

# NEW LONDON

The free Quarterly supplement magazine of the Eurostar!

## **Market Position:**

*New London* is a magazine all about London whose readership is comprised of trendy people under 35 years-old. It is a free quarterly supplement distributed in trendy parts of Paris including shops, restaurants, cafés, and hair salons as well as in other large French cities. It is also distributed on the Business carriages of the Eurostar, in the Gare du Nord and with the Technikart magazine.

		<b>New London</b>
<b>Circulation</b>	( Publisher stat August2010)	151,000

## **Editorial Content**

*New London* is a full colour 68-page magazine all about London. Every issue deals with a specific topic and provides useful maps and a number of important addresses in London! The magazine provides a guide which is divided into 10 parts: 'New Faces', 'New Miam', 'New Bars', 'New Clubs', 'New Mode', 'New Sleep', 'New Kids', 'New Brit', 'New Art', and 'Back in France'. The rest of the magazine enables the reader to discover or rediscover a particular aspect of London such as a specific borough or any popular upcoming events!

## **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

## **CREATIVE DEADLINE:**

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