



“languages are a family affair”




[www.lingoo.eu](http://www.lingoo.eu)



***“The ability of all European citizens to understand and use a wide range of foreign languages is central to the Union’s efforts to develop a more dynamic and competitive knowledge based economy, and to increase the number and improve the quality of jobs available.”***  
*EU Lisbon Strategy*

**LANGUAGES ARE A FAMILY AFFAIR...**



Are you looking for a language immersion holiday staying with a family for your child?  
 With Lingoo you can:

- Organise a language exchange holiday for your child with a like-minded partner family; [find out more](#)
- Organise a paid language study holiday by selecting the ideal host family for your child; [find out more](#)
- Become a paid host family yourself; [find out more](#)
- Find some useful addresses to help your child to further their knowledge of a foreign language on a day-to-day basis. [find out more](#)

**Testimonials**

*"Je vous envoie ce mail du Canada. Je suis arrivé il y a 3 jours dans la famille d'Andrew, mon corré. Ils sont tout trop sympas ! Demain on va aux chutes du Niagara. Waou !"*

*"Lingoo, I am just back from Marseille. My lovely family took me on their boat around the Calanques. Beautifull ! We fished and ate? oursins (sea urchins !!!). I even liked it!"*

### The Value of Lingoo

- ✦ A new comprehensive site dedicated to helping parents and students find a language holiday.
- ✦ A unique online community where like-minded families can meet to organise individual holidays for their children.
- ✦ A comprehensive source of information on how to tailor the best language holiday for children and improve their language skills.
- ✦ A multilingual site – initially available in French and English and soon followed by Italian, Spanish and German.

### Target Audience

- ✦ Parents searching for the most suitable language holiday for their children.
- ✦ Young students who are looking to learn and improve a foreign language in the country where it is spoken.
- ✦ Families who wish to meet like-minded families abroad and organise language holidays for their children.

The entire English language teaching market [English as a foreign language] was valued US\$9.6 billion in 2004 – with more than 58% being spent in the UK and Ireland – ( Figures sourced from Language Travel Magazine published in October 2004 )

According to the French ONGSSL (The National Organisation charged with overseeing the quality of language holidays and courses) a young French person will participate in 1.5 language holidays abroad throughout their school career – Out of a total of 5.5 million secondary school children and 1.7 million students in France.



## Display Advertising

Banner 468x60 pixels  
Home Page and ROS



RATE	UK £	Euro €
1-MONTH	£500,00	650,00 €
6-MONTH	£2 550,00	3 315,00 €
12-MONTH	£4 200,00	5 460,00 €

Button 180x150 pixels  
Home Page and ROS

RATE	UK £	Euro €
1-MONTH	£300,00	390,00 €
6-MONTH	£1 500,00	1 950,00 €
12-MONTH	£2 400,00	3 120,00 €

Banner 468x60 pixels

Exclusive position - Lingoo Guide – Category Targeting

RATE	UK £	Euro €
1-MONTH	£1 500,00	1 950,00 €
6-MONTH	£7 500,00	9 750,00 €
12-MONTH	£12 000,00	15 600,00 €



Button 180x150 pixels

Exclusive position - Lingoo Guide – Category Targeting

RATE	UK £	Euro €
1-MONTH	£900,00	1 170,00 €
6-MONTH	£4 500,00	5 850,00 €
12-MONTH	£7 200,00	9 360,00 €

Pound Sterling / Euro exchange rate used is £1 = 1.30€

The average exchange between the two currencies January 1st 2008 – April 4th 2008

## CHOICE OF CATEGORIES

Language Courses  
Educational & Recreational Products  
Traditional Products  
Travel  
Sites to learn & Have Fun

Holidays & Summer Camps  
Activities & Outings  
Translation  
Insurance  
Practical Sites for Parents



## Lingoo Monthly E-Newsletter



**Banner 468x60 pixels  
Exclusive Position**

RATE	UK £	Euro €
1-ISSUES	£900,00	1 170,00 €
3-ISSUES	£2 400,00	3 120,00 €
6-ISSUES	£4 300,00	5 590,00 €
12-ISSUES	£7 500,00	9 750,00 €

**Button 180x150 pixels  
Exclusive Position**

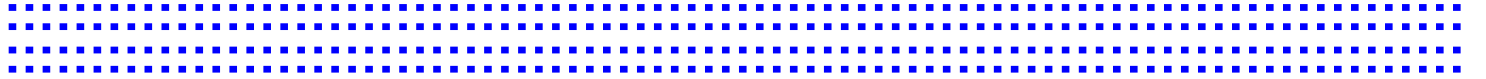
RATE	UK £	Euro €
1-ISSUES	£550,00	715,00 €
3-ISSUES	£1 485,00	1 930,00 €
6-ISSUES	£2 640,00	3 430,00 €
12-ISSUES	£4 620,00	6 000,00 €

Pound Sterling / Euro exchange rate used is £1 = 1.30€  
The average exchange between the two currencies January 1st 2008 – April 4th 2008

### LINGOO MONTHLY E-NEWSLETTER

The monthly newsletter is sent to signed up members and offers a wide range of contents on language learning and education plus useful practical advice, including:

- Regular updates on language development initiatives from the European Community and the latest news on National policies.
- News and information on language learning developments and resources.
- Reviews of interesting language learning books and audio-visual products.
- Practical advice for families.
- A round up of offers from the Lingoo Guide and our partners.
- A short feature article: covering subject such as lifestyle, cultural or travel issues.



## The Lingoo Guide

A comprehensive and easy to use directory of useful addresses to help children and teenagers develop their language learning.

It can be searched either by using the free search box, by company name or person, by country or languages or by browsing through the categories.

**THE LINGOO GUIDE - Advanced Search**

By key word:

By country:

By Category:



Search by Category		
<b>Activities &amp; Outings</b> Cinema [Original Version] Festivals Parks, Exhibitions, Museums Shows & Theatre Courses, Clubs, Workshops Party Organisers	<b>Educational &amp; Recreational Products</b> Books Music Games Software Teaching Material Point of Sale Magazines Newspapers Audio-Visual	<b>Holidays and Summer Camps</b> Specialist Language Learning Local Language Summer Camps
<b>Insurance</b> School Insurance Travel Insurance	<b>Language Courses</b> Distance & On Line Learning Home teaching – one to one Schools & Institutes Self Teaching Courses Language Tests & Diplomas	<b>Practical Sites for Parents</b> Official Information Sites On Line Dictionary On Line Translation Plans & Itineraries Blogs
<b>Sites to learn and have Fun</b> Language exchange communities Sites for children	<b>Traditional Products</b> On Line Shopping Specialist Shops	<b>Translation</b> Translators Interpreters On Line Translators
<b>Travel</b> Travel Agents Transport Companies Accommodation Tourist Office		





## List your Company, so as to.....

- Drive Traffic to your site.
- Appear higher on search result pages.
- Add pictures and product descriptions.
- Promote new product releases.
- Highlight on special offers.

Your search for 'Media' returned 12 results in the UK. You are currently viewing results 1-5

	<p><b>Anglofone Media</b> AngloFone Media specialises in providing Digital Media and Print Publishing solutions, on a...</p> <p><a href="#">Mail</a> <a href="#">Site</a></p>
<p><b>Media-web</b></p> <p>Media-web is a small award winning graphic, web and multimedia design company. We...</p> <p><a href="#">Mail</a> <a href="#">Site</a></p>	
<p><b>DayMedia Ltd</b></p> <p>DayMedia is a small award winning graphic, web and multimedia design company. We...</p>	

<p><b>Anglofone Media</b></p>	
<p><b>Address details:</b> 70 Sheard Court, 3 Manor Gardens London N7 6FB</p> <p><b>Contact details:</b> Tel: +44 207 193 9405</p> <p><b>Product:</b> Advertising <b>Languages covered:</b> English, French, Spanish, German</p>	<p><b>Company information - Anglofone Media</b> AngloFone Media specialises in providing Digital Media and Print Publishing</p> <p><b>We are listed in the following:</b> <a href="#">Autres</a></p>

### BRONZE LISTING - FREE

**Bronze Presentation:** Company name, address, phone and fax numbers, product explanation, languages covered, 20 word Company description.

**Search Result:** Grey colour, Company name, first words of Company description, appears below Gold and Silver listings on results page.

<p><b>Anglofone Media</b></p> <p><a href="#">Mail</a> <a href="#">Site</a></p>	
<p><b>Address details:</b> 70 Sheard Court, 3 Manor Gardens London N7 6FB</p> <p><b>Contact details:</b> <b>Managing Director</b> Peter Goldstein - Tel: +44 207 193 9405</p> <p><b>Product:</b> Advertising <b>Languages covered:</b> English, French, Spanish, German</p>	<p><b>Company information - Anglofone Media</b> AngloFone Media specialises in providing Digital Media and Print Publishing solutions, on a consultancy project or contract partner basis. We represent Lingoo, the language exchange website, in the United Kingdom and are the advertising sales representatives for Lingoo across Europe. AngloFone Media is based in the UK.</p> <p><b>Location map: see where we are located</b></p>  <p><b>We are listed in the following:</b> <a href="#">Autres</a></p>

### SILVER LISTING

**€25/month or €250 annual subscription**  
**\$15/month each additional Silver Listing**

**Silver Presentation:** Company name, address, phone and fax numbers, product explanation, languages covered; **PLUS** 50 word Company description, contact person details, email and web hotlinks, location map.

**Search Result:** Blue colour, Company name, first words of Company description, email and web hotlinks, appears below Gold and above Bronze listings on results page.

<p><b>Anglofone Media</b></p>	
 <p><a href="#">Mail</a> <a href="#">Site</a></p>	
<p><b>Address details:</b> 70 Sheard Court, 3 Manor Gardens London N7 6FB</p> <p><b>Contact details:</b> <b>Managing Director</b> Peter Goldstein - Tel: +44 207 193 9405</p> <p><b>Product:</b> Advertising <b>Languages covered:</b> English, French</p> <p><b>Location map: see where we are located</b></p> 	<p><b>Company information - Anglofone Media</b> AngloFone Media specialises in providing Digital Media and Print Publishing solutions, on a consultancy project or contract partner basis. We represent Lingoo, the language exchange website, in the United Kingdom and are the advertising sales representatives for Lingoo across Europe. AngloFone Media is based in the UK although we also work internationally and can offer a high level of expertise for French speaking markets. Our clients include online and offline Publishing Companies, Content and Data Providers, Associations, and individual Businesses who wish to develop content rich web sites and customer magazines or wish to monetise media products through advertising and other commercial relationships.</p>  <p><b>We are listed in the following:</b> <a href="#">Autres</a></p>

### GOLD LISTING

**€50/month or €500 annual subscription**  
**\$25/month each additional Gold Listing**

**Gold Presentation:** Company name, contact person details, address, phone and fax numbers, product explanation, languages covered, email and web hotlinks, location map; **PLUS** 100 word Company description, Company logo, two photos.

**Search Result:** Yellow colour, Company Logo, Company name, first words of company description, email and web hotlinks, appears above Silver and Bronze listings on results page.



## Advertising Contact Details

**For all enquiries on display advertising and/or to list your company in the Lingoo Guide, please contact**

### **Peter Goldstein**

Tel: + 44 [0] 207 193 9405

Mob: + 44 [0] 7768 803331

[peter.goldstein@anglofone.com](mailto:peter.goldstein@anglofone.com)

### **Emanuela Castagnetti**

Tel: +46 [0] 31 799 9028

Mob:+33 [0] 610 26 18 34

[emanuela.castagnetti@anglofone.com](mailto:emanuela.castagnetti@anglofone.com)

*AngloFone Media specialises in providing Digital Media and Print Publishing solutions, on a consultancy, project or contract partner basis. We represent Lingoo, the language exchange website, in the United Kingdom and are the advertising sales representatives for Lingoo across Europe.*

*AngloFone Media is based in the UK although we also work internationally and can offer a high level of expertise for French speaking markets.*

*Our clients include online and offline Publishing Companies, Content and Data Providers, Associations, and Individual Businesses who wish to develop content rich web sites and customer magazines or wish to monetise media products through advertising and other commercial relationships.*

## Advertising Specifications

- Creatives must be supplied at least 5 days working days prior to start date and sent to: [production@anglofone.com](mailto:production@anglofone.com)
- Creatives must comply with Lingoo's defined creative and technical guidelines that are available at [www.lingoo.eu](http://www.lingoo.eu) or can be supplied separately.
- All advertising orders are accepted subject to Anglofone Media 's current advertising terms and conditions for Lingoo that are available at [www.lingoo.eu](http://www.lingoo.eu) or can be supplied separately.

Ad Unit	Dimensions	File Types	Standard File Size	Flash File Size	Max Animation Time
Banner	488 x 60 pixels	GIF, JPEG, Flash, Java, HTML, DHTML	15K	39K	15 sec
Button	180 x 150 pixels	GIF, JPEG, Flash, Java, HTML, DHTML	15K	39K	15 sec

### **ANGLOFONE MEDIA**

European Media Sales Representatives for Lingoo: The Language Exchange Site: [www.lingoo.eu](http://www.lingoo.eu)

Anglofone Media Ltd: Company Number: 6022456 VAT Number: 919 5362 02

Trading Address: 70 Sherard Court, 3 Manor Gardens, London N7 6FB, UK: [www.anglofone.com](http://www.anglofone.com), [contact@anglofone.com](mailto:contact@anglofone.com)

Registered Office: 5 Jupiter House, Callava Park, Aldermaston, Reading, Berkshire, RG7 8NN, UK