

UNLOCKMANCHESTER

Why Unlock Publishing?

Unlock Publishing was established by a group of like-minded media and marketing specialists, who are committed to creating the definitive guides to Manchester for visitors, residents and the city's working population alike.

Coming from a range of backgrounds including journalism, PR and marketing, the team boast a wealth of experience in creating and delivering marketing plans for businesses and events in Manchester across traditional and electronic media.

Furthermore, these guides are created by people who love Manchester, for people who love Manchester - or those who hope to Unlock Manchester.

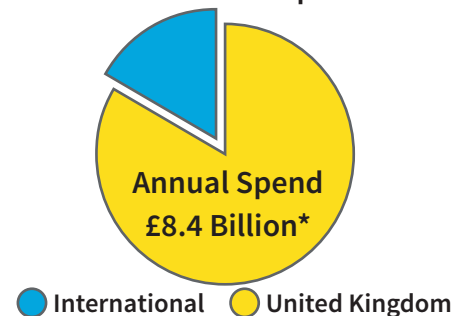
Our team's knowledge and passion for England's 'Northern capital' means Unlock Manchester offers its readership exceptional insight into the city and across Greater Manchester.

Our guides don't just reveal the hidden gems that visitors don't want to miss: we uncover new venues, experiences and attractions for even the most seasoned Mancunian.

- Food & Drink
- Culture
- Shopping
- Nightlife
- Entertainment
- What's on?
- Quarter Guides
- Transportation Guide

From our unrivalled partnerships with the city's biggest and best hoteliers, Unlock Publishing offers our partners unique access to the area's 2.9million visitors, right from the moment they arrive in their hotel room or at their arrival point.

Manchester Visitor Spend 2018



Visitor statistics courtesy of Visit Manchester

* total visitor spend Greater Manchester (13.1m visits)

Unlock Manchester Guides

Unlock Manchester's indispensable Guide is available in over **6500 guest rooms** (includes digital editions) of our **50+ partner hotels** and serviced apartments.

The guide is a periodical, three editions per year, and boasts a luxurious 'coffee table-style' feel, complete with sumptuous colour photography and easy to flick to sections.

Its durable cover and pages will ensure its life within hotel guest rooms.

The 'free to read' print guide is further supported by our online 'e-guide', which features extended editorial and wider information about Manchester for the visitor.

The 'e-guide' is promoted within many of our hotel and accommodation partners through a Unlock Manchester branded information card with the URL and a QRCode.

The appeal of the mobile friendly 'e-guide' means our reader can take the whole of the guide with them while exploring the city.

Our guide editorial is created and written by professional journalists living and working within Manchester.

Both the 'e-guide' and the print edition feature an introduction to the city, are divided into informative editorial sections and feature exclusive articles.



One of the main focuses of our publications is to provide a good 'What's on?' events listing.

The print editions look forward to events in the coming four months (from print date).

Whereas the 'e-guide' is more dynamic, auto updating the information and provides a longer window of highlighted activities.

All our current, and historical, publications can be read for free online at: **issuu.com/unlockpublishing**

Unlock Manchester Guide

Unlock Manchester offers tailored advertising and marketing packages to suit your requirements and budget.

There are opportunities for feature-led articles within the relevant sections of the guide.

Working with our writers we can help you to engage with the readership in the way you want.

The printed, and digital, editions are available in over **6500+ guest rooms** of our partner hotels and serviced apartments.



Manchester is the UK's second city: only surpassed by London when it comes to numbers of hotels.

In 2018 Greater Manchester saw 9.7 million overnight guests: of these, 1.2 million were international visitors. The city's hotels and its serviced apartments have a 75%+ room occupancy.

Visit our website for a full list of our partner hotels:

unlockmanchester.com/hotels

Sponsorship Packages

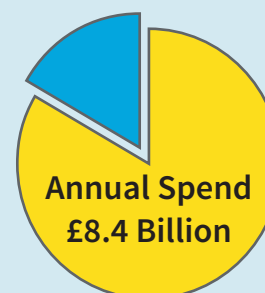
Limited availability sponsorship packages provide enhanced brand awareness across the Unlock platforms.

- **DPS - at front of guide** (or at front of relevant editorial section)
- **Dedicated webpage on** unlockmanchester.com
- **Website display advertising on** unlockmanchester.com (above the fold MPU 300px by 250px)
- **Fee £ 2500.00**

At a Glance

- Annual Publication 18000+ copies
- Reaching 3.2 million visitors
- Distributed in Manchester hotels (guest rooms and receptions)
- Journalistic and editorial led
- High quality coffee table style (240mm by 210mm)
- Advertorial advertising opportunities from £475.00
- Online advertising and email campaign packages
- Digital editions uploaded to issuu.com

Manchester Visitor Data 2018/19



- 1.6 Million International
- 11.5 Million UK National

Visitor Guide Audience Reach

- 6500 Guides in Hotel Rooms
- 81%+ Occupancy Rate
- 1.3 Guests a Room (Average)

**Annual Guide Reach
3.2 million visitors (est)**

Print Sizes and Fees

**Restaurant
Advertorial 1/3**
w: 67mm
h: 186mm
£ 475.00

Full Page
w: 240mm
h: 210mm
£ 1250.00

DPS
w: 480mm
h: 210mm
£ 1900.00

Your Artwork:

Print Ready PDF, 300dpi, CMYK
Full Specifications on pages 3 & 4
all fees are subject to VAT

Main Guide 240x210mm Perfect Bound Layout

