

EXPLORE PADDINGTON



Explore Paddington was launched in summer 2016. It is a collaboration between The Paddington Partnership and PaddingtonNow BID, who jointly fund this complimentary magazine.

DESCRIPTION

Paddington is undergoing unprecedented change, and this magazine is the perfect guide for locals and visitors who wish to discover the area and make the most of it. Each issue includes events, itineraries and seasonal features, as well as information on new cafes, restaurants and hotels, volunteering opportunities and housing and office developments.

PUBLISHERS

Explore Paddington is published by Morris Visitor Publications (MVP), which is the world's largest publisher of visitor information. MVP was founded in the USA in 1936 and launched in London in 1975. Its three core titles are *WHERE London*, *IN London* and *London Planner*. MVP is a worldwide partner of International Clefs d'Or, the professional society of hotel concierges. It has been associate members of this society in London for many years.

DISTRIBUTION

The magazine is distributed through a number of different channels. Since the magazine launched, the distribution has increased quite considerably from 20,000 copies per issue to 45,000 copies per issue. This is covered by the following highly targeted areas:

- On the Heathrow Express which carries 17,000 passengers a day.
- Global and International HQ's in Paddington, together with surrounding smaller businesses and start-up companies
- Hotels in Paddington, Bayswater, Little Venice and Maida Vale. The magazine is distributed either at the Concierge desk or reception areas.
- Residential addresses in all the same areas above, through letter boxes or to the concierge at the reception areas of apartments.
- Property agents across London

Many of these distributions outlets request further copies throughout the season.

READERS

Through our controlled distribution, we ensure maximum reach among agents, high-spending locals, international travellers and visitors to Paddington. They want to know about the best places to eat, drink, shop and visit, and how to make the most of their time in Paddington, whether working, living, investing or visiting.

SCHEDULE FOR 2019

SPRING/SUMMER 2019

covering April to October

AUTUMN/WINTER 2019

covering November to March

To read the current magazine or back issues on line:

<https://www.thisispaddington.com/explore-paddington>

To feature in the magazine please contact:

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TO ADVERTISE PLEASE CONTACT
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