



L O N D O N COMIC CON

PRESENTED BY...
start.ca



STATISTICS AND DEMOGRAPHICS

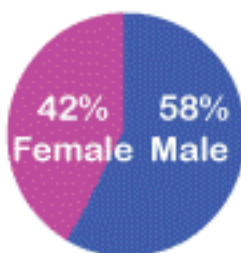


ATTENDANCE

GROWTH

2018 = 15,500+
 2017 = 13,000
 2016 = 10,000
 2015 = 7,500
 2014 = 2,200

GENDER



AGE

YEARS OLD

1 - 20 = 18%
 20 - 30 = 40%
 30 - 50 = 35%
 50 PLUS = 7%

ATTENDEE ORIGIN

LONDON AND AREA: 46%
 HOME TOWN PROUD
 SURROUNDING AREA: 22%
 ST. THOMAS/WOODSTOCK/SARNIA
 200KM DISTANCE: 18%
 TORONTO AREA/KITCHENER/WINDSOR
 400-800KM DISTANCE: 9%
 KINGSTON/OTTAWA/MONTREAL
 INTERN'L TRAVELLERS: 5%
 UNITED STATES & OVERSEAS

70,000 SQ FEET OF SHOW FLOOR W/ 200+ VENDORS

SOCIAL MEDIA & ONLINE STATISTICS



@LDNONTCOMICCON

60,000+ AVERAGE VIRAL REACH PER MONTH
 75% FOLLOWER GROWTH RATE SINCE 2016



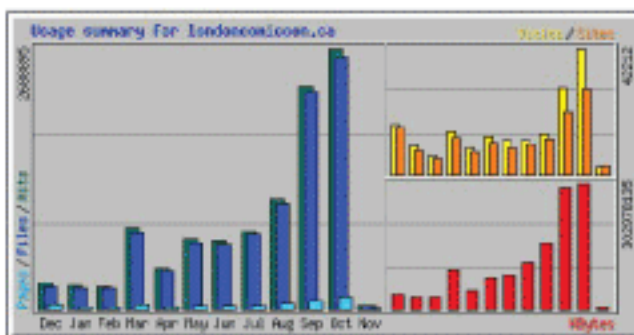
@LDNONT_COMICCON

20,000+ AVG POST IMPRESSIONS PER MONTH



@LONDONCOMICCON

400+ AVERAGE IMPRESSIONS PER POST



AVG. 866,380
 HITS PER MONTH!
 LONDONCOMICCON.CA
 HIGH 20% CLICK-THRU RATE
 ON GOOGLE ADWORDS

MEGA MEDIA COVERAGE



Action that the media is excited to talk about!



Always Active in the Community!

Charity Fundraising

Community Engagement

Special Events



DON'T MISS THE ACTION!



For complete show information contact Andrew Kitt - 519-777-2908 - londoncomiccon@gmail.com
www.LondonComicCon.ca