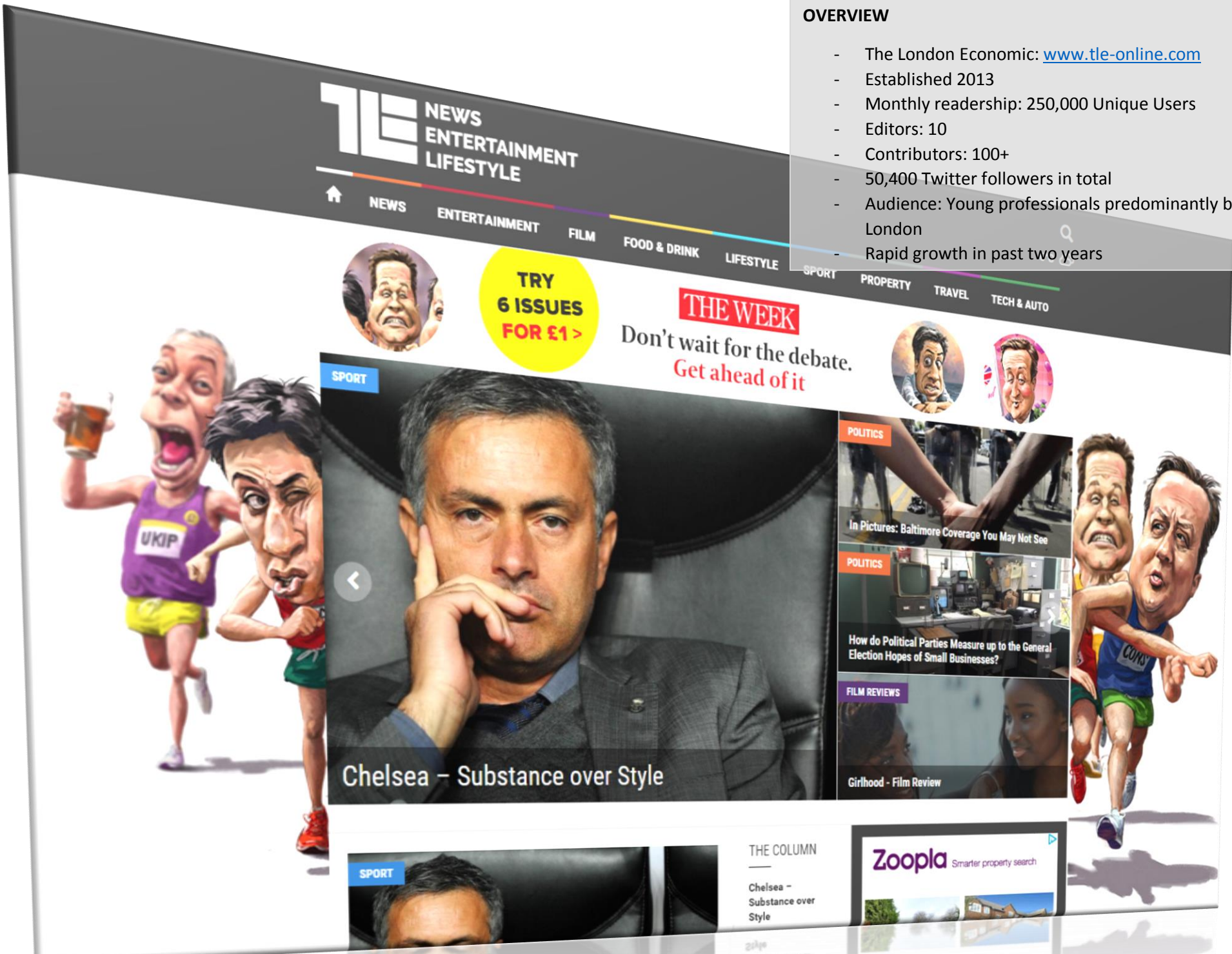


TE

MEDIA PACK





OVERVIEW

- The London Economic: www.tle-online.com
- Established 2013
- Monthly readership: 250,000 Unique Users
- Editors: 10
- Contributors: 100+
- 50,400 Twitter followers in total
- Audience: Young professionals predominantly based in London
- Rapid growth in past two years



TLE NEWS

OVERVIEW: *Covering business, international politics and economics. Breaking news and features.*

Editor: *Jack Peat* **Deputy Editor:** *Joe Mellor*

Twitter: 19.7K

Monthly Page Views: 31K MUU



TLE FOOD

OVERVIEW: *TLE Food for restaurant reviews, food and drink recipes, wine pages and news/features.*

Editor: *Jonathan Hatchman*

Twitter: 1.4K

Monthly Page Views: 30K MUU



TLE SPORT

OVERVIEW: *TLE Sport covers major UK and international sports, including football, golf, tennis and cricket.*

Editor: *David de Winter*

Twitter: 1K

Monthly Page Views: 41K MUU



TLE LIFESTYLE

OVERVIEW: *TLE Lifestyle covers women's interests, family, celebrity news, beauty and fashion.*

Editor: *Charlotte Hope*

Twitter: 1K

Monthly Page Views: 40K MUU



TLE ENTERTAINMENT

OVERVIEW: *TLE Entertainment includes music pages, arts, TV and literature.*

Editor: *Grant Bailey*

Twitter: 1.7K

Monthly Page Views: 30K MUU



TLE TRAVEL

OVERVIEW: *TLE Travel covers travel news and opinion, including guides, travel advice and features.*

Editor: *Shilpa Ganatra*

Twitter: 1.6K

Monthly Page Views: 27K MUU



TLE PROPERTY

OVERVIEW: *TLE Property posts property news, advice and features from London and around the UK.*

Editor: *Bea Patel*

Twitter: 1.6K

Monthly Page Views: 25K MUU



TLE FILM

OVERVIEW: *TLE Film covers the latest film/ DVD/ VOD releases, as well as posting related news and opinion.*

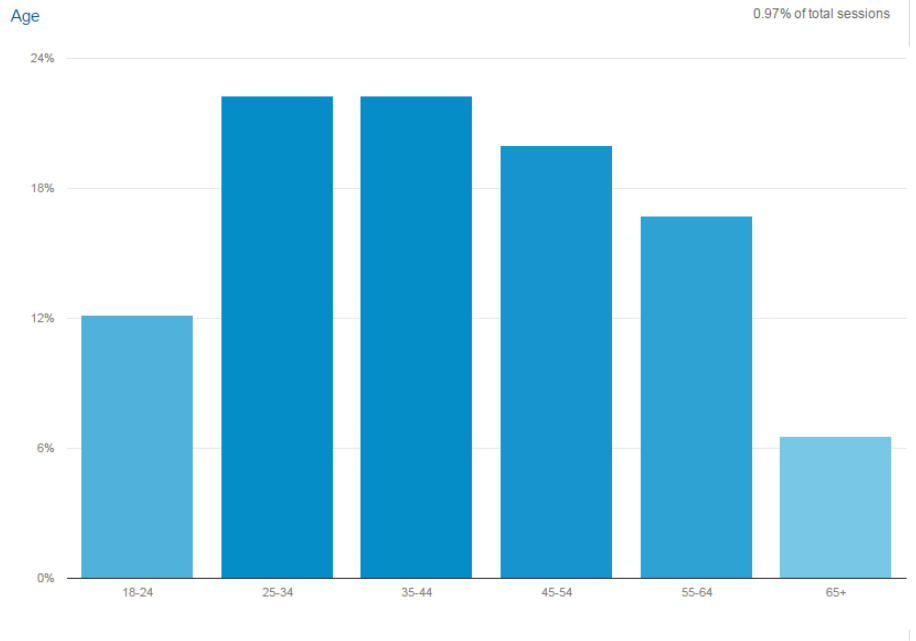
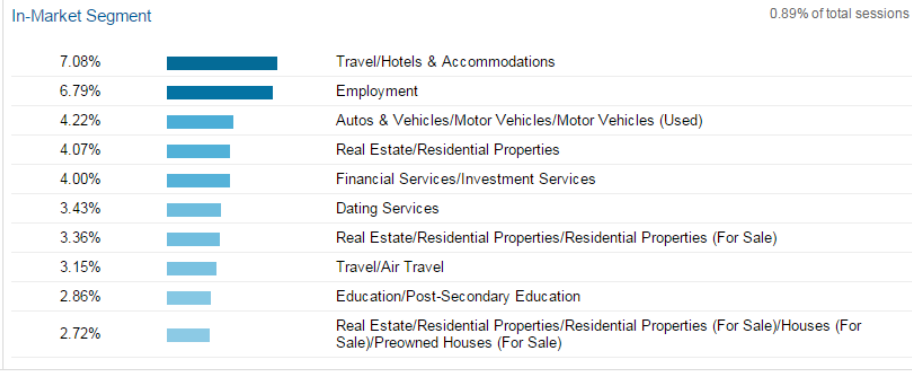
Editor: *Emma Silverthorn*

Twitter: 1.4K

Monthly Page Views: 26K MUU

AUDIENCE

The London Economic is a digital newspaper with a wide audience reach. Predominantly, the publication attracts young professionals with an interest in media, sport, travel and current news and lifestyle content. Our broad social media following also attracts a web-savvy and engaged audience.





REACH

MUU

- The London Economic has a monthly reach of approximately **250,000** unique users.
- **50,400** Twitter followers in total.

LOCATION

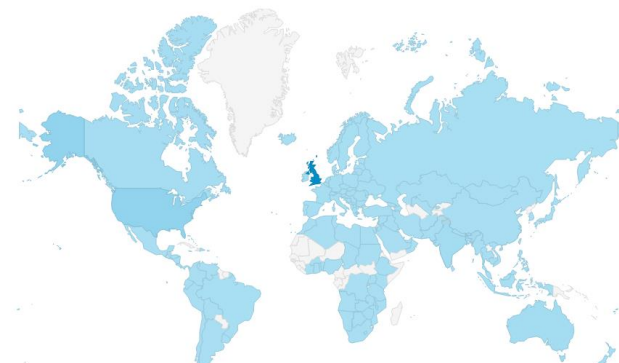
- 76 per cent of TLE users reside in **Europe**. 12 per cent reside in North America, seven per cent in Asia and three per cent in Oceania.
- 68 per cent of TLE users reside in the **UK**. 10 per cent reside in the US. Other: India, Australia, Canada, Germany, Ireland, France, Spain.
- 39 per cent of TLE users reside in **London**.

PLATFORM

- 52 per cent of TLE users access the site via **Desktop**.
- 36 per cent of TLE users access the site via **Mobile**.
- 12 per cent of TLE users access the site via **Tablet**.

BEST PERFORMING PAGES

- Affordable Property in London.
- Film Reviews.
- Sport Opinion.
- World News.
- Best Restaurant Openings.



ADVERTISING RATES

LARGE SKYSCRAPER

- 300 X 600 POSITIONED AT THE TOP OF RIGHT HAND BANNER.
- £30 CPM

SQUARE POP-UP

- 300 x 300 POSITIONED AT THE BOTTOM OF RIGHT HAND BANNER.
- £25 CPM

SPONSORED ARTICLE

- WITH FULL COPY PROVIDED: £750
- COPY WRITTEN BY TLE TEAM MEMBER: £1,000

TAKEOVER AD

- £5,000 for entire website, 2-4 weeks neg.

TAKEOVER/ TWITTER BACKGROUND/ 3 ARTICLE PACKAGE

- FULL SITE TAKEOVER, TWITTER TAKEOVER AND 3 ARTICLES.
- £7,500, 2-4 weeks neg.

SECTION TAKEOVER

- FULL TAKEOVER OF ONE SECTION.
- £2,200, 2-4 weeks neg.

EMAIL NEWSLETTER/ EMAIL BLAST

- Launch coming soon.

