

# ADVERTISING & MARKETING MEDIA PACK



HOW YOU CAN WORK WITH PEOPLE WHO CARE

2018



THE BIGGEST HEART IN MANCHESTER

# OUR HEART'S IN THE RIGHT PLACE... MANCHESTER.

## THE STORY OF I LOVE MCR

**I Love MCR®** is an independent organisation which was launched in reaction to the infamous riots in Manchester and Salford during the summer of 2011. An antidote to anti-social behaviour, harnessing the energy of a huge community and expressing our unconditional love for the city.

Out of the carnage came creativity. **I Love MCR®** has become a trusted symbol of civic pride and a platform for people who love Manchester which helps boost local economy.

**I Love MCR®** fearlessly and optimistically champions a better future for the city.

Our heart's in the right place. Manchester.



CHRIS GREENHALGH  
CEO & FOUNDER



I ♥ MCR

# MILLIONS OF REASONS TO ADVERTISE WITH US.

**WHY YOU SHOULD ADVERTISE YOUR BRAND WITH I LOVE MCR**



Manchester is booming. It's one of the fastest growing cities in Europe and the UK's second city, the economic hub of the north - the northern powerhouse! In the last decade, the population of Manchester city centre has increased from 5,000 to 25,000.

Total visitor numbers to Greater Manchester stand at 115 million which generated £7.5bn to the local economy in 2014. That's visitors spending money on food, drink, entertainment, shopping, transport, and accommodation in Gtr Manchester.

We've captured these people by caring about our beloved city and its people. **I Love MCR®** is a positive and trusted voice which can connect your business to a captive audience of over a million people in the north west and beyond who use our platforms regularly.

Choose love. Choose Manchester. Choose **I Love MCR®**



**2.3M**  
POPULATION  
OF GREATER  
MANCHESTER



**500K**  
WEBSITE  
VIEWS PER  
MONTH



**250K**  
SOCIAL  
MEDIA  
FOLLOWERS



**60K**  
EMAIL  
NEWSLETTER  
SUBSCRIBERS

# GET TO KNOW OUR COMMUNITY

**WE TRACK OUR WEBSITE VISITORS + DEMOGRAPHICS  
AND HOW THEY ENGAGE WITH YOUR CONTENT**

The relationship we have with our community and audience is very important to us. Here are the average website visitor stats according to reliable information sources:

We track all your activity and send you comprehensive stats:



## 20% DIRECT VISITORS

PEOPLE WHO TYPE OUR WEB ADDRESS INTO A INTERNET BROWSER



## 30% SEO

VISITORS WHO HAVE DISCOVERED AN ARTICLE OR PAGE ON OUR WEBSITE VIA VARIOUS SEARCH ENGINE RESULTS



## 40% SOCIAL MEDIA

VISITORS WHO HAVE BEEN DIRECTED FROM SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK, TWITTER AND INSTAGRAM



## 10% EMAIL MARKETING

VISITORS WHO HAVE BEEN DIRECTED FROM OUR EMAIL NEWSLETTERS

# 500K

WEBSITE VISITORS PER MONTH

## READERSHIP DEMOGRAPHIC:

Gtr Manchester population might be 2.3M but in 2015 tourism generated over £8bn in Gtr Manchester from 115m visitors spending on food, drink & entertainment.

## GENDER

60% FEMALE

40% MALE



## AGE RANGE

10% 18-24 yr olds

40% 25-34 yr olds

30% 35-44 yr olds

20% 45-54+ yr olds



## LOCATION

80% NORTH WEST

15% REST OF THE UK

5% REST OF THE WORLD



I ♥ MCR<sup>®</sup>

# ENGAGE WITH OUR FOLLOWERS

OUR SOCIAL MEDIA FOLLOWERS WANT TO HEAR ABOUT YOU AND YOUR PRODUCTS



**125K+**

FACEBOOK FOLLOWERS



**80K+**

TWITTER FOLLOWERS



**55K+**

INSTAGRAM FOLLOWERS



... AND  
GROWING  
EVERY DAY

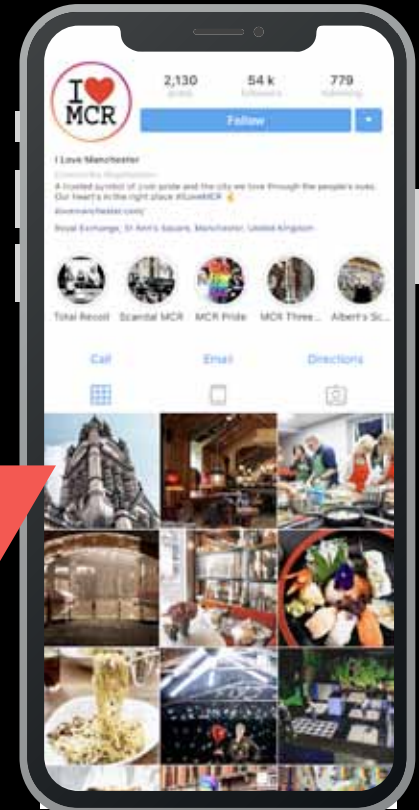
# INSTAGRAM REACH

A PEEK AT YOUR BEST BITS

**55K FOLLOWERS**  
AND GROWING EVERY DAY

EVERY MONTH WE ACHIEVE AROUND  
**1.5M IMPRESSIONS** PER MONTH

Your brand will get one post a month on Instagram or Instagram story if tickets/advertorial need pushing.



FOLLOW US AT @ILOVEMANCHESTER

# FACEBOOK REACH

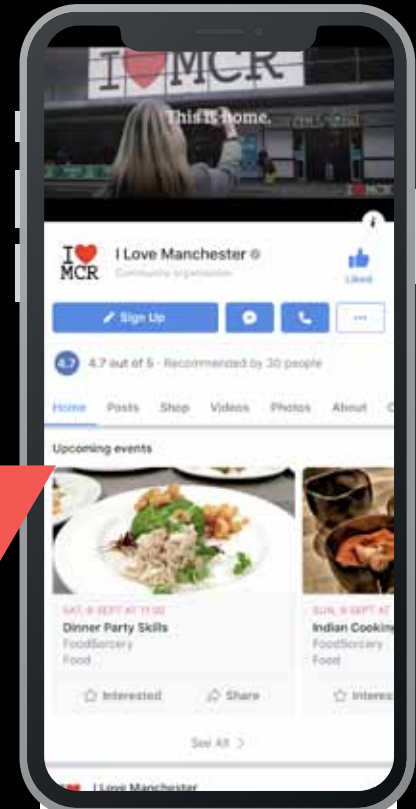
POSITIVELY NEWS WORTHY

**125K FOLLOWERS**  
AND GROWING EVERY DAY

REACH AN AVERAGE OF  
**500K IMPRESSIONS** PER MONTH

We will share 1 piece of advertorial content and a snippet video to promote your offering/brand\*.

\* (at discretion)





# TWITTER REACH

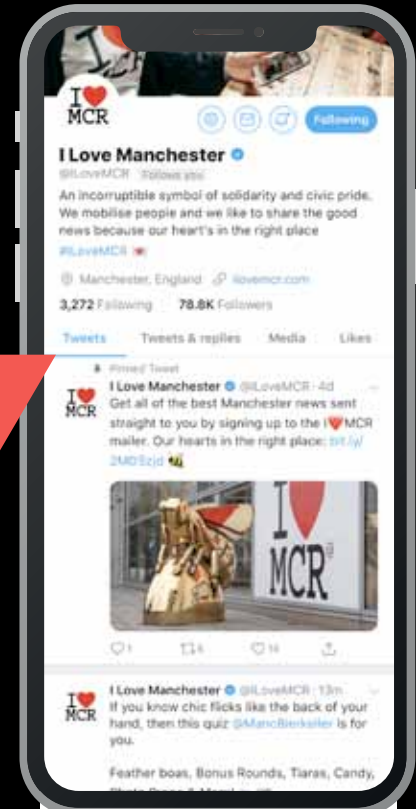
LIVE IN THE MOMENT!

80K FOLLOWERS  
AND GROWING EVERY DAY

MONTH BY MONTH BASIS WE ACHIEVE  
2.3M IMPRESSIONS

Brand will get 2-3 posts a week to  
help grow brand awareness.

We're verified! Twitter has acknowledged @ILoveMCR  
as an "inspirational and motivational" account.



FOLLOW US AT @ILOVEMCR

# LIGHTS, CAMERA, ACTION

*IF A PICTURE IS WORTH A THOUSAND WORDS  
THEN A VIDEO MUST BE WORTH MILLIONS*

When we live in a city as magnificent as Manchester, it's easy to capture on film. Some of our videos have reached over 1M views

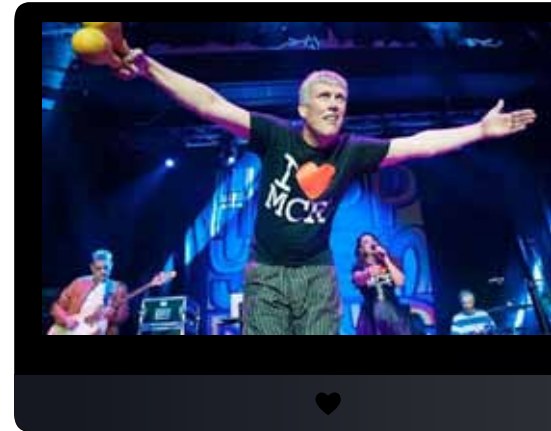
Videography is fast becoming the highest engaging medium for marketing promotions. Video content is ranked highly on social media platforms and favoured by platform algorithms. The video content we create for you will be designed to support the rest of your campaign.

## **WHY CHOOSE VIDEO WITH US?**

- ♥ We film, produce and edit
- ♥ We send you the file to use and keep
- ♥ We upload to our YouTube channel
- ♥ We embed within editorial features
- ♥ We adapt and post on our social media channels

## **PLUS... IT'S AFFORDABLE!**

We spread the cost of a video across your advertising and marketing campaign with us to complement other assets such as social media interaction.



**WATCH OUR  
VIDEOS ON  
YOUTUBE AND  
SUBSCRIBE**



I♥MCR®

# BE SEEN ON A BIG BILLBOARD

**OUTDOOR MEDIA AKA OUT-OF-HOME MEDIA IS BECOMING MORE AND MORE POPULAR**



Thanks to **I Love MCR** investing in out-of-home media, advertising your business on big billboards in Manchester is now even more affordable.

Incase you needed more reason to advertise your business and see your brand on a big billboard, here's five big reasons why you should get in-touch now...

## ALL EYES ON ME

Outdoor aka out-of-home media connects with the ever-growing population of people (of Manchester) in real time either on foot or in a vehicle stuck in traffic.

## CAN'T MISS IT

It's hard to avoid a billboard. It's easier to skip a radio or TV advert. Because we know the city so well, we've strategically picked out billboards in high-visibility, high-traffic locations ensuring that your adverts will receive thousands of quality impressions.

## INSTANT HIT

Because our billboards are digital, you can instantly change your artwork/message as often as you need to.

## OUTDOOR WORKS

Customers don't just glance. They tend to engage. In fact, they spend measurably longer looking, they remember what they see and are motivated to take action.

## PLUS, IT'S NOW AFFORDABLE

WE'RE HERE TO CHANGE THE IDEA THAT DIGITAL OUT-OF-HOME MEDIA IS BEYOND THE REACH OF MOST ADVERTISING BUDGETS. ADVERTISE ON OUR BILLBOARDS FROM AS LITTLE AS £16 PER DAY\*

\*FROM £500 PER MONTH

I ♥ MCR

# OHH, APPY DAYS



## MOBILISE PEOPLE WITH THE I LOVE MCR APP

The **I Love MCR** app is the ideal way to get savvy with Manchester's truly mobile market. Many of our clients are keen to gain exposure to a targeted, mobile audience. An audience that is captive, responsive and impulsive. We took this feedback on board, did the research and decided to develop the **I Love MCR** App.

The app features a hand picked range of Manchester's best offers, experiences and events, as well a newsfeed of our Manchester features and reviews.



### MOBILE IS THE DEVICE OF CHOICE TO INTERACT & COMMUNICATE

People engage with their mobile device on average every 30 minutes



### WE'LL LITERALLY PUT YOU ON THE MAP

We use gps to show offers and events nearby the mobile user at any time.



### STRENGTHEN YOUR BRAND'S PRESENCE

Your profile will display your logo and cover image (product or venue).



### DRIVE YOUR FOOTFALL

People are more likely go out of their way to visit you.



### INCENTIVISE A NEW CUSTOMER BASE

When searching for offers nearby or in a certain area, people will have another reason to visit you and it's your job to make sure they return and consume other products.



### BE PART OF THE CONVERSATION

We actively market and talk about our app every day so ultimately it's even more advertising for you.



### IT'S CHARITABLE

We encourage users to donate what they've saved to our chosen charity.

YOU KNOW IT MAKES SENSE. ARE YOU IN OR ARE YOU OUT?

# DON'T JUST TAKE OUR WORD FOR IT

## WHAT OUR CLIENTS ARE SAYING...

*Ash's*

"Based on our report data (feedback filled in by over 70% of the tables), you gained us 192 covers! Which after tax, food cost and your costs gave us a good return on investment. We are pleased with how the project is working. What else could we be doing? Are there additional packages?"

ASHA'S RESTAURANT

 LIVING  
VENTURES

"I really like **I Love MCR**. It's given our venues some fantastic exposure. I'm a big Manchester supporter - even though I wasn't born here, I chose to live here - it's been good to see it grow. Manchester is phenomenal..."

TIM BACON, LIVING VENTURES

 ECLECTIC  
HOTELS

"Great work, great team! We've been working with **I Love MCR** for just over 12 months now and not only has our group of hotels benefited hugely, they are delightful to work with. Thanks guys!"

ECLECTIC HOTELS

 Bode  
HOTELS

"**I Love MCR** resonates around the city and does more than the average magazine - it speaks to people who truly love Manchester. **I Love MCR** shared our vision and developed the perfect campaign - most successful January ever."

ABODE HOTEL

 HAWKSMOOR  
A BELTON STRANDBROS & COUNTRY CLUB

"**I Love MCR** is great. While coming up and getting to know Manchester we used it a lot to find out what was going on. It's a great guide to a great city - thankfully our restaurant was featured informatively and received a lot of attention"

HAWKSMOOR





## JOIN THE MOVEMENT

### GET IN TOUCH TODAY AND BE PART OF OUR CONTINUING SUCCESS STORY

Our HQ is at the **'heart'** of the city inside the beautiful Royal Exchange building on St Ann's Square.

**Where the magic happens:**

426-428 Royal Exchange  
St Ann's Square  
Manchester  
M2 7EP

**Give us a bell**

0161 710 2665

**Drop us a line**

[advertise@ilovemanchester.com](mailto:advertise@ilovemanchester.com)

**Follow us**

