



@livemcrnews



## ADVERTISE WITH US

### WHO WE ARE ...

Established by a team of music, theatre and dance enthusiasts, with a passion for live performances, Live Manchester is dedicated to showcasing events taking place in and around Manchester.

We cover live music, theatre, dance, film, museums, art galleries and events taking place in and around our great city!



### WHAT WE DO ...

From up-and-coming or niche performances through to household names, we keep our finger on the pulse of the city and aim to keep the people of Manchester (and beyond!), fully up to date with the wealth of live performances and events taking place here.

We believe that Manchester has a whole lot to offer and no matter what your interests, from pop to punk, ballet to street dance, stage performances to galleries and exhibits, you are sure to find the perfect way to spend some leisure time. LIVE in Manchester!





# Manchester by numbers

**2nd**  
most visited  
city in the uk

**11**   
theatres

**12**   
museums  
& galleries

**31**   
live music  
venues

**85,000**  
students

**1.38**  
million  
visitors

**2.73**  
million  
population

**LIVE-MANCHESTER.CO.UK**

figures based on venues in close proximity to Manchester city centre at January 2020



# Advertising with Live-Manchester

## Why Us

Advertising with live-Manchester.co.uk will help you reach an audience comprised mainly of Manchester residents keen on engaging with the city and events.

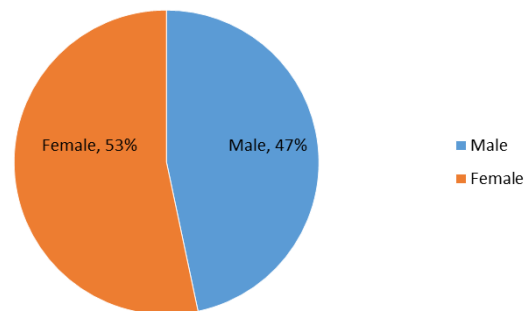
With a following of keen gig-goers, theatre enthusiasts and museum and gallery visitors you can be sure that you're reaching people who are spending time in the city, attending events, engaging with the entertainment offerings Manchester presents and accessing ancillary services such as transport, restaurants, bars, hotels and retail.

Our audience is one which is dedicated to Manchester, to music, to theatre, to arts and to exploring the city's events.

## Who follows us?

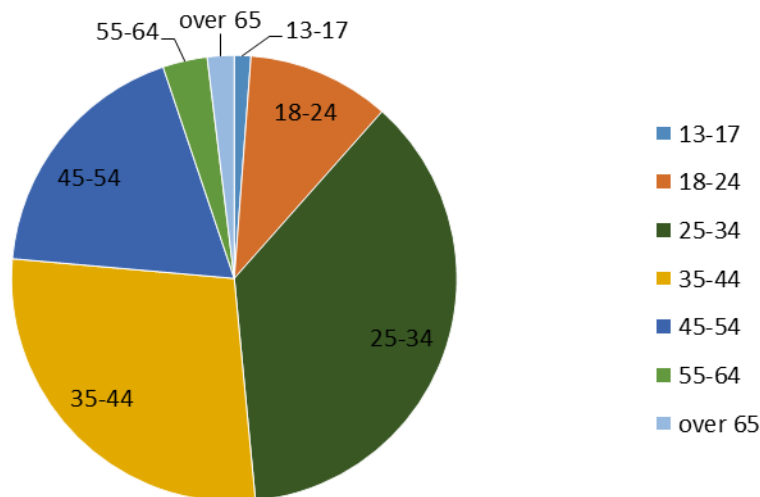
We enjoy a good spread of website visitors and followers amongst our 23,000+ social media channel followers.

With a fairly even male/female split, our visitors come mostly from the 25-34 age bracket:



## Demographics info

13-17 - 1.19%  
18-24 - 10.23%  
25-34 - 36.51%  
35-44 - 27.62%  
45-54 - 18.20%  
55-64 - 3.20%  
over 65 - 1.92%



## Streams

As well as our successful website, Live Manchester operates active social media streams across Facebook, Twitter and Instagram.

## Need help with your advert?

If you require any assistance in designing your advert we can recommend a graphic designer.

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# Advertising rates

## Costs

We offer several different advertising packages:

### Website Advertising:

	Home page (one month advertising period with a maximum of three adverts on rotation)	Home page (three month advertising period with a maximum of three adverts on rotation)	All other pages (one month advertising period with a maximum of three adverts on rotation)	All other pages (three month advertising period with a maximum of three adverts on rotation)
Mid-page banner	£150	£375	£100	£250
Side skyscraper	£100	£250	£75	£180
Lower banner	£75	£180	£35	£90
Skin	£250 (whole site)	£625 (whole site)		

## Advertorial

£50 (must meet editorial guidelines attached, and will be cleared more as a paid for promotion).

### Social Media Advertising:

	Facebook	Twitter	All Channels
One promoted social media post - you specify the time and day. NB: The post will clearly state that it is a paid for promotion.	£10	£10	£15
Five promoted social media posts - you specify the time and day. NB: The post will clearly state that it is a paid for promotion.	£30	£30	£50



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# Advertising Guidelines

## Advertising Policy:

All advertising must comply with all relevant legislation.

We reserve the right to refuse or remove any advertisement at our discretion.

Advertising or promoting any of the following content is not permitted:

- Political activities;
- Gambling/betting services
- Pornography or adult content
- Any advertising which may be discriminatory
- Tobacco or drugs
- High interest / payday loans
- Weaponry or violence
- Any illegal or illicit activities, objects or services.

You must provide the imagery/advertisement in a digital format.

Banner advert images must be supplied at size 1365px (width) x 259px (height); Skyscraper adverts must be supplied at size 300px (width) x 600px (height). Files must be no larger than 250kb in size.

## Advertorials:

1. Advertorials must fall in to one of the following categories:
  - Music
  - Theatre, Stage or Dance
  - Film
  - Museums or Galleries
  - Live events
  - Nightlife
  - Restaurants or Bars
2. Advertorials must specify that they are a sponsored promotion.
3. Advertorials and any associated imagery must not contain and foul, discriminatory or offensive language or content and any imagery must not contain nudity or depict acts of a sexual nature.
4. We reserve the right to refuse or remove any advertisement/advertorial at our discretion.
5. You must provide imagery for use in the Advertorial, clearly stating where these images should be placed (one image must form the lead image on the relevant page and Live Manchester home page). You must own the copyright for any imagery or have written permission to use it in this manner. You indemnify Live Manchester against any costs or claims incurred as a result of their use.
6. Images must be sized 700px wide x 467px tall and must not be more than 250kb in file size.