

NORTH WEST Place MEDIA PACK 2021

Bringing property professionals together

placenorthwest.co.uk



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WELCOME

What to say about 2020? An unparalleled year for all of us and we are very much glad to see the back of it. However, they do say that one finds strength through adversity.

Well to that end, we have. In a truly challenging year where we were unable to deliver physical events, we managed to pivot the business and bring to the fore the online reach we have built up over nearly 15 years. At this point I would like to thank all of those businesses who supported us in 2020. From existing clients who had to have their events moved, to new clients who believed in us and spent their precious marketing budget during a time of great uncertainty. A big thank you to all of you.

During the year, we saw a variety of businesses look to position themselves as thought leaders, using our platform to inform and update the market. Because of this upturn we were able to increase our delivery of podcasts, virtual round tables and opinion pieces.

Additionally, we were keen not to overload the market with Zoom calls and webinars, preferring to find the right software, to bring property people together, which after all, is what we are all about. In Remo we think we found that - a great tool which allows delegates to network whilst also offering greater interaction with content and the event.

I am looking forward to 2021 with cautious optimism. The team and I cannot wait to begin meeting delegates in person as soon as possible. We will be focusing on helping clients navigate through the early stages of Brexit; keep abreast of the regional Metro mayoral elections and ramifications; and keep local authorities and private businesses interacting and collaborating as much as possible.



Thank you all for your support in 2020 and I look forward to hopefully meeting with you again very soon.

Dino Moutsopoulos

Commercial director, Place North West

ABOUT US

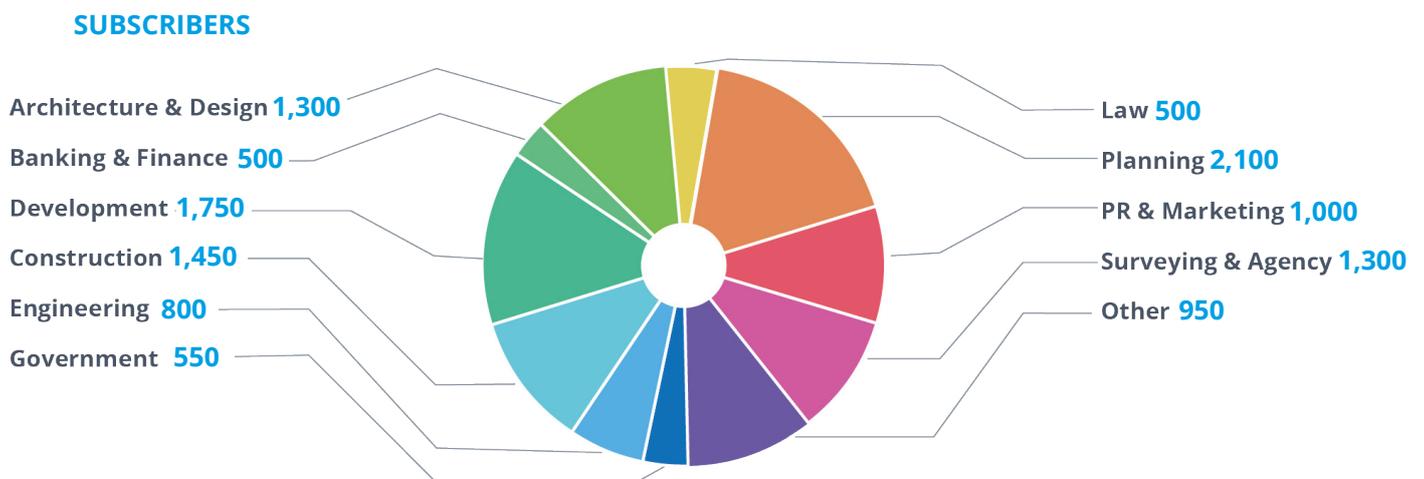
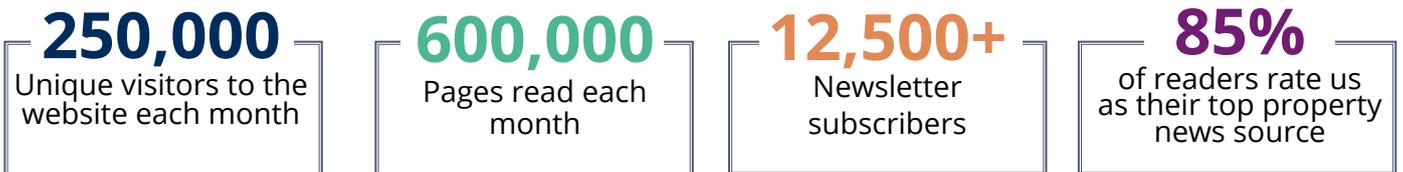
We pride ourselves on producing quality news and events that keep the North West property market informed and connected.

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

Place North West delivers:

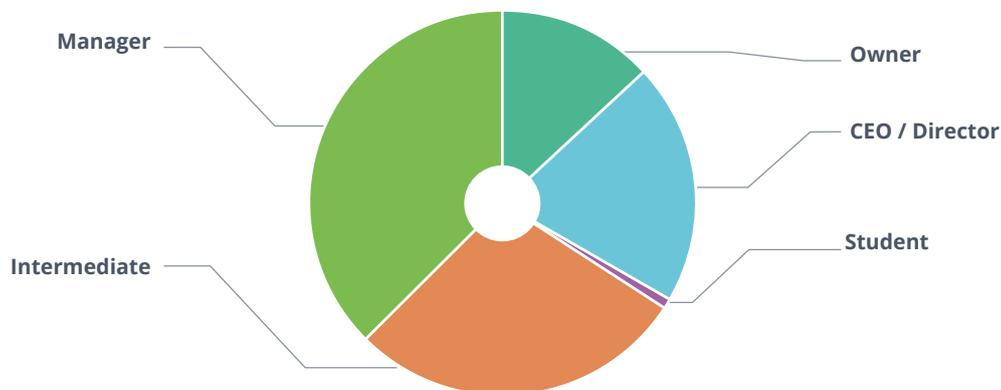
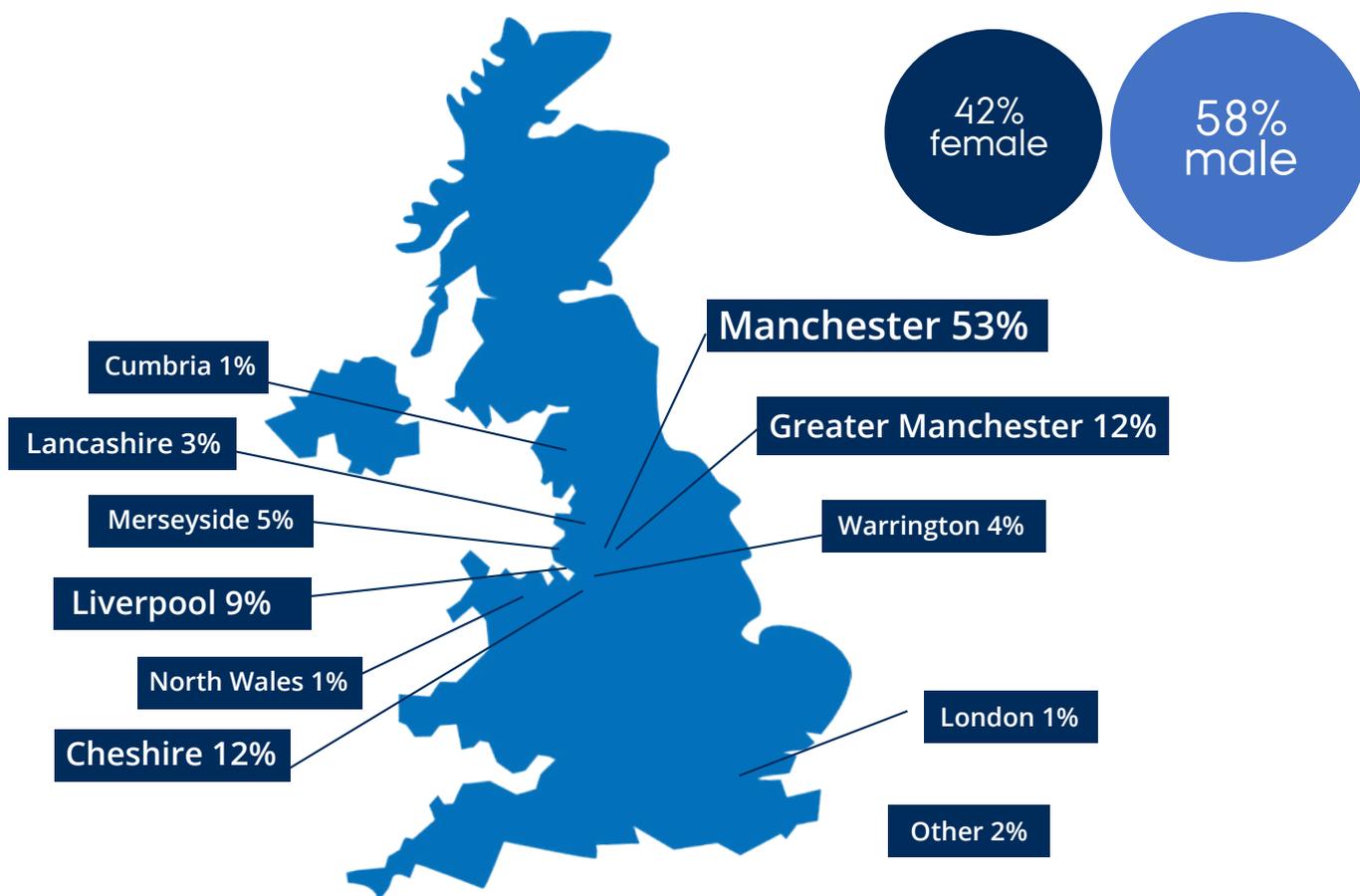
- News
- Commentary
- Conferences
- Social events
- Client events
- Video content
- Content marketing
- In-depth special reports
- Job ads
- Event listings
- Market research
- Podcasts

OUR READERSHIP



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

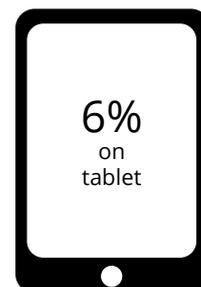
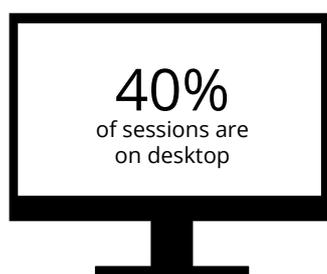
OUR READERSHIP



70%
of readers are manager level or above

TOP SOCIAL MEDIA PLATFORMS

-  15,000+ followers
-  30,000+ connections
-  3,000+ followers



OTHER TOP REFERRALS



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

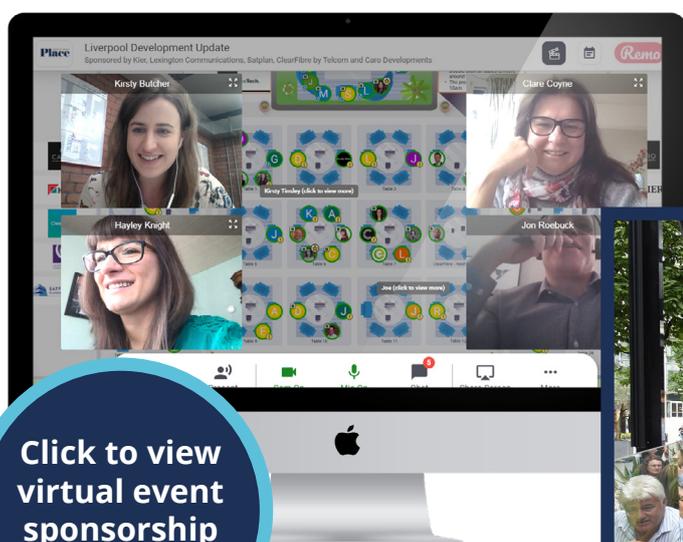
EVENT SPONSORSHIP

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.

"As always, Place North West delivers brilliant debates with insightful speakers at the cutting edge of the issues that matter in the built environment."

Lucy Lomas, director
Luma Marketing



Click to view
virtual event
sponsorship
document



Click to view
physical event
sponsorship
document

Packages incorporate the following as standard:

- Access to the delegate list prior to the event
- Branding and accreditation on our newsletters before and after event
- Online branding, accreditation and post-event review on *placenorthwest.co.uk*
- Tickets for the event
- Branding throughout the event
- Video recording of the event
- Delegate data for follow-up
- Extensive social media exposure from booking through to post-event
- Introductions to event speakers

SAMPLE OF PAST CONFERENCES

NORTH WEST PRS

January 2020 | 300+ guests | Science & Industry Museum, Manchester



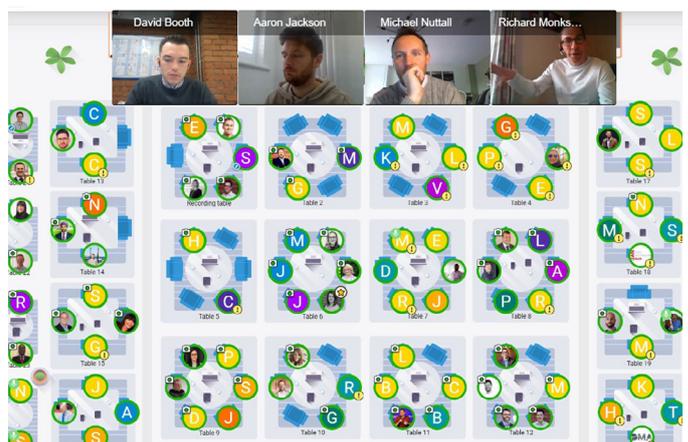
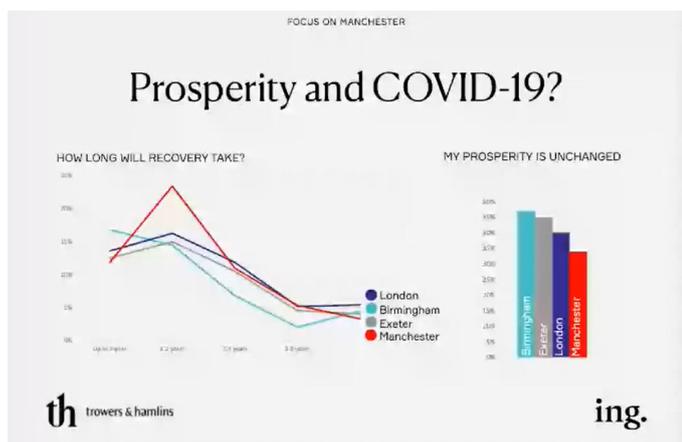
LANCASHIRE DEVELOPMENT UPDATE

February 2020 | 250+ guests | Mercure Blackburn Dunkenhalgh Hotel, Blackburn



PLACE RESI

November 2020 | 300+ attendees | Online



PAST CONFERENCES

Selection of companies that attended events in 2020

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	Gillespies
Merseytravel	Skanska
University of Manchester	Homes England
Hydrock	Lancashire Council
Bury Council	Tatton Group
Sigma Capital	Kier Property
WYG	MAG Property
Falconer Chester Hall	Ainscough Strategic Land
Placefirst	BDP
Rochdale Council	Avison Young
Capita	Turley
Peel Ports	Redrow Homes
Highways England	Ryder Architecture



Selection of speakers



Andy Burnham
Mayor of Greater Manchester



David Harland
Chief executive,
Eden Project
International



Michael Dong
CEO,
Investar Property
Group



Chris Boardman
Olympic cycling
champion



Cllr Linda Thomas
Leader,
Bolton Council



Stephen Wild
Managing director,
MediaCityUK



Dr Somayeh Taheri
Chief executive,
UrbanChain



Joanne Roney
Chief executive,
Manchester City
Council



Steve Rotheram
Metro mayor,
Liverpool City Region



Hilary Brett
Project director,
Far East Consortium



Sir Richard Leese
Leader,
Manchester City
Council



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



[Click to view social event sponsorship document](#)

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 branding, 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, be it physical or online, but don't have the in-house resources or database of contacts to do so, Place North West can help.

Costs depend 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

BDP.

FDG
fairhursts design group



ARUP

Virgin
BUSINESS


LLOYDS BANK



C/M/S/
Law . Tax

Manchester Net Zero Carbon Summit with BDP

130+ guests | BDP, Manchester

Leaders of Manchester's development community met at BDP's Ducie Street office to discuss what they can do to help achieve the city's ambitious net zero carbon target.



What you get

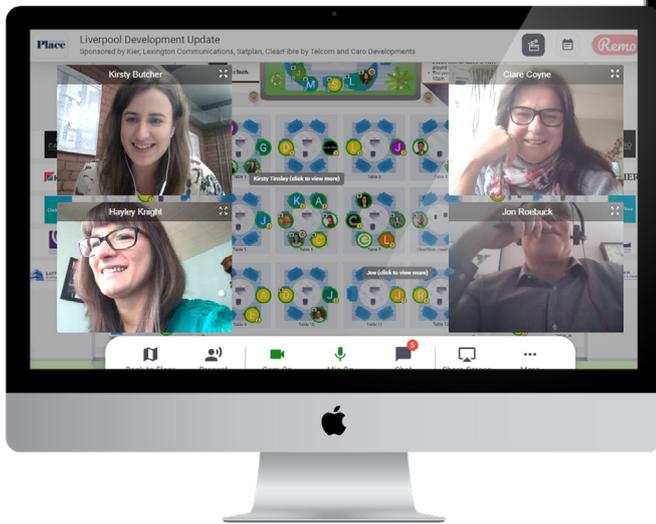
- Content creation + curation of the event
- Sourcing of high-profile speakers
- Promotional editorial, inviting readers to the event, selling key messages
- Full approach to Place North West database of 12,500 subscribers to attend the event
- Full event management
- Follow-up editorial about the event in the daily newsletter and on the website
- Delegate data for post-event approach
- Social media promotion and support
- Branded listing on our events calendar
- Additional discounted profile raising opportunities to complement the event



HOST YOUR OWN ONLINE EVENT

Are you looking to hold an engaging conference, networking event, workshop or staff social online?

We can run your virtual event for up to 500 guests using Remo, a powerful platform that provides an interactive experience for your attendees.



Our team will set up and manage your event on your behalf, including branding the platform, sourcing and briefing speakers and advising your attendees on how to make the most of their experience.

Using digital tables for video networking, Remo enables you to engage effectively with your guests or staff. The platform allows you to give presentations and host panel discussions, with a range of features including screen sharing, digital whiteboards, a chat function, and Q&A.

Benefits include:

- Dedicated team to take care of event logistics and manage the event on the day
- Options for interactive and engaging networking, as well as presentations and panel discussions
- Q&A and chat function for guests
- Social media promotion and support
- No need for guests to download any software
- Branding on the platform for your company and or sponsors
- Event promotion on the Place North West website and newsletter if you are looking to attract property professionals to attend your event



“I have really enjoyed attending the online events with Place North West recently. Unlike many events, where you just watch a panel talk, Place North West events are truly interactive with individuals being able to move around the room and listen in to different discussions, catch up with old contacts and make new ones. Not only has this benefited my mental health by interacting with people outside my limited bubbles, but I have also been introduced to a number of companies who can genuinely help our burgeoning business.”

Tim Huxtable, chief sales officer, ClearFibre

**Click to
find out more
and enquire**

ClearFibre

ADDITIONAL EVENT OPPORTUNITIES

ADVERT IN PROGRAMME OR EVENT APP

COST: £500

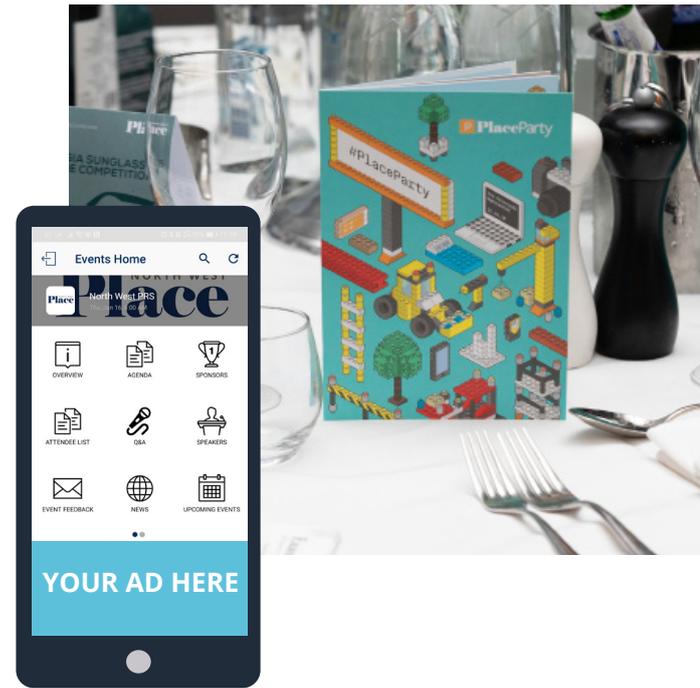
Place Party

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:



Retail. Property. Community.



Chartered
Institute of
Housing



UN CLIMATE
CHANGE
CONFERENCE
UK 2021
IN PARTNERSHIP WITH ITALY

Editorial Sponsorship

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

Social Media Promotion

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

Online Advertising

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

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

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

SUPPORTING SERVICES

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 20-21.

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

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

CONSULTANCY SERVICE

Meet with a member of our experienced team who will provide editorial, commercial and marketing advice as required.

COSTS

Dependent on client requirements

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: £400

Prices may vary depending on requirements of the artwork

CAMPAIGN PLANNING

We will work closely with you to develop a comprehensive and complete marketing plan for your business, drawing on our expertise in multimedia and editorial.

COSTS

Dependent on client requirements

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.

An example 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 12,500 subscribers via the newsletter
- Promoted 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.

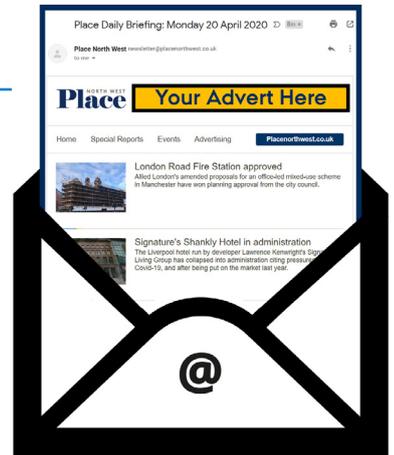
ONLINE OPPORTUNITIES

Use our platform to promote your messages to our engaged readership

WEBSITE & NEWSLETTER BANNER ADVERTISING

Website	Your custom ad displayed on <i>www.placenorthwest.co.uk</i>	COST: £1,000
Place Daily Briefing	Sent every day, Monday to Friday, featuring your ad	COST: £1,250
Website & Place Daily Briefing	Your custom ad featured on <i>www.placenorthwest.co.uk</i> and in the Daily Briefing	COST: £1,500
Events	First day of every month	COST: £500 per month (circa 7 bulletins a month)
Jobs	Weekly, on Monday mornings	
Insight	Fortnightly, on Friday afternoons	

prices are per month



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

**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

Click to view
Place Insight

EMAIL MARKETING

MAILSHOT

COST: £1,950

- 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

THE SUBPLOT SPONSORSHIP

This unique publication is the first major addition to compliment the Place Daily Briefing in more than five years.

This weekly supplement of stimulating analysis adds a probing and incisive voice to our news coverage, getting behind the headlines and examining the issues affecting the industry.

Sponsorship of The Subplot 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.

The Subplot with David Thame will provide the inside track on property in the North West, including:

- Interviews with the people making the news
- Investigations
- Investment
- Politics
- Market rumours and tips



DETAIL OF YOUR SPONSORSHIP

Brand association

- Social media announcement of your sponsorship
- 12 months of prominent branding and exposure on The Subplot, sent to 12,500+ subscribers
- 12 months of banner advertising on placenorthwest.co.uk, seen by 250,000 readers a month

Thought leadership

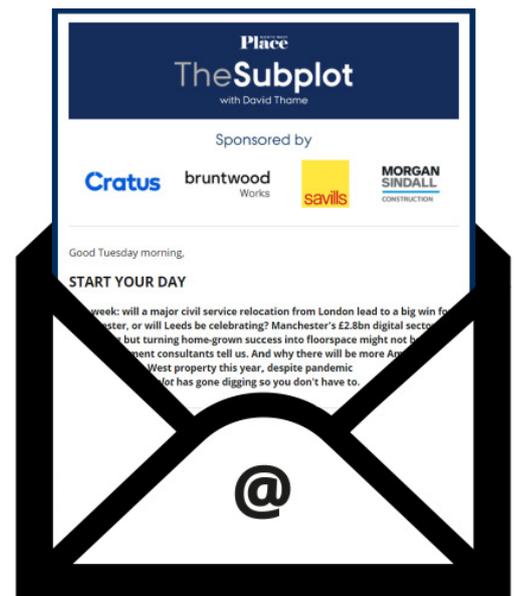
- One featured interview or comment piece a quarter, featured in The Subplot, shared on social media and published on Place North West Special Reports page

Events / introductions:

- Invitation-only fireside interviews / debates and private dining events
- Guests will be made up of prominent private sector and public sector individuals e.g. local authority leaders, investors, developers, business leaders. Sponsors will be invited to put forward suggestions for guest approaches

Sponsorship is booked for a minimum of 12 months. Limited to only four sector-exclusive sponsors. Stand alone advertising opportunities are available. Please contact the commercial team for more information.

COST: £15,000 per year, per sponsor.



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: £495 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

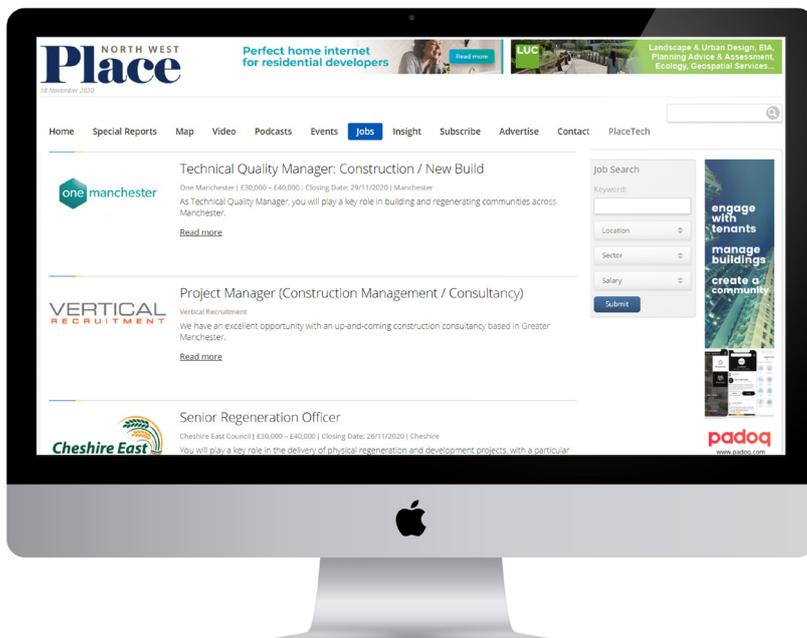
RECRUITMENT PACKAGES

Bespoke pricing available

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



EVENT LISTING

COST: £100 per listing

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

PLACE PODCAST

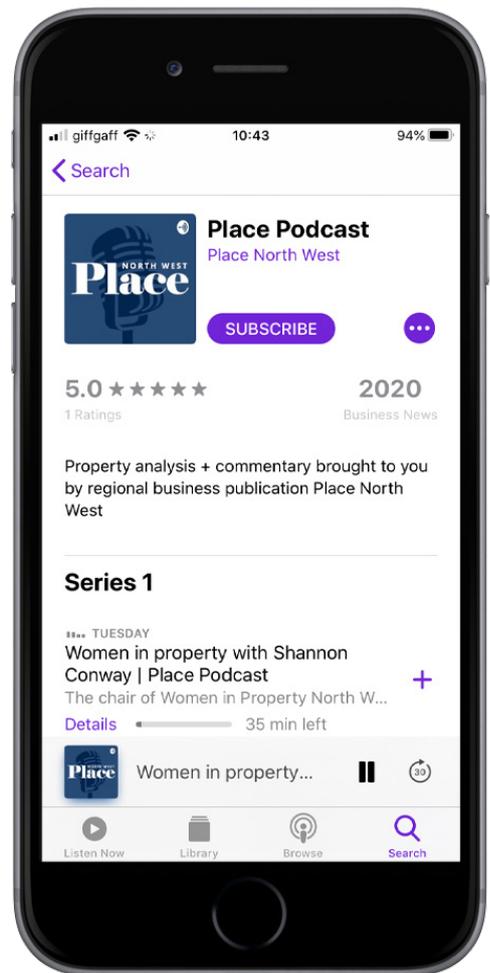
Showcase your company, knowledge and expertise in the property and business sectors with our Place North West podcast sponsorship and marketing opportunities.

Sponsor an episode on a topic of your choice or promote your own podcasts through our platform to expand your reach. With more people absorbing information digitally, there's never been a better time to show everyone what you and your business are about.

- **Promote to a large targeted and engaged audience**
- **Share your knowledge and understanding of the property industry**
- **Showcase your company's personality in a creative and engaging manner**

Our large, highly engaged readership offers you, your business and your podcasts an online platform in which they can flourish.

FEATURED ON LEADING PODCAST PLATFORMS INCLUDING APPLE PODCASTS AND SPOTIFY



PROMOTE YOUR PODCAST

COST: £1,250

- Your podcast uploaded and featured in editorial
- Promotion of your podcast on Place North West social media channels
- Featured in the Place Daily Briefing sent out to our 12,500+ subscribers
- Social media announcement of your podcast

SPONSOR A PODCAST

COST: £2,500

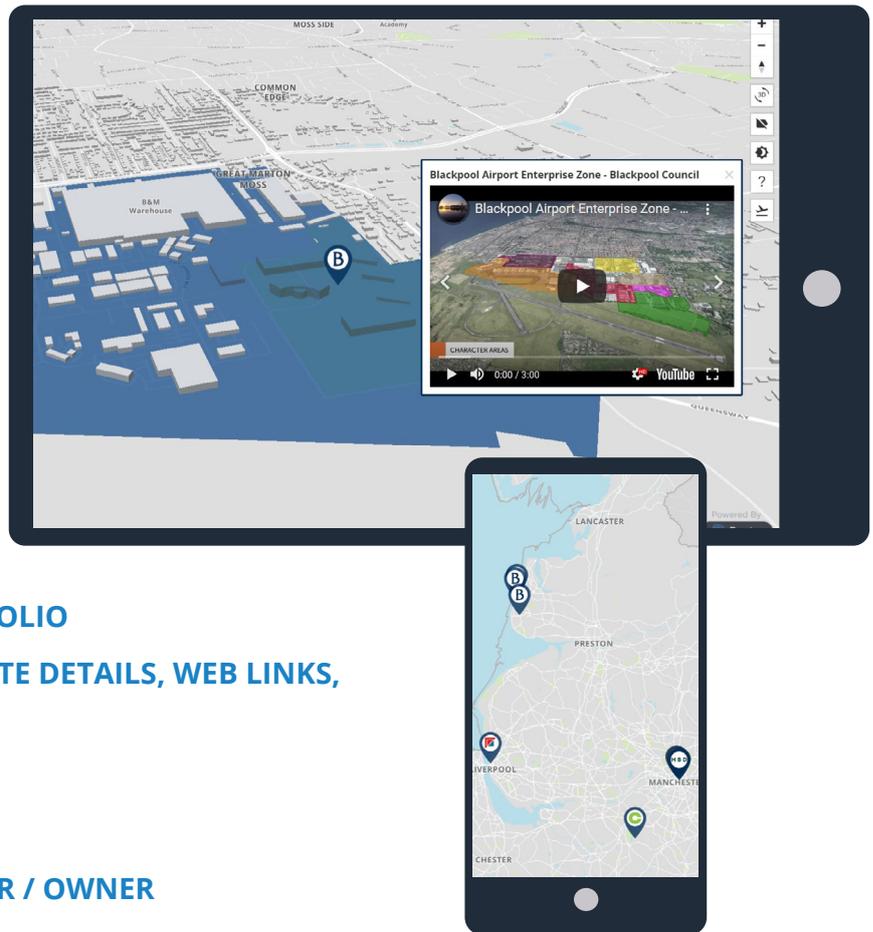
- Voice your expertise on a topic or theme of your choice
- Advertise your business, brand and services
- Your brand featured in the intro and outro of your podcast
- Social media announcement of your sponsor agreement
- Featured in the Place Daily Briefing sent out to our 12,500+ subscribers
- Sustained promotion of your podcast on our social media channels
- Web links and written overview of your company alongside your podcast on placenorthwest.co.uk/podcasts
- Archived on leading podcast platforms including Spotify and Apple Podcasts

View COP26 sponsored podcast opportunities

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 12,500+ subscribers to launch your development
- 2 months of website banner adverts on placenorthwest.co.uk
- Multi-site discounts 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.

12-MONTH CAMPAIGN SAMPLE

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 12,500+ subscribers

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 directly to our readers in the daily newsletter and the dedicated fortnightly Place Insight bulletin

Video roundtable

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

See page 13 for more

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

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.

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.

"The attendance at Place North West's Remo events this quarter, an innovative way to hear great panel debates matched with a live video networking platform, is testament to the dynamic way that Place has evolved and continues to deliver excellent content."

Thomas Pearson
Real estate partner
JMW



"I'm delighted that BECG has extended its partnership with Place North West; 2021 is set to be a crucial year for the region's built environment."

Kevin Whitmore
Head of North
BECG



"Place North West has been of great help and support. We have had a number of enquiries from their large client base thanks to the extensive range of media services they offer."

Paul Eaton
Chief commercial officer
ClearFibre



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

PACKAGE PRICES RANGE FROM: £12,000 - £50,000

SELECTION OF OUR CLIENTS



2021 COSTS

EVENT OPPORTUNITIES

OPPORTUNITY	PACKAGE SPECIFICS	COST
Event sponsorship	Conference	£3,500
	Social	£1,500 - £10,000
	Virtual	£2,500
Client Event	Bespoke event management	On enquiry
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 at industry events	From £5,000

ONLINE OPPORTUNITIES

Website advertising	Web banner on <i>placenorthwest.co.uk</i>	£1,000 per month
Newsletter advertising	Banner on Place Daily Briefing	£1,250 per month
Web + newsletter bundle	Newsletter banner + website banner	£1,500 per month
Bulletin advertising bundle	Events, Jobs + Insight bulletin	£500 per month
Email marketing	Mailshot to Place's database with your own email content	£1,950 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
Podcast	Promote your podcast	£1,250
	Sponsor and speak on a podcast	£2,500
Job listing	1 job listing / 3 job listings	£495 / £1,000
	Special recruitment agency rates available for block bookings	
Event listing	1 event / webinar listing	£100

COSTS 2021 (CONTINUED)

Graphic design	Banner ad / programme ad / pull-up banner / email marketing campaign	£400 per item, depending on requirements
Consultancy Service	Editorial, marketing, commercial advice	On enquiry
Campaign Planning	Comprehensive marketing plan utilising our expertise in editorial and multimedia	On enquiry
The Subplot sponsorship	Your brand featured in the weekly newsletter and on the Special Reports page	£15,000 for 12 months
Editorial link	Embedded link in a story/editorial piece	£100

All prices are exclusive of VAT

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

[CLICK TO SEE FULL TERMS & CONDITIONS](#)

CONTACT US

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



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NORTH WEST Place

Bringing property professionals together

Thomas Pearson

Partner and joint head of department



"The way that the Place team deliver the events and engage with the sponsors is refreshing and innovative and it forms an enjoyable partnership. We enjoy working with them to present our real estate offering in innovative and informative ways as well as brand promotion to clients and potential prospects."

Michael McQuade

Director

ROYLEMAC10 |

"The quality of their content and advertising is fantastic. We are over the moon with what the Place North West team has done for us."

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