



THE LONDON DIRECTORY



The essential guide to goods & services for home owners

Media Pack & Mechanical Details

PROFILE & CONTENT

The London Directory is produced 4 times a year with the Evening Standard's ES Magazine, covering a distribution of 101,000 copies (203,000 readers).

The London Directory is designed in a handy A5 format printed in full colour on quality-graded paper. It is split in to categories each with informative editorial and lifestyle photos providing an essential guide to goods and services for homeowners.

In addition to the magazine, advertisers will have the opportunity to be exposed on the website www.thelondon-directory.co.uk attracting 65,426 potential customers within a 3 month period.



www.thelondon-directory.co.uk

CIRCULATION & READERSHIP

- 100,000 copies circulated
 - 203,000 readers
 - 47% readers with ABC1 demographic
 - 52% male audience
 - 48% female audience
 - Median readership age is 41.
- Evening Standard readers have the highest net household income of any mainstream newspaper with the exception of the FT £37,715



www.thelondon-directory.co.uk

DISPLAY RATES

Double page spread case study – £5063

- Advertorial - Editorial relating to a product alongside a marketing or advertising message.

Full page - £3375

Half page - £2063

Quarter page - £1220



INTERNET ADVERTISING

Including your company on the website is now even easier with multi-media packages available tailored to your marketing needs. With just over 123,509 unique visitors within a three month period, The London Directory Website is a fantastic tool for reaching new business.

Benefits to your company:

- Increasingly popular type of media with the consumer market
- Readily accessible, easy and convenient for the consumer
- More trusted media than ever before
- Targets not only your local area but can be accessed Worldwide
- Provides hyper links, driving web traffic directly to your website from ours
- Amount of traffic can be tracked and analysed allowing you to monitor the success of your advertising
- Short term adverts can be promoted according to a specific time scale of a campaign or product sale.

To be included on the website please contact Megan on 01732 525 821 or email megan.edwards@ncgmedia.co.uk

* Source: NCG Media Jan '08-July '08

RATES (PER MONTH)

Main Banner on Homepage - £1000

Offer of the Month - £750

including:

- Offer of the month
 - Store of the month
 - Interior Designer of the month
 - Gardener of the month
 - Restaurant of the month
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Online Competition - £500.00

Revolving 100 x 100 pixel banner advert on homepage - £1000.00

Revolving 100 x 100 pixel banner advert on a category homepage - £500.00

Email Newsletter - £500.00

Editorial Logo Listing - £250.00

Website Link - £125.00

All prices exclude VAT, agency fees and magazine advertising.

View www.thelondon-directory.co.uk to view examples.

www.thelondon-directory.co.uk

MECHANICAL DETAILS & SPECIFICATION

Magazine – Size A5: 148 x 210mm

- Full Page Type Area: H190 x W129mm
- Full Page Bleed: H216 x W155mm
- DPS Bleed: H216 x W303mm
- Half Page: H92 x W124mm
- Quarter Page: H65 x W81mm

Mechanical Specification

- All copy must be saved as a high resolution print ready pdf. (Please remember to check the embed all fonts' checkbox). The artwork must include a minimum of 3mm bleed and be accompanied by crop marks.

All files should be CMYK conversion.

We take no responsibility for errors arising from files being supplied in RGB or any other format, or for the incorrect reproduction of an advert if a colour proof is not supplied.

Supplying material

- Please send all copy with your company name in the subject box to charlotte.prett@ncgmedia.co.uk

Physical Artwork

- Please post all artwork on CD along with a colour proof to: Charlotte Prett, The London Directory, Production, NCG Media, 60 Churchill Square, Kings Hill, West Malling, Kent, ME19, 4YU.

Website

- **Main Banner Ad Specification:**
468 x 60 pixels. Minimum file size 20KB.
We recommend banners contain 256 colours or less. The banner should be animated with no more than 4 frames.
To be supplied as either a GIF or SWF image/format.
- **Smaller Sidebar Banner Specification:**
100 x 100 pixels. Maximum file size 12KB.
We recommend banners contain 256 colours or less. The banner should be animated with no more than 4 frames.
To be supplied as either a GIF or SWF image/format.