



# LONDON

# GUIDE

MULTILINGUAL  
MULTIMEDIA

ENGLISH  
ESPAÑOL  
DEUTSCH  
中文普通话  
ITALIANO  
PORTUGUÊS  
日本語  
FRANÇAIS  
RUSSIAN

**MEDIA  
KIT**



NEW YORK | WASHINGTON, DC  
BOSTON | MIAMI | LONDON

For 25 years our Multilingual / Multimedia Guides in 9 languages have provided the overseas traveler the tools they need to navigate their destination city. In United States we are located in Boston, Miami, New York and Washington DC. Now are coming to London in 2011, ahead of the Olympic Games!

Our London Guide in 9 languages will be the premier tool for overseas visitors, distributed freely throughout Central London hotels, tourist attractions, airports and business centers.

Using the latest technologies our guides are also available on the iPhone through our WebApp, on the iPad through the iBook reader and now via Facebook links.



**VISITOR GUIDE PUBLISHING UK LTD.**

ENGLISH • CHINESE • FRENCH • GERMAN • ITALIAN  
• JAPANESE • RUSSIAN • SPANISH • PORTUGUESE

We will publish the London Multilingual Guide in 9 languages four times a year with the first issue planned for 2011. As in our New York issue, the London Multilingual Guide will contain a double spread map of London Center as well as a double spread subway (“Tube”) map. Additionally we will have individual neighborhood maps of Notting Hill, Kensington, Chelsea, Knightsbridge, Whitehall, Mayfair, Covent Garden, Camden, Westminster, South Bank, etc. with editorials in 9 languages.



The London Multilingual Guide is free of charge and is distributed through over 90 London major hotels as well as 15 popular visitor centers, attractions and airports. One of our features includes a section under the table of contents providing valuable suggested gratuity information for concierges, bell captains and doormen.



In United States, the US Department of Commerce Travel Division stated 81% of all international visitors coming to the US do not read in English. We strongly believe the same statistic exists in United Kingdom. Our guide will become a very helpful part of your service, especially in light of the coming 2012 Olympic Games!

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## Multilingual Guide

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For 25 years our company has been publishing the Multilingual Guide for the overseas visitor market. Starting in Boston we expanded into Washington D.C., New York and Miami. During the 1996 Atlanta Olympic Games we published the Atlanta Multilingual Guide for two years and were acknowledged by NBC as the #1 publication and information tool for the games.

Today we are proud to introduce London Multilingual Guide, which will come out in 2011. Our business philosophy has always been the same: bring more overseas visitors to your business.



That is why we are in-step with new technology. We launched our Multilingual Web Site, [www.vgp.com](http://www.vgp.com) providing the visitor all the information necessary over the Internet in their native language.



Then we developed a special site for iPhone / Smartphone users, [www.vgp.com/mobile](http://www.vgp.com/mobile) with an easy to use 5 step process for the visitor to reach the desired advertiser's service and location.



Now we provide our guide for iPad users on [www.vgp.com/eguide](http://www.vgp.com/eguide) and through the iBook software, making them available any time.

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### Distribution through London Hotels, Essential Attractions and Visitor Points

#### HOTELS

The Strand Palace Hotel  
Abbey court - westpoint hotel  
Thistle Hyde Park  
Norfolk Plaza Hotel  
Royal Eagle Hotel  
Thistle Westminster  
Holiday Inn - London Mayfair  
The Sloane Square  
Hilton Green Park  
The Chesterfield  
Swissotel  
Renaissance Chancery Crt  
Athenaeum Hotel  
Kingsway Hall  
Best Western Shaftesbury  
Radisson Edwardian  
St. Martins Lane  
Thistle Picadilly/The Royal  
Radisson Edwardian Mountbatten  
Morgans Hotel Group  
Thistle Royal Trafalgar  
The Cavendish  
Cadogan  
The Capital  
Millennium  
Jumeirah Carlton Tower  
Sheraton Park Tower  
The Berkeley  
Mandarin Oriental  
Le Meridien  
Sofitel  
The Stafford  
Dukes  
Original London Sightseeing Tour  
The May Fair  
Intercontinental  
Sheraton Park Lane  
Washington Mayfair  
Curzon Plaza Mayfair  
Flemings Mayfair  
Brown's Hotel  
London Hilton  
Grosvenor House (Marriott)  
Royal Norfolk Hotel  
Quality Crown Hotel - Praed St.  
Quality Crown Hotel - Talbot Sq.  
Quality Crown Hotel - Cromwell Rd.  
Lancaster  
Hilton Paddington  
The Goring  
Hesperia London Victoria  
The Grosvenor  
Crowne Plaza  
Corus Hotels  
Metropolitan  
The Rubens

Charing Cross  
The Cumberland  
The Royal Horseguards  
The Tower  
Marble Arch  
Days Hotel Waterloo  
Comfort Inn Vauxhall  
Park Plaza Riverbank  
Novotel London Waterloo  
Park Plaza County Hall  
H10 London Waterloo  
NH Jolly Hotel St. Erming  
London Marriott County Hall  
Dolphin House Apartments  
Princes Gardens  
Rydges Kensington Plaza  
Best Western Cromwell  
Holiday Inn Kensington Forum  
Radisson Edwardian Vanderbilt  
The Gainsborough Hotel  
London Marriott Kensington  
Millennium Bailey's Hotel  
Kensington Hotel  
Hoxton Hotel  
Travelodge London City Road  
Thistle City Barbican  
Days Hotel London Shoreditch  
Novotel London Towerbridge  
Crowne Plaza The City  
Grange City Hotel  
Malmaison London  
Andaz Liverpool Street  
196 Bishops Gate  
Holiday Inn Camden Lock  
London Marriott Regent's Park

#### TOURIST ATTRACTIONS

London Eye  
Tate Modern  
British Museum  
National Gallery  
Natural History Museum  
Science Museum  
Victoria & Albert Museum  
Tower of London  
St. Paul's Cathedral  
National Portrait Gallery  
Big Ben/Parliament  
Tower Bridge  
Kensington Palace  
Buckingham Palace

#### OTHER PLACES OF INTEREST

Heathrow Airport  
Olympic Park (2012 only)  
Embassies  
Business Centres

*\* All entries subject to change at any time*

*Distribution by LETTERBOX DISTRIBUTION*

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## ADVERTISING RATES\*

EFFECTIVE THROUGH 2011

AD SPACE	AD SIZE (dimensions)	12 MONTHS - 3 ISSUES	4 MONTHS - 1 ISSUE
Quarter Page	93.5 mm x 120.5 mm	£ 6,250	£ 2,083
Half Page (horiz)	200 mm x 120.5 mm	£ 9,900	£ 3,300
Half Page (vert)	93.5 mm x 254 mm	£ 9,900	£ 3,300
Full Page	200 mm x 254 mm	£ 16,900	£ 5,633
Full Page Cover	219 mm x 282.5 mm	£ 17,900	£ 5,967
Back Cover	93.5 mm x 254 mm	£ 13,900	£ 4,633

\* VAT not included

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## DISTRIBUTION\*

### LOCAL

- 90 Central London Hotels
- 15 Top Tourist Attractions
- Heathrow Airport
- Business Centers
- 2012 Olympic Park

\* LETTERBOX DISTRIBUTION

### ON LINE

- **VGP.com** – 9 language multilingual website with over 6,000,000 visitors a year
- **VGP.com/mobile** – our iPhone application providing a 5 step feature about our advertisers information in the visitor's native language and map location
- **VGP.com/eguide** – all of our guides will now be available for iPad and iBooks users.