

EYE ON LONDON

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EyeOnLondon: Your Modern Multimedia News Platform

September '24

EyeOnLondon is a cutting-edge multimedia news platform that delivers thought-provoking, trusted journalism to residents, professionals, and visitors across London's most affluent boroughs. Our comprehensive coverage spans Business & Finance, Digital Assets, Science, Technology & the Environment, Arts & Culture, Health & Wellbeing, Events, Food & Drink, Education, History, Entertainment, Luxury Lifestyle & Travel, Motoring, and Sport.

We proudly deliver a combination of traditional print media, dynamic digital content, and engaging video stories to keep EyeOnLondon readers informed through their preferred channels. Our quarterly print supplements explore topics that resonate with our UHNW (Ultra-High-Net-Worth) audience, while our expanding online presence offers timely updates, interactive features, and captivating video reports.

Reaching London's Affluent and Influential

EyeOnLondon primarily serves an ABC1 audience, including the highest concentration of wealth in the UK across the Royal Borough of Kensington & Chelsea, Hammersmith & Fulham, Westminster, the City of London, Wandsworth, and Richmond upon Thames. Our readership lives and works in many of these areas, each a hub of cultural and economic significance, from Notting Hill to Knightsbridge, Covent Garden to the Square Mile. We are continually expanding our reach, with plans to include even more London areas soon.

Print, Digital, and Video: Integrated Media for a Modern Audience

Our multi-platform approach allows us to cater to both public and private sectors, including businesses, academic institutions, health facilities, events, and cultural venues. Our monthly print distribution reaches over 35 strategic London commuter hubs, prestigious residential addresses, and premium stockist points such as offices, banks, libraries, universities, hospitals, museums, galleries, and exclusive clubs.

Online, EyeOnLondon offers real-time news updates, in-depth digital features, and multimedia storytelling that engages our readers wherever they are. Our video content brings stories to life, adding a visual depth that enhances what we offer in print and online. Whether it's a catch-up on London's luxury lifestyle or breaking news on finance and technology, EyeOnLondon keeps you up to speed with what is happening in the City and across the world.



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EyeOnLondon Print: Reaching London's Most Influential

EyeOnLondon's print edition remains a key part of our media offering, connecting with London's most affluent and influential readers through a strategic and extensive distribution network.

Extensive Distribution Network

We distribute our newspaper from 32 carefully selected commuter hubs, stands, and stockist points, ensuring it reaches the city's key locations:

- **Commuter Stands and Retail Spots:** Including Balham, Bank, Barnes, Battersea Park, Blackfriars, Bond Street, Charing Cross, Clapham Junction, and more.
- **Residential and Commercial:** Delivered directly to private homes, offices, banks, and solicitors across London.
- **Cultural and Public Venues:** Available in museums, galleries, libraries, universities, hospitals, GP surgeries, and cinemas.
- **Hotels, Markets, and Shops:** Found in select hotels, markets, cafes, and newsagents, meeting readers on the go.
- **Special Venues and Clubs:** Distributed at private clubs, theatres, churches, government offices, and other key locations.

Postcodes Covered

Our extensive coverage spans the following postcodes:

E1, EC1A, EC1M, EC2M, EC2N, EC2V, EC2Y, EC3N, EC4N, EC4V, EC4Y, KT1, KT2, NW3, SW1A, SW1E, SW1F, SW1G, SW1H, SW1J, SW1K, SW1P, SW1V, SW1W, SW1X, SW1Y, SW3, SW5, SW6, SW7, SW8, SW10, SW11, SW12, SW13, SW14, SW15, SW17, SW18, SW19, SW20, TW1, TW20, W1, W1B, W1F, W1G, W1J, W1K, W1U, W1W, W2, W3, W4, W5, W6, W8, W9, W10, W11, W12, W13, W14, WC1N, WC2H, WC2R.

Boost Your Brand with Event Distribution

We print extra copies for major London events, such as the Chelsea Flower Show, London Marathon, the Lord Mayor's Show, and New Year's Day celebrations, ensuring your brand connects with high-value audiences when it matters most.

Why Advertise with EyeOnLondon Print?

Advertising in EyeOnLondon Print means placing your brand in front of a London audience that values quality journalism. With premium advertising options and a robust distribution strategy, we offer a unique opportunity to reach London's clued in communities.



EyeOnLondon Digital: London's Leading Multimedia Platform

At the core of our digital offering is www.eyeonlondon.online, your central source for news, insights, and stories that capture London's essence and extend far beyond. With over 70,000 monthly visitors, our main site serves not just London but readers around the world, bringing together a broad mix of content across business, culture, technology, and lifestyle.

Hyperlocal Hubs: Bringing Local News into the Digital Age

EyeOnLondon's hyperlocal hubs are designed to replace traditional local papers with a modern, online twist. Each hub focuses on specific boroughs like Kensington & Chelsea, Westminster, the City of London, Hammersmith & Fulham, Wandsworth, and Richmond upon Thames, delivering neighbourhood news, community stories, and local events that matter.

These hubs capture the character of each area, offering news that speaks directly to residents. Whether it's updates on local businesses, cultural events, or community issues, our hubs keep you connected to what's happening right on your doorstep. By combining local insights with the broader EyeOnLondon network, we create a city-wide platform that reflects London's diverse nature while embracing the convenience and immediacy of digital.

A Holistic Digital Experience: From Local to Global

EyeOnLondon combines our main site and hyperlocal hubs to create a platform where local stories elevate London's voice globally. We keep our readers informed, engaged, and connected with quality journalism that resonates from neighbourhoods to the world stage. Our reach now extends far beyond London, with a growing audience in the USA, Canada, Europe, Asia, the Middle East, and China, making EyeOnLondon not just a local favourite but a global connection to the heart of the city.

Expanding Our Reach Through Social Media and Email

EyeOnLondon stays connected with its audience through our active social media channels—Twitter, Facebook, Instagram, and LinkedIn—where we share real-time updates, breaking news, and engaging content. Our newsletters bring the latest straight to your inbox, with curated updates that keep our readers in the loop and on top of what's happening.

Advertising Opportunities

Advertisers benefit from EyeOnLondon's broad reach and targeted local engagement. Our digital advertising solutions, from display ads on the main site to sponsored content and social media promotions, connect brands with EyeOnLondoners that value quality and relevance.

Join Us Online

EyeOnLondon's digital presence is growing, and we're excited to keep expanding our hyperlocal hubs to reach even more of the city. Stay connected with us online, where we bring London's stories to life, sharing the latest news and celebrating what makes this city the best in the world.



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The 30-Second Hook!

In today's digital world, video content is the most powerful tool to capture your audience's attention and keep them engaged. At EyeOnLondon, we understand the importance of making a strong first impression, whether it's through a captivating introduction, an eye-catching visual, or an intriguing opening fact. Grabbing attention in the first 30 seconds is crucial; otherwise, viewers will quickly move on.

Why Video Works So Well

People are naturally drawn to videos because they're easy to watch and remember. When given the choice, most prefer to watch rather than read. In fact, viewers remember 95% of a message when they see it on video, compared to just 10% when reading text. Videos are both engaging and impactful.

Video Content Examples

- **Luxury Lifestyle:** Show off your brand's luxury offerings, from stylish fashion to exclusive events. Our videos capture the essence of luxury, giving viewers a behind-the-scenes look that appeals to those who love the finer things in life.
- **Food and Drink:** Put your restaurant, bar, or food brand in the spotlight with engaging videos. From chef interviews to the latest food trends, our videos tell your story in a way that excites and draws in food lovers.
- **Travel:** Take viewers on a journey to stunning destinations and secret spots. Our travel videos highlight the best in luxury travel, offering a great way for brands to inspire a passion for exploration and adventure.

Tailored Video Advertising

- **Embedded Video in Articles:** Imagine a video tour of a high-end restaurant in a restaurant review or a look inside an exclusive event in a lifestyle piece. This approach pulls readers into the experience, making them feel like they're part of it and connecting them with your brand.
- **Sponsored Video Segments:** Put your brand front and centre in a dedicated segment, like taking viewers inside a renowned art gallery in our 'Arts & Culture' section or highlighting a luxury beach resort in our Travel section. It's about connecting your brand with our audience right where they're most engaged.
- **Social Media Clips:** Share quick, engaging moments like a cocktail being crafted, a chef's signature dish, or a stunning travel shot. These short clips draw viewers in and make them curious to know more.
- **YouTube Features:** Offer full-length videos, like an in-depth guide to a luxury location or a behind-the-scenes look at the newest restaurant in town. It's about making viewers feel involved, captivated, and connected with your brand's story.

The Benefits to Your Brand

- **Reach an Affluent Audience:** Get your brand in front of EyeOnLondon's affluent central London audience, including professionals, luxury lovers, and travel enthusiasts who are always looking for quality content.
- **Boost Engagement and Awareness:** Video grabs attention, keeps viewers watching longer, and encourages more shares, making your message stand out across all platforms.
- **Be Everywhere:** Our multi-platform approach puts your brand where our audience is, whether it's on our website, social media, or YouTube, giving you maximum visibility and impact.

Prices and packages available on request.



Publication Schedule

Issue	Artwork Deadline	Publication Date	Issue	Artwork Deadline	Publication Date
September	04/09/24	11/09/24	April	01/04/25	08/04/25
October	01/10/24	09/10/24	May	06/05/25	13/05/25
November	04/11/24	12/11/24	June	03/06/25	17/06/25
December	02/12/24	11/12/24	August	23/07/25	05/08/25
February	04/02/25	11/02/25	September	26/08/25	11/09/25
March	04/03/25	11/03/25	October	24/09/25	08/10/25

Dates subject to change on occasion Supplements available on request

Advertising Rates

Position	Dimensions	£
Print		
Quarter Page	127mm(w) x 159mm(h)	£550
Half Page (portrait)	127mm(w) x 328mm(h)	£1,000
Half Page (landscape)	259mm(w) x 159mm(h)	£1,000
Front Page Takeover	259mm(w) x 70mm(h)	£1,350
Full Page	259mm(w) x 328mm(h)	£2,000
Full Page Outside Back Cover		£2,500
Full Page Sponsored content		£2,500
Double Page Spread	548mm(w) x 328mm(h)	£3,500
Cover Wrap		£8,000
Guaranteed Position		+10%
Public Notice	127mm(w) x 159mm(h)	£400
Listing		£100
Digital		
Banner	970px x 250px	£700pm
MPU	300px x 250px	£400pm
Video Content		Contact Sales Team
Sponsored Content		£1,500pm
Listing		£100

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