



Audiences London

Wish you were here... Cultural Tourism Symposium

for the Arts and Heritage in London, 25 May 2010, Tate Modern

The information, motivation, offer equation

How Time Out use their portfolio of media (magazines, website and guidebooks) to target their mantra 'know more, do more' at visitors who like to plan ahead and those who just 'turn up and see'.

Mark Elliot, Managing Director, Time Out

About Time Out

Time Out magazine positions itself as a destination for intelligent, discerning consumers within a highly creative environment. It sells itself as a publication with a vast range of content that is respected by the industry and more importantly for its engaged readers. Time Out always strives to be concise yet informative.

Heritage and Growth

This year, Time Out is celebrating its fortieth anniversary. In 1968 the Beatles released the 'White' album, Manchester United won the European cup for the first time and Tony Elliot launched the Time Out with a £75 loan from his aunt. It first appeared in August of that year as a single sheet folded to A5, equivalent to just eight of the current magazine's pages.

Tony, who remains the Time Out Group's Chairman to this day, had the aim of informing people about the good, the innovative, the exciting and the most important things going on in their city - and all for 5 shillings! He was the sole sales outlet, walking up and down the King's Road selling to the young and the cool. It was dubbed the 'living guide to London' with a mission to 'Inspire readers to lead a richer life'. Time Out's mission remains the same to this day

Celebrating 40 years in London

The Museum of London is currently celebrating Time Out's 40th birthday with an exhibition of classic covers - over 200 of them. As Tony Elliot has always maintained, the cover itself is the best advertising poster the magazine could have. But beyond just a sales tool, Time Out covers have always told a story - they set the tone for the magazine. Often arresting, irreverent or provocative, they reflect the endless variety and sophistication of London life.

The covers also represent a key Time Out ethos. They never underestimate the intelligence of the reader. They provoke and question; they make you laugh, they make you think. From swinging London in the sixties, through the troubled 70s and the booming 80s; from the GLC to the mayoral elections; from the smallest art-house events to celebrations as the host city of the 2012 Olympics - London is a city that sets trends and agendas. Time Out always has been and remains a key part of that.

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Time Out has come a long way in the past 40 years



*"It's the one magazine people take a bit more seriously...the journalists here know what the f*ck they're doing. That's a compliment"*
Dizzee Rascal

"It's an institution. I hate change, so Time Out is something you can rely on"
Damien Hirst

"I read it for the theatre reviews. I love the theatre. She's really good, Jane Edwards"
Vivienne Westwood



"I buy Time Out whenever I decide I have something to learn – I mean that"
Mike Skinner, The Streets

"Time Out is the pulse of the city - it started with London, now it's everywhere"
Sir Norman Foster

"Time Out is like a bookmark in time. It's indicative of what's happening in London"
Gareth Pugh, enfant terrible of London Fashion

Here you see the 8 page gatefold from the recent 40th Birthday issue, which reflects the special place Time Out occupies within London and the UK's most talented cultural icons. This stellar cast, have over Time Out's 40 years, made significant contributions to the world of film, music, theatre, popular culture, art, comedy, literature, politics, and fashion. Everybody who appeared on the cover was exclusively shot by Time Out and so many wanted to be involved that a few stars had to be let down - never an easy thing with celebrity egos! The full cast of characters can be found on the Time Out website.

Each 'Hero' was asked their opinion on Time Out, as you'd expect from such a stellar cast the opinions were varied and amusing but most importantly they all agreed on one thing..... Time Out is a London Hero in its own right. And at the other end of the spectrum there's the esteemed architect Sir Norman Foster, designer of, amongst many others, Wembley Stadium and the Gherkin in the city.

To illustrate what Sir Norman was alluding to, you can see here the exponential growth of Time Out around the world.....

Time Out Around the World



Time Out believes its growth and expansion beyond the London brand provides proof of just how successful its intelligent and informative approach really is. 30 Time Out magazine editions are now published in 21 countries around the world (with further four cities to be launched in 2009). From New York to Sydney, Time Out connects people who have a desire to lead a richer life and make the most of the diverse cities in which they live.

There is an International Rate card available as well as individual sales contacts in all Time Out cities. You can access the International Time Out network through your regular London contact who will be your prime contact for the international campaign. Time Out Group now offers consumers the unrivalled position as THE authority on what to do and where to do it in the great cities around the world. The magazines alone have a global reach of over 3 million readers for each issue - they've come a long way since the King's Road!

A uniquely powerful brand

So, the Time Out brand has extended into a huge range of international titles which we believe is testament to its strength and versatility. The DNA that runs through all Time Out brands is a pact with the reader - a sense of trust and mutual respect. This approach has been embraced by consumers worldwide. Time Out is all about experiences and we believe the brand itself is an experience. Modern design, informed writing, entertaining humour and always bang up-to-date. Time Out is a reference point; it symbolises accuracy and trusted opinion. Time Out is for Londoners by Londoners

Time Out remains the only publication of its kind in which editors source, gather and edit information independently without recourse to agencies or content agencies. Time Out has always been about discovering the new - not just areas of London but also people. Russell

Brand has thanked Time Out many times for giving him his big break! This is the approach that they always aim to maintain, Time Out doesn't just reflect cultural change, they seek to be at the heart of it.

A Landmark Brand

Time Out aims to be:

- Unique
- Trustworthy
- Comprehensive
- Inspiring
- Contemporary
- Cultural
- Independent
- International

As Time Out celebrates its fortieth anniversary, it remains as vital and contemporary as ever. Authoritative without preaching, diverse yet inclusive, culturally savvy without being too high or low-brow. Time Out is really a manifestation of the thrilling city that created it. It faithfully represents the buzz of city life - the endless choice and the constant excitement. Time Out is also an independent voice. Readers trust what it has to say. It welcomes debate on the issues that matter to its readers and offers balanced, informed opinions.

Time Out has all the qualities of a major London Landmark. Its instantly recognizable masthead has become a trusted symbol of quality all over the world. Time Out inspires its readers to lead a richer life and is essential reading for anyone wanting to make the most of a city with limitless possibilities. As we've just seen, the magazine has exponentially grown around the globe but Time Out is not just a magazine brand, Time Out is a multi-platform brand engaging our readers, viewers & users across many platforms.

Time Out Platforms

Time Out is an international multimedia publisher of cultural experiences for urban adventurers. Whether through magazines, guidebooks or online, our currency has always been up-to-date and accurate information to help our readers remain at the cutting edge of culture. From the online platform delivering 1.75 million unique user's in the UK to the weekly newsletter that's delivered to 112,000 recipients and regular reader screenings, the Time Out brand interacts in engaging through to functional mediums to inspire our readers.

The London market – why Time Out stands out from the crowd

The London media market has expanded considerably over the past few years. The old 'pillars' of the city, two very different publications - Time Out and the Evening Standard - have been joined by a range of free titles vying for Londoners' attention.

From Metro to Sport the interest and focus on the London market is bigger now than ever. Time Out acknowledges that competition for readers is fiercer than ever. But for Time Out it is the quality of the reader and the quality of their engagement with a brand that really counts. Time Out remains to this day a unique product in what is now a crowded but disposable market. Time Out readers have a more meaningful relationship with the magazine. They inherently trust the product overall and the editorial specifically. The old rules of advertising suggest

where there is trust for the brand there is a much higher likelihood that the associated brands will be noticed and trusted alongside it.

Time Out's unique proposition...

- *Actively sought, actively purchased, actively consumed*
- *Plan your time, not fill your time*
- *No wastage – bought for a reason*
- *Distinctive editorial – no doom & gloom!*
- *Inspiring readers to lead a richer life*

Some readership statistics:

- Circulation 61,397
- Actively purchased 54,663
- Readership 371,000
- Subscribers 61% / 96% in M25
- ABC1 83%
- AB 45%
- Male 53%
- Female 47%

There are at least 10 million more printed products per week in London than there were a few years ago. Bearing in mind this astonishing explosion it is indicative of the strength of Time Out that our paid for circulation has remained relatively unchanged over that time period.

There is a misconception that Time Out is for students and visitors but from this you can see it's for Londoners who want to be kept informed of how to make the most of their city. These Londoners are split pretty evenly across the sexes but they are commonly all pretty up-market.

London reader engagement

To illustrate the point using another London icon....the tube map....

Taking Embankment as the starting point, and the average time spent reading each of the publications you could get around the Circle Line as follows:

London Paper & Lite – Embankment to Queensway - average time spent reading 18 mins

Metro – Embankment to Euston Square – ave time spent reading 27 mins

Evening Standard – Embankment to King's Cross – ave time spent reading 30 mins

Time Out - Circle Line takes 1 hour to travel around - 27 stops/2 minutes per stop

76% of Time Out readers read Time Out for 3 hours on a weekly basis – three times around the Circle Line!

Time Out unsurprisingly delivers the best dwell time and engagement with its readers. The readers consume the features in full and dip in and out of the reviews and previews. Time Out therefore is seen as a title to read as well as to use.

Timeout.com

- Unique proposition...
- Over 5 million unique users worldwide

- Time Out Online is the gateway for those looking for inspiration
- Uncovering the unusual & unexpected
- Not just London - timeout.com provides comprehensive UK listings

As with the magazine, Time Out's digital offering is a truly international platform. www.timeout.com is trusted and used by over 5m unique user's worldwide. It's the gateway to 21 extensive city guides, including London, Dubai, New York, Sydney, Beijing & Singapore. The online aim is to take the best of what the magazine delivers but add to it a functionality usability and immediacy that only the web can deliver. The magazine is used by our consumers to help, advise and funnel what we think is best in the entertainment world - timeout.com is used to complement the magazine through its searchable functionality with the ability to watch trailers, book a restaurant, search historical databases and much more.

Recent focus group research undertaken by Time out suggests that consumers are looking to the magazine for ideas and reviews / previews. Once that has helped them to select what they want, they go to the web-site for further information and to action their need. As far as the London site is concerned it's almost like a best kept secret.

Timeout.com/london

- London's biggest entertainment portal
- Unique users 2 million (UK)
- Page impressions 10.5 million
- Ad impressions 30 million
- ABC1 64% Male 45% / Female 55%
- Weekly newsletter – 160k recipients
- Unique proposition

www.timeout.com/london is London's biggest entertainment website and the ultimate guide to what's going on in the capital.

- Thousands of entertainment listings and reviews updated weekly.
- Over 3,500 London bars and pubs reviewed.
- Fully searchable – by name, location etc.
- Fully interactive – with user generated content
- Call to action - booking service for tickets, restaurants and films etc.
- 350,000 users next destination from our site is directly to a Cinema chain to book tickets!!!

This is an area that is proving hugely successful for Time Out and will only grow in the future.

Brand reach

The website and magazine are complementary platforms, used by over 2 million Londoners, and reaching the top 25% of influential, opinion formers in the capital, (from a population of approx 7.5m Londoners).

Guides Portfolio

- Targeted at visitors...
- Showcasing the best of the city
- Marketed at key travel outlets and bookstores & newsagents

- Sold around the world
- Plus a range of specialist titles

The audience – who's enjoying Time Out?

Time Out's most recent reader survey, in September 2008, was centre-bound into the magazine and promoted on the homepage of timeout.com as well as the weekly email newsletter for six weeks. One hundred iPod shuffles were offered as an incentive. A total of 2,453 responses were collected. The data was combined with the UK 2001 Census, TGI, existing subscriber research and Hitwise for comparison.

The Time Out reader

- Average age 32
- Core group 63% 25-44
- High disposable income – 60% over £40k
- 76% spend 3 hours or longer reading Time Out weekly

They are Youngish Londoners or people who have moved to London to further their career. They typically work in media or the creative arts and have a hectic work and social life. They are up-market but generally single with no kids and a high disposable income. They have a social conscience but very much enjoy spending their time and money on the finer things in life.

Engaging with the Time Out audience

Cross platform engagement

From brief to execution, Time Out provides opportunity for integrated, highly creative, bespoke solutions to interact with consumers

Time Out offers advertisers complete access and engagement with their audience via a whole menu of opportunities, including: covermounts, break-outs, watermarks, advertorial, supplements, online takeovers, competitions, events, sampling, newsletters, screenings, trailers, and sponsorship.

Time Out aims for each execution to deliver engagement, stand-out and excellent dwell time with readers. Bespoke solutions can be created that will maximise the impact of your campaign.

One area where we are successfully working across platforms is in the Film category. As mentioned earlier, Time Out consumers will use the magazine to be pointed in the right direction and then use the web-site for more info and to action their need. So, for example, a new theatrical film launch will start with stand-out display activity and creative in the magazine. Time Out will host a screening at a central London venue. At the same time they will host a Film 'Spotlight' online where you can view trailers, read more in-depth 'behind the scenes' book a ticket, plan your journey etc. etc. All this activity together makes any film launch *the* advertising communication of the period and can be facilitated through one point of contact. This works for Film incredibly well but it will also work across any other category of business.

Case Study: Pimm's

Case study

Tally ho campers!

Competitions

BRING ME SUNSHINE

Perfect pub gardens

PIMM'S

"Time Out was a great partner for Pimm's across the summer due to its heritage and quality 'what's on' editorial. We made full use of Both the magazine and online platforms to maximise traffic driven to the Pimm's 'Bring Me Sunshine' online application. It was a great Environment to target the ABC1 Pimm's audience and proved a successful London trial campaign, with a real sense of Pimm's owning Summer with Time Out" Carat Sponsorship

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Pimm's have been working with Time Out for the last few years to promote their 'Guide to Summer'. They wanted to interact with Time Out consumers obviously with the aim of getting them out into venues that stocked Pimm's so they would drink copious amounts!

Time Out worked together with Pimm's to devise the campaign you see here which included:

- A 32 page supplement
- 14 weeks of sponsored editorial
- Activity in our Festivals Guide
- Microsite including fun and sunshine finder
- 17 weeks homepage sponsorship
- 14 weeks of sponsored editorial (as per the magazine)
- 2 x home page takeovers during pre bank holiday weekends
- Traffic Drivers – Editorial
- Traffic Drivers – advertising
- E-newsletters

This entailed Pimm's talking to well over 2 million consumers, we trebled estimates of unique clicks online to over 27,000 and had significantly over 4,000 consumers entering the

Stella Artois cover wrap

Stella Artois cover wrap



This final execution illustrates just how far you could possibly take a brand relationship with Time Out. Stella Artois created a bespoke wrap-around / false cover for one issue including the inside and outside front and back covers. Unlike the free-sheets Time Out wouldn't run this on the newsstand, as they have an audience to capture, but it can be done on subscriber copies (61% of the total).

So to summarise.....

In summary

Getting to the Heart of London



Illustrated here is the limited edition print by Simon Patterson that featured in the famous 'Sensation' exhibition at London's Royal Academy in '97. The familiar names of London's tube stations are replaced by Philosophers, Artists, Explorers and actors in this uniquely original (and funny) work. It illustrates the cultural diversity and richness of London. It also illustrates how complex the network of things to see and do in London really is. Just as the iconic London underground map is the essential tool to simplify the city so Time Out is the map to guide Londoners through this cultural maze.

Want more help reaching cultural tourists?

If cultural tourists are a priority target audience for your organisation, Audiences London can offer a surgery session to support your organisation to define its objectives, refine your messages for target groups and use your resources effectively.

For more information about Audiences London's resources or services please contact:

Email: info@audienceslondon.org

Tel: 0207 407 4625

Or visit the services section on the website www.audienceslondon.org