venue 2 hours, 15 minutes.

**The Small Print**

- Arrive approx 30 minutes prior to start time
- Approx driving time: 9 laps - actual time in cars depends on speed and individual ability
- Participation subject to medical requirement - not suitable for those that are pregnant or suffer from epilepsy, high blood pressure or heart problems. Indemnity must be signed.
- Height restriction - must be 5'2"-6'2" tall
- Weight restriction - no more than 16 stone
- Age restriction - 18+. Maximum age 70 (insurance purposes)
- Must have held full driving license for 1 year. Must be presented on the day. Photocopies will not be accepted.
- Clothing - long sleeved top, trousers or jeans (no shorts) and flat-soled shoes. Wet weather clothing also recommended.

**The Silverstone Lotus Exige Driving Experience will really take your breath away. Based upon Lotus' renowned 'race car for the road' philosophy, the Lotus Exige is a truly hardcore, mid-engined sports car.**

The alluring curves and cutting-edge design of the Lotus Exige, provide the ultimate of the Silverstone Driving Days with balance and downforce, helping to make it one of the quickest and safest cars on the road today and an absolute thrill to drive on the Silverstone Circuit.

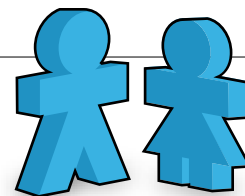
**The Lotus Exige Driving Experience - Statistics**

- Engine: 1796 cc
- Power: 189 bhp
- Speed: 0-60 mph in 4.9 seconds
- Price: £155 per person, including VAT
- Duration: 2 hours & 15 minutes

**Order Silverstone Lotus Exige**

**ORDER NOW!**

## 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%		

“ We have worked with View London for a number of years now, and have found them to be both professional and dedicated to the best service for their customers. View London were one of the first companies who started offering our pole dancing sessions through their website. From day one we have enjoyed a working partnership that has been beneficial for Pole Central in both financial and promotional terms. ”

**Pole Central**  
(formerly Polecatz)

“ Bar Salsa love working with View London, they are friendly, professional and they will go the extra mile to look after their customers, giving them exactly what they want. ”

**Bar Salsa**

## NEWSLETTERS\*\*\*\*



Newsletter	Distribution	Newsletter	Distribution
Main	179,842	Hot Tickets	22,505
Club	33,720		

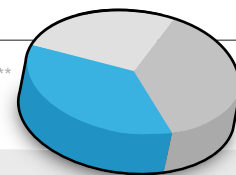
## VISITOR TRAFFIC\*\*

www.viewlondon.co.uk	1,757,572 unique visitors
	6,293,022 page impressions



## ANNUAL SALES 2009\*\*\*\*

Number of Experience Requests	8015
Number of People Booked	8005
Experiences Turnover	£331,061



\* Data taken from 75,000 registered users

\*\* Data taken from Google Analytics

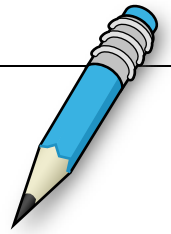
\*\*\* Data taken from Google Ad Planner

\*\*\*\* Data taken from internal sources



## Media Pack

# GET IN TOUCH



Please print and fill out this form in **clear, block capitals** and send it to the address or fax number below. We'll be in touch to discuss your application.

### About the Supplier

Supplier Name

Tel Number

Email Address

Web Address

Address

“ Working with View London as an agent has been great for Go Experience Ltd. They have marketed our experiences accurately and effectively, and have definitely increased our business in London and beyond. View London staff are always helpful, organised and a pleasure to deal with. ”

Go Experiences

### About the Experiences

Experiences Offered

Brief Overview of Experiences

Commission Offered

Able to Sell as a Voucher

yes  no

“ We have been working with View London for two years and have found them to be one of the most efficient and easiest agents to deal with as well as being a fun and personable team. ”

The Party Bus

Please send the completed form to

View  
The Block  
65-69 Tontine Street  
Folkestone  
Kent, CT20 1JR

Or fax the details to (0870) 2204575