OVERVIEW

- The London Economic: [www.tle-online.com](http://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.

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<tr>
<th>In-Market Segment</th>
<th>0.99% of total sessions</th>
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<tbody>
<tr>
<td>7.08% Travel/Hotels &amp; Accommodations</td>
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<td>6.79% Employment</td>
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<td>4.22% Autos &amp; Vehicles/Motor Vehicles/Motor Vehicles (Used)</td>
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<td>4.07% Real Estate/Residential Properties</td>
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<td>4.00% Financial Services/Investment Services</td>
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<td>3.43% Dating Services</td>
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<td>3.36% Real Estate/Residential Properties (For Sale)</td>
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<td>3.15% Travel/Air Travel</td>
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<td>2.80% Education/Post-Secondary Education</td>
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<td>2.72% Real Estate/Residential Properties (For Sale)/Houses (For Sale)</td>
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<th>Age</th>
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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 Oceana.
- 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.