

Fluid Style, part of the Fluid Network, is a digital guide to the best of London's style bar, club and restaurant scene. It comprises listings, user generated reviews and monthly features that allow users to have the most stylish night out possible.

Consulted constantly by London's most affluent, educated and style conscious individuals, Fluid Style delivers concise and comprehensive information that lets you discover the most new and interesting places to eat, drink and party.

Only the most exceptional of venues get into the Fluid listings, targeting only 'the right type' of customer through inspiration and education.

Audience Profile

51,000 UK users

500,000 page views per month

95% London based

Average age: 31

Average nights out per week: 2.4

Average nightly spend: £46.37

62% access from work



Opportunities

468x60 £12 CPM

120x600 £15 CPM

300x250 £18 CPM

Rich Media from £30 CPM

Advertorials from £2,000

Channel & Site Sponsorship from £5,000

Competitions & Quizzes from £2,000

Microsites from £7,000