



LDN LONDON
DAILY
NEWS

Advertiser Pack
2025

NEWS

LONDON

Why advertise on LDN?

Reach an Engaged Audience

London Daily News attracts thousands of readers daily, from young professionals to business leaders, all seeking timely and reliable information.

Your ads will appear in front of:

- Readership increasing month-on-month.
- A diverse, urban audience.
- Readers interested in news, culture, lifestyle, tech and business.
- Highly engaged visitors spending significant time on the site.

Cost-Effective Advertising

We offer a highly competitive £5 CPM (Cost Per Mille), ensuring your campaign delivers results without breaking the bank. Our transparent pricing guarantees great value for every pound spent.



Stat attack

Our numbers give advertisers confidence that ad-spend on LDN represents incredible value within the digital news channel.

4.6M
Monthly Impressions

260k
Monthly page views

65K
Monthly unique visitors

150k
Monthly readers

300+
Articles online every week

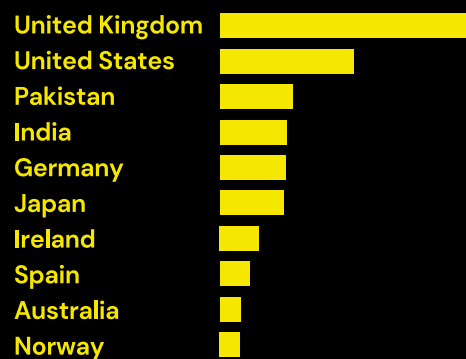
900+
Contributors

112K
Views of most read article

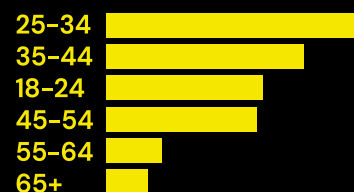
Users by Gender

48.4% 51.6%

Users by Country



Users by Age



164k Instagram followers



Get seen in all the right places

Prime Ad Placements

We provide a mix of carefully chosen high-visibility ad placements, ensuring your brand catches the eye of our readers, however, we are careful not to overcrowd the site and its content with intrusive adverts and pop-ups, that would just turn people away. It's a balancing act and we are getting right.

Your adverts will appear across our site in the following locations:

1. Home Page Feature Article
2. Category Page Feature Article
3. Home Page Trending Column
4. Category Page Trending Column
5. Article Side Column
6. Article Base

Yes, that's 6 different ad placements in one pack!



Customised options

It's all about you...

Custom Campaigns and tailored solutions available upon request. Work with our in house marketing team to create an exclusive branded space:

- Home page takeover
- Category takeovers
- Bespoke ad spaces & pop-ups
- Newsletter sponsorship

Boost Your Brand Awareness

Advertising with us positions your brand as part of the vibrant London scene, building credibility and trust with your target audience.

SEO and Traffic Benefits

Banners on our platform not only generate clicks but also drive organic traffic to your website, enhancing visibility and search engine rankings.



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Flexible payment models all with an ROS rate of £5 CPM

Pre-payment for Smaller Campaigns

Our minimum campaign spend is £1000+vat, for which we require the first £1000+vat payment in advance.

Pay-As-You-Go for Mid-Sized Campaigns

Campaigns that exceed £1000+vat will then be billed in increments of £500+vat as impressions are delivered.

Post-Payment for Large or Repeat Clients

Trusted advertisers or campaigns £10,000+vat and above may qualify for post-payment via invoice, after an initial £1,000+vat deposit is paid, with standard 30 terms applied.



Let's do this!

Create your adverts

We except static jpeg files or animated gifs. Banner must be supplied in all sizes bellow*:

1. Home Page Feature Article: 728x90px
2. Category Page Feature Article: 728x90px
3. Home Page Trending Column: 480 x 320px
4. Category Page Trending Column: 480 x 320px
5. Article Side Column: 300x250px or 300x600
6. Article Base: 728x90px

Contact us to get started

Get in touch with our team on info@londondaily.news to book your space and plan your campaign.

*Banners can be designed on your behalf for an additional fee





**LDN is the go-to platform for the latest updates, insights,
and stories shaping the capital and beyond.**

With a rapidly growing audience and competitive rates, we're here to help your brand achieve maximum exposure. We are a self-publishing news platform with no political or cultural bias and not influenced by traditional media or 3rd parties.

Media Enquiries: editorial@londondaily.news

londondaily.news

