



COPY SUBMISSION

Client: London City Airport

Product: Email Newsletter

Subject Line - 1: A great chance to target an 87% AB audience

Subject Line - 2: LCY Air travellers - 87% AB and £92K average salary

Subject Line - 3: Have your message read by upmarket air travellers

A unique target audience - offering advertisers unlimited potential...

Dear Mr Sample

Yes, I know. The word unique is abused and overworked these days.

But, for this message, it is spot on. Because, the target audience we are offering you, IS unique. What's more, it is very high profile and cash rich...

London City Airport is the UK's leading business airport, offering a business class environment for individuals with high expectations.

These people love the fine things in life. Let's look at them a bit more closely:

-) Senior decision makers
-) 87% AB profile
-) Average salary - £92,000
-) 81% have a degree

Attractive? You bet. Responsive? Very. Potential? Unlimited.

And the good news is, we have over 300,000 of these individuals on our database, who have signed up to receive our regular email newsletter. The audience is growing by over 4,000 every month.

By taking a spot on our newsletter, you are guaranteed to have the right eyes looking at your sales message. These people know what they want and they are interested.

Opening rates to our newsletters are 2.5 times the national average - and 'click throughs' are impressive, too.

So, there has never been a better time to advertise with us. We can offer you the quality audience profile you want - and at rates that will pleasantly surprise you.

To take the next step is so easy. Just contact us today on +44 (0) 207 646 0645 or sales@lcy.co.uk and let's have an initial chat about how we might work together.

With very best regards

Fiona Bennell
E-commerce Manager