

# LOVE CAMDEN

Advertising with **LOVE CAMDEN** 2016-17



**LOVE CAMDEN.** Your Camden adventure starts here

# LOVE CAMDEN

LOVE WHAT WE DO

Love Camden is a local and internationally focused website that promotes all culture and leisure activities happening in the London Borough of Camden. The majority of content is produced by our users and is overseen by the Arts and Tourism team at Camden Council who help to provide up to date information on art, music and culture in the Borough. Through various avenues such as event listings, articles, neighbourhood and organisation pages, Love Camden is your go to site for everything creative in Camden.

Our priority is to push the content that highlights Camden as one of the most diverse boroughs in London.

**LOVE CAMDEN:** your Camden adventure starts here.

# LOVE CAMDEN

LOVE OUR REACH

## LOVE CAMDEN

17,000 unique visits per month

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Followers, visits, likes



25,000



19,100



936

# LOVE CAMDEN

LOVE OUR PACKAGES



## HAPPENING THIS WEEK

TED BAKER  
LONDON  
**SAMPLE SALE**  
16TH - 17TH  
NOVEMBER 2016  
CAMDEN CENTRE, 100D ST,  
LONDON, WC1R 9JE  
WED 8AM - 8PM • THU 8AM - 7PM  
FIND OUT MORE [HERE](#)

**TED BAKER SAMPLE SALE**

**THE UNDERWORLD: YEAR  
OF THE GOAT + ORDER OF  
ISRAFAEL + TOMBSTONES**

**THE OTHER PLACE**

TED BAKER  
LONDON  
**SAMPLE SALE**  
16TH - 17TH  
NOVEMBER 2016  
CAMDEN CENTRE, 100D ST,  
LONDON, WC1R 9JE  
WED 8AM - 8PM • THU 8AM - 7PM  
FIND OUT MORE [HERE](#)

**TED BAKER'S SAMPLE SALE 2016**

For all the best of Ted Baker at sample sale prices.

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## Option 1

### Article promotion package

#### What you get:

- Article written by you (Love Camden editors can be assigned for an additional cost)
- Instagram post x1
- Facebook post x 1
- Twitter post x 2

#### Prices:

- £200 Not for profit organisations
- £450 Small to medium for-profit organisations
- £800 Large corporations large for-profit organisations

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## Option 2

### Social event package

#### What you get:

- Event featured on homepage for 2 weeks
- Article written by you (Love Camden editors can be assigned for an additional cost)
- Instagram post x 1
- Facebook post x 1
- Twitter post x 2

#### Prices:

- £250 Local and community based organisations
- £500 For medium business
- £1000 For large corporations

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## Option 3

### Full package

#### What you get:

- Blog (written by the org, an additional cost will be incurred if they want us to write it)
  - Follow up article after event
  - Twitter post x 2
  - Instagram x 2
  - Facebook x 2
  - Event featured on homepage for 2 weeks
- We can also create bespoke video content - up to £5000 with our partners

#### Prices:

- £500 Local and community based organisations
- £1000 For medium business
- £2500 For large corporations

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## EVENT LISTINGS

Standard event listings are free for cultural events hosted by not for profit organisations, but if you are a for-profit organisation or would like your event featured on the home page or the top of the event listing page this is where our packages really help to promote an event and drive ticket sales. Our social media support will enhance this reach.





Feature brought to you by: **The British Museum**

Share this article: [f](#) [t](#) [e](#)

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Name of place, Area taken, photographer credits

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**Crosshead here**

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Feature brought to you by: **The British Museum**

Share this article: [f](#) [t](#) [e](#)

Categories: [Gallery / Art / Events](#)

Tags: [George Smith / Child-friendly / Camden artist / Watercolour / Another tag / Horticulture](#)

**RELATED EVENTS**



**Frederick Carlo - Lost in Time**  
 Where: Main gallery  
 When: 7 - 13 July 2016  
 Opening times: Tue - Sun, 10am - 6pm



**Maisey Grey - Greeness**  
 Where: Corby gallery  
 When: 9 - 31 July 2016  
 Opening times: Tue - Sun, 10am - 6pm



**Jack Lore - Figures**  
 Where: Corridor gallery  
 When: 5 - 30 August 2016  
 Opening times: Tue - Sun, 10am - 6pm

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## SPONSORED ARTICLES

Here you see how a sponsored article will look accompanied by your organisations' logo. You can write the article yourself! However, for an additional £150 we can help you develop the content for your promoted article.

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## SOCIAL MEDIA



The image shows a screenshot of the Love Camden Twitter profile. The profile banner features the text "CAMDEN SENTIDO" in a stylized font, surrounded by colorful confetti. The profile picture is a pink heart with a white outline. The profile information includes:

- LoveCamden** (@LoveCamden)
- It's all happening in Camden from Hampstead Heath all the way to the British Museum. Official Tweets from Arts & Tourism, online Mon-Fri 09.00-16.30.
- London Borough of Camden
- [lovecamden.org](http://lovecamden.org)
- Joined October 2009

The tweet statistics are:

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
12.2K	2,247	17.9K	1,727	24

The tweet text reads: "Current artist-in-residence #YukoMohri @CamdenArtsCtr creates assemblages of reconfigured everyday items". The tweet includes a photo of an art installation in a gallery space, featuring wooden frames, hanging objects, and a red cube on the floor. The tweet has 1 retweet and 3 likes.

## Twitter

With each package purchased from Love Camden you will receive between 2 to 4 tweets, which will go out to our 19.1K

followers. We can work with you to schedule posts at the best possible times to make sure your reach is maximised.

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## Facebook

With each package purchased from Love Camden you will receive one post which will go out to our 25.5K followers.

We can aid in suggesting content that will make your event stand out and if you would like us to pay to boost a post at a value decided by you (we recommend £25 minimum).

# LOVE CAMDEN



love.camden [Follow](#)

Love Camden From Hampstead Heath to Covent Garden. Check out [lovecamden.org](http://lovecamden.org) for the latest info on what's on in Camden. Twitter [@lovecamden](#) [#camdensentido](#) [www.lovecamden.org](http://www.lovecamden.org)

667 posts 619 followers 305 following



travelhobbyist



## Instagram

With each package purchased from LoveCamden you will receive one post. Make sure you choose the most vibrant image that encompasses the essence of your event and let us know any branded hashtags so your Gram gets the widest reach.

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LOVE CAMDEN

## YOUR CAMDEN ADVENTURE STARTS HERE

Welcome to [Love Camden's](#) new newsletter! You are receiving this because you have registered an account on Love Camden and we would love to tell you about what's going on!

Love Camden is your go-to guide to help navigate the many amazing things that are going on in this busy central London Borough. Love Camden is created for and by residents, visitors and local organisations that know the ins- and outs, hidden treasures and what's happening right now in Camden!

Love Camden has a regular offer of articles that give an insight into the borough and its history. Check out our [main page](#), where illustrators, in collaboration with House of Illustration, decorate our header page with amazing artworks! Our [Camden Close-Up](#) series talks to artists, curators, entrepreneurs and other interesting figures to see what Camden means to them. For the best tips about the borough, check out our [Top 10's](#). Our [Hidden Treasures](#) features give you everything you ever wanted to know about the [Camden Art Collection](#).

Finally, don't forget to check in and see what is going on at [Six gallery page!](#)

Sign up to receive future newsletters [here](#) and fill out your details!

### Our upcoming annual programmes



### Our upcoming annual programmes



#### [Camden Kala](#)

This summer, Camden is launching not one, but two annual programmes that explore art and culture in Camden!

[Camden Kala](#) is complementing the UK/India Year of Culture.

Camden Kala will explore dance, music, film, academic text and the visual arts. Family workshops, walking tours, artists film screenings, yoga and food will all be

featured. Local partners include The Place, Roundhouse, The Hospital Club, Central Saint Martins, Akademi, Quiet Down There and others. International partners include Tarq Gallery and Chatterjee and Lal (Mumbai).

Click [here](#) for a full overview of the programme!

#### [Camden Flux](#)

2017 sees the 50th anniversary of the Sexual Offences Act (1967) which introduced the partial decriminalisation of same sex relationships in England and Wales via an act of Parliament.

Throughout the year Camden will host a wide range of events, screenings, talks and online articles to explore, celebrate and reflect upon the history of LGBTQ+ culture, activism, societal shifts and legal and cultural breakthroughs.

Camden Flux also looks towards the future in this ever changing social and cultural landscape.

Click [here](#) to find out more!



### What else is there?



[Your event](#)

## Love Camden newsletter

We now offer the possibility to feature in our monthly newsletter!\* For £150 your event will reach all our Love Camden audiences.

*\*Your event will feature in the 'What else is there' slot*



**IF YOU'D LIKE TO KNOW MORE OR YOU'D LIKE TO USE LOVECAMDEN TO HELP PROMOTE YOUR BUSINESS, EVENT OR ACTIVITY, SEND US YOUR DETAILS\* TO:**

**LOVECAMDEN@CAMDEN.GOV.UK**

\*Name:

Organisation Name:

Phone Number:

Email:

Postal Address:

# LOVE CAMDEN

## TERMS AND CONDITIONS

1. Content should be submitted 3 working days prior to the date you would like it to go live
2. All front page content will feature on the front page for 2 weeks or until the end of your promoted event if this is earlier
3. Events can be listed up to 6 months prior to their start date but will be promoted on the front page in a two week time slot chosen by the organisation
4. There are a limited number of home page slots – please check with Love Camden that your time slot is available
5. The organisation can either choose to supply their own pre-written social media content or it will be written by Love Camden editors
6. Images must be supplied as per the specifications provided at the time of booking
7. Listings will be sent to the organisation for approval before social media is scheduled therefore please allow for this approval time
8. Reasonable edits will be carried out once content is published if necessary
9. There is certain content which cannot be promoted through Love Camden, this includes, but is not limited to: content with strong political and/or religious affiliations, generic services that do not provide a cultural offer (e.g. cleaners, handymen, childcare, lawyers, personal trainers), formal education, inappropriate or otherwise harmful content, content including inappropriate language and/or images. The decision will always be at the discretion of Love Camden editors, please check before proceeding
10. Social media will include (sponsor) after post
11. Love Camden holds the right to edit any content for their audiences