



# LONDON CALLING PRODUCT DIRECTORY 2024

# OUR PRODUCTS:

## LONDON PRINT DISPLAY NETWORKS



Our vast array of leaflet racks in prominent London locations have been carefully segmented so that you can target an audience that's right for you. Whether you're looking for theatre goers, tourists or promoting family fun, we've got you covered.

***Book three network blocks together and get a 28% discount.***

### HEART OF LONDON



The heart of London is always on! Grab the attention of the millions who visit daily through our 3 display networks placed in its busiest locations – West End, Southbank & Bankside and the City. Our display racks are prominent in some of London's most iconic venues, so you don't have to worry about not standing out from the crowd.

### ARTS + CULTURE



Looking to target theatre, arts or classical music seekers? You can share your voice through our display racks strategically located in 50 of the best Theatres, 50 of the best Arts venues and 50 of the most popular classical music halls across London. You'll be talking directly to engaged cultural seekers in high footfall venues so minimising wastage.

### TOURISM + LEISURE



With so much on offer, it's no wonder London is one of the most visited cities in the world. We partner with some of the leading hotel chains and London's busiest tourist attractions to offer visitors up-to-the minute cultural recommendations. Also, engage with local London families through our display racks peppered throughout family friendly venues.

### AUDIENCE SPECTRUM



Built with the Audience Agency's unique profiling system, our Metrocultural and Experience Seeker Networks target London's most affluent and culturally engaged consumers whilst they're out and about in their local neighbourhoods. Extend your reach to the Home Counties with our new Commuterland Culturebuff and Dormitory Dependable Networks.



### Heart of London: West End

The West End is well known for housing some of London's major tourist attractions, top restaurants and an impressive 38 theatres. This network is perfect for reaching millions of people who visit this vibrant pocket of the city, daily. Our display racks are peppered throughout high footfall venues to grab the attention of those keen to experience some of the city's best entertainment.



### Heart of London: City

This Network offers an opportunity to connect with a dynamic audience - a plethora of high income workers and those living in the heart of the city who like to get involved in its rich programme of cultural events. London + Culture Calling's display racks span across the city in high profile, high footfall venues - a great opportunity to get in front of this busy and socially selective audience.



### Heart of London: Southbank & Bankside

Some of the leading arts venues in the UK flank the River Thames; luring in tourists, day trippers and locals throughout the year. London + Culture Calling's display racks are housed in many of the most popular Southbank and Bankside venues and are perfectly positioned to grab the attention of audiences looking for their next cultural booking.



### Arts + Culture: Theatre

Attendances for London's theatres topped over 15 million in recent years\* and box office takings hit close to £800M. It's no surprise that London contains some of the most visited theatres in the world, attracting the biggest household names and longest running shows. Our Theatre Network is long established with display racks prominently on show in 50 of London's best theatres.  
*\*The Society of London Theatre 2018 & 2019*



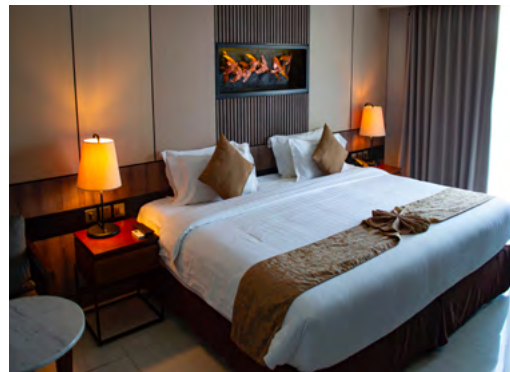
### Arts + Culture: Visual Arts

London has an impressive selection of well-known galleries, museums and exhibitions spanning the city. London + Culture Calling's Visual Arts Network showcases in 50 of the best, providing clients with a valuable marketing opportunity to connect - visually and tangibly - with keen arts enthusiasts of all ages and high spending tourists looking for inspiration.



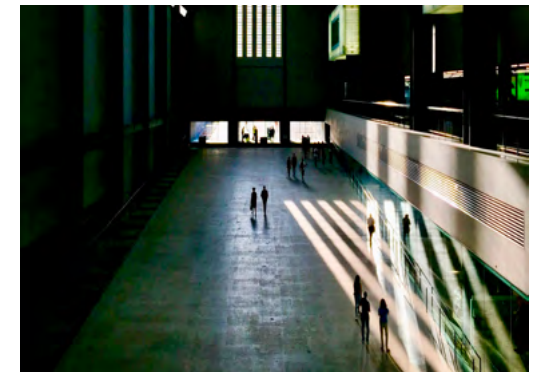
### Arts + Culture: Classical Music

Cadogan Hall, Royal Albert Hall, St Paul's and Barbican are just some of the prestigious names where you can display your print marketing when you book with London + Culture Calling's Classical Music Network. It contains 50 of the leading music venues across London enabling you to share your voice with music and cultural lovers in some of the best locations in the City.



### Tourism & Leisure: Hotels

Whether you're a commuter, tourist or business person, London is awash with top quality hotels. We partner with some of the leading hotel chains including Holiday Inn, Ibis, Hilton to YHA to offer guests up-to-the-minute cultural recommendations, strategically placed in our reception display racks, offering guests ideas on where to eat, gallery to see, or show to catch.



### Tourism & Leisure: Visitor Attractions

London is one of the most visited cities in the world, attracting nearly 30 million tourists who spend billions every year. Speak directly to this highly engaged tourist and leisure audience, through our display racks, in high traffic areas of our partners, including: Tate Modern, Museum of London, HMS Belfast and Sadler's Wells.



### Tourism & Leisure: Families

There are thousands of families living in London nestled in leafy pockets across the sprawling metropolis. London + Culture Calling's exclusive network of leaflet and brochure display racks sit prominently in family friendly locations - cafes, libraries, leisure centres and more - ripe for engaging with parents looking to keep their family busy and curious minds engaged.



### Experience Seekers: E1 & E2

Socially active, career-minded graduates and students, Experience Seekers enjoy an eclectic range of cultural experiences on a regular basis, including mainstream and contemporary arts, festivals and music. Reach them in their local neighbourhoods such as Brixton, Camden, Brick Lane and Walthamstow and clustered round London's colleges and universities.



### Metroculturals: M1 & M2

Prosperous, liberal, highly-educated urbanites interested in a wide range of culture and leisure activities especially performing arts, museums, and contemporary arts. These networks reach affluent neighbourhood including Dulwich, Wimbledon, Chiswick, Richmond, Kensington, Islington, Hampstead, Clapham & Battersea.



### Commuterland Culturebuffs

These mature families, professionals and affluent retirees can be found in leafy suburbs and commuter towns such as Windsor, Woking, Epsom, Dorking, Tunbridge Wells and Guildford. Display venues include country pubs, golf courses, arts venues, restaurants, libraries and information centres.



### Dormitory Dependables

This audience groups includes families of all ages who enjoy heritage and mainstream arts, sports and leisure activities, often to celebrate special occasions with friends and relatives. This network covers the Southern Home Counties, including towns such as Crawley, Haywards Heath, Maidstone, Reading and Tonbridge.



### Neighbourhoods + Specials

These services target specific audience groups by geography, demography or interests. Neighbourhood Runs place print at the heart of the community in local outlets such as cafes, libraries and retailers, while our Special Runs enable you to reach niche audiences from families and film-buffs to photographers and Francophiles.



### Posters

Posters increase campaign awareness quickly and cheaply. Talk to us about your target audience and we'll ensure our dedicated poster teams do the leg-work to give your marketing campaign the lift it deserves.



### Direct Handouts

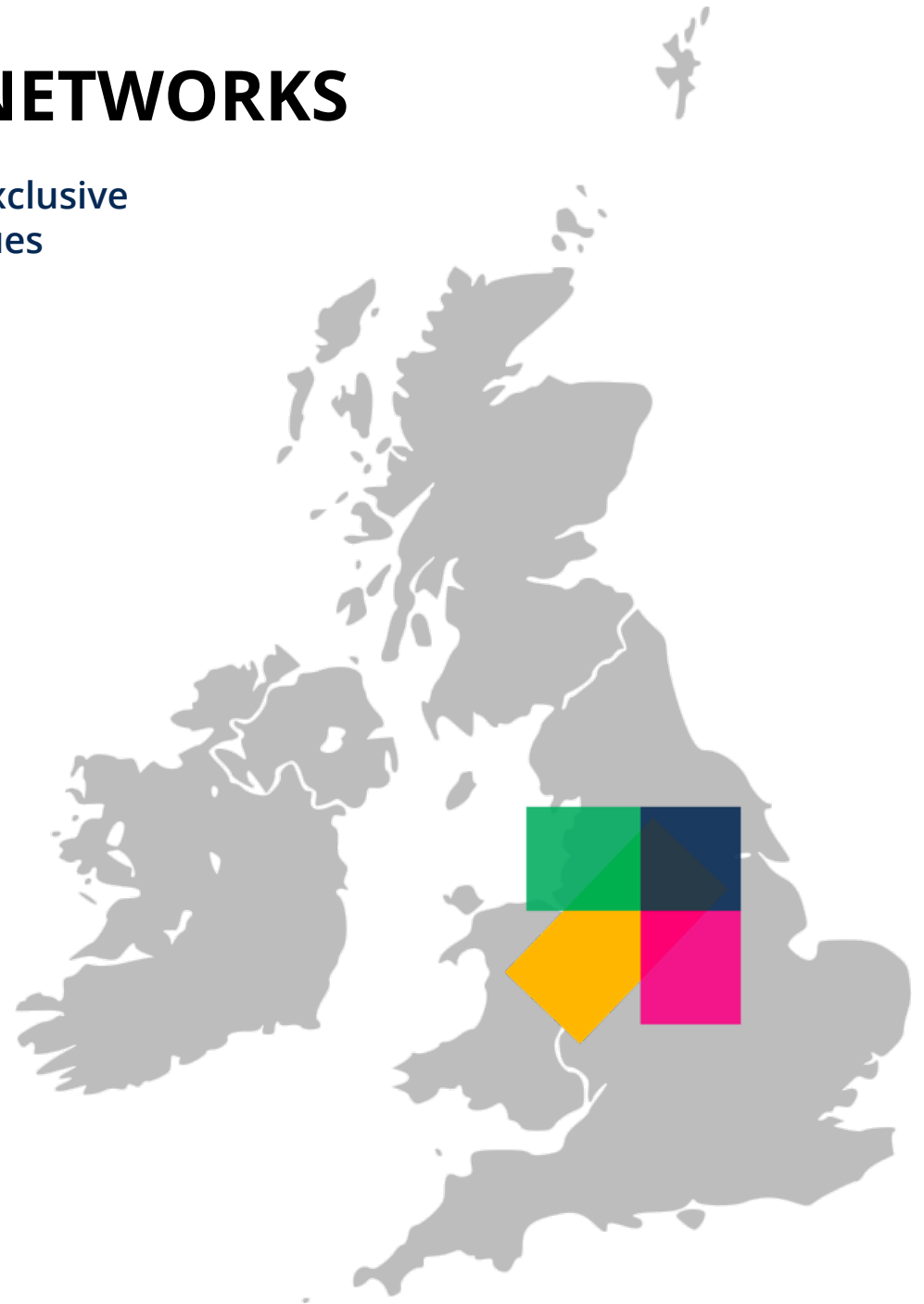
We've been delivering printed marketing materials direct to people's homes for a long time. Our bespoke Audience Spectrum tool enables us to segment the whole UK population by attitude. We then match the postcodes to your key demographic. Our professional and reliable door-to-door teams ensure your marketing gets in front of the right people and at the right time.

# LONDON PRINT DISPLAY NETWORKS

We reach millions of people every day using our exclusive network of over 20,000 of the highest footfall venues throughout the UK.

## HERE ARE JUST SOME OF OUR LONDON VENUE PARTNERS:

Barbican  
Camden Arts Centre  
Great Ormond Street Children's Hospital  
London Transport Museum  
Museum of London  
National Gallery  
National Portrait Gallery  
National Theatre  
Sadler's Wells  
Soho Theatre  
St Martin in the Fields  
Tate Britain and Tate Modern  
V&A  
Whitechapel Gallery



# DIGITAL PRODUCTS



## Event & Competition Listing

Your event will be listed on our website; hosting all the information that your audience needs including dates, times, videos, images and links to your booking location. You can also feature a GDPR compliant competition on our website which receive up to 5,000 entries, which is a great way to increase quality awareness of your event.



## Email Newsletter

Reach a segment of our 75,000+ newsletter subscribers in our weekly and monthly newsletters. With open rates regularly averaging 12% to 20% your content will reach our highly engaged cultural audience.



## Solus Email

This is a dedicated email designed for you to engage a targetted audience. It will be sent to one of our 80 segments, or our entire list of 75,000 subscribers. With carefully structured campaigns, our solus emails can reach an incredible 28% open rate.



## Targetted Paid Social

Shared across Twitter and/or Facebook, your social ad will be a geo-targetted, audience relevant campaign, to optimize reach and engagement. Use our weekender or weekly social media campaigns to share your marketing with the right people at the right time.



## Advertorial

Our team of writers will write a 500 word unique feature that will include useful information about your venue or event. You can also be included in our 'best of' or local area guides. Features on culturecalling.com regularly receive a 40% organic CTR on Google search.



## Banner Ads

Display your banner ads across our website. We'll manage your ad campaign, which will link directly to your website. Banner ads are a great way to increase brand awareness and support your digital campaign.



## Culturecalling.com Promotion

Your digital promotion will feature as a highlight on our regionally targeted homepage, linking to your feature, event or competition.



## Data Collection

On top of your competition listing, we can help grow your mailing list with people who are specifically interested in your brand. Engage the right people and you could gain over 1,000 GDPR compliant email subscribers.

## CASE STUDY:

# ALMEIDA THEATRE/ KING LEAR

## THE BRIEF

The Almeida is a small but mighty player on the London stage, making exciting and challenging theatre ranging from bold new work to reinvigorated classics. We were briefed to find an audience for Yaël Farber's new production of Shakespeare's King Lear, starring Danny Sapani.

## THE CAMPAIGN

To draw on strong local support for the Almeida Theatre, we focused on affluent North London neighbourhoods with a high index for cultural participation. A6 postcards and A3 postcards were distributed to a range of venues across Angel, Islington, Highbury, Hoxton, Shoreditch, Hampstead, Highgate and Camden. To target a literary audience we printed a bookmark which was distributed to independent booksellers and libraries across North and East London.

**DURATION:** 4 Weeks

**LOCATION:** North and Central London

**DELIVERABLES:** 11,000 x A6 postcards / 250 x A3 posters / 2000 x bookmarks

## RESULT

All print was distributed to relevant locations with the agreed distribution. The show sold out.

*"I could not be happier with the service we received from London Calling. Emma and the team are extremely attentive and the campaign was hugely successful. The coverage and positioning of the distributed materials was brilliant. I could not recommend London Calling highly enough – I have worked with them for years and will continue to do so for many more."*

**Marketing Manager, Almeida Theatre**



HOW GUIDE W GU  
17 - 30 JULY 7 - 30 JULY



# OUR CLIENTS

WILTON'S

MUSIC HALL

RSC

ROYAL  
SHAKESPEARE  
COMPANY

SOHO  
THEATRE



CITY  
OF  
LONDON

LONDON  
FASHION  
WEEK

LONDON  
DESIGN  
FESTIVAL



National  
Portrait  
Gallery

MACMILLAN  
CANCER SUPPORT

V&A

BBC *Philharmonia*



For case studies and testimonials visit:  
[culturecalling.co.uk](http://culturecalling.co.uk) or scan the QR code: