



Place MEDIA GROUP

MEDIA PACK 2026

Midlands

North West

Yorkshire

North East

The voice of property

PLACEMEDIAGROUP.CO.UK

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NORTH YORKSHIRE DEVELOPMENT UPDATE 2025

Place Media Group

Since 2007, Place Media Group has established itself as the go-to news publisher for decision-makers, industry influencers, and innovators in the regions we cover, offering unparalleled coverage of the projects shaping our towns and cities.

Through a dynamic mix of reporting, events, and tailored marketing solutions, Place Media Group informs and connects clients with opportunities to grow, collaborate, and thrive across the North West, Yorkshire, the North East, and Midlands.

Place Media Group

The regions we cover

Midlands

- Birmingham is the UK's second largest city by population
- Economy worth £314.3bn, with a population of 11.2m
- Two sizeable airports, East Midlands and Birmingham, which have a cumulative 17m passengers pass through each year
- Two government-backed investment zones focussed on advanced manufacturing, with East Midlands Investment Zone also dedicated to clean energy. West Midlands Investment Zone has a secondary sustainable construction technologies focus. Together, they are expected to attract more than £5.8bn of investment over 10 years

North West

- Manchester and Liverpool are two of the UK's most prominent regional cities and home to two of the country's highest profile mayors: Andy Burnham and Steve Rotheram
- Economy worth £243.4bn, with a population of 7.7m
- Port of Liverpool is the UK's third largest port and contributes £5bn to the economy each year
- Manchester International Airport is the third busiest airport in the UK, serving 28m passengers each year
- Two government-backed investment zones: Liverpool City Region's is dedicated to life sciences and Greater Manchester's is focussed on advanced manufacturing. Together, they are expected to attract £1.7bn of investment over the next decade

Yorkshire

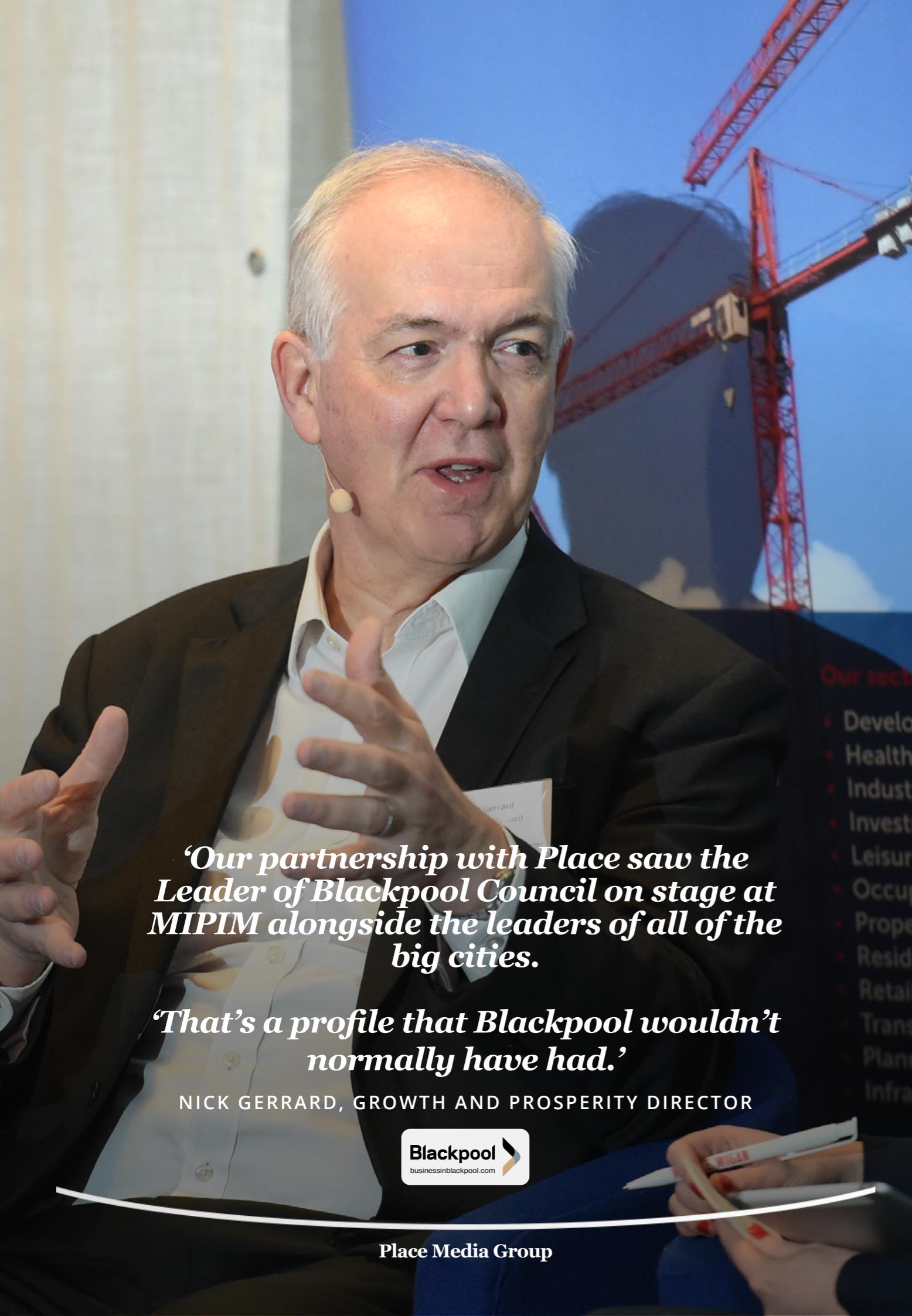
- Leeds and Sheffield are the fifth and sixth largest cities in the country, while York is a renowned tourist destination
- Economy worth £163.8bn, with a population of 5.7m
- Two government-backed investment zones: South Yorkshire, focussed on advanced manufacturing, and West Yorkshire, is dedicated to health technology. Together, they are expected to bring in more than £1.2bn in investment and create more than 15,000 jobs
- Home to three ambitious combined authorities led by West Yorkshire Mayor Tracy Brabin, South Yorkshire Mayor Oliver Coppard, and York and North Yorkshire Mayor David Skaith

North East

- Newcastle is the largest city in the region, with a strong innovation and health sciences economy. Meanwhile, Durham is the home of a World Heritage Site and Sunderland has a rich maritime heritage
- Economy worth £68.9bn, with a population of 2.7m
- Teesport is the fifth largest port in the country and the sixth busiest, contributing more than £1.4bn to the economy each year
- Two government-backed investment zones: Tees Valley, which will focus on digital technology; and North East, which is dedicated to EV manufacturing, battery production, low-carbon materials, and offshore wind



Business development



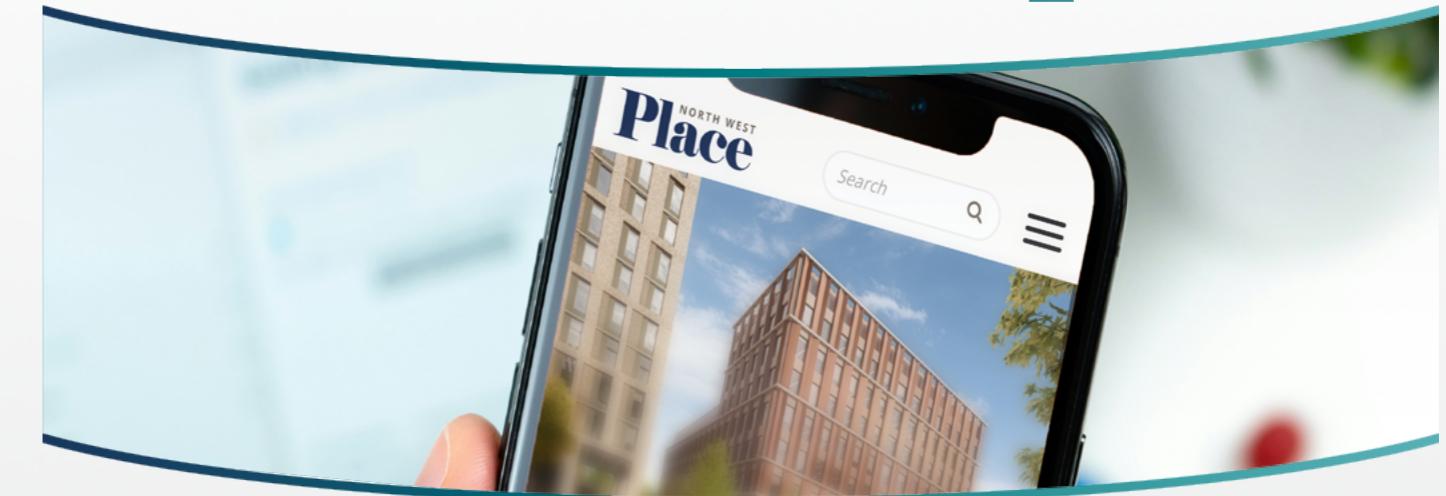
'Our partnership with Place saw the Leader of Blackpool Council on stage at MIPIM alongside the leaders of all of the big cities.'

'That's a profile that Blackpool wouldn't normally have had.'

NICK GERRARD, GROWTH AND PROSPERITY DIRECTOR



Place Media Group



HOW WE HELP GROW YOUR BOTTOM LINE

We have an excellent regional profile throughout the UK built environment. Our news is free to read and filled with the critical market intel companies depend on.

For nearly 20 years, our respected position and 'quality-first' ethos have established Place Media Group events as trusted forums to forge new connections and build business relationships.

- Connect with top decision-makers
- Boost your profits
- Secure the best projects
- Impress existing clients and win new ones
- Raise your brand profile in the industry
- Network with influential businesses in your region and beyond
- Drive investment
- Attract new businesses
- Elevate the profiles of key individuals

Trusted by senior leaders.

Powered by exceptional reach.

Defined by results that last.

HOW WE DO IT

- We serve as the trusted voice in the regional property industry
- Securing top-tier speakers, participants, and delegates
- Managing and delivering quality events
- Sharing content with our subscribers, followers, and readers
- Resulting in significant impact and exposure for property businesses and local authorities



3.6m+
yearly readers

4
regional titles

19
years of experience

18,000+
newsletter subscribers

77%
of readers are senior level

50,000
social media followers

750,000+
monthly article reads in 2025

Annual partnership

BRING YOUR POSITION IN THE MARKET TO THE NEXT LEVEL

- Build your bespoke 12-month package to boost your profile within the built environment industry, specifically targeting your business needs
- Receive unique business development opportunities.

CURRENT PLACE PARTNERS INCLUDE



Onward

Brabners

placefirst

Harworth

MUSE

abengineering

Caddick.

Close Brothers
Property Finance

EXCLUSIVE PLACE PARTNER BENEFITS INCLUDE

- Private event invitations
- Company added to editorial list for comment on news
- Exclusive VIP invitations
- First look at events and marketing opportunities
- Exclusive industry event invitations
- Editorial and social media announcements of your partnership

**Place Media Group annual partnerships
start at £25,000 per year**

'Curtins has a longstanding relationship with Place Media Group and we have seen the positive impact of this on our teams. We are pleased to expand our relationship into a strategic partnership in 2026.'

'As the Place team have grown, they've maintained strong personal relationships with our team, a deep understanding of the markets in which we operate, and continually add value to our campaigns.'

OLIVER DELUCIA-CROOK, BOARD DIRECTOR
CURTINS

Industry news

Nearly 90% of our readers choose Place Media Group as their first choice for property news and 47% choose us as their only property news source

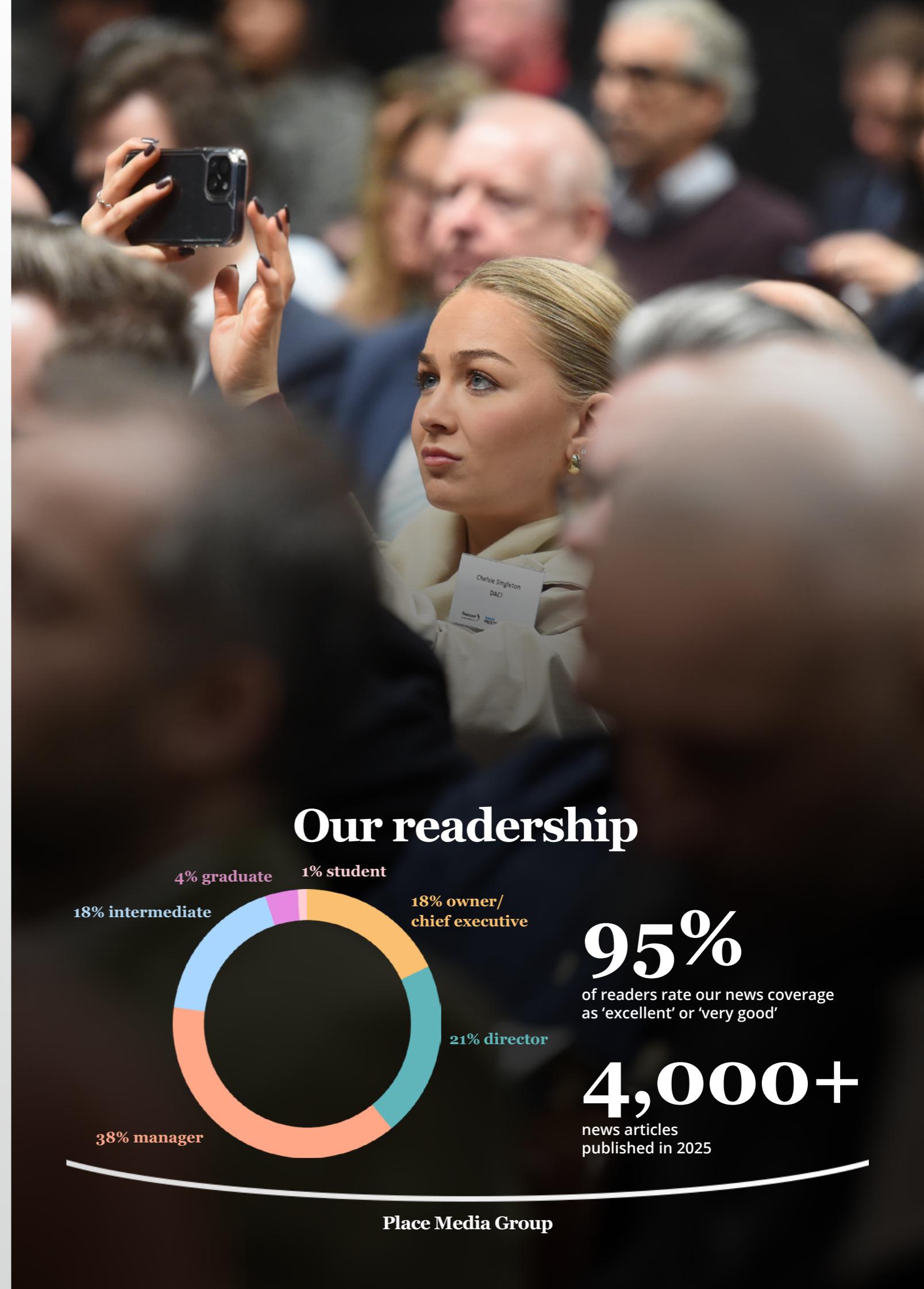


Place Media Group's first-class editorial team cover the regional built environment across our titles *Place North West, Place Yorkshire, Place North East, and Place Midlands.*

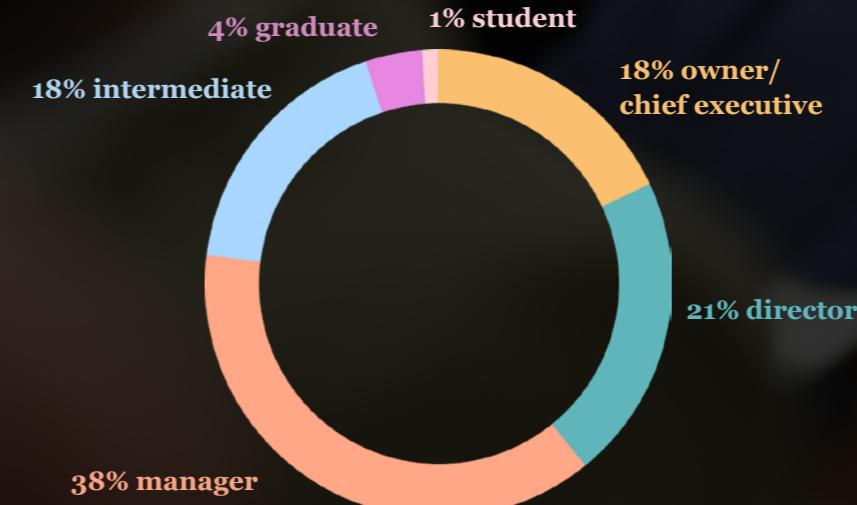
Our readers, clients, and event delegates are professionals involved in the built environment industry, including developers, architects, planners, surveyors, and local government officials. There is no other media group that focuses on the property industry at a local level.

750,000+
MONTHLY STORY VIEWS

17,000
DAILY NEWS ARTICLE READS



Our readership



95%
of readers rate our news coverage as 'excellent' or 'very good'

4,000+
news articles published in 2025

Events



2026 EVENT SPONSORS ALREADY INCLUDE



kuits solicitors



BondBryan:Fairhursts



Curtins



Aew



DREES & SOMMER

Anchored by intellectual conversation, Place events don't just bring all corners of the built environment together, but provide them with a platform as well

Bespoke events

- FULL OR HALF DAY CONFERENCE
- BREAKFAST EVENT
- DRINKS RECEPTION
- FILMED ROUNDTABLE

For more information on sponsorship or bespoke events, contact our sales team
sales@placemediagroup.co.uk

Interested in joining a Place Media Group conference or social event?

placemediagroup.co.uk/events



MANCHESTER SUMMER SOCIAL 2025

Place Media Group

Video services

Grow your online profile.

Showcase your activity.

Secure high-quality content that delivers results.

EXPERT COMMENTARY VIDEO

Micro-documentary to position you as one of the industry's best thinkers and doers

FIRESIDE CHAT

A relaxed conversation with a Place journalist, delving into important topics with one or two guests

FILMED SITE VISIT WITH HOST

Spotlight a project with a tour and interviews in a dynamic video, presented by a senior journalist

WHITE LABEL SERVICES

Something specific in mind? Share a brief and leave it to us to create and promote a video project tailored to your goals

You will own the intellectual property of your finished video content, meaning you're free to utilise your product how best you see fit



Podcasts

- Filmed for maximum versatility
- Tap into multiple audiences with audio-only and video publication
- Puts your brand in focus across Place Media Group output
- Engages your audience base
- With increased engagement in long-form content on YouTube, a filmed podcast is another avenue to explore when it comes to sharing your story and insight to our audience

Position your brand as a voice of authority with social-ready content

GASCOIGNE INTERCHANGE SITE VISIT 2024

NORTH OF ENGLAND AT MIPIM

POWERED BY **Place** NORTH



**PLACE MEDIA GROUP IS PROUD TO HOST THE
NORTH OF ENGLAND AT MIPIM IN CANNES
9-13 MARCH 2026**

In 2025, our North of England delegation set the record as the largest first-year MIPIM partnership ever. This year, we're refining and creating more opportunities for our partners and going even bigger.

The North of England Suite at MIPIM is a new multi-use indoor and outdoor space, right at the heart of the Palais, for partners to host panel sessions, roundtables, and networking events at the centre of the expo. Designed for flexibility, it offers the perfect setting to showcase the region's ambition and innovation on a global stage.

From thought-leadership discussions to relaxed drinks receptions, the suite provides a welcoming space for you to connect with investors, industry leaders, and collaborators, amplifying the North of England's presence and impact at MIPIM.



**READY TO MEET THE
REST OF THE WORLD?**

**JOIN THE NORTH OF ENGLAND
DELEGATION FOR MIPIM 2026**

Contact our sales team:
sales@placemediagroup.co.uk





Your source for free, trusted, quality property news for the whole of the Midlands



PLACEMIDLANDS.CO.UK



INTRODUCING

Mike Sheridan EDITOR, PLACE MIDLANDS

Mike is a multimedia journalist and former press photographer with more than a decade of experience in the news industry. He was business editor of the Express & Star and the Shropshire Star newspapers. A planning, regeneration, and policy specialist, Mike is also a former local politics reporter with the BBC Local Democracy Reporting Service for Shropshire.

NEWS ENQUIRIES
mike@placemidlands.co.uk

SALES ENQUIRIES
sales@placemediagroup.co.uk

Place Media Group

Online marketing



ONLINE ADVERTISING

Drive traffic to your site with eye-catching banner adverts seen by up to 300,000 property professionals each month across our websites and email bulletins

EMAIL MARKETING

Boost business leads by landing in the inbox of our engaged subscribers

18,000

email subscribers across
Place Media Group titles

COMMENT PIECES

- One-off, fixed-price piece at the optimum time for your own content strategy, average of 650 reads
- Prime visibility in email bulletins, our website, and social media channels

JOBS BOARD

- Unlimited job adverts with no restrictions
- Effortlessly connects you with the right candidates
- Advert features in weekly jobs bulletin and news briefings

25%

of readers say they have transacted with a company as a result of advertising they've seen on *Place North West*, *Place Yorkshire*, *Place North East*, or *Place Midlands*

28m

impressions for website advertising displayed across Place Media Group websites throughout 2025



'We see the benefit in honest journalism around the built environment, and Place offers a collaborative approach to that journalism.'

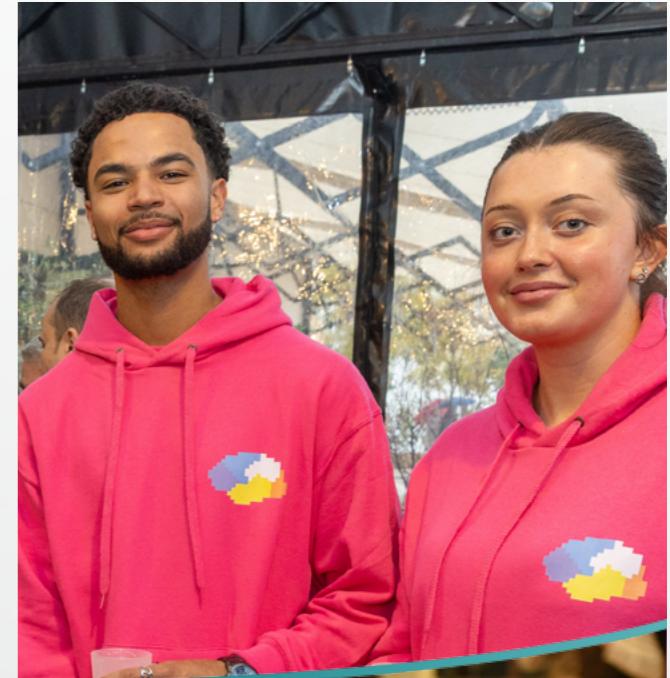
MAGGIE GROGAN, MANAGING DIRECTOR - MIDLANDS

MUSE

Ethics and views

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 also recognise the crucial role the built environment plays in combating 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.



Our 2026 charity partner



**REGENERATION
BRAINERY**

Championing a diverse and more modern built environment has always been a focus for Place Media Group. We are proud to partner with Regeneration Brainery, who accelerate change to make our industry more representative of the world in which it operates.

Regeneration Brainery is a not-for-profit organisation that addresses both the skills gap and the need for diversity in the property industry by working with young people from under-represented backgrounds to encourage them to pursue careers in the built environment. It does this through a mixture of workshops, networking sessions, and site visits.

Pricing

OPPORTUNITY	PACKAGE DETAILS	INVESTMENT
EVENTS		
EVENT SPONSORSHIP	Conference (includes 10 tickets) Social (includes 10 tickets)	£4,250 £2,000 - £10,000
CLIENT EVENT	Full-day conference Half-day conference Breakfast event/drinks reception	£35,000 £25,000 £10,000 - £15,000
MIPIM/INDUSTRY EVENT EDITORIAL SPONSORSHIP	Online and offline MIPIM-related profile-raising activity	£2,150 - £25,000+
PRODUCT SEAT-DROP	Flyer or merchandise given out to delegates	£1,000
EXHIBITION	Sponsor stand at conference	£2,000
EVENT CHAIRING	Place Media Group will chair your event or panel	From £1,750
12-MONTH PARTNERSHIP	Tailored online and offline package	From £25,000
FILMED ROUNDTABLE	Dedicated video, chairing, and event coordination	From £6,750 (+ room hire)

VIDEO SERVICES AND PODCASTS

VIDEO SITE TOUR	Energetic and eye-catching video of your scheme with a senior journalist joining on-site as a presenter and interviewer	£5,500
FILMED FIRESIDE CHAT	Chaired video interview with up to two guests	£3,750
FILMED PODCAST	Edited video as well as audio	£4,000
EXPERT COMMENTARY VIDEO	New micro-documentary style with one speaker	£2,750

Video content filmed at MIPIM is subject to a 20% surcharge



OPPORTUNITY	PACKAGE DETAILS	INVESTMENT
ONLINE MARKETING		
WEBSITE ADVERTISING	Online adverts across any of our publications	From £1,750 ppcm
NEWSLETTER ADVERTISING	Banner advert on our email news bulletins	From £1,950 ppcm
WEBSITE AND NEWSLETTER BUNDLE	Website and newsletter adverts	From £3,000 ppcm
AD COMBO	Adverts across the website and all email output including news briefings and jobs bulletins Four social media promotions in a month	£4,750 ppcm
EMAIL MARKETING	Email to Place's database with your own marketing content Option to have design included	£2,750 per email +£400
COMMENT PIECE	Online comment piece Copywriting per comment piece Publishing within 48 hours	£1,500 +£400 +£300

Interested in discussing activity?

sales@placemediagroup.com



SOME OF THE COMPANIES WE WORK WITH



CAVENDISH



Onward

MUSE



LCB

FREETHS

**M
LA**



Caddick.



AXIS-RE

/ew

Glencar

**DREES &
SOMMER**

pmp

Harworth

jmw

Brabners

P4

ROBERTSON



DRUM

dla



SHOOSMITHS

Salford City Council

torus

Curtins

Blackpool Council

CIVIC

ECF

**PEGASUS
GROUP**

**GREATER
MANCHESTER
WELLBEING SERIES**

SCI

BDP.

**Sigma Capital
Group plc**

ARUP

Haskoning
Enhancing Society Together

**Sheffield
City Council**

**counter
context**

**West Midlands
Combined Authority**

**AVISON
YOUNG**

**Bolton
Council**

Colliers

**Lancashire
County
Council**

kuits | solicitors

CUNDALL

oobe

LUC

KIER

overbury

**GENESIS
HOMES**

Saffery

**THE
NORTHERN
POWERHOUSE
PARTNERSHIP**

luma.

**marketing
Manchester**





Place MEDIA GROUP

The voice of property

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