

# LONDON VISITORS

We reach more than 200,000 readers every month.  
Our target audience is the independent travellers  
to London who create their own tailor-made itinerary

## Distribution

### Pre arrival

Via British Embassy and Consulates in  
24 Countries worldwide.

### On arrival

420 Hotels via Concierge Desks  
Visit Britain official Tourist Information Centres  
(St Paul's, Greenwich, Camden)  
Transport For London Information Centres  
(Heathrow Airport, Victoria, Kings Cross, Paddington,  
Euston)  
EuroStar  
Ticket Desk in Harrods  
Original London Sightseeing and Big Bus tours  
Tower Bridge  
British Museum  
Selected Tour Operators, Guide Travel and A  
and A Travel.

## Overview

London Visitors is published monthly to help independent visitors to the capital discover what to do, where to go and how to get there. We have listings in categories such as **What's On, Shopping, Sightseeing, Theatre, Music and Dance, Museums, Dining and Accommodation.** Each listing has a cross reference to our A-Z map and tube map, making it very easy to use. Our readers can make informed decisions based on the advertising and editorial available in this free guide.



Visitors to London  
spend over £24 million  
a year!

# RATECARD & TECH SPECS

## Advertising Rates £

	1x	3x	6x	12x
Full page	1,320	1,250	1,200	1,050
Half Page	700	685	650	580
Quarter Page	400	380	360	320
Eighth	220	200	190	170
Dining	300	275	250	200
Advertorial				

## Covers £

	1x	3x	6x	12x
OBC	2,020	1,920	1,800	1,600
IFC	2,020	1,920	1,800	1,600
IBC	1,920	1,820	1,740	1,540

All rates are per insertion and excluding VAT.

## Technical specifications

We accept advertisements in **Adobe Acrobat PDF** format. Please ensure that your Acrobat Distiller programme has been press-optimised to the *pass4press* print industry standard.

Advertisers who do not have relevant copy available may wish to take advantage of our **in-house design service**.



**Full page**  
**Bleed**  
 216 mm x 143 mm  
**Trim**  
 210 mm x 137 mm  
**Type area**  
 190 mm x 118 mm



**Half page**  
**Horizontal**  
 91 mm x 118 mm  
**Vertical**  
 190 mm x 57 mm



**Quarter page**  
**Vertical only**  
 91 mm x 57 mm

## London Visitors Magazine

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