

Understanding Traffic and Growth

A PLATFORM BUILT FOR THE CREATIVE INDUSTRY

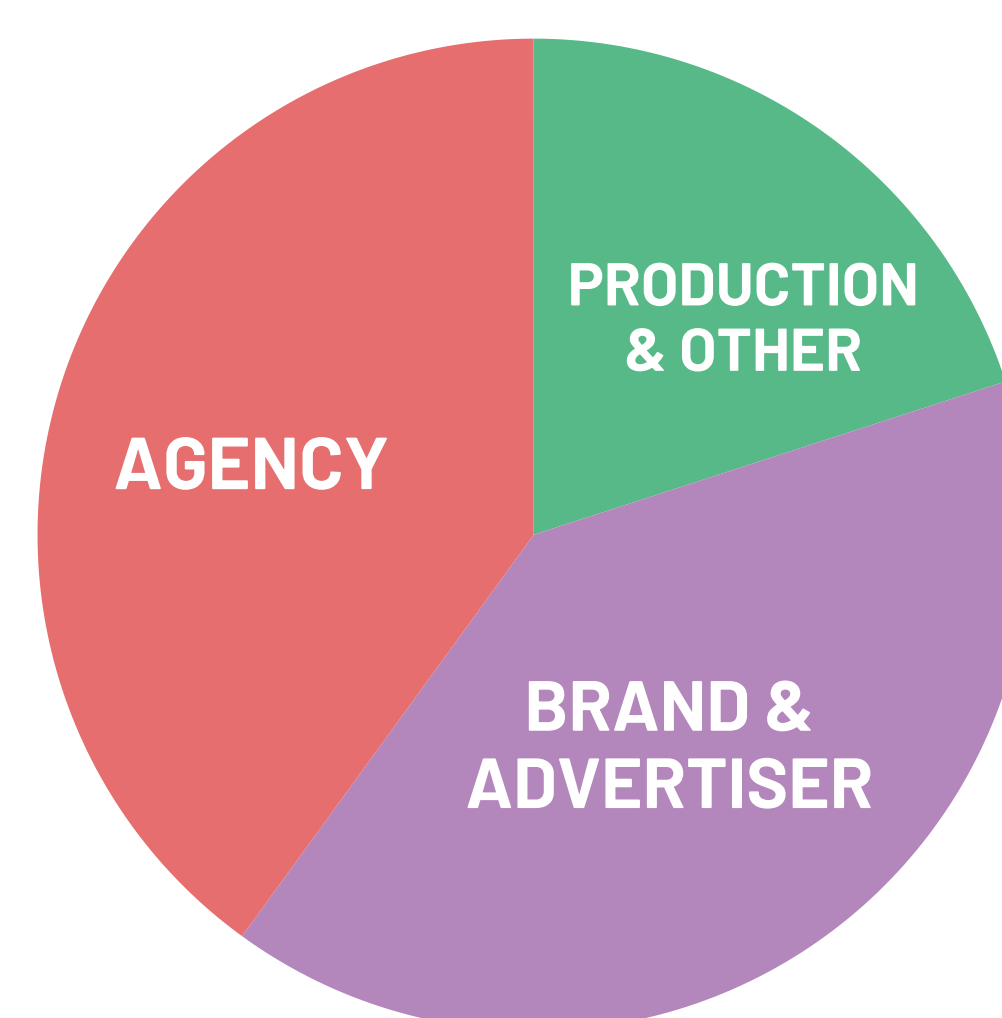
LBB is built to support brands, agencies, production, post-production companies and more by providing a dedicated space to showcase work, manage reputations, and grow businesses. As an independently owned platform, it ensures that great creative work isn't confined to a portfolio but is seen, discussed, and celebrated by the right people worldwide - **completely paywall-free**.

With teams across London, Sydney, Germany, and North America, LBB takes both a local and global approach. It removes barriers with a streamlined, high-visibility platform that offers real ROI and insights without limitations.

WHO READS LBB?

LBB's readership is highly engaged, global, and industry-focused. Its audience has grown through a strategic mix of organic and paid channels, ensuring sustained and meaningful expansion.

Since launching as an editorial platform in 2011, LBB has continuously increased its reach, building a strong and authentic presence in the creative industry.

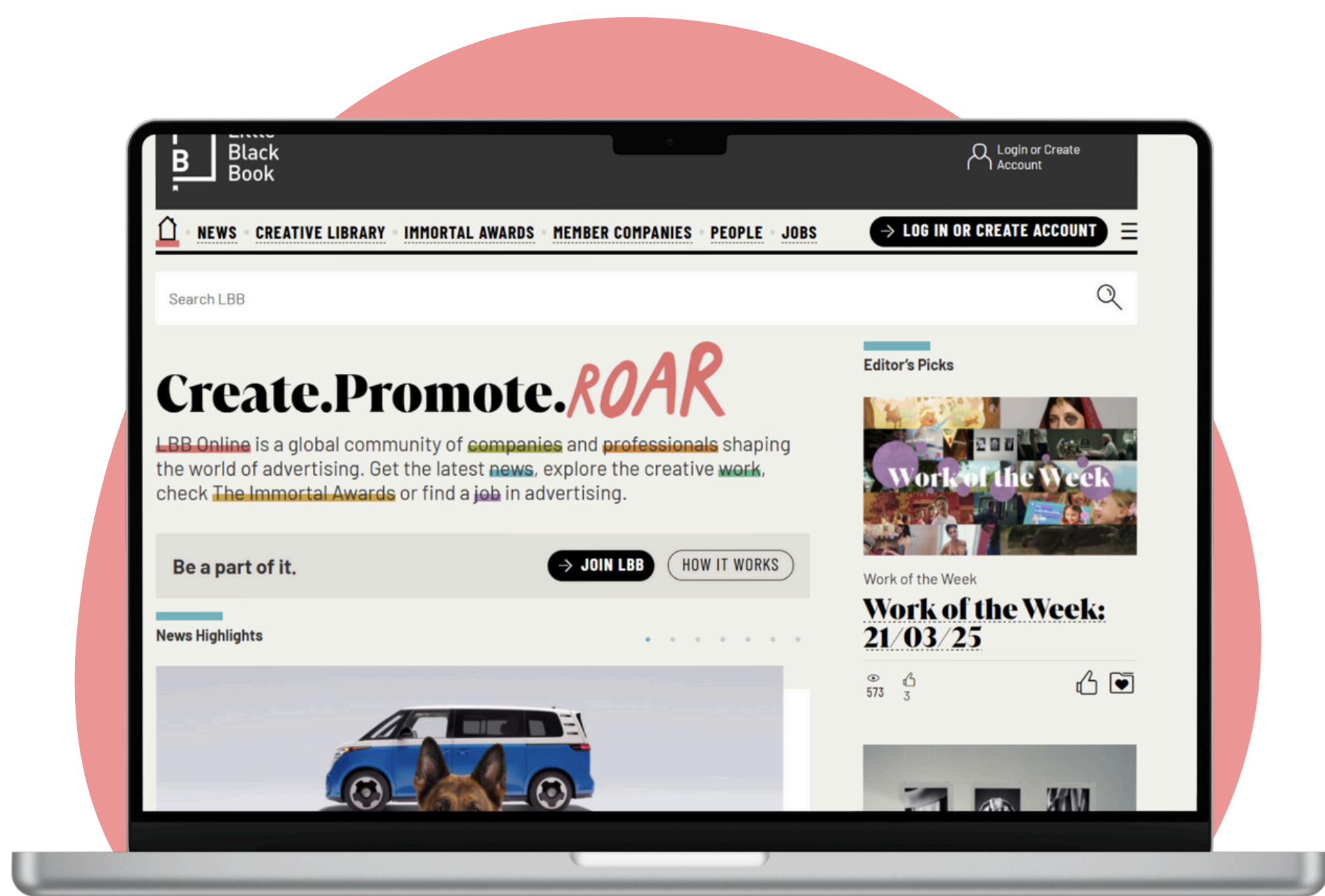


5M+

ANNUAL WEBSITE VISITORS

70+

COUNTRIES WORLDWIDE



COMPARING ENGAGEMENT METRICS

- 20,000 daily visitors – a highly engaged audience with the longest average view time among industry publications.
- Higher engagement and more pages per visit than many competitors.
- For brands, agencies, and production companies, this means increased visibility, longer engagement, and a genuinely interested community - not just passing traffic.

MAXIMISING VISIBILITY THROUGH SOCIAL & NEWSLETTERS

LBB extends reach beyond the platform through:

- Daily social media activity on Instagram, LinkedIn, Facebook, TikTok and X, tagging key people and sharing standout work
- Global and regional newsletters (US, AUNZ, Canada, Asia, UK) ensuring content reaches the right audience
- 110,000+ social media followers and 60,000+ newsletter subscribers
- 14 million monthly impressions and 5M+ yearly website visits

