


# NORTH Place

The voice of property  
in the North

MEDIA PACK  
2025



NORTH WEST  
YORKSHIRE  
NORTH EAST



Since its inception, *Place North* has established itself as the go-to news publisher for decision-makers, industry influencers, and innovators in the North, offering unparalleled coverage of the projects shaping our towns and cities.

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

# Contents

Business generation	7
Become a <i>Place</i> partner	9
Industry news	10
<i>Place</i> events	12
Video services and podcasts	15
<i>Place North</i> at MIPIM	16
Online opportunities	19
Ethics and views	21
Pricing	22
Contact us	27



## PLACE NORTH

- Respected and trusted voice of the Northern property industry
- Leading publishing house dedicated solely to covering the Northern built environment
- Team of journalists embedded in the industry
- Ability to create valuable partnerships through our wide, expert network

## THE STRENGTH OF THE NORTH

- A regional economy worth more than £340bn, according to the Department for Business and Trade
- 15% average productivity growth over the past two decades
- Increasingly powerful and cohesive collection of metro mayors, civic leaders, and businesses
- Boasts six out of the eight government investment zones in England
- Holds seven international gateway airports, flying direct to 254 destinations
- Has 12 major foreign trading ports, connecting the North to the Atlantic shipping network and Europe





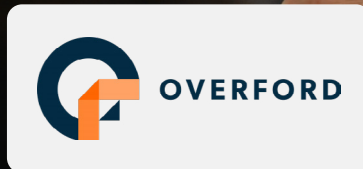
**“Getting the North of England brand out there is so important. Bringing Northern towns and cities together through *Place* is very powerful.”**

**- PHIL MARSDEN  
MANAGING DIRECTOR, NORTH WEST**

**MUSE**

***“Place’s exceptional mix of professional events and quality content make it the ideal platform to reach and meet the people that matter to a growing business like ours.”***

**- JASON SHARP  
FOUNDING PARTNER**



# Business generation

## HOW WE HELP GROW YOUR BOTTOM LINE

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

Over 18 years, our respected position and 'quality-first' ethos have established *Place North* events as trusted forums to forge new connections and build business relationships.

**Our network is senior, our reach is extensive, and our track record is unrivalled.**

## WE KNOW THAT YOU WANT TO

- 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 the North
- Drive investment
- Attract new businesses
- Elevate the profiles of key individuals

## HOW WE DO IT

- We serve as the trusted voice in the Northern 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



**300,000+**

MONTHLY READERS

---

**3**

REGIONAL TITLES

---

**18**

YEARS OF EXPERIENCE

---

**14,000+**

SUBSCRIBERS RECEIVE  
OUR NEWSLETTERS

**77%**

OF READERS ARE SENIOR LEVEL

---

**62**

INDUSTRY EVENTS IN 2024

---

**50,000**

SOCIAL MEDIA FOLLOWERS

---

**700,000**

ARTICLE READS IN 2024



# Become a *Place* partner



## 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

## EXCLUSIVE *PLACE* PARTNER BENEFITS

- 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

To become a *Place North* annual partner, investment starts at £25,000+ per year

**“Being a *Place* partner allows us to contribute meaningfully to conversations shaping the future and to collaborate with industry leaders who share our vision”**

- EMMA RATCLIFFE  
SENIOR BUSINESS DEVELOPMENT MANAGER  
MORGAN SINDALL CONSTRUCTION

## CURRENT *PLACE* PARTNERS INCLUDE

Harworth

Close Brothers  
Property Finance

MORGAN  
SINDALL  
CONSTRUCTION

placefirst

jmw

MUSE

MANSELL  
BUILDING  
SOLUTIONS

# Industry news

*Place North's* first-class editorial team cover the entire North of England and North Wales across our regional titles *Place North West*, *Place Yorkshire*, and *Place North East*.

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 PAGE VIEWS

**17,000**  
DAILY NEWS ARTICLE READS

**Nearly 90% of our reader's choose *Place North* as their first choice for property news and 47% choose us as their only property news source.**

## OUR READERSHIP

- 18% owner/chief executive
- 21% director
- 38% manager
- 18% intermediate
- 4% graduate
- 1% student

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

**4,000+** news articles written in 2024



# Place events

2025 EVENT SPONSORS ALREADY INCLUDE

**invest**  
**PRESTON**



**Brabners**

 **Stantec**



**Caddick.**



**HATCH**

**Glencar** 

# 5,306

ATTENDEES IN 2024

*Place North* hosts a wide variety of events throughout the year, from our vast offering of half-day conferences to our stand-out social events, such as our *Place Party* celebrations in Yorkshire and the North West. All of our events are created with the core aim of providing a truly interactive experience for our guests.

Sponsoring a *Place North* event is a fail-safe way to get your brand in front of a wide array of property professionals.

**For more information on sponsoring a *Place North* event, contact our sales team [sales@placenorth.co.uk](mailto:sales@placenorth.co.uk)**



# Bespoke events

- FULL OR HALF DAY CONFERENCE
- BREAKFAST EVENTS
- DRINKS RECEPTION
- FILMED ROUNDTABLE (averages 1,130 views online)

COMPANIES WE HAVE DELIVERED BESPOKE EVENTS FOR



Contact our sales team for more information  
[sales@placenorth.co.uk](mailto:sales@placenorth.co.uk)

**Interested in joining a *Place North* conference or social event?**

**Check out our upcoming calendar**  
[placenorth.co.uk/events](https://placenorth.co.uk/events)



**“The final production was of great quality, which landed very well with all our stakeholders involved and provided us with a great video to widely promote the development plans and ambitions.”**

**- CHRIS DAVIDSON  
REGIONAL DIRECTOR**



# Video services

Grow your online profile, showcase your new development, and maximise your expo presence. Video can also be an engaging way to raise an individual's profile.

We will take care of the entire production process, and even manage online promotion across our website and social media channels.

Our in-house team works at a fast pace, consistently delivering high-quality videos within a short turnaround.

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

- **EXPERT COMMENTARY VIDEO**  
Micro-documentary to position you as one of the industry's best thinkers and doers (New format for 2025)

## FIRESIDE CHAT

A relaxed conversation with a *Place* journalist, delving into important topics with one or two guests, averages 760 views

- **FILMED SITE TOUR WITH HOST**  
Upgrade your site video with a senior journalist joining as presenter and interviewer, averages 890 views

## 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

# Podcasts

- FILMED FOR VERSATILITY OR AUDIO ONLY
- CREATES ENGAGING SOCIAL MEDIA CONTENT
- POSITIONS YOU AS A VOICE OF AUTHORITY
- PUTS YOUR BRAND IN FOCUS ACROSS *PLACE* OUTPUT
- ENGAGES YOUR AUDIENCE BASE
- AVERAGE OF 200 ENGAGED LISTENS PER EPISODE

**14,500+**  
STREAMS IN 2024



# NORTH Place

---

## AT MIPIIM

The showcase  
the North has  
been asking for.

[MIPIIM.PLACENORTH.CO.UK](http://MIPIIM.PLACENORTH.CO.UK)



REACH MORE THAN JUST  
THOSE ATTENDING

Associate your brand with the  
world's leading property expo in  
Cannes.

This year, *Place North's* official  
partnership with MIPIIM is bigger and  
better than ever with a dedicated  
North of England stand within the  
UK Hub.

**“The conversation  
being had in the UK  
investment industry  
is about inclusive  
growth across the  
whole country. The  
North is playing a  
huge role in that.”**

- TOM STANNARD  
CHIEF EXECUTIVE



MANCHESTER  
CITY COUNCIL



## HOW CAN YOU GET INVOLVED?

- Become a MIPIIM *Place North* partner
- Support a town or city with a joint stand within the *Place North at MIPIIM* exhibition space
- Raise profile for your team on camera with our MIPIIM video services
- Attend official MIPIIM UK Stage events, breakfast, and evening networking sessions

*Place North* MIPIIM 2024 stats

**28,000** reads of our MIPIIM news and commentary

**24,000** views of our MIPIIM videos

## SPONSOR A MIPIIM EVENT

- *Place North* MIPIIM Arrival Reception
- *Place North* MIPIIM Breakfast Conference

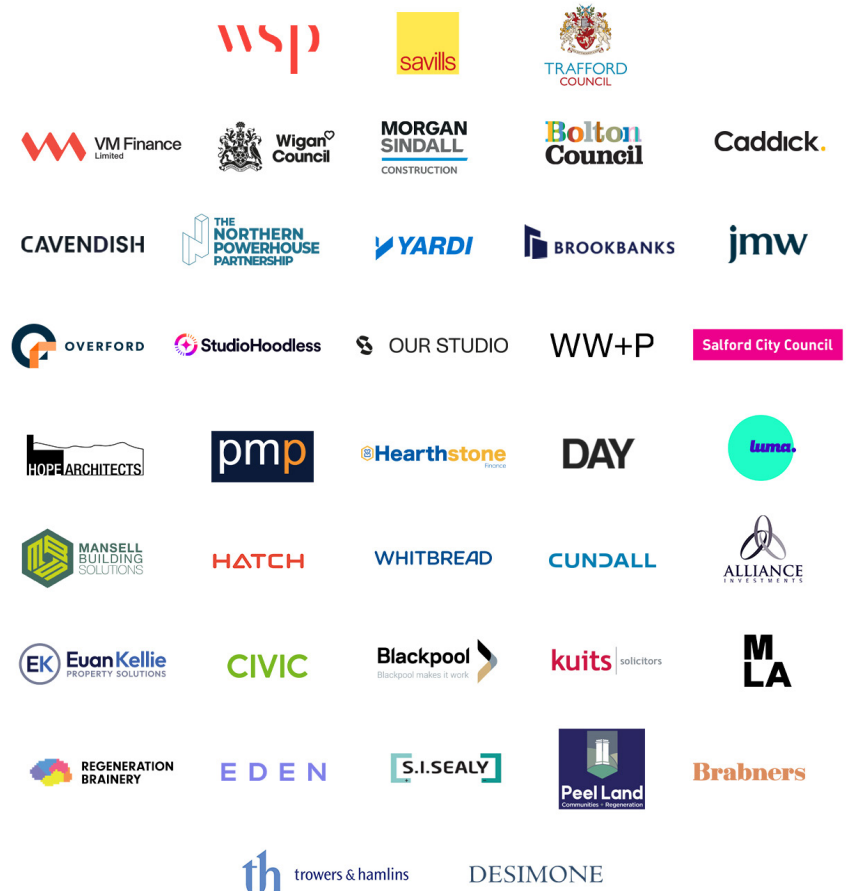
Align your brand with our MIPIIM events and receive select introductions to key guests. We'll feature your branding at the event, and in follow-up email correspondence with all guests.

**“*Place* offers an unparalleled network in the North, and their MIPIIM activity provided a great framework round which to build own MIPIIM diary.”**

- PHIL COOPER  
DIRECTOR



*Place North* MIPIIM 2025 delegation as of January 2025





*“Place events are always well-attended, and the marketing support is exceptional.*

*“It is heartening to see the growing programme of events for the Yorkshire region.”*

- ALEX DOCHERY  
INVESTMENT MANAGER

# Online marketing

## ONLINE ADVERTISING

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

Our client Walker Sime achieved an impressive 210 advertisement clicks to its website through just 10 *Place Yorkshire* briefings

## EMAIL MARKETING

Boost business leads by landing in the inbox of our engaged subscribers, average 550 clicks per mailer

- **PLACE NORTH WEST:** 13,500 subscribers
- **PLACE YORKSHIRE:** 11,500 subscribers
- **PLACE NORTH EAST:** 11,000 subscribers

## 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*





**“Our collaboration has helped us build strong relationships that will support us in future growth.**

**“We see our continuing partnership to be an important part of our business development across Yorkshire and the North of England.”**

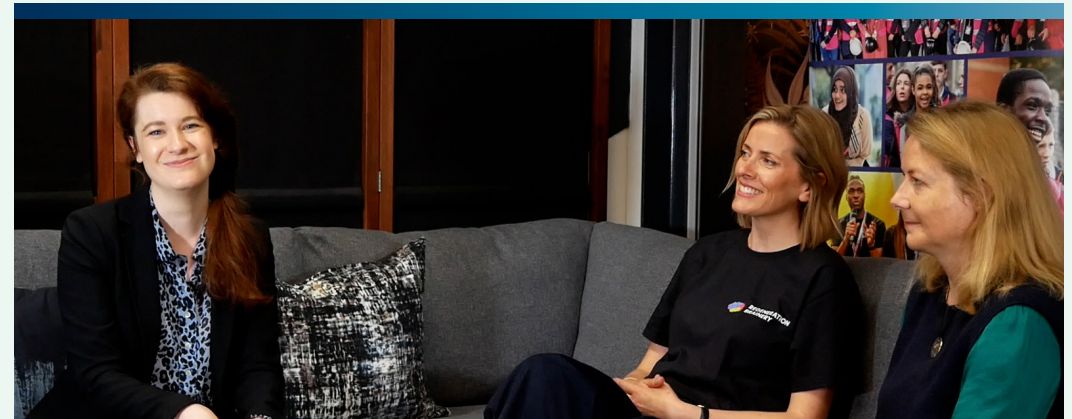
**- ANDREW SLANEY  
ASSOCIATE DIRECTOR OF URBAN DESIGN**



# 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 2025 charity partner**



**REGENERATION BRAINERY**

Championing a diverse and more modern built environment has always been a focus for *Place North*. 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 LEVEL

### EVENTS

EVENT SPONSORSHIP	Conference (includes eight tickets) Social (includes eight tickets)	£3,950 £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	£750
EXHIBITION	Exhibition stand at conference	£1,750
EVENT CHAIRING	<i>Place North</i> will chair your event or panel	From £1,000
12-MONTH PARTNERSHIP	Tailored online and offline package	From £25,000+
FILMED ROUNDTABLE	Dedicated video, chairing, and event coordination	From £6,500 (+ 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	£5,250
FILMED FIRESIDE CHAT	Chaired video interview with up to two guests	£3,500
AUDIO-ONLY PODCAST	Sponsor and appear on a podcast	£2,600
FILMED PODCAST	Edited video as well as audio	£3,750
EXPERT COMMENTARY VIDEO	New micro-documentary style with one speaker	£2,600

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

## OPPORTUNITY

## PACKAGE DETAILS

## INVESTMENT LEVEL

# ONLINE MARKETING

### WEBSITE ADVERTISING

Online adverts across any of our publications

From £1,450 per month

### NEWSLETTER ADVERTISING

Banner advert on our *Place North* bulletins

From £1,750 per month

### WEBSITE AND NEWSLETTER BUNDLE

Website and newsletter adverts

From £2,560 per month

### AD COMBO

Adverts across the website and all email output including news briefings, *The Subplot*, *Insight*, and jobs bulletins  
Four social media promotions in a month

£5,000 per month

### EMAIL MARKETING

Email to *Place's* database with your own marketing content  
Design included

£2,500 per email  
+£400

### COMMENT PIECE

Online comment piece  
Copywriting per comment piece  
Publishing within 48 hours

£1,350  
+£400  
+£300





DESIMONE

CIVIC

BDP.

CAVENDISH



together.  
Loans, mortgages & finance.



Blackpool Council

Curtins



Salford City Council



Onward

kuits solicitors



bruntwood  
SciTech

ARUP



HOLLIS



H B D





**“Being part of *Place North West’s* Scheming podcast series was something quite different.**

**“*Place’s* understanding of the issues and what the property market wants to know meant that the conversation really flowed.**

**“We had over 6,000 listens in 48 hours; it was a great opportunity for me to keep engaged with the wider property community.”**

**- TIM HEATLEY  
CO-FOUNDER**

**CAPITAL&CENTRIC**




PLACE PARTY NORTH WEST  
SEPTEMBER 2024

[Click to view our social event packages](#)

# Contact us

## PLACE NORTH


 [placenorth.co.uk](https://placenorth.co.uk)

 Place North

 @PlaceNorth

 PlaceNorthNews

## PLACE YORKSHIRE

 [placeyorkshire.co.uk](https://placeyorkshire.co.uk)

 Place Yorkshire

 @PlaceYorkshire\_

 PlaceYorkshire\_

## PLACE NORTH WEST

 [placenorthwest.co.uk](https://placenorthwest.co.uk)

 Place North West

 @PlaceNorthWest

 PlaceNorthWest

## PLACE NORTH EAST

 [placenortheast.co.uk](https://placenortheast.co.uk)

 Place North East

 @PlaceNorthEast

 PlaceNorthEast\_

To discuss or book any activity, contact [sales@placenorth.co.uk](mailto:sales@placenorth.co.uk)

### *Place North West*

[placenorthwest.co.uk/contact](https://placenorthwest.co.uk/contact)

Dino Moutsopoulos: 07803 988 112

### *Place Yorkshire and Place North East*

[placeyorkshire.co.uk/contact](https://placeyorkshire.co.uk/contact), [placenortheast.co.uk/contact](https://placenortheast.co.uk/contact)

Sean O'Connor: 07951 561 234



An aerial photograph of a city at sunset, featuring a large circular graphic overlay in the center. The city includes a river, a bridge, a railway, and various buildings. The sky is filled with soft, orange and grey clouds.

# NORTH Place

NORTH WEST YORKSHIRE NORTH EAST

PLACENORTH.CO.UK