

TimeOut

Introduction



What is Time Out?

- A magazine which provides a snapshot of the cultural activities happening in a particular city
- Started in London but now covers many other cities around the world



TIME OUT (2018) Worldwide [Online] Available from: <https://www.timeout.com>



What is Time Out?

- Event and venue listings
- Articles, interviews, reviews and recommendations about cinema, theatre, eating out, retail and leisure
- Information about special offers and discounts
- A platform for purchasing event tickets



TIME OUT (2018) Time Out London Magazine [Online] Available from:
<https://www.timeout.com/london/free-mag>



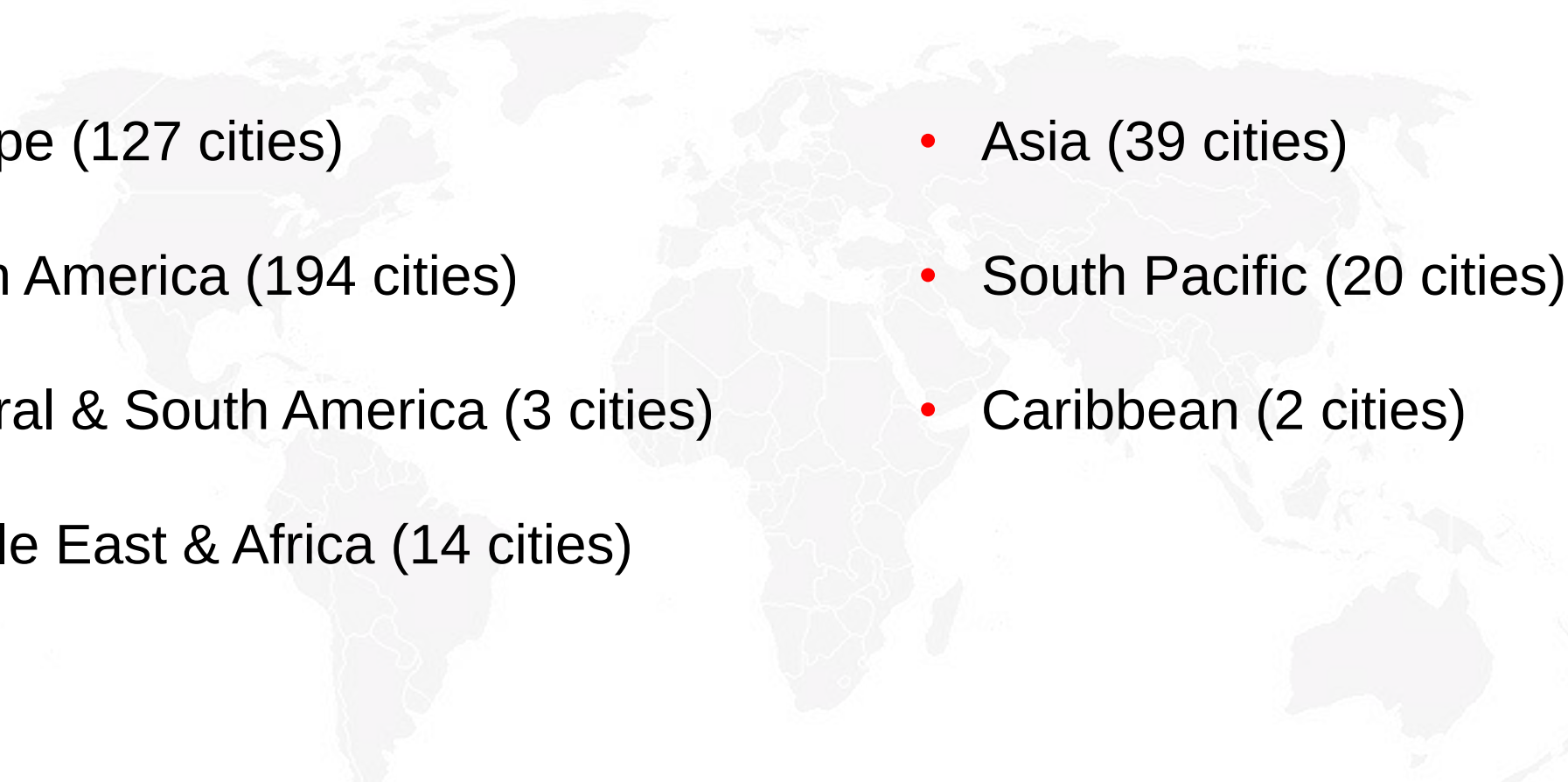
Geographical coverage

- Operates in 108 countries
- Publishes magazines in 39 countries

HAMMETT, E. (2018) From counter-culture magazine to global entertainment brand: Time Out turns 50. Marketing Week [Online] 17 September. Available from: https://www.marketingweek.com/2018/09/17/time-out-turns-50/?nocache=true&login_errors%5B0%5D=ad_gateway_api&_lsnonce=3b668b1ac0&rememberme=1&adfesuccess=1



Online presence

- 
- A faint, light gray world map is visible in the background of the slide, showing the outlines of continents and countries.
- Europe (127 cities)
 - North America (194 cities)
 - Central & South America (3 cities)
 - Middle East & Africa (14 cities)
 - Asia (39 cities)
 - South Pacific (20 cities)
 - Caribbean (2 cities)



Time Out London: Business model

- Published weekly, with a circulation of over 300,000 copies and over 1,000,000 readers
- Became a free publication in 2012
- Main sources of revenue come from advertising, table and ticket bookings and discount cards

RIDLEY, L. (2013) Time Out makes capital gains as free magazine. Campaign [Online] 26 September. Available from: <https://www.campaignlive.co.uk/article/time-makes-capital-gains-free-magazine/1213088>

TIME OUT (2018) Print Advertising [Online] Available from: <https://clientcentre.timeout.com/print/>





Time Out London: Distribution channels

- Handed out every Tuesday at tube and train stations around London (zones 1-5)
- Available from cafés, restaurants, pubs, bars, shops, hotels, cinemas and museums
- Available on the Time Out website as a digital edition
- Listings available online and on mobile app

TIME OUT (2018) Time Out London Magazine [Online] Available from:
<https://www.timeout.com/london/free-mag>





Why does it work?

- Established brand
- High quality articles and content; not just listings
- Reliable and trustworthy information
- Engaging presentation

HAMMETT, E. (2018) From counter-culture magazine to global entertainment brand: Time Out turns 50. Marketing Week [Online] 17 September. Available from:

https://www.marketingweek.com/2018/09/17/time-out-turns-50/?nocache=true&login_errors%5B0%5D=ad_gateway_api&_lsnonce=3b668b1ac0&rememberme=1&adfsuccess=1





Why does it work?

- Comprehensive, easy to access and use
- Online users can filter listings according to:
 - What they want to do (e.g. eat out, go for drinks, cinema, theatre, art, music, attractions, shopping)
 - When they want to go out (e.g. today, this week, this weekend, this month, next month)



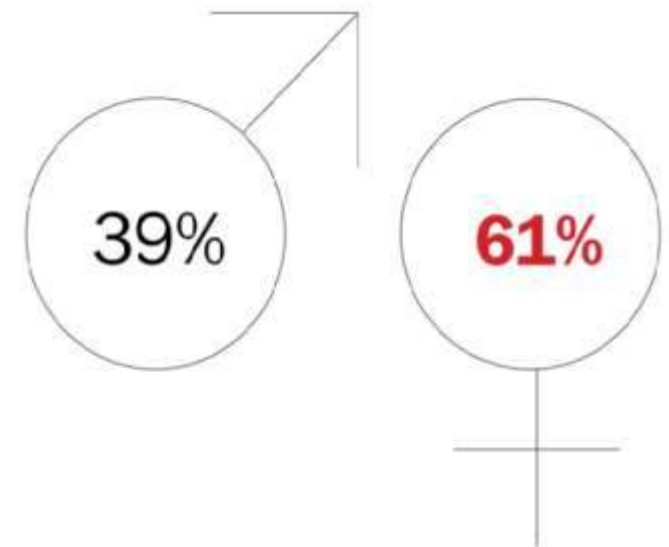
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The Market



Typical readership

- Millennials and Gen Z (53%), Generation X (47%)
- ABC1 social grade (managerial, administrative, professional occupations)
- Regularly visit bars, eat out, go to the cinema, attend music events, travel and shop for clothes
- Predominantly people who live in London





London's population

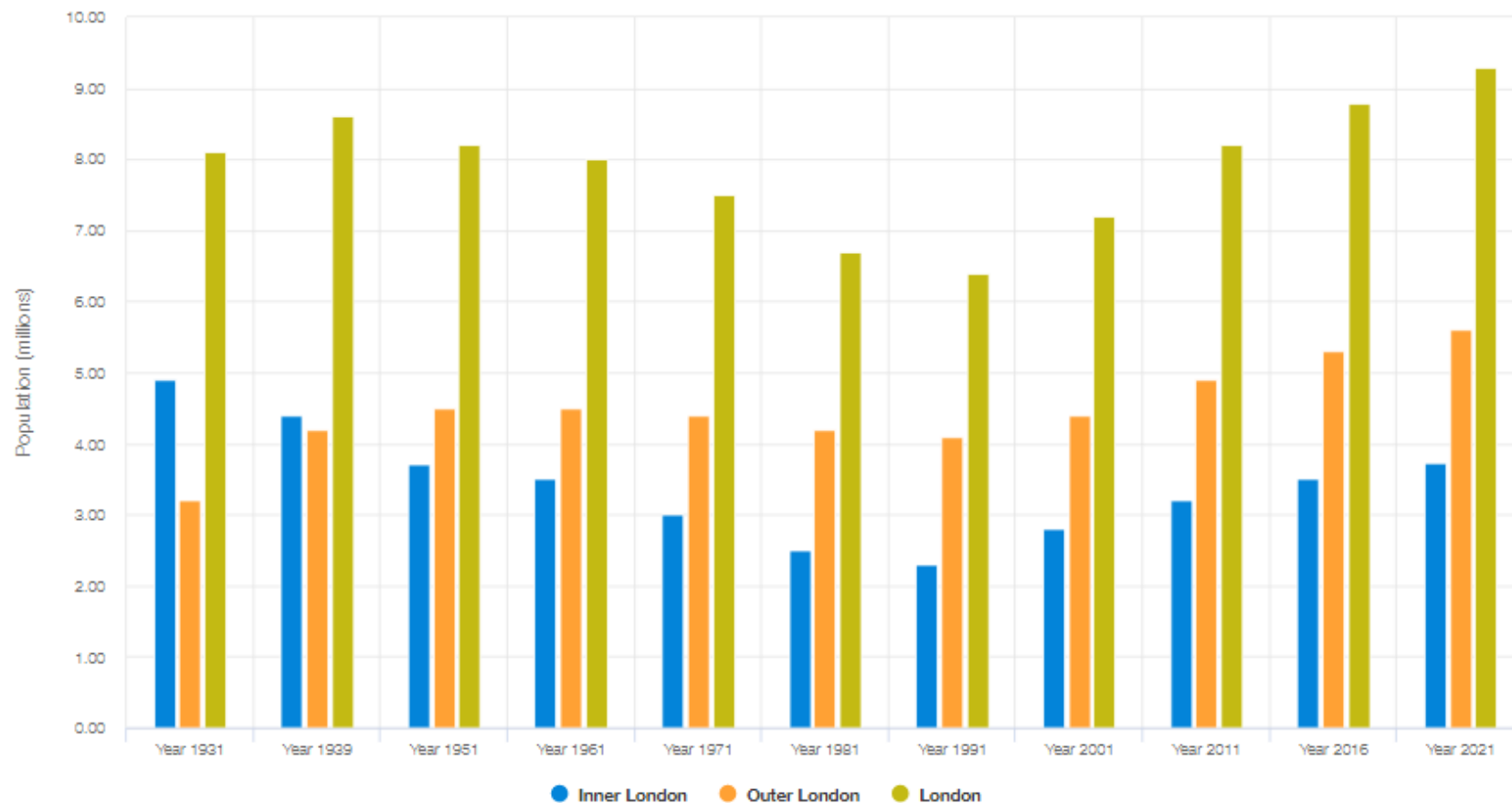
- London's current population is around 8.8 million
- It is expected to continue growing by around 100,000 people per year
- The population of London swells to around 10 million during the daytime

PIGGOTT, G. (2015) Daytime Population of London 2014. London Datastore [Online] 8 October. Available from: https://data.london.gov.uk/apps_and_analysis/daytime-population-of-london-2014/

TRUST FOR LONDON (2018) London's population over time [Online] Available from: <https://www.trustforlondon.org.uk/data/londons-population-over-time/>



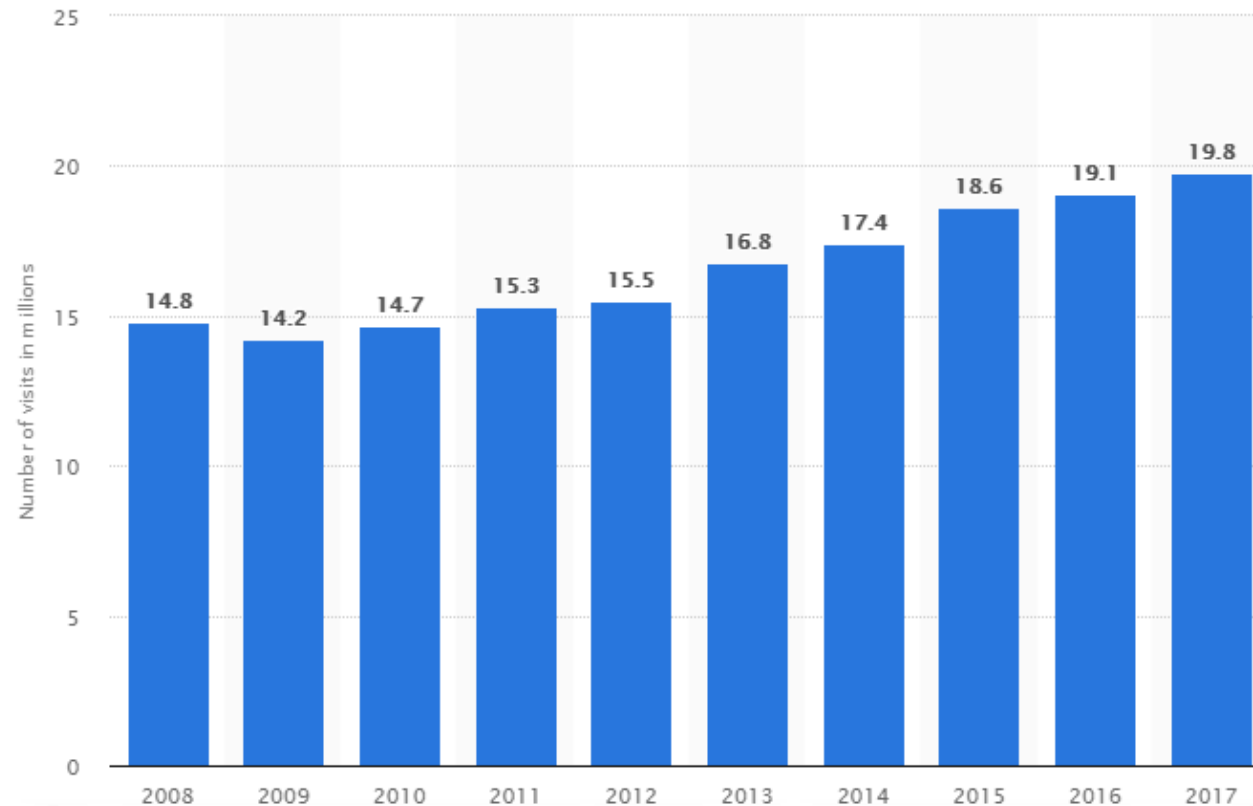
London's population



TRUST FOR LONDON (2018) London's population over time [Online] Available from: <https://www.trustforlondon.org.uk/data/londons-population-over-time/>



International visitors to London



- Currently 19.8 million international visitors per year
- Number of overseas tourist visits to London has been growing steadily since 2009

STATISTA (2018) Number of overseas tourist visits to London from 2008 to 2017 (in millions) [Online] Available from:

<https://www.statista.com/statistics/487467/overseas-visits-to-london-united-kingdom/>



International visitors to London

Country	No. of visitors ('000)
USA	2,617
France	2,015
Germany	1,462
Spain	1,224
Italy	1,052
Irish Republic	827
Netherlands	827
Australia	654
Belgium	514
Sweden	509

- Of these 19.8 million international visitors, the majority come from the USA, France, Germany, Spain and Italy