

FLUIDNETWORK MEDIAPACK

Updated January 2008



7 YEAR ANNIVERSARY SALE

There has never been a better time to upgrade your listing

To celebrate 7 years of business we're offering *50% off all listing upgrades*

Revised prices...

- Bronze (Fluid Foundation only) ~~£120~~ £60pa
- Silver (Fluid Eating & Fluid Foundation) ~~£240~~ £120pa
- Gold (Fluid Style, Fluid Eating & Fluid Foundation) ~~£480~~ £240pa

Available for
restaurants only

See Page 9 for full details

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FLUID NETWORK

A little bit of background

Fluid Network came to life with Fluid Foundation in February 2000. Since then a core staff of three along with 10 part-time journalists, working directly with venue owners and managers, have grown Fluid Network into one of London's most popular guides to eating, drinking and partying in the Capital.

- *Fluid Style – 500 bars, clubs and restaurants you need to visit*
- *Fluid Eating – Stylish Eating in London*
- *Fluid Foundation – London's Bars, Clubs, Restaurants & Pubs*

HOW WE DIFFER

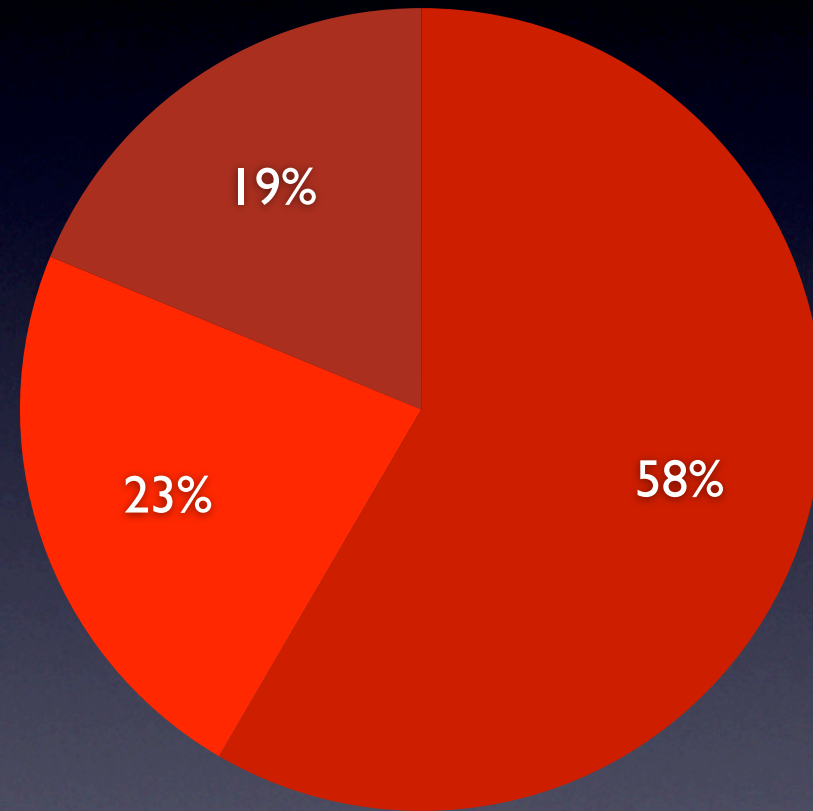
Why we're better than the competition

- Basic listings on Fluid Network are free. Only upgrade if you want:
 - Increased promotion, telephone and email bookings, Party Planner requests & priority support.
- All venues (Basic & Premium) have 24/7 control over all elements of their listing via our venue Content Management System.
- All user reviews are moderated by the editorial team and *only* put online if the user has confirmed their contact details (we don't allow anonymous postings).
- Our editorial team strive to help you make the most of your listing.

USAGE / TRAFFIC

How many people use Fluid Network?

- 350,000+ unique users (individuals) using Fluid Network's websites every month
- Fluid Network serves ~1.4 million page impressions a month.



- Fluid Foundation
- Fluid Style
- Fluid Eating

USER DEMOGRAPHICS

Who? How Often? How Much?

DEMOGRAPHICS	NOTES
Male vs. Female	48% : 52%
Average age	31.2
Nights out a week	2.4
Average spend	£46.37
Primarily read Fluid Network at	Work 62% Home 29% Other 9%

Why Upgrade

Because you want more of the right type of customer

- If you don't upgrade your venue you won't receive email or telephone bookings and enquiries from our 350,000+ users
- Upgrades start from £60pa - *that's just £5 per month!*
- Premium Listing (upgrade) packages:
 - *Bronze - Fluid Foundation only*
 - *Silver - Fluid Eating & Fluid Foundation*
 - *Gold - Fluid Style, Fluid Eating & Fluid Foundation*

Fluid Eating and Fluid Style can be paid monthly by direct debit. All direct debits are subject to a £50 setup fee.

Generous discounts are available for signing up more than one venue

PREMIUM LISTING PACKAGES

7th
Anniversary
Prices

Item	FLUID FOUNDATION		FLUID EATING		FLUID STYLE	
	Basic	Premium (Bronze)	Basic	Premium (Silver)	Basic	Premium (Gold)
Price	FREE	£60pa	FREE	£120pa	FREE*	£240pa
24/7 access to venue listing content management system	YES	YES	YES	YES	YES	YES
Listing set-up (food and drinks menus added by editorial team)	NO	NO	NO	YES	NO	YES
Priority review	NO	NO	NO	YES	NO	YES
Telephone support	NO	NO	NO	YES	NO	YES
Venue listed above Basic venues in results lists	n/a	n/a	NO	YES	NO	YES
Email contact form	NO	YES	NO	YES	NO	YES
Telephone number	NO	YES	YES	YES	NO	YES
Website address published	NO	NO	NO	YES	NO	YES
Live Bookings restaurant booking engine**	YES	YES	YES	YES	YES	YES
Thumbnail photo in results lists	n/a	n/a	NO	YES	NO	YES
Photos on venue listing page	NO	YES	NO	YES	NO	YES
Special offers on home page	n/a	n/a	NO	YES	NO	YES
Special Offers page	n/a	n/a	NO	YES	NO	YES
Events page	n/a	n/a	NO	YES	NO	YES
Access to editorial calendar	NO	YES	NO	YES	NO	YES
Newsletter inclusion***	NO	NO	NO	YES	NO	YES

Upgrade on Fluid Eating and get upgraded on Fluid Foundation for free! Upgrade on Fluid Style and get free upgrades on Fluid Eating AND Fluid Foundation!

All prices are exclusive of VAT. * FS listings are subject to FN Editorial approval | ** Venue must be signed up with Live Bookings | *** Discretionary inclusion (Editorial decision is final)

PARTY PLANNER

NEW

Group bookings delivered directly to your inbox!

- 100s of individuals contact us every week group with group booking request
- Booking sizes typically range from 12-200 individuals and include corporations, birthdays and engagements/weddings.
- Fluid Network staff *validate* booking request before details.
- Request info is emailed to premium venues (*only*) that match the event requirements
- Venues review request and contact individual directly (if desired)

PREMIUM LISTING ORDER FORM

Sign-up today

Venue Name			
Address			
Email			
Phone			
Manager or Contact			
Contact Telephone			
Upgrade Option (tick one only)	Bronze (£60 + VAT pa) [<input type="checkbox"/>] Silver (£120 + VAT pa) [<input type="checkbox"/>] Gold (£240 + VAT pa) [<input type="checkbox"/>] <i>Where appropriate multiple venue discounts will be applied before invoice is issued.</i>		
Contract Period	One year commencing _____ (start date) or [<input type="checkbox"/>] a.s.a.p		
Payment Intervals	Single [<input type="checkbox"/>] Quarterly (subject to £50 set-up fee) [<input type="checkbox"/>]		
Payment Method	Cash [<input type="checkbox"/>] Cheque [<input type="checkbox"/>] Direct Debit [<input type="checkbox"/>]		
Signed	<table border="1"><tr><td></td><td>Date</td></tr></table>		Date
	Date		
Signatory's Name			



Please fax this page to: 0870-139-3613

Or by post to: Fluid Network Ltd, 90 Westleigh Avenue, London, SW15 6UZ

CONTACT US

If you have any questions about Fluid Network or upgrading to a Bronze, Silver or Gold Premium Venue listing please get in touch.

Editor

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