

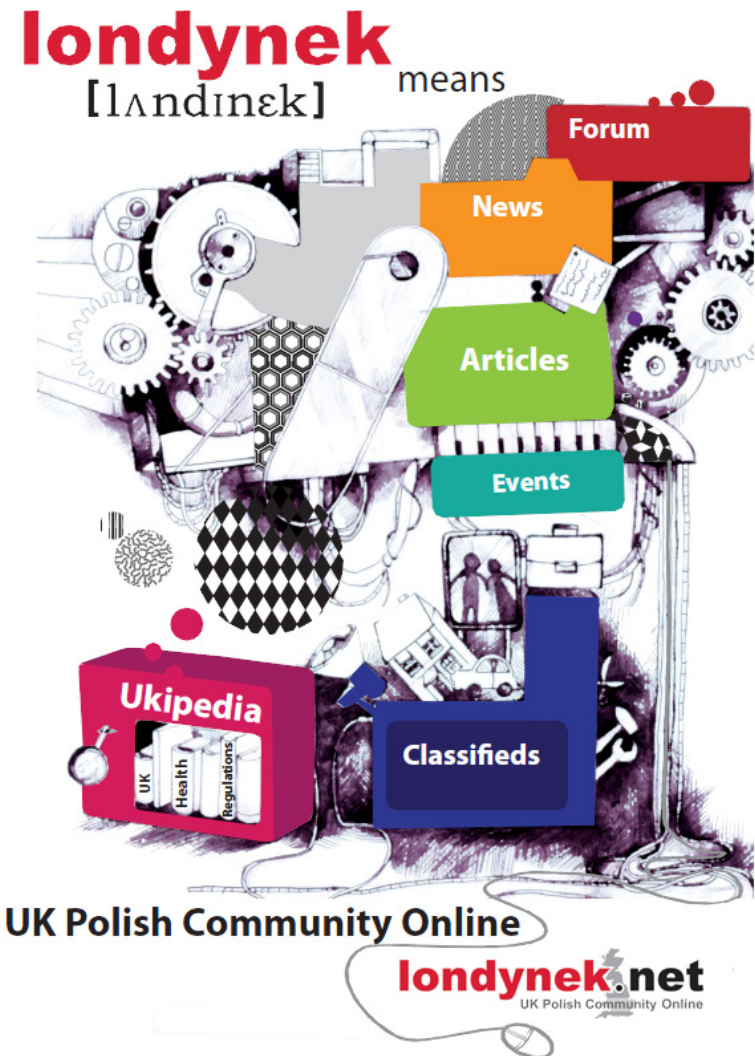


MEDIA PACK

ABOUT US

Founded in 2002, Londynek is the UK's largest online community for Poles. With **over 10 million page impressions and 10 thousand new classified ads** per month, Londynek is the Polish community's most comprehensive source of information about a wide variety of news, classifieds and event listings.

Londynek's large role in the lives of the Polish community in the UK means that it is frequently a source of information for other media sources, such as Onet.pl, wirtualnapolska.pl, TVN, Polonia, TVP, and the BBC.



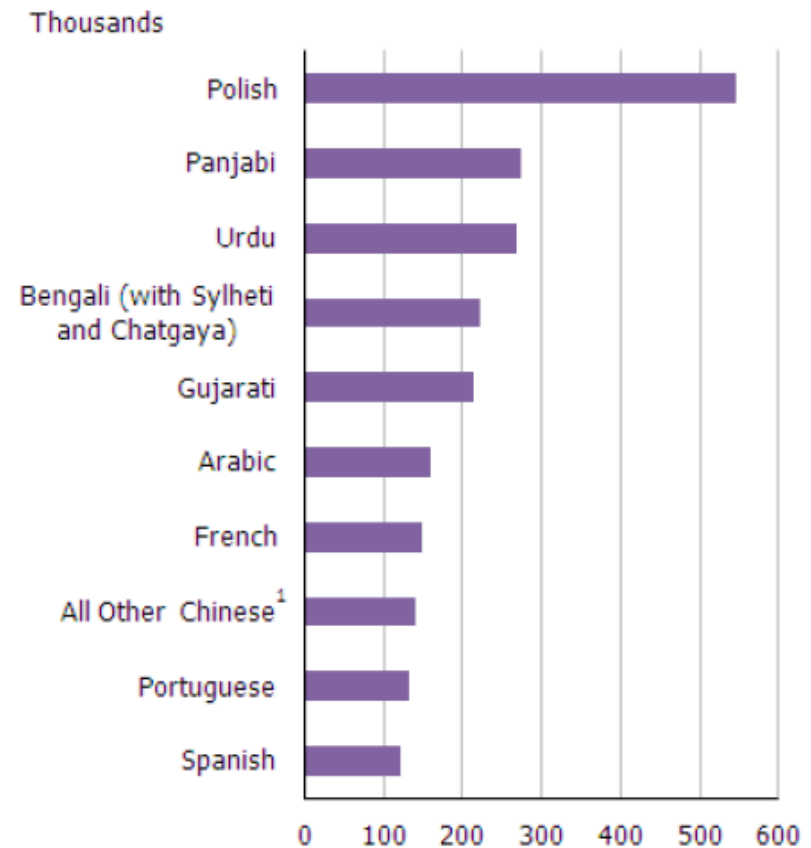
POLES IN LONDON

If you are looking to advertise to the UK's Polish community, Londynek gives you a unique opportunity to target and reach this continually growing community.

According to the 2011 Census, 579,000 UK residents were born in Poland, making Poles the **UK's second largest foreign-born minority group**. Not only that, but Polish is now the **second most spoken language** in the UK after English and Welsh.

If you're looking to advertise to the Polish community in the UK, Londynek has the largest group of registered users out of any Polish community on the web, and, 10 years on, we're still growing at a rate of **20% year on year**.

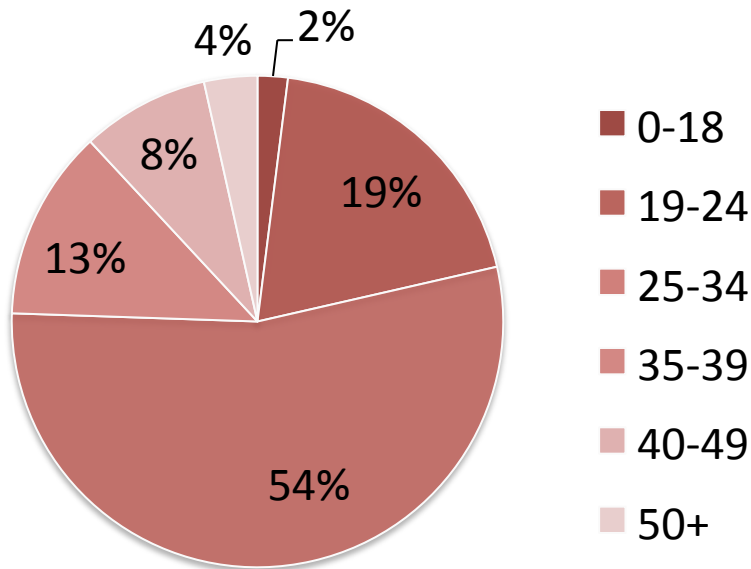
Figure 1: Top ten main 'Other' languages in England and Wales, 2011



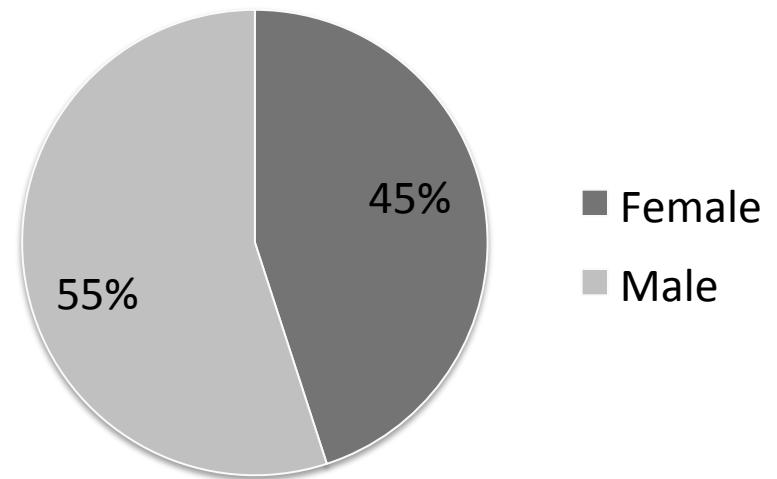
Source: Census – Office for National Statistics

USER DEMOGRAPHICS

Londynek Users by Age



Londynek Users by Gender

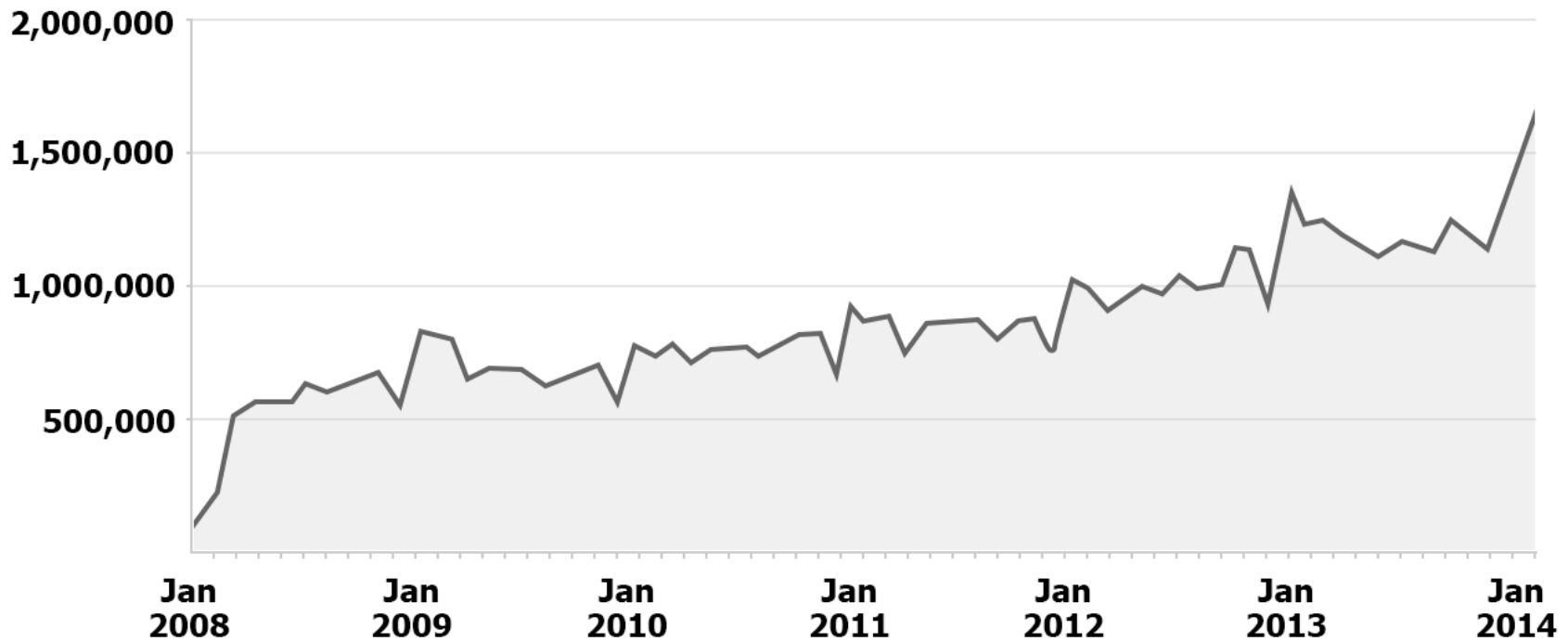


As our registration statistics indicate, Londynek's users tend to be young adults; almost 75% (73.5%) of users are between the ages of 19 and 34. Also, our registered users tend to skew slightly male (55%).

VITAL STATISTICS

- **10 million+** impressions per month
- **1.5 million+** website visits per month
- **450,000+** unique visitors per month
- **350,000+** registered users
- **10,000+** new ads online per month
- **50** new events every month
- **160+** new News articles every week
- **7** new Library articles every week

Monthly Visits: January 2008 - Present



CLIENTS AND PARTNERS

Over the years, Londynek has worked with and advertised numerous brands on our site, such as Barclays, NatWest, EasyJet, O2 and Western Union. We have also worked with numerous large-scale events such as the World Shakespeare Festival, The East End Film Festival, and the Polish Film Festival.



GET IN TOUCH

To discuss the best way to promote your company
on Londynek,
please get in touch with us at:

tel: 0208 995 7400

email: marketing@londynek.net

