

# MIPIM 2023 OPPORTUNITIES

# WHY CHOOSE *PLACE NORTH WEST* FOR YOUR MIPIM STRATEGY?

As a long-term official media partner of Reed and MIPIM, we are able to provide your business with a fantastic platform to promote your offerings, be they commercial investment opportunities, residential, land or regeneration projects. Using our experience, we will take on the burden of delivering your chosen activity to the industry with maximum efficiency and effect.

"The MIPIM video produced by *Place North West* has proved to be an effective and professional way for us to communicate our key messages and express our thoughts on the key issues within our industry. As always, the team worked in partnership with us to help shape the content and made the whole process extremely easy, enabling us to reach a wide audience across our target markets."

**Stephen O'Malley**  
Founding director  
**Civic Engineers**



# NORTH WEST Place

*Place North West* is a business-to-business online news publication focused on the built environment within the North West of England and North Wales. The publication is free to access and attracts 300,000+ monthly visitors. Over the course of 15 years, *Place North West* has generated a strong, loyal audience of 12,500+ industry subscribers from some of the biggest developers, architects, planners, law firms, and local authorities in the UK.

Our MIPIM clients include

**MORGAN  
SINDALL**  
CONSTRUCTION

**jmw**

**wsp**

**FDG**  
fairhursts design group

**MILLS & REEVE**  
Achieve more. Together.

**Buttress** 

**bruntwood**

**Castle ||||| Green**

**TLT**

The background image shows two women in white blazers standing at a black table. The woman on the left is looking towards the woman on the right. On the table, there are two glasses of amber liquid, a small fishbowl with a single goldfish, and some papers. The scene is outdoors with a blurred background of trees and a building.

# Ethics and 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 equity, 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 safe and 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.

## Place MIPIM Arrival Reception

Kickstart your MIPIM activity at our Arrival Reception on Monday 13 March. As a sponsor, you will receive select introductions to key guests, multi-platform brand promotion, online and offline, via social media to a readership of 250,000 per month, branding at the event, and even a dedicated event manager to ensure a successful sponsorship.

### Pre-event

- Listing and branding on *Place* events calendar on [placenorthwest.co.uk](http://placenorthwest.co.uk) which is visited by 250,000+ professionals a month
- Branded listing in the events bulletin, emailed to 13,000+ subscribers fortnightly
- Branding on the *Place North West* events plan, downloadable from the website
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

### At the event

- 5 tickets to the event for staff/clients
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

**£3,000 +VAT**

### Post-event

- Branded inclusion in the event gallery article on the website and newsletter
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to 13,000+ subscribers via the newsletter
- Right to first refusal for the next edition of this event

## Join current sponsors

lexington

jmw



# Bespoke Event Management

With more than 15 years of experience in delivering fantastic events for influential property professionals, *Place North West* is well equipped to organise your bespoke event, whether it be a private drinks reception, breakfast, lunch or dinner.

## What you get

- RSVPs and guest management
- Speaker management
- Food and beverage supply
- Venue sourcing
- Promotion before, during and after across our social media channels
- Photography
- Video work
- Health and safety audit
- Dedicated manager to ensure the smooth running of your entire event

**Cost dependent on requirement**



## Film Services

Our filming services will make your video accessible and engaging to an audience at MIPIM and at home. We take on the responsibility of the entire production process, from briefing meetings and scouting filming locations in Cannes, to recording, editing and promotion via our newsletter, website, social media channels and YouTube channel.

### Filmed Roundtable

- With our market understanding and strong network, we will curate the entire content, making your video as engaging as possible
- Source the participants
- Chair the debate
- Produce, film and edit the entire piece, with your branding included
- Promote the video via our newsletter, website, social media channels and YouTube

**£7,000 +VAT**

### Video fireside chat

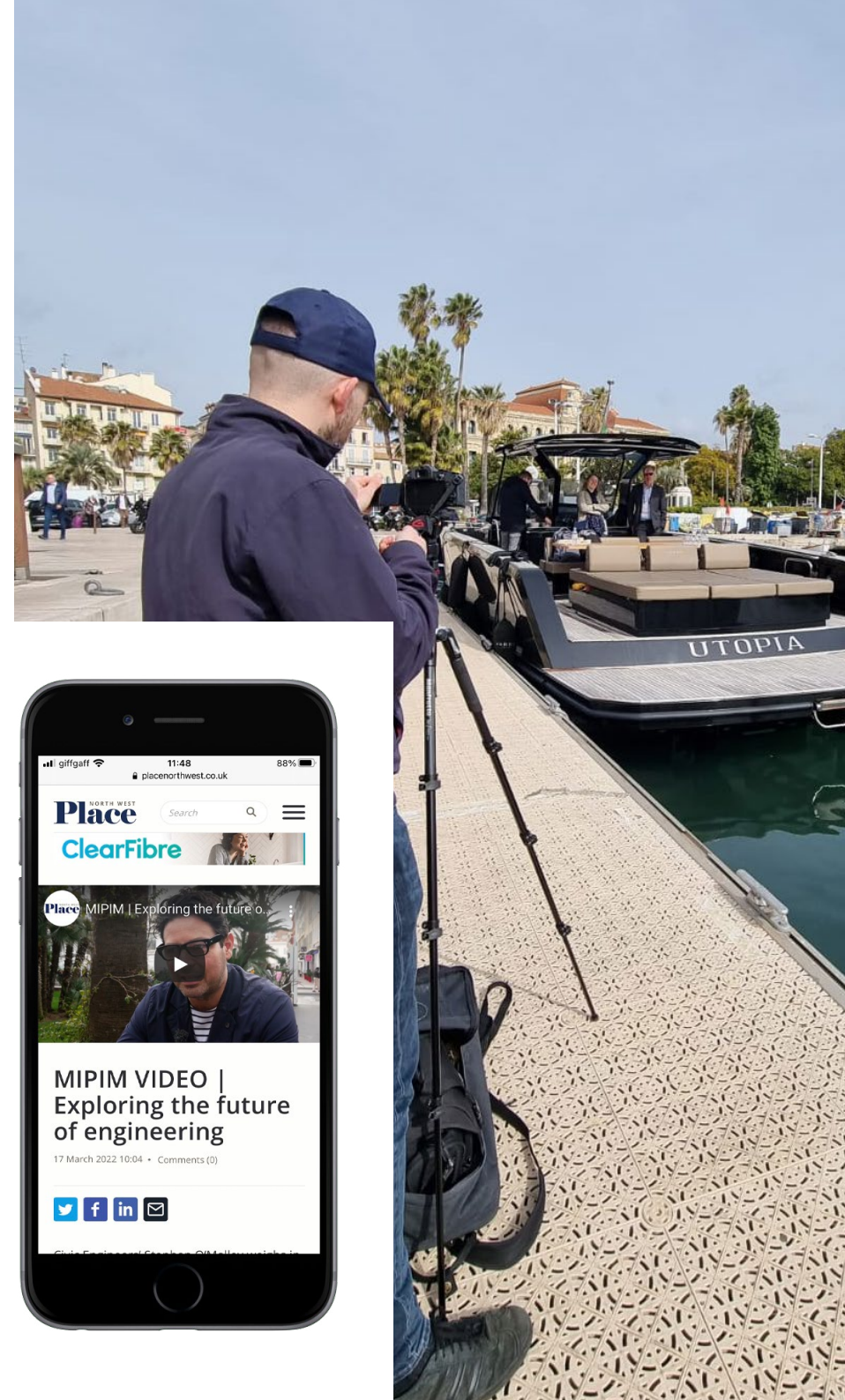
- We will source a guest or client of your choice to join discussion upon request
- Host a briefing meeting to discuss themes
- Filmed on location in Cannes
- Chair the discussion
- Send directly to our 12,500+ subscribers via the *Place Daily Briefing* newsletter
- Promote across LinkedIn, Twitter and Youtube

**£2,500 +VAT**

### Video commentary

- We will work collaboratively with you to produce questions
- Film, edit and promote with your branding included
- Source a filming location in Cannes
- Feature your video in the *Place Daily Briefing* newsletter sent directly to our subscribers
- Promote widely across our social media channels

**£1,750 +VAT**



## MIPIM Week Editorial Sponsorship

Position your brand in front of our readers, 70% of which are manager level or above, during the busy MIPIM period, and land directly in the inboxes of our 12,500+ subscribers via the *Place Daily Briefing* newsletter.

### What you get

A unique opportunity for **one** business to promote its brand and opinion throughout MIPIM week via a number of different channels.

### Before MIPIM

- A branded advertorial piece on placenorthwest.co.uk, including links and images sent out via the *Place Daily Briefing* to our 12,500+ subscribers
- A month of website banner advertising on placenorthwest.co.uk during March 2023
- Social media announcements of your sponsorship across Twitter and LinkedIn

### During MIPIM

- Branded 'In association with' alignment to every editorial report on the *Place North West* website for the duration of MIPIM
- Branded special report, acting as a contents page for all your branded MIPIM articles
- Unique branded mid-page advert on placenorthwest.co.uk aligned with the MIPIM logo, linked to the contents page of your branded MIPIM articles
- Regular promotion of your brand on social media during MIPIM week
- Introductions to pre-selected *Place North West* contacts

### After MIPIM

- 'In association with' alignment to any MIPIM-related follow-up editorial
- Analytics report of engagement with your branded content

**£5,000+VAT**





## **MIPIM Partner Package** - *limited to 10 partners*

Maximise your MIPIM presence by taking advantage of both our engaged readership and the large attendance of those that are at MIPIM in person.

### **What you get**

- Website banner advertising on *Place North West* website throughout March
- Social media announcement of your partnership across our Twitter and LinkedIn
- Your brand on our dedicated MIPIM hub page on [placenorthwest.co.uk](http://placenorthwest.co.uk)
- Logo inclusion in editorial updates on our 2023 MIPIM partners page
- Written Comment Piece for publication on *Place North West* and featured in the *Place Daily Briefing*, sent to 12,500+ subscribers
- Invitation to our opening MIPIM Monday social
- 1 x ticket on the *Place Boat* - Tuesday or Wednesday afternoon

**£1,750+VAT**



## Local Authority Packages

Promote your MIPIM packages, messages, launches and plans using *Place North West's* access and reach into the North West property community.

Packages are flexible to suit your needs, and can include:

**EDITORIAL SUPPORT FOR ANNOUNCEMENTS**  
**FILMED INTERVIEWS / ROUNDTABLES**  
**EMAIL MARKETING CAMPAIGN**  
**WEBSITE BANNER ADVERTISING**

An example campaign might include

### Before MIPIM

- Direct email campaign to our 12,500+ subscribers, to promote your MIPIM packages to our property readers and widen your delegation
- Filmed roundtable of a discussion capturing the message and plans you want to promote for MIPIM 2023
- Banner advertising on [placenorthwest.co.uk](http://placenorthwest.co.uk)
- Social media amplification via *Place North West* channels

### During MIPIM

- Editorial coverage of your major news, announcements and events
- Video fireside chat at Cannes with your partners and hosted by a member of our editorial team
- Invitations to high-profile events
- Banner advertising during MIPIM week on [placenorthwest.co.uk](http://placenorthwest.co.uk)

### After MIPIM

- Social media promotion of your activity
- Filmed roundtable archived on [placenorthwest.co.uk](http://placenorthwest.co.uk)

**Cost dependent on level of activity**



## Online Opportunities

Target our readers during one of our busiest weeks of readership and align your brand to this international property event.

### Comment Piece

One-off branded article with author details, photograph and logo on the website

- Feature in the *Place Daily Briefing* newsletter
- Promote a particular message
- Raise the profile of a specific team member
- Can include links, video and imagery

**£975+VAT**

### Website + Newsletter Banner Advertising

Use our platform to get your brand in front of engaged readers during MIPIM week, with banner advertising on the *Place North West* website and *Place Daily Briefing*

- *Place North West* adverts featured in the *Place Daily Briefing* to 12,500+ subscribers
- Website viewed by 300,000 professionals each month

**£1,500+VAT**



## Place MIPIM Boat

Enjoy a relaxing cruise with the industry's biggest decision-makers as the *Place* MIPIM boat anchors up in the Mediterranean for you to enjoy undisturbed networking, drinks and canapes.

### What you get

- Two hour cruise around the Iles de Lerins
- Room to host up to 10 clients on board
- Food and drink included
- Potential to be featured in highlight video which is promoted across our social channels and YouTube

**£3,500 - £4,500+VAT**





NORTH WEST  
**Place**

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