

People.
Property.
Business.
Place.



NORTH WEST
Place
MEDIA PACK 2023



placenorthwest.co.uk



WHO WE ARE

For more than 15 years, *Place North West* has played a part in bringing the industry closer together through our news and events. We believe strong independent regional media is the right platform on which you can thrive and build your business while shaping the towns and cities of the North West for the better.

Place North West's unrivalled team of journalists brings you the news that helps your business grow. We keep you up-to-date with the essential information that has always been the lifeblood of the property industry.

As well as sharing vital news online, bringing people together in person is what we love doing. Each year we deliver a calendar of carefully curated events, including conferences, roundtables, bespoke client events, drinks receptions, and private dinners.



ETHICS & ISSUES STATEMENT

At *Place North West*, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.

We celebrate growing commitments to equality, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a respectful environment.

We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.

Learning from each other is a key part of the *Place* experience. Together, we will champion the industry, celebrate its achievements, and push for continual improvement.

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Adrian Rigby
Partnerships director



"The *Place North West* team has proven to be extremely useful to the North West part of our business for several years. More recently, we've benefitted significantly from their support at MIPIM, through their advertising reach, networking events, and B2B introductions."

Readership

We pride ourselves on producing quality news and events that keep the North West property market **informed** and **connected**.

250,000 Unique visitors to the website each month

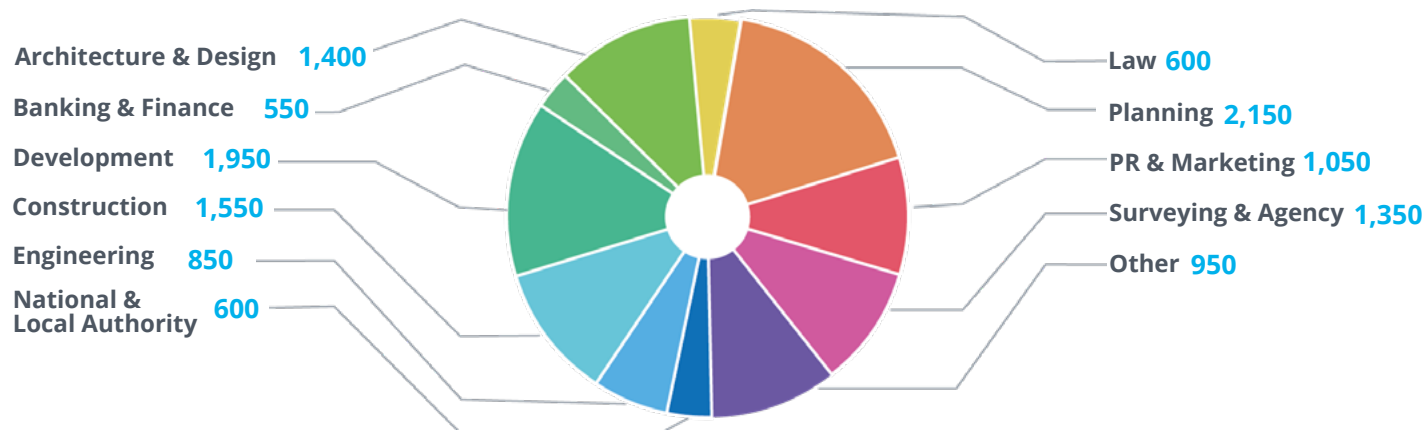
13,000+ Newsletter subscribers

500,000 Pages read each month

85% of readers rate us as their top property news source



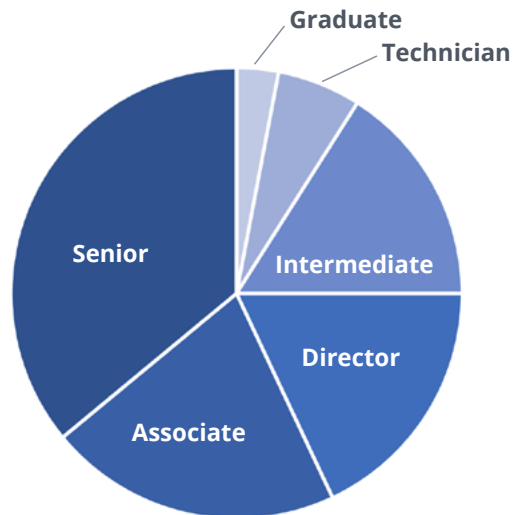
Subscriber breakdown



Place North West has a **diverse** array of readers who reside across the entire North West region and beyond.

65%	Manchester & Greater Manchester
15%	Cheshire & Warrington
13%	Liverpool & Merseyside
3%	Lancashire
1%	North Wales
1%	Cumbria
1%	London
1%	Other

75% of our audience is **senior level**



58%
male

42%
female



Events

A photograph of a panel discussion with four people seated at a long table covered with a white cloth. From left to right: a man with grey hair and glasses wearing a blue blazer and yellow tie; a woman with long dark hair wearing a patterned top; a man with grey hair wearing a dark suit and patterned tie; and a woman with blonde hair wearing a dark top. Each person has a microphone in front of them. There are also water bottles and glasses on the table. The background features large windows with grey curtains and a gold-colored rectangular light fixture on the wall. The foreground shows the blurred backs of several audience members' heads. The entire image has a blue tint, and the word "Events" is overlaid in large white text in the center.

Conference Sponsorship

The interactive nature of what we do offers sponsors the chance to **network** with potential clients in a meaningful way, delivering not only immediate **business development** opportunities, but also building potential for longer-term **relationships**.

We actively work with our sponsors to **identify** and **attract** potential clients to events and help follow up with leads afterwards.

"Place North West events are some of the best events out there for the property and construction industry. I'm always keen to attend to learn from the informative speakers and network with relevant people."

Sam McCauley
Assistant head of sales
City Residential

Download
conference
sponsorship
opportunities

What's included?

- Access to the delegate list prior to the event
- Branding and promotion on our newsletters, website, and social media
- Branding / stand at the event
- Introductions to event speakers

Conference Sponsorship | £3,750

Prices exclude VAT



Social Event Sponsorship

Our dynamic social events guarantee great food, drink, and a relaxed, friendly networking environment for you to make valuable business



Place Party North West guarantees an electric atmosphere without any long speeches, awards, formalities, or interruptions
• **725+ guests**



A chance for younger people in the industry to raise their profile and grow their network
• **150+ guests**

SOCIALS

Enjoy relaxed drinks and good food, while you network with professionals
• **150+ guests**

What's included?

As a sponsor you will receive

- Branding promotion on our newsletters, website, and social media
- Branding at the event
- Delegate data for follow-up
- 10 tickets per sponsored event
- Photographs from the event for you to use for marketing purposes

Social Event Sponsorship | £2,000 - £10,000

Download
social event
sponsorship
opportunities



Event Attendees

An **enormous range** of companies operating within the North West built environment attend our events: from developers, architects, and planners, to lawyers, investors, and local authorities.

Manchester City Council	Renaker
Allied London	Arcadis
Capital&Centric	Seddon
Lovell Partnerships	AECOM
Arup	Cheshire East Council
Taylor Wimpey	WSP
Wardell Armstrong	Hodder + Partners
Cundall	Transport for the North
CBRE	HBD
Morgan Sindall	Grosvenor
Merseytravel	Skanska
University of Manchester	Homes England
Hydrock	Lancashire Council
Bury Council	Tatton Group
Sigma Capital	Kier Property
Landsec	MAG Property
Falconer Chester Hall	Ainscough Strategic Land
Placefirst	BDP
Rochdale Council	Avison Young
Deloitte	Turley
Peel L&P	Redrow Homes
Highways England	Glenbrook
Aew Architects	Bruntwood
LUC	Northstone
Get Living	The Northern Powerhouse Partnership



Event Production

Thinking of producing a **conference, social, private dinner, or drinks reception**? *Place North West* can help.

Full Day Conference | £35,000

Breakfast networking, panel discussions and presentations, a drinks reception in the evening, and add-ons such as video production.

Half Day Conference | £25,000

Includes presentations and panel discussions, plus networking opportunities during breakfast, a coffee break, and lunch.

Breakfast Events | £12,000 - £15,000

Looking to host a shorter event to promote your new service or product? Our breakfast events offer networking and content for up to two hours.

Drinks Reception | £10,000 - £15,000

Host an intimate evening reception for VIPs and prospective clients with plenty of networking, drinks, canapes, and speech opportunities.

Get in touch to discuss a tailored offering for you.

Place North West has delivered bespoke events for the following companies



Download
client event
opportunities

Additional Opportunities

Maximise your event with additional opportunities that will **elevate** your brand during a busy conference or social.

Event App Advert | £500

Promote your business to a specific sector or audience with a prominent banner advert on our event app accessed by delegates.

Product Seat-Drop | £750

Distribute your leaflets, flyers, branded merchandise or gift bags on seats, on the guests' tables, or at the registration desk.

Exhibit | £1,750

Showcase your company with an exhibition space at our conferences.

Exhibition includes

- Table and two pop-up banners
- Four tickets to the event
- Opportunity to distribute literature
- Delegate list in advance of event
- Screen available at an additional cost



Amplify Your Expo Presence

Make the most of your attendance at national and international conferences. Associate your brand with a **leading** property event, **maximise** your business development, drive **footfall** to your stand, and raise the **profile** of your staff.



Opportunities can include

- Editorial sponsorship
- Video content from your stand with key staff
- Social media promotion
- Online advertising
- Timed publishing of comment pieces
- Breakfast event
- Video roundtable
- Drinks reception

Cost dependent on activity

We also offer a variety of **supporting services** including copywriting, event chairing, consultancy advice, campaign planning, and graphic design.

See page 23 for cost breakdown

Download
UKREiIF
opportunities

Download
MIPIM
opportunities



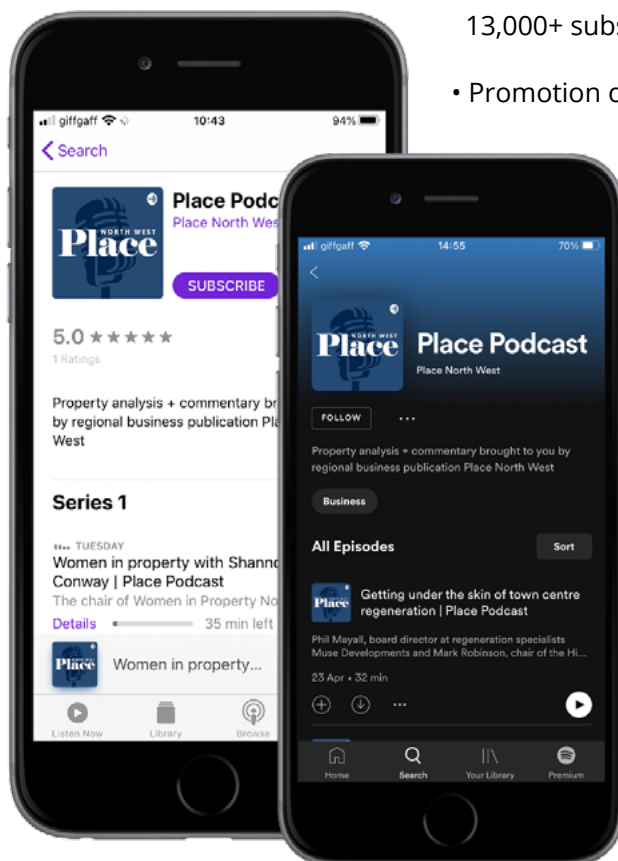


Online Marketing

Podcasts

Share your knowledge and understanding of the property industry in a **creative** and **engaging** manner. We will produce your entire podcast from start to finish including sourcing guests, recording, editing, and promotion after.

- Position senior figures as thought leaders of the industry
- Your brand featured in the podcast
- Featured in the *Place Daily Briefing* sent out to our 13,000+ subscribers
- Promotion of your podcast on our social media channels

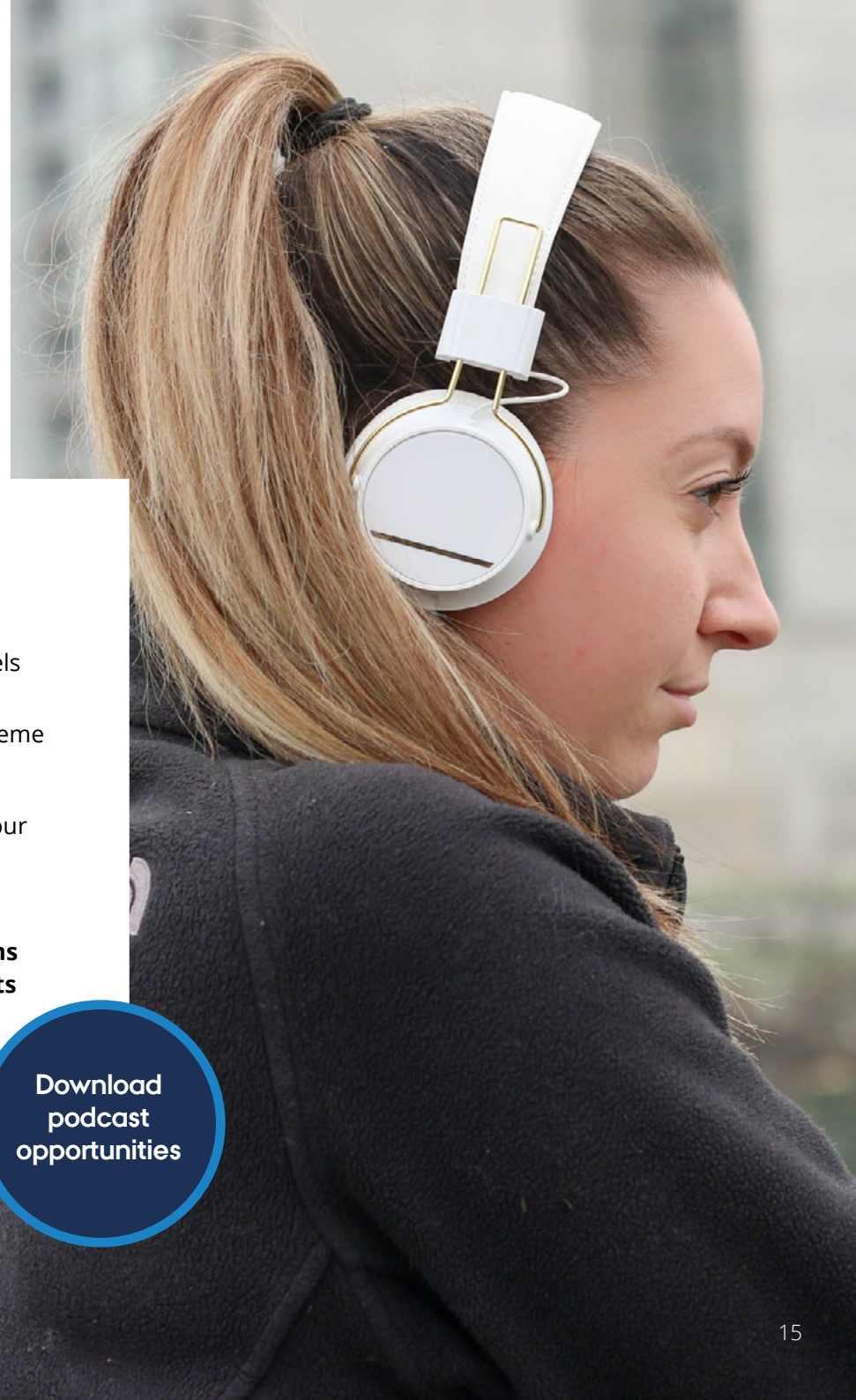


- Voice your expertise on a topic or theme of your choice
- Web links and written overview of your company alongside your podcast on placenorthwest.co.uk/podcasts

Hosted on leading podcast platforms including Spotify and Apple Podcasts

£2,500

**Download
podcast
opportunities**



Video Services

Grow your online profile, **showcase** your new development, or **maximise** your event presence with a filmed **roundtable**, **site tour**, or **commentary piece**. We will take care of the entire production process, from sourcing guests and venues, to filming, editing, and online promotion.



Download
video +
exhibition
opportunities



Video Services

Filmed and edited by our expert production team, the end result is a dynamic and engaging video, published on *Place North West*, YouTube, and social media channels for our audience of senior professionals to watch.

Video Commentary | £1,750

A one-to-one interview with the leader of your business discussing a hot topic of your choice. This is a great way of showcasing your knowledge and status in the industry.

Video Fireside Chat | £2,500

Draw in audiences and tackle important topics on camera with a filmed interview between a moderator and one or two guests.

Filmed Site Tour | £3,000

Our videography team will visit your building or construction site and create an energetic and eye-catching snapshot of your scheme.

Filmed Site Tour with Editorial Host | £3,750

Upgrade your site or building video with a senior journalist joining onsite as presenter and interviewer.

Filmed Roundtable | £6,000 (+ cost of room hire if required)

We will source guests, secure an appropriate venue, and provide video coverage of the discussion, promoted via our popular newsletter, website, and YouTube channel.

If you would prefer more of a Chatham House rules format, we can film short one-on-ones with some of the participants and produce a dynamic video of the roundtable.

Bespoke services available

The raw footage from the shoot can be purchased for 30% of the service provided. Social media edits are £250+VAT for three snippets from the full video.



Banner Advertising

Drive traffic to your website with **attention-grabbing** banner ads that are displayed across our website, visited by **250,000** property professionals a month.

Website | £1,000

Place Daily Briefing | £1,250

Website and Place Daily Briefing combo | £1,750

Events, Jobs, and Insight | £500 (circa seven bulletins a month) *prices are per month*

Insight + Comment Pieces

Upload **unlimited** content to our website regarding a specific topic or sector with Place Insight, or produce a one-off, fixed-price **thought leadership** comment piece.

- Every post features author image, contact details, company logo, and link
- Included in the *Place Daily Briefing* sent to 13,000+ subscribers

Insight | £4,000 for six months / £6,000 for 12 months

Insight including Copywriting | £9,000 / £7,000

One-Off Comment Piece (500 - 700 words) | £1,075

Comment Piece Copywriting | £500 per Comment Piece

Download
Place Insight
opportunities

Email Marketing

Drive traffic to your site and generate business leads by showcasing the launch of new services, products, events, and more via a direct email to our **engaged** subscribers.

- Include imagery, videos, website links, and document downloads
- Full analytical review provided

Mailshot | £1,950

Mailshot with Design | £2,350

Market Research

Tapping into our extensive reach within the property market, we will produce an **in-depth**, independent report on a topic that is important to you, contacting business leaders, identifying key trends, and **tracking** sector opinion.

- Bespoke tool for marketing and business development
- Full report designed, produced, and promoted to our entire readership

Market Research | From £10,000

Jobs Board

For a **one-off fee** we will advertise your job vacancies on our website, in the *Place Daily Briefing* and fortnightly Jobs Bulletin. Job listings on *Place North West* have **no time limit**.

Jobs | £595 for one / £1,400 for three

Event Listings

We can also promote your event listing, published on our **popular** events calendar.

- Fully branded with social media promotion
- Sent to 13,000+ property professionals

Event Listings | £150 per listing



The Subplot

This weekly supplement of **stimulating** analysis is expanding into the North East and Yorkshire, adding a probing and incisive voice to the entire Northern region's property news, getting behind the headlines, and **examining** the issues affecting the industry.

Sponsorship of this supplement gives you the opportunity to align your brand with high-quality **market intelligence** and present your business in a unique setting to the loyal *Place* following.

NEW FOR 2023

Filmed Roundtable | £6,000 (+ cost of room hire if required)

Drinks Reception | £10,000 - £15,000

Sponsorship of The Subplot Dinners (Chatham House Rules) | From £2,000

Banner Advertising and Comment Piece Package | £2,500

One month of banner advertising on *The Subplot* newsletter, *Place North West* website, and a comment piece published in an edition of *The Subplot*.

Advertising on The Subplot - four newsletters | £1,000

Sponsored Inclusion in The Subplot Podcast with the editor | £2,500

Annual Sponsorship | £15,000

Social media announcement of your sponsorship, 12 months of banner advertising in *The Subplot* and on our website, a quarterly comment piece, invitations to private dining events, and invitation-only fireside chat interviews.



12-Month Place Partnership

A **comprehensive** package to really accelerate your profile and provide access to your target audience. Build your own campaign of activity specific to your requirements with event opportunities, video production, podcasts, editorial coverage, and more.

What are the benefits? In addition to booked activity you will receive

- Dedicated editorial announcement in the *Place Daily Briefing* and on our website, including a quote from a director
- Social media promotion of your partnership on *Place North West* social media channels
- Branding included in our partners logo reel on the website and in our digital media packs
- Kick-off meeting with senior editorial team - an intimate opportunity to share your plans and strategy that we can help communicate through news
- Invitations to exclusive private dinners
- Added to our news list for comment on breaking news and policy changes for editorial purposes
- Invitations to off-book events throughout the year
- First-hand view of new events and marketing opportunities before they are launched publicly
- Invitations to exclusive industry events such as MIPIM, Housing 2023, UKREiiF

Investment from £25,000

2022/23 annual partners include



Client Selection



MEDIA CITY

Blackpool Council



BDP.



**MORGAN
SINDALL**
CONSTRUCTION



Onward



its.



jmw

kuits | solicitors



MILLS & REEVE
Achieve more. Together.



HOLLIS



ARUP

bruntwood
Works



NORTHSTONE



BroadwayMalyan^{BM}

E D E N



cowgills

5plus



CAVENDISH

H B D



Harworth



Costs

OPPORTUNITY	PACKAGE SPECIFICS	COST
Event Sponsorship	Conference	£3,750
	Social	£2,000 - £10,000
Client Event	Full day conference	£35,000
	Half day conference	£25,000
	Breakfast events	£12,000 - £15,000
	Drinks reception	£10,000 - £15,000
MIPIM / Industry Event Editorial Sponsorship	Online and offline MIPIM-related profile-raising activity	£5,000 - £20,000
Event App Advert	Advert in event app	£500
Event Listing	Your event featured on our event listings calendar	£150
Product Seat-Drop	Flyer or merchandise given out to delegates	£750
Exhibition	Exhibition stand at a conference	£1,750
Event Chairing	Chairing your event or panel	From £500
12-Month Place Partnership	Tailored online and offline package	From £25,000
Filmed Roundtable	Dedicated video, chairing, and event coordination	£6,000 (+ room hire)
Video Commentary	Video interview with key member of your team	£1,750

Costs

OPPORTUNITY	PACKAGE SPECIFICS	COST
Video Fireside Chat	Video interview with up to two guests and a senior member of our experienced editorial team	£2,500
Video Site Tour	An energetic and eye-catching video of your scheme	£3,000
	Upgrade your site tour video with a senior journalist joining onsite as presenter and interviewer	£3,750
Website Advertising	Web banner on <i>placenorthwest.co.uk</i>	£1,000 per month
Newsletter Advertising	Banner on <i>Place Daily Briefing</i>	£1,250 per month
Web and Newsletter Bundle	Newsletter banner and website banner	£1,750 per month
Bulletin Advertising Bundle	Events, Jobs, and Insight bulletins	£500 per month
Email Marketing	Mailshot to <i>Place's</i> database with your own marketing content	£1,950 per email £2,350 with design
Insight Contributor	6 months / 12 months	£4,000 / £6,000
	Including copywriting	£7,000 / £9,000
Comment Piece	Online comment piece	£1,075
	Copywriting per comment piece	£500
Market Research	Prices vary based on research requirements	From £10,000
Podcast	Sponsor and speak on a podcast	£2,500
Job Listing	One job listing / Three job listings	£595 / £1,400
	Special recruitment agency rates available for block bookings	

Costs

OPPORTUNITY	PACKAGE SPECIFICS	COST
Graphic Design	Banner ad / programme ad / pull-up banner / email marketing campaign	£400 per item, depending on requirements
Consultancy Advice	Editorial, marketing, commercial advice	On enquiry
Campaign Planning	Comprehensive marketing plan utilising our expertise in editorial and multimedia	On enquiry
The Subplot	Filmed roundtable	From £6,000
	Drinks reception	£10,000 - £15,000
	Sponsorship of The Subplot dinners (Chatham House Rules)	From £2,000
	Banner ads and comment piece package	£2,500
	Ads on The Subplot - four newsletters	£1,000
	Podcast with the editor	£2,500
	Annual sponsorship	£15,000
Editorial Link	Embedded link in a story / editorial piece	£150

All prices are exclusive of VAT

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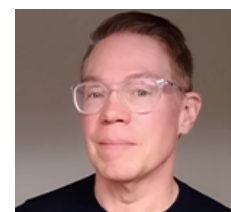


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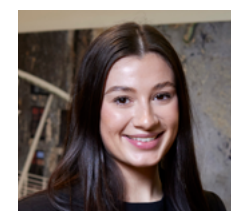


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Dave Saville

Managing director for the North



"Our partnership with *Place North West* not only enabled us to showcase our work, it also supported us to engage and build stronger connections with local leaders and partners, contributing to key conversations that affected change within the industry."

Sandy Livingstone

Executive director of property



"We have seen great value in working with *Place North West* in the past year and look forward to developing our relationship further. As an organisation committed to spending our Northern Pound effectively, we look forward to driving conversations across the region that we hope will open up new opportunities for partnership working."

A photograph of three people in a social setting, overlaid with a dark blue tint. On the left, a man with a beard and light hair is smiling. In the center, a man with glasses and a beard is smiling, wearing a name tag that reads "AKHIL JAMES", "AKHIL TEE", and "EDEN". On the right, a woman with blonde hair is seen in profile, also smiling. The background is a brick wall.

NORTH WEST Place

People. Property. Business. **Place.**