

NORTH WEST **Place** MEDIA PACK 2020

Bringing property professionals together

placenorthwest.co.uk



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WELCOME

What a year 2019 was for Place North West. We saw continued growth across the board with the standout figure being a 130% increase in visitors to the website from 110,000 to 250,000 readers a month.

Delegate attendance also grew significantly, with more than 6,000 guests attending our conferences and socials in 2019. This is all down to our continued investment in our products and our staff.

To that end, I would like to welcome our new editor Sarah Townsend who joined us at the end of 2019. We are delighted to bring someone of Sarah's experience and quality to Place. Such a significant appointment will only help improve the quality of our editorial coverage and events in 2020 and beyond.

In terms of products, we continue to innovate. We have introduced video services for 2020, allowing for engaging video comment pieces and panel sessions. We expect these to be particularly popular at industry exhibitions and conferences such as MIPIM, Expo Real, CIH and Revo to name a few.

We are also seeing increased take-up of strategic agreements, with bulk orders of activity coming through. We know that there is high demand for our event sponsorship, and as such we are always keen to help companies deliver bespoke events that enable them to communicate a specific message.



Thank you to those we are already working with, and to those new to Place. We look forward to hearing from you and helping you to make your 2020 a successful year.

Dino Moutsopoulos

Commercial director, Place North West

ABOUT US

We are proud to have been able to bring the North West property market the latest news and quality events for the past 13 years.

Place North West is a publication that connects North West property professionals, creates business opportunities and informs readers across the industry.

We report on activity in Manchester, Greater Manchester, Liverpool, Merseyside, Preston, Lancashire, Cumbria, Cheshire, Warrington and North Wales.

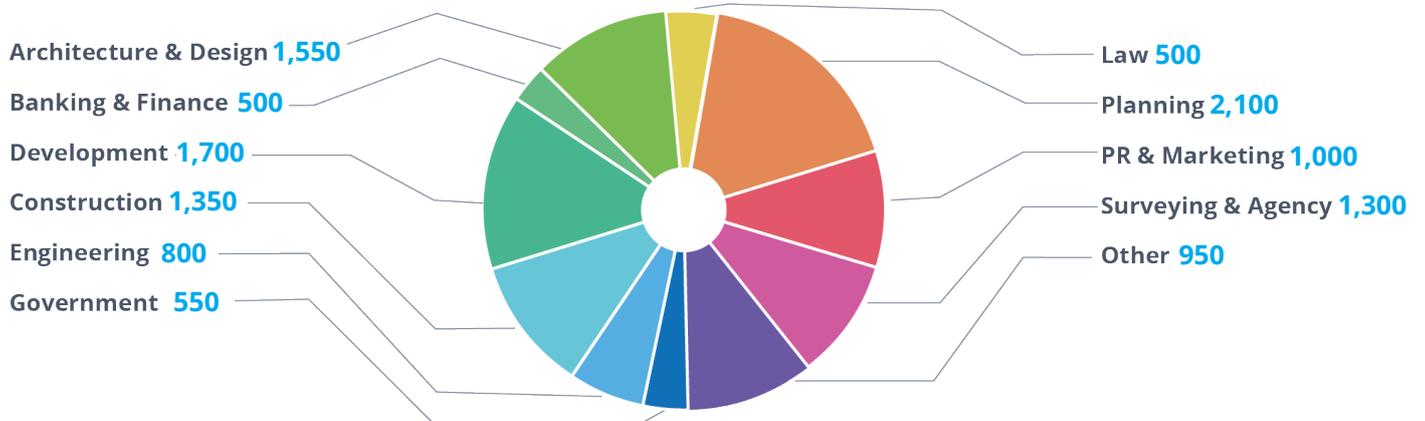
Place North West delivers:

- News
- Commentary
- Conferences
- Social events
- Client events
- Video content
- Content marketing
- In-depth special reports
- Job ads
- Event listings
- Market research
- Marketing opportunities

OUR READERSHIP

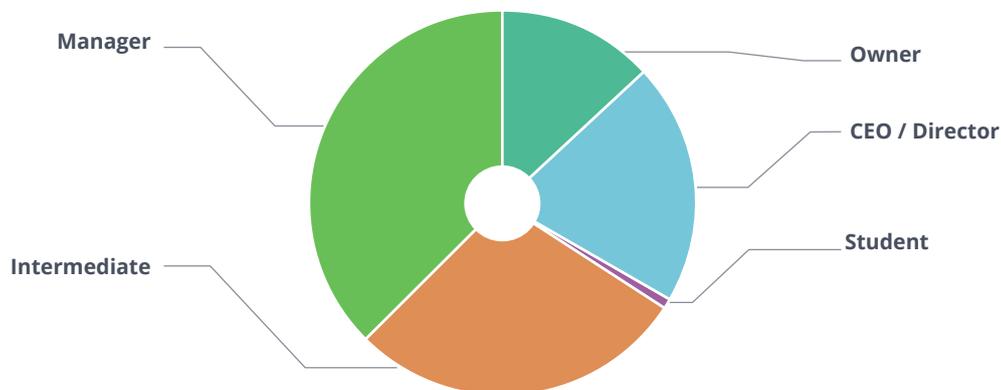
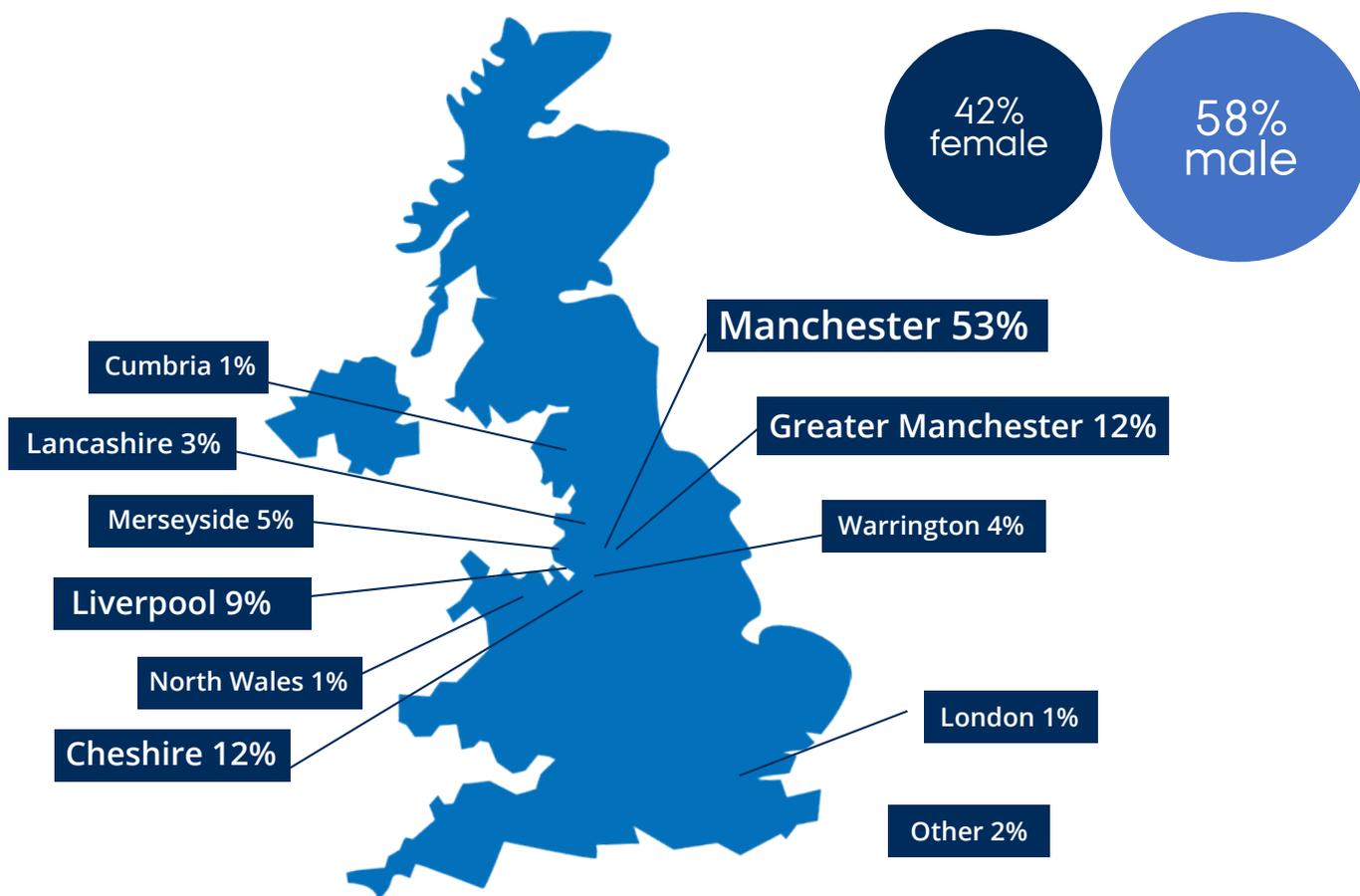


SUBSCRIBERS



Source: Google Analytics, Mailchimp, Place North West Readers Survey November 2019

OUR READERSHIP



70%
of readers are manager level or above

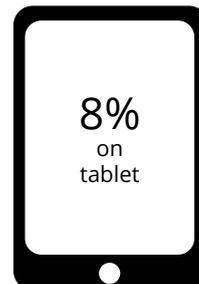
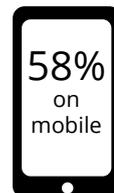
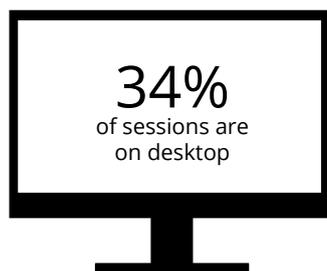
TOP SOCIAL MEDIA PLATFORMS



14,000+ followers



25,000+ connections



OTHER TOP REFERRALS



Source: Place North West Readers Survey November 2019, Google Analytics

EVENT SPONSORSHIP

CONFERENCES

UPDATE: Given the ongoing public health situation regarding Covid-19, our conferences in autumn 2020 will be virtual. We are excited to be able to bring the North West property community together again for quality online events using a brilliant new platform, Remo. Download our virtual event sponsorship pack from placenorthwest.co.uk/advertise

We look forward to delivering in-person events in 2021.

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

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

"The events and advertising Place offers can really help raise your company profile and draw key opportunities for your business. The editorial team continually strives to tell the most relevant and searching stories in business."

Ian Wilson, marketing director
Peel Land & Property



Packages are tailored to a sponsor's requirements, incorporating the following as standard:

- Access to the delegate list prior to the event
- Branding and accreditation on our newsletters before and after the event
- Online profile, accreditation and post-event review on placenorthwest.co.uk
- Tickets for the event
- Branding on presentation slides, name badges and all event material
- Photography from the event for your marketing usage
- Delegate data for follow-up
- Extensive social media exposure from booking through to post-event
- Comment piece on the website and newsletter following the event

SAMPLE OF PAST CONFERENCES

PLACE RESI

April 2019 | Housing conference | 300+ guests | Science & Industry Museum, Manchester



CHESHIRE DEVELOPMENT UPDATE

June 2019 | Cross-sector conference | 240+ guests | Chester Crowne Plaza



QUESTION TIME: MANCHESTER'S NEW AGENDA

October 2019 | City leaders debate | 200 top-level guests | The Lowry Hotel, Manchester



PAST CONFERENCES

Selection of companies that attended events in 2019

Manchester City Council	Renaker	Sigma Capital	Kier Property
Allied London	Arcadis	WYG	MAG Property
Capital & Centric	Seddon	Falconer Chester Hall	Ainscough Strategic Land
Lovell Partnerships	AECOM	Placefirst	BDP
Arup	Cheshire East Council	Rochdale Council	Avison Young
Taylor Wimpey	WSP	Capita	Turley
Wardell Armstrong	Hodder + Partners	Peel Ports	Redrow Homes
Cundall	Transport for the North	Highways England	Ryder Architecture
CBRE	HBD	Plus Dane Housing	University of Chester
Morgan Sindall	Gillespies	Wates Group	HIMOR Group
Merseytravel	Skanska	Bolesworth Estate	Telcom
University of Manchester	Homes England	Salford City Council	Calderpeel Architects
Hydrock	Lancashire Council	Harworth Group	Story Homes
Bury Council	Tatton Group	Mulbury	Ask Real Estate

“Great content, great delegates, great preparation. Place North West REALLY understands the market.”

Carolyn Tiley
Head of strategy, real estate
DAC Beachcroft

Selection of speakers



Andy Burnham
Mayor of Greater Manchester



Joanne Roney
Chief executive, Manchester City Council



Chris Grayling MP
Secretary of State for Transport



Chris Boardman
Olympic cycling champion



Cllr Linda Thomas
Leader, Bolton Council



Stephen Wild
Managing director, MediaCityUK



Dr Somayeh Taheri
Chief executive, UrbanChain



Phil Mayall
Regional director of development, Muse



Tim Howard
Dep. property director, Welsh Government



Jessica Bowles
Director, Bruntwood



Matthew Weiner
Chief executive, U+I



Melanie Leech
Chief executive, British Property Federation



Joanna Rowelle
Director of city planning, Arup



Catherine Dewar
Planning director, Historic England



Tom Younger
Head of cities, Uber

SOCIAL EVENTS

Place MIPIM Closing Drinks

End your week at MIPIM with high-calibre informal networking on the beach



A chance for younger people in the industry to enjoy affordable, quality networking



SUMMER SOCIALS

Enjoy relaxed summer drinks and good food, while you network with Place readers



PlaceParty

Must-attend event in the property calendar, a real party with no formalities or interruptions



What you receive as a sponsor

- Access to the delegate list prior to the event
- Branding and accreditation on our newsletters before and after the event
- Online profile, accreditation and post-event review on placenorthwest.co.uk
- Tickets for the event
- Branding at the event
- Photographs from the event for your company use
- Social media coverage for your sponsorship
- Branding on the Place North West events calendar
- Delegate data for follow-up

CLIENT EVENTS

If you are thinking of producing an event, but don't have the in-house resources or database of contacts to do so, Place North West can help. Costs start from £20,000, and vary depending on the type of event and level of support you need. Contact us to discuss a tailored offering for you.

Place North West has delivered bespoke events for the following organisations:

placefirst

U+i

DAC BEACHCROFT

FDG
fairhursts design group



ARUP

Vigra BUSINESS

LLOYDS BANK



C/M/S
Law . Tax

Connected Future Cities with CMS

150+ guests | Science & Industry Museum, Manchester

This half-day event delivered for top law firm CMS explored the latest technology revolutionising infrastructure in our cities, and how property professionals can take advantage of these opportunities.



What you get

- Content creation + curation of the event
- Sourcing of high-profile speakers
- Promotional editorial, inviting readers to the event, selling key messages
- Full approach to Place North West database of 12,000 subscribers to attend the event
- Branded listing on our events calendar
- Full event management
- Follow-up editorial about the event in the daily newsletter and on the website
- Delegate data for post-event approach
- Social media promotion and support
- Additional discounted profile raising opportunities to complement the event

"Our experience of working with Place was excellent. They worked hard with us to deliver a high quality event which we simply would not have been able to do on our own. They brought their regional knowledge and contacts, securing fantastic speakers for us. All of the Place team were extremely professional and exceeded our expectations in terms of delivery. We would not hesitate to work with them again in the future."

Chris Hallam
Partner, CMS

VIDEO

VIDEO ROUNDTABLE

COST: £5,000 / FROM £7,000 ON LOCATION

Roundtables are a great tool for creating marketing content. With people increasingly consuming media in different ways, it's important to make your message as accessible and engaging as possible. We have gone beyond the traditional Roundtable; we provide video coverage of the discussion, promoted via our popular newsletter, website and YouTube channel.

Below is a brief overview of our offering, which can be tailored to fit your requirements:

- Curate the content, with our market understanding and strong network
- Source the participants
- Source the venue and suppliers
- Chair the debate
- Produce video and photography of the event
- Promote the video via our newsletter, website, social media channels and YouTube



EXHIBITION VIDEO

COST: FROM £5,000

Maximise your plan for MIPIM, Expo Real, Revo, CIH and other industry events, with our fully produced videos that you can continue to share once the event is over.

We can capture your launches, announcements and events, and create captivating material distributed online and through social media during and after the event.

A package could include:

- **Interviews** with key members of staff on your stand
- Video of a **panel discussion** with two to three key players
- Branded **vox pops** with event delegates including your team

All videos will be:

- Published on Place North West website
- Sent to 12,000 subscribers via the newsletter
- Promoted during the event via social media
- Listed in Place North West Special Reports

VIDEO EDITORIAL CONTENT

COST: Video comment piece: £1,400 (Traditional written comment piece: £950)

For a small additional fee, we can take your comment piece on Place North West to the next level.

Rather than traditional written market commentary, we can produce an engaging video interview with a key member of your staff.

The video comment piece will be published on the website, on the daily newsletter, amplified through social media, and will remain available online on Place North West Special Reports.

ADDITIONAL EVENT OPPORTUNITIES

ADVERT IN PROGRAMME OR EVENT APP

COST: £500

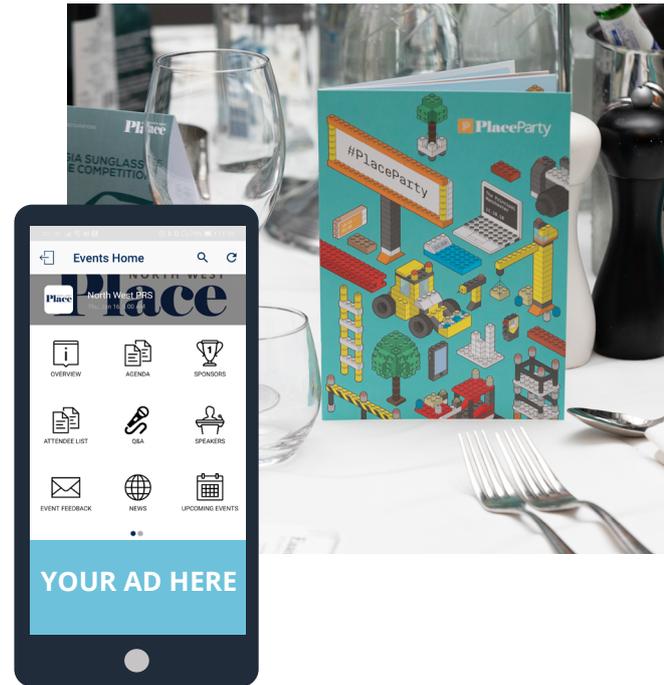
Place Party

Promote your brand to Place Party guests, with an advert in our printed programme. Includes:

- Full-page colour advert in the programme provided for delegates
- Your own design
- Exposure in front of a top-level audience

Conferences

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



PRODUCT SEAT-DROP

COST: £750

Promote your brand to our senior conference audiences and target specific sectors or areas, without the larger event sponsorship package.

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

EXHIBIT

COST: £1,500

Showcase your company with an exhibition space at our conferences.

- Can include a table and two pop-up banners
- Two free tickets to the event
- Opportunity to distribute literature
- Access to the delegate list
- Screen available at an additional cost



AMPLIFY YOUR EXHIBITION PRESENCE

COST: From £5,000



Make the most of your presence at national and international conferences and exhibitions, such as MIPIM, Revo, Expo Real, CIH and others. Associate your brand with a leading property event, maximise your business development, drive footfall to your stand and raise the profile of your staff.

Packages could include:



Editorial Sponsorship

Target readers during the event. Your branding appears alongside all editorial coverage from the event, with logo and links

Video Content

This might be interviews with your staff, clients and contacts on your stand; an event diary video series with key members of your team, or videos of your panel discussions



Social Media Promotion

Regular promotion of your staff and stand at the event - before, during and after

Place MIPIM Closing Drinks Sponsorship

This event has become a MIPIM staple for the North West and beyond. This is the perfect, hassle-free way to get your brand in front of influential figures at MIPIM



Online Advertising

Banner advertising on our website, viewed by 250,000 property professionals a month



Email dino@placenorthwest.co.uk to request more information

OTHER SERVICES

We can help create your content as well as deliver it to our audiences. With these options, you don't need internal resource or extra suppliers to take advantage of our profile raising opportunities.

Prices for these supporting services are in addition to the original purchase.

For the full price list, see page 18.

COPYWRITING

Want to position yourselves as the go-to expert in your field, but don't have the resource to produce your own copy? We can turn your ideas into polished and engaging content.

COSTS

£300 per article, in addition to £950 standard comment piece fee

£3,000 to produce 12 months of content for Place Insight

See page 13 for more on Insight

GRAPHIC DESIGN

Let us create eye-catching designs, including web banners, event programme ads, direct email campaigns or pop-up event banners.

COSTS

Banner ad / email marketing campaign / programme ad / pop-up banner at event, for sponsors only: £400

Prices depend on requirements of the artwork

CHAIRING

Our experienced senior editorial team are adept at managing panel discussions and hosting conferences. Rely on us for well-informed and insightful questioning to draw the best out of your speakers.

COSTS

From £500-£1,000 depending on the event

Additional costs apply for event or panel curation

ONLINE OPPORTUNITIES

WEBSITE & NEWSLETTER BANNER ADVERTISING

COST: From £900 / month

Use our platform to promote your messages to our engaged readership

There are a number of banner advertising opportunities on the Place North West website and newsletter, sent out to 12,000 people every working day, as well as our other regular bulletins.

Place North West bulletins

Place Daily Briefing

Sent every day, Monday to Friday

Events

First day of every month

Jobs

Weekly, on Monday mornings

Insight

Fortnightly, on Friday afternoons

CONTENT MARKETING

INSIGHT CONTRIBUTOR

COST: £4,000 for 6 months / £6,000 for 12 months

- Unlimited content on the website regarding a particular sector
- Every post features author image, contact details, company logo and link
- Share images, infographics and video
- Feature in the daily newsletter and the dedicated fortnightly mailer for Place Insight
- Position yourself as a thought leader
- Align with the latest industry trends
- Deliver regular messages to a targeted audience

COMMENT PIECES

COST: £950

- One-off article on our website
- Branded piece with author details, photograph and logo
- Feature in the daily newsletter
- Promote a particular message
- Includes links, video and imagery
- Raise profile of specific team members
- Piece remains available on the website

NEW FOR 2020:
Short on time?

Let us take care of your copywriting.

See page 12 for more information

"BECG has partnered with Place for a number of years to deliver industry-leading events and thought leadership on Place Insight. The delivery is always top-notch and we see a good ROI from our investment with them."

Kevin Whitmore, director, BECG

EMAIL MARKETING

MAILSHOT

COST: £1,900

- Direct email sent to our subscribers
- Send your own content, images, videos, links and document downloads
- Email subject line of your choice
- Full analytical review

SITE OPPORTUNITY

COST: £2,300

- Promote your site or opportunity to our engaged readers
- Designed for you by us
- Include images, video, links, downloads
- Full analytical review
- Option to support with web banner ad

3,600
average opens
per direct email

MARKET RESEARCH

COST: From £10,000

- In-depth, independent research on topics important to you
- Bespoke tool for marketing and business development
- We can identify key trends, contact business leaders and track sector opinion
- Valuable business insight

Past research - The Vertical Salary Review

Bespoke property + construction salary survey and branded report for Vertical Recruitment



RECRUITMENT

JOBS BOARD ADVERT

COST: £450 for one / £1,000 for three

- Fully branded
- Listed on jobs board and homepage
- **No time limit**
- Featured on daily newsletter and weekly jobs bulletin
- Regular social media promotion
- Private account set up for regular recruiters to upload jobs directly

RECRUITMENT PACKAGES

COST: From £2,200

- Give extra profile to your job vacancies.
- We can create packages depending on your needs, that consist of the following:
- Individual branded job ads at the top of our jobs board and jobs section on the newsletter
 - Direct email to our subscribers, designed by you
 - Daily social media promotion of the vacancies

SPONSORED JOBS BULLETIN

COST: From £2,000 - £6,000

Make sure when property professionals think of recruitment, they think of your brand.

Promote your brand to 10,000 engaged professionals subscribed to our weekly jobs bulletin.

This package can include a discounted 'Recruitment' section slot on Place Insight. Set yourself apart from the crowd as a thought leader in recruitment, and publish as much content as you like. All articles are sent out in the Place Daily Briefing and dedicated fortnightly Insight bulletin.

EVENT PROMOTION

EVENT LISTING

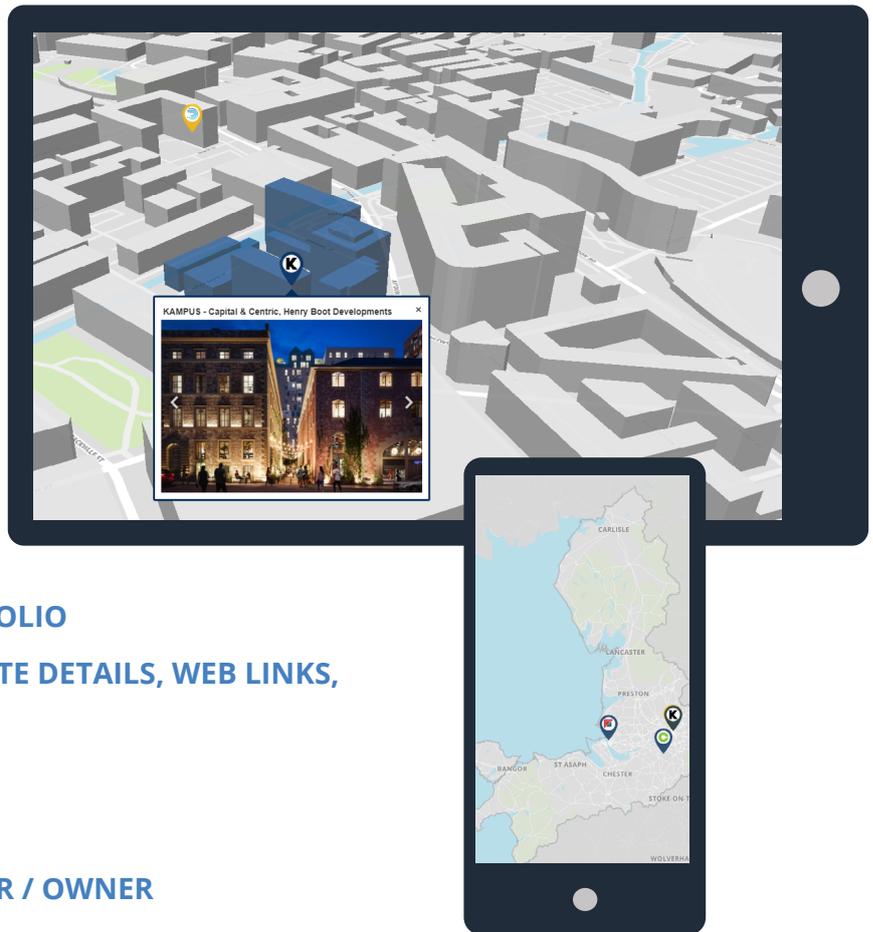
COST: £100 per listing

- Published on our popular events calendar
- Featured on daily newsletter
- Featured in monthly events bulletin
- No time limit

NEW FOR 2020 | PLACE NORTH WEST DEVELOPMENT MAP

Changing the face of development marketing, this interactive map highlights all the selling points for your development, in one handy map.

Hosted by Place North West and powered by Deetu technology, this map will raise awareness of your developments among the Place North West readership.



- 3D EASY-TO-USE MAP
- CLICKABLE BRANDED PINS
- SHOW OFF YOUR SITE OR PORTFOLIO
- EACH PIN CAN SHOW IMAGES, SITE DETAILS, WEB LINKS, CONTACT DETAILS
- LINKS FROM NEWS ARTICLES
- FOR SITES AT ALL STAGES
- FILTER BY SECTOR OR DEVELOPER / OWNER

BASIC PACKAGE

COST: £500

- Branded pin on the Place North West Development Map for 12 months
- One image of your development
- Descriptor
- Social media announcement of your purchase and promotion of development on Place North West social media channels

ENHANCED PACKAGE

COST: £2,000

- One branded pin on the Place North West Development Map for 12 months
- 10 images of your development
- Floorplan
- Multiple weblinks
- Up to 400 word copy on the map to describe the development
- Can include video
- Social media announcement of your purchase and promotion of development on Place North West social media channels
- 1 direct email to Place North West's 12,000+ subscribers to launch your development
- 2 months of website banner adverts on placenorthwest.co.uk

MULTI-SITE DISCOUNTS ARE AVAILABLE

12-MONTH MARKETING & BUSINESS DEVELOPMENT CAMPAIGN

A combined, comprehensive package to really accelerate your profile and provide access to your target audience. Maximise the best of our online and offline opportunities for your business to influence stakeholders, meet potential customers and shout about what you do.

Your package can be tailored to fit your priorities exactly.

Below is an example of a package booked by connectivity firm Telcom.

TELCOM 12-MONTH CAMPAIGN

Banner advertising

12 months of advertising on the website, visited by 250,000 people a month

12 months of advertising on the daily newsletter, read by 12,000+ subscribers

Our readership and reach is unparalleled in the North West built environment industry. A fantastic way of achieving brand recognition. Offers flexibility to change the message as and when needed.

Content marketing

12 months of content marketing on Insight

Unlimited upload of your content on a sector or subject on Place North West

Each article can include author photo, links, contact details, downloads, imagery, video

Your articles are sent out directly to our readers in the daily newsletter and the dedicated fortnightly Place Insight bulletin

Position your company as the go-to expert in your field. The Place Insight platform is a fantastic way to raise the profile of specific team members and generate direct leads.

"This partnership with Place North West really enables us to reach new customers and enhance our profile."

Doug Ward and Shaun Gibson
Co-chief executives of Telcom Group

Video roundtable

Branded video debate with key players on a specific subject. Published on the website, newsletter, social media and YouTube

See page 10 for more

Align your brand with key trends through engaging video content with speakers of your choice.



Events

Sponsorship of three half-day conferences, including:

- Branding at the event
- Branding on all editorial coverage before and after the event
- Social media promotion
- Tickets to the event
- Comment piece following the event

See page 5 for more

With strong editorial and event management, our conferences attract in excess of 200 delegates and are supported by a wide range of regional and national clients.

PLUS EXTRA PROFILE & REACH OPPORTUNITIES INCLUDING INTRODUCTIONS, INVITATIONS TO PRIVATE EVENTS AND DISCOUNTED INDUSTRY EVENT TICKETS

VALUE: £70,000+
PACKAGE PRICE: £35,000

SELECTION OF OUR CLIENTS



2020 COSTS

EVENT OPPORTUNITIES

OPPORTUNITY	PACKAGE SPECIFICS	COST
Event sponsorship	Conference or social sponsorship	£3,000 - £10,000
	Virtual event sponsorship	£2,500
Client Event	Bespoke event management	From £20,000
MIPIIM / industry event editorial sponsorship	Online and offline MIPIIM-related profile raising activity	£5,000 - £20,000
Event advert	Advert in Place Party programme or event app	£500
Product seat-drop	Flyer or merchandise given out to delegates	£750
Exhibition	Exhibition stand at a conference	£1,500
Video roundtable	Dedicated video + chairing	£5,000
Exhibition video	Video promo of your business at industry events	From £5,000
Event chairing	Chairing your event or panel	From £500

ONLINE OPPORTUNITIES

Website advertising	Web banner on <i>placenorthwest.co.uk</i>	£900 per month
Newsletter advertising	Banner on Place Daily Briefing	£1,000 per month
Website + newsletter bundle	Newsletter banner + website banner	£1,250 per month
Job bulletin sponsorship	3 months / 6 months / 12 months	£2,000 / £3,500 / £6,000
Email marketing	Mailshot to Place's database with your own email content	£1,900 per email
Insight contributor	6 months / 12 months	£4,000 / £6,000
	Including copywriting	£7,000 / £9,000
Comment piece	Online comment piece	£950
	Including copywriting	£1,250
	Video comment piece	£1,400
Market research	Prices vary based on research requirements	From £10,000
Development Map	Basic package	£500
	Enhanced package	£2,000
Job listing	1 job listing / 3 job listings	£450 / £1,000
	Special recruitment agency rates available for block bookings	
Event listing	1 event / webinar listing	£100
Graphic design	Banner ad / programme ad / pull-up banner / email marketing campaign	£400 per item, depending on requirements

CONTACT US

To book marketing opportunities or discuss event sponsorship, please contact:



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SPECIFICATIONS

Email and website banner

- High resolution JPEG, PNG or GIF format
- Horizontal banner: 468 pixels wide x 60px tall | Vertical banner: 120px x 600px
Please note: vertical website banner advertisers are also required to provide a horizontal banner for mobile view
- All banner positions are subject to availability
- Website adverts are displayed on rotation with no more than five other adverts per slot

Email Marketing

- Full HTML email 600px wide, with links embedded
- Use ordinary HTML links and avoid image maps
- Client chooses the subject line for the email
- If HTML cannot be produced, basic mailshot design can be provided for an additional £400+VAT

TERMS & CONDITIONS

Client Artwork and Copy

- All artwork must be supplied to correct size, format and file type
- Artwork files must be no greater than 1MB and must be provided in RGB colour mode
- Artwork and links can be changed during a campaign, at the discretion of Place North West
- The client must supply web addresses for links
- All advertising copy to be supplied by the client; Place North West will not accept liability for errors or omissions unless directly resulting from an error on our behalf
- Content must be industry relevant and will be edited into house style
- Please note: rotating GIF files do not rotate when viewed through later versions of Microsoft Outlook and will freeze on the first image

Payment

- All purchases are billed in full at the time of agreement
- Payment must be made within 30 days of the date of the invoice issued
- All event tickets must be paid for before the event date
- If you wish to cancel your purchase for whatever reason, you must inform Place North West in writing at the earliest opportunity possible. In all cases, a 50% cancellation fee is payable to cover expenses and administration costs
- No refunds will be given for cancellations of bookings or tickets within 30 days of the agreed publishing date or event
- Discounts cannot be applied retrospectively
- Place North West operates an agency introduction fee of 10% of the value of an initial booking of a new client, over £3,500 plus VAT. An introduction fee is paid on a first introduction to a new client, that has not worked with Place North West previously. It is the agency's responsibility to highlight to Place North West that they operate such a scheme. The fee is only payable after the client has settled their final bill. Once a client has been introduced to Place North West and a first transaction concluded, this client is then considered to be introduced. No further payments will be made subsequent to this.
- All prices are exclusive of VAT

SEE FULL TERMS & CONDITIONS ON PLACENORTHWEST.CO.UK

PlaceTech.

Looking for national and international profile?

PlaceTech is the leading proptech news and events platform, delivering essential information on the latest technology entering the property industry.

Brought to you by the team behind Place North West, PlaceTech publishes news, guides, case studies, comment, event listings and job vacancies, as well as delivering industry conferences and social events, for property and tech professionals across the world.

Get connected

Subscribe
for the free PlaceTech Weekly,
rounding up the latest
news + ideas in proptech

Learn + network
at our online and
in-person events
placetechnet/events

Send your news,
insights, reviews
+ commentary to
news@placetechnet

Get involved

Reach our senior property and proptech readers through advertising opportunities, event sponsorship, sponsored webinars and podcasts, content marketing and much more

For more information, contact:

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