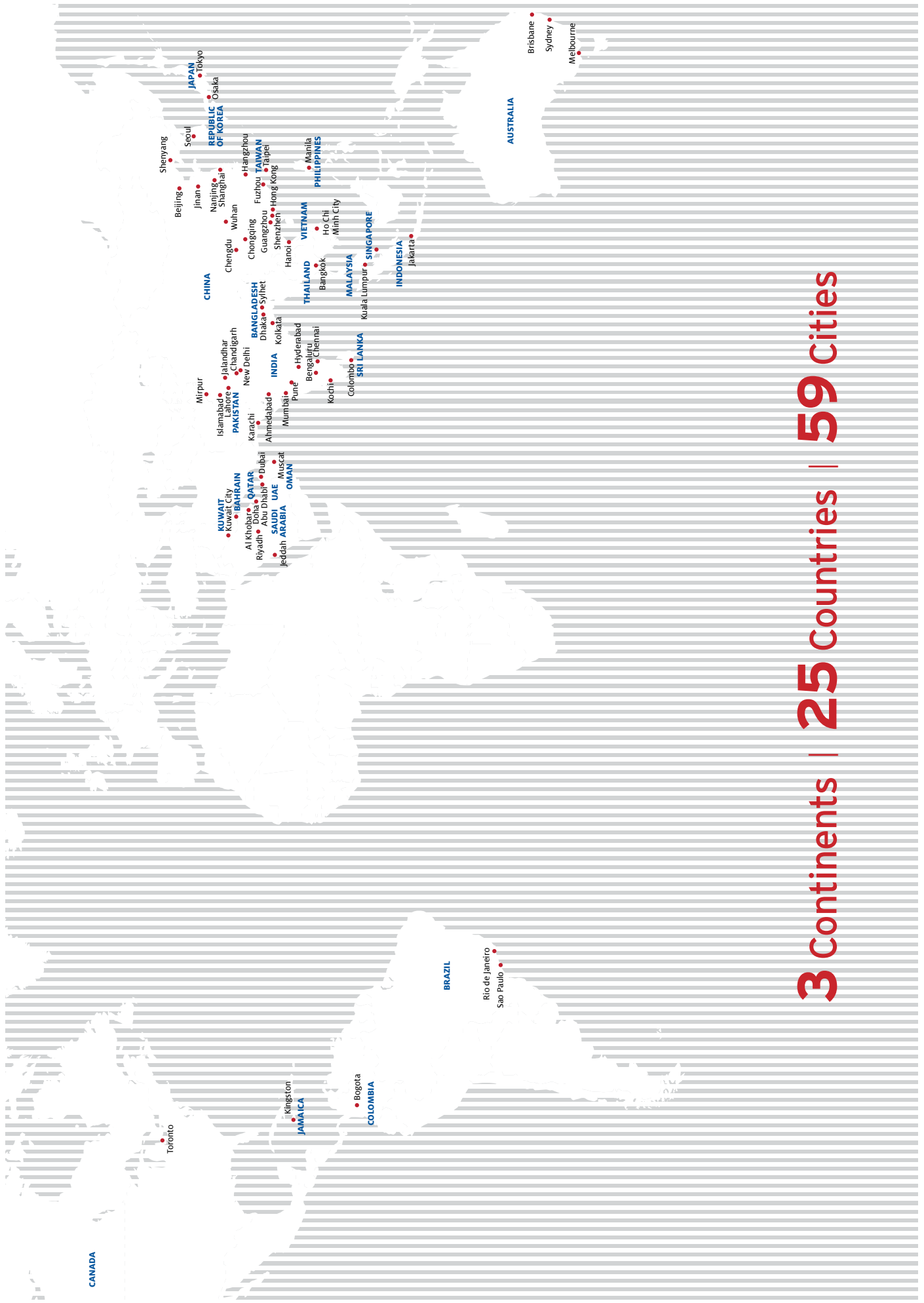


100% Captive Audience
in 3 **Continents.**

Guaranteed Exposure
for **your Brand.**

Rate Card 2015

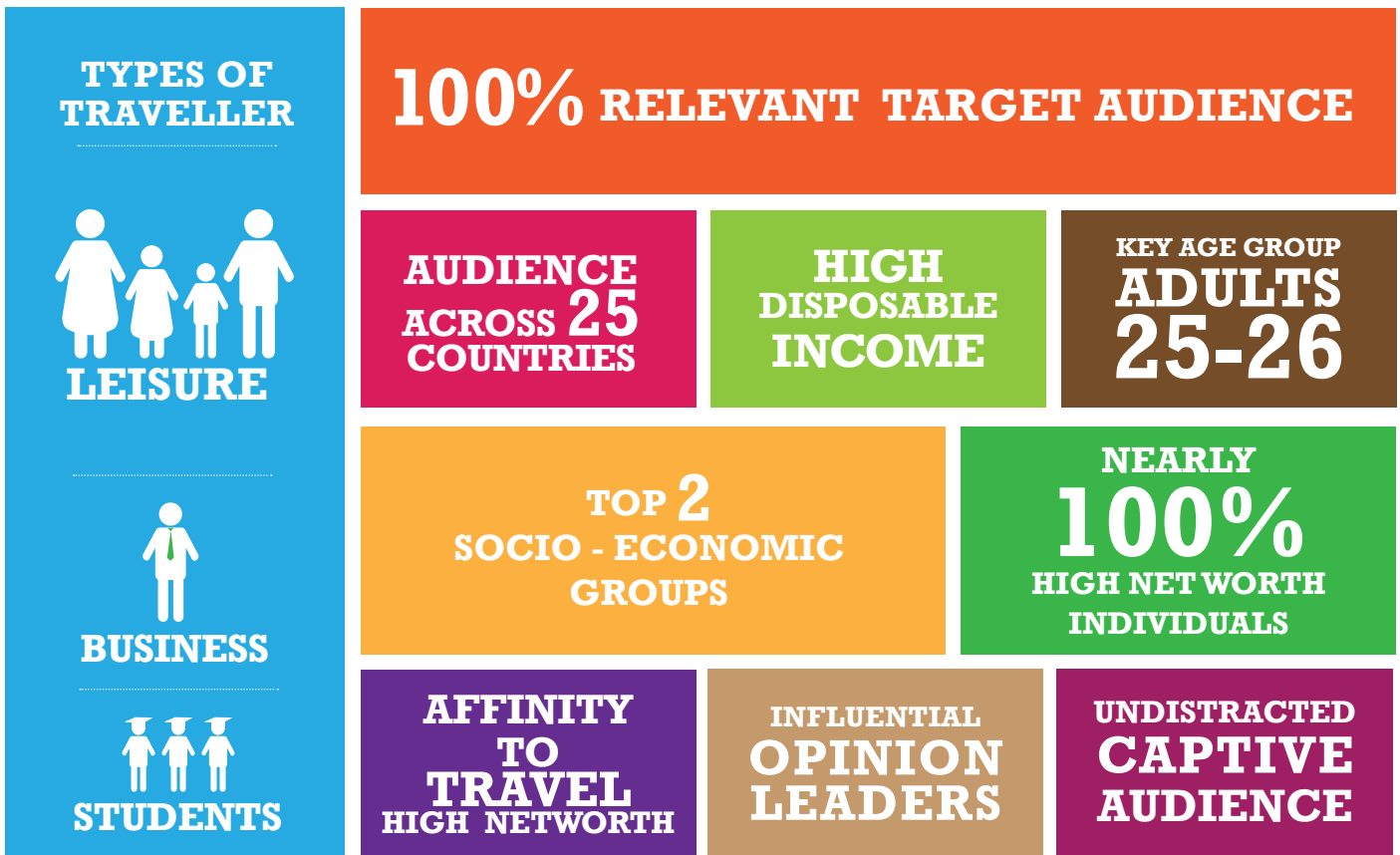




3 Continents | 25 Countries | 59 Cities

Audience Profile ▾

Highly focused captive audience of high networth international travellers to the UK from 25 countries across the globe



Why Advertise ▾

- 100% relevant target audience
- New market entry
- Increase existing market penetration
- Increased competitive advantage
- Unique advertising, marketing & branding opportunities
- Target global clients across regions
- Enhance brand awareness & visibility
- Undistracted captive audience in a contained environment
- Helps retail sales by adding new customers
- Brand association with VisitBritain
- Real time Reporting of promotions
- Complete Flexibility to run customized regional promotions
- Opportunity to change Promotional message every month

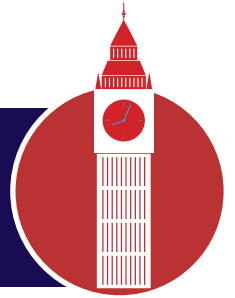
Advertising Opportunities ▾



Catch the Right Audience in the Right Place at the Right Time

STEP
1

Planning to travel to UK



STEP
2

Searching online for
Visa application procedures



Your Brand
will be exposed here

STEP
3

Applying for UK Visa

Already decided to travel to UK and has come to apply for UK Visa, but has not finalized the travel itinerary yet. Hence, this is the right time to expose your brand.

STEP
4

Finalizing and booking travel
plans for UK



STEP
5

Traveler lands in UK



Britain Travel Shop Corner

An ideal Britain Travel Shop Wall in UK Visa Application Centre (VAC)





Britain Travel Shop TV AD Display

30 seconds per spot / 12 spots per hour / 7 hours per day

42 minutes
per day per VAC

924 minutes
per month per VAC

11,088 minutes
per year per VAC

▲ South Asia ▼

Country	VAC Location	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
Bangladesh	Dhaka	19,400	£140	£210	£280
	Sylhet	11,650	£95	£145	£190
India	Mumbai (N)	45,000	£675	£1010	£1,350
	Mumbai (S)	40,000	£600	£900	£1,200
	New Delhi	85,000	£1,275	£1,910	£2,550
	Ahmedabad	25,500	£255	£380	£510
	Bengaluru	42,500	£640	£960	£1,280
	Chandigarh	15,300	£150	£225	£300
	Chennai	25,500	£385	£580	£770
	Cochin	15,450	£155	£235	£310
	Hyderabad	25,500	£255	£385	£510
	Jalandhar	38,265	£385	£580	£770
	Kolkata	25,510	£255	£385	£510
	Pune	25,510	£255	£385	£510
Pakistan	Islamabad	27,750	£260	£390	£520
	Karachi	16,650	£155	£233	£310
	Lahore	34,675	£325	£488	£650
	Mirpur	16,650	£155	£233	£310
Sri Lanka	Colombo	21,600	£165	£250	£330

▲ Middle East ▼

Country	VAC Location	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
Bahrain	Bahrain	16,500	£250	£375	£500
Kuwait	Kuwait City	28,750	£430	£645	£860
Oman	Muscat	9,200	£140	£210	£280
Qatar	Doha	25,000	£375	£565	£750
Saudi Arabia	Al Khobar	27,000	£400	£600	£800
	Jeddah	50,750	£760	£1,140	£1,520
	Riyadh	78,950	£1,180	£1,770	£2,360
UAE	Abu Dhabi	20,000	£350	£525	£700
	Dubai	50,000	£860	£1,290	£1,720

▲ Americas ▲

Country	VAC Location	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
Brazil	Rio De Janeiro	4,080	£50	£75	£100
	Sao Paulo	4,080	£50	£75	£100
Canada	Toronto	12,800	£192	£288	£384
Colombia	Bogota	34,700	£350	£525	£700
Jamaica	Kingston	15,000	£150	£225	£300

▲ North Asia ▲

Country	VAC Location	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
China	Beijing	1,35,550	£2,875	£4,315	£5,750
	Chengdu	12,200	£250	£375	£500
	Chongqing	12,200	£250	£375	£500
	Fuzhou	8,100	£200	£300	£400
	Guangzhou	61,000	£1,425	£2,140	£2,850
	Hangzhou	20,350	£415	£625	£830
	Hong Kong	19,500	£440	£660	£880
	Jinan	12,200	£250	£375	£500
	Nanjing	16,250	£330	£495	£660
	Shanghai	95,000	£2,050	£3,075	£4,100
	Shenyang	16,250	£330	£495	£660
	Shenzen	16,250	£330	£495	£660
Japan	Osaka	3,500	£55	£85	£110
	Tokyo	10,450	£160	£240	£320
Korea	Seoul	9,875	£100	£150	£200
Taiwan	Taipei	5,600	£60	£90	£120

▲ Asia Pacific ▲

Country	VAC Location	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
Australia	Brisbane	6,950	£100	£150	£200
	Melbourne	10,400	£150	£225	£300
	Sydney	10,400	£150	£225	£300
Indonesia	Jakarta	35,200	£290	£435	£580
Malaysia	Kuala Lumpur	14,800	£225	£340	£450
Philippines	Manila	58,600	£780	£1,170	£1,560
Singapore	Singapore	15,500	£230	£345	£460
Thailand	Bangkok	77,200	£665	£995	£1,330
Vietnam	Hanoi	7,700	£95	£145	£190
	Ho Chi Minh City	5,500	£70	£105	£140

▲ Britain Travel Shop Value Deals ▲

Country/Region	No of VACs	Footfalls (approx projected 2015)	3 Months	6 Months	12 Months
India	12	409,035	£4,224	£6,336	£8,450
South Asia	19	557,410	£4,540	£6,810	£9,080
Middle East	9	306,150	£3,950	£5,925	£7,900
Americas	5	70,660	£616	£925	£1,233
China	13	437,051	£8,880	£13,320	£17,760
North Asia	17	466,476	£9,120	£13,680	£18,240
Asia Pacific	10	242,250	£1,860	£2,790	£3,720
North Asia & Asia Pacific	27	708,726	£9,600	£14,400	£19,200
All Britain Travel Shops	60	1,642,946	£16,835	£25,250	£33,970

The above rates cover only the cost of the media display.



Britain Travel Shop

Brochure-Flyer Display

▲ South Asia ▼

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Other Promotional Mediums to Choose from ▾

You can also choose from below mediums to promote your brand



Personalized Leaflet & Discount Voucher Distribution

We provide you the opportunity to hand distribute your Discount Vouchers, Gift Vouchers, Leaflets to applicants across all our Visa Application Centre helping it reach the audience and increase footfalls in your store.



Distribution of Brochures/ Leaflets/Vouchers in Premium Lounge

VFS Global offers applicants the ease of applying for visa in absolute luxury of its Premium Lounge. Speed up your application process, enjoy refreshments and personalised services, while you complete your paper work for your visa application within the comfortable and plush ambience of our Premium Lounge.

Get your Discount Vouchers, Gift Vouchers, Leaflets distributed to specific Target audience with higher spendable income at our Premium Lounge.

List of our Premium Lounge: Abu Dhabi | Ahmedabad | Al Khobar | Bengaluru | Bangkok | Beijing | Bogota | Chennai | Colombo Dhaka | Doha | Dubai | Guangzhou | Islamabad | Jakarta | Jeddah | Karachi | Kingston | Kuala Lumpur | Kuwait City | Lahore | Manila Manama | Mirpur | Mumbai (North) | Mumbai (South) | Muscat | New Delhi | Rio De Janeiro | Riyadh | Singapore | Shanghai | Tokyo



Banner Ads on VFS Global Website

VFS Global Website is checked by all the prospects traveler to UK for all the Application requirements. The Medium provides a great platform to showcase your brand.

To know more about these mediums and promote your brand kindly check with us.

Also ask for our attractive combo deals



TV advertisement



Brochure-Flyer display

▲ Don't miss out! Contact us today ▲

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