



YORKSHIRE  
**Place**

The voice of property in **the North.**

MEDIA PACK **2023**

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

# WHO WE ARE

Welcome to *Place Yorkshire*, your new marketing and business development partner.

During 2023, we aim to establish *Place Yorkshire* as the go-to source for essential news, analysis, and networking events for local authorities, developers, planners, architects, law firms, and more.

*Place Yorkshire* is a new title from the experienced *Place North* media group, a respected regional business-to-business publisher and event organiser founded more than a decade ago.

*Place Yorkshire* will raise your company's profile using our tailor-made approach to market intelligence and business development.

Our audience is waiting to hear your story - we look forward to working with you to bring it to life.



# Meet The Team

## Editorial

The team bringing you this fantastic new offering are tried and tested, with some of the UK's best journalists, including



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**Neil Tague**  
Senior reporter  
07972 929928

[neil@placenorth.co.uk](mailto:neil@placenorth.co.uk)  
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## Commercial

Commercially the team is headed up by



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Business development manager  
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Product director  
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# Business Opportunities

## Event Production

Thinking of producing a **conference, social, private dinner, or drinks reception**? *Place Yorkshire* can help.

### Full Day Conference | £35,000

Breakfast networking, panel discussions, presentations, a drinks reception in the evening, and add-ons such as video production.

### Half Day Conference | £25,000

Includes presentations and panel discussions, plus networking opportunities during breakfast, a coffee break, and lunch.

### Breakfast Events | £12,000 - £15,000

Looking to host a shorter event to promote your new service or product? Our breakfast events offer networking and content for up to two hours.

### Drinks Reception | £10,000 - £15,000

Host an intimate evening reception for VIPs and prospective clients with plenty of networking, drinks, canapes, and speech opportunities.

Get in touch to discuss a tailored offering for you.

*Place North* has delivered bespoke events for the following companies



## Place Party Yorkshire

Align your brand with one of the best socials in the property calendar. Expect an electric atmosphere without any long speeches, awards, formalities or interruptions.

### What's included in the sponsorship packages?

- Listing and branding on Place events calendar on [placeyorkshire.co.uk](http://placeyorkshire.co.uk)
- Social media promotion before, during and after the event
- Premium drinks package
- Event photography and highlight video of the night
- Table of 10 for you, your staff, and clients
- Opportunity to distribute branded merchandise
- Access to the delegate list
- Company advert in the printed programme at the event

**Place Party Yorkshire Sponsor | £4,500**

Download  
Place Party Yorkshire  
Sponsorship  
opportunities

*Seven sponsorship opportunities*



## Amplify Your Expo Presence

Make the most of your attendance at national and international conferences. Associate your brand with a **leading** property event, **maximise** your business development, drive **footfall** to your stand, and raise the **profile** of your staff.



### Opportunities can include

- Editorial sponsorship
- Video content from your stand with key staff
- Social media promotion
- Online advertising
- Timed publishing of comment pieces
- Breakfast event
- Video roundtable
- Drinks reception

### Cost dependent on activity

We also offer a variety of **supporting services** including copywriting, event chairing, consultancy advice, campaign planning, and graphic design.

Download  
UKREiif  
opportunities

Download  
MIPIM  
opportunities

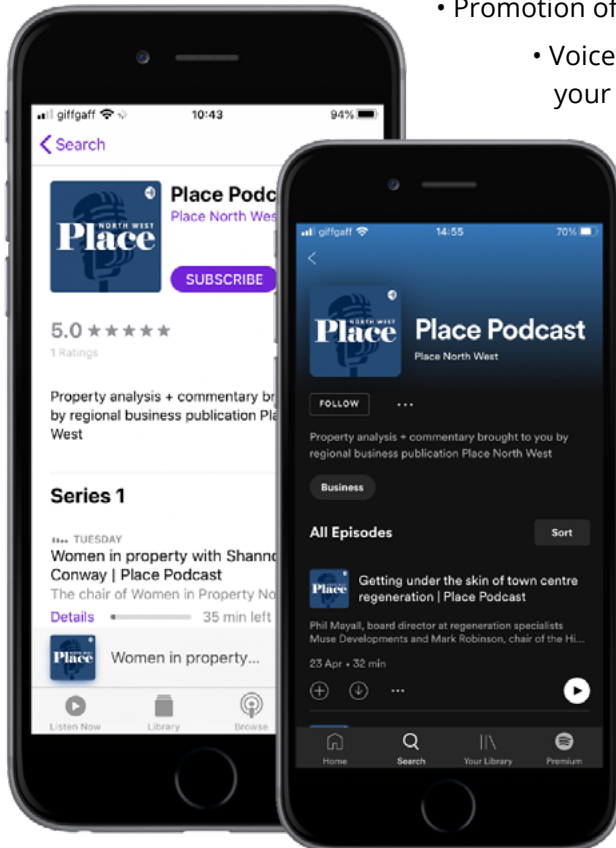




## Podcasts

Share your knowledge and understanding of the property industry in a **creative** and **engaging** manner. We will produce your entire podcast from start to finish, including sourcing guests, recording, editing, and promotion after.

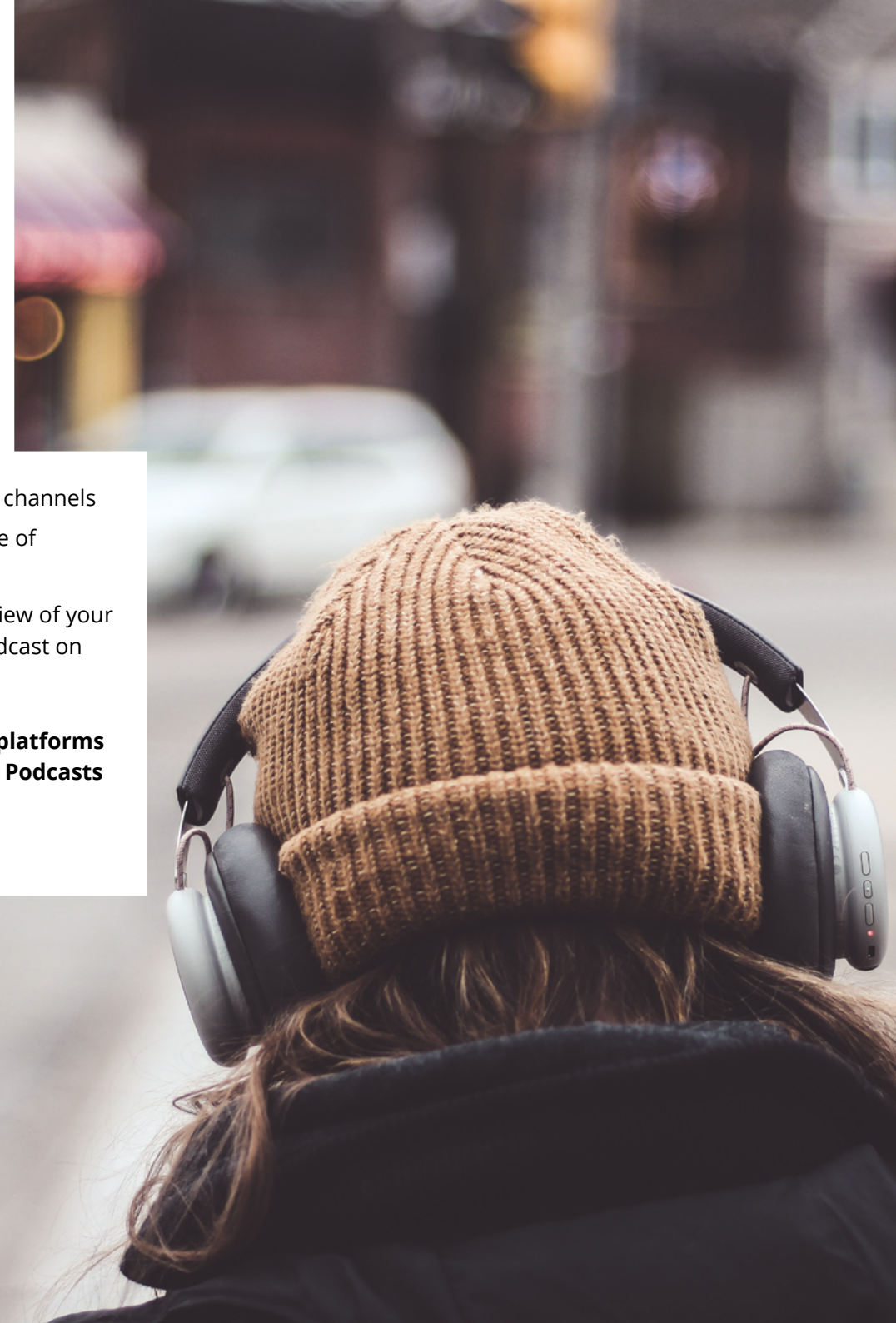
- Position senior figures as thought leaders in the industry
- Your brand featured in the podcast
- Promotion of your podcast on our social media channels
- Voice your expertise on a topic or theme of your choice
- Web links and written overview of your company alongside your podcast on our website



Example taken from Place North West podcast

**Hosted on leading podcast platforms including Spotify and Apple Podcasts**

**£2,500**



## Video Services

**Grow** your online profile, **showcase** your new development, or **maximise** your event presence with a filmed **roundtable**, **site tour**, or **commentary piece**. We will take care of the entire production process, from sourcing guests and venues to filming, editing, and online promotion.



## Video Services

Filmed and edited by our expert production team, the end result is a **dynamic** and **engaging** video, published on YouTube and social media channels for our audience of senior professionals to watch.

### Video Commentary | £1,750

A one-to-one interview with the leader of your business discussing a hot topic of your choice. This is a great way of showcasing your knowledge and status in the industry.

### Video Fireside Chat | £2,500

Draw in audiences and tackle important topics on camera with a filmed interview between a moderator and one or two guests.

### Filmed Site Tour | £3,000

Our videography team will visit your building or construction site and create an energetic and eye-catching snapshot of your scheme.

### Filmed Site Tour with Editorial Host | £3,750

Upgrade your site or building video with a senior journalist joining onsite as presenter and interviewer.

### Filmed Roundtable | £6,000 (+ cost of room hire if required)

We will source guests, secure an appropriate venue, and provide video coverage of the discussion, promoted via our website, and YouTube channel.

If you would prefer a Chatham House rules format, we can film short vox-pops with some of the participants and produce a dynamic video of the roundtable.

*Bespoke services available*

The raw footage from the shoot can be purchased for 30% of the service provided. Social media edits are £250+VAT for three snippets from the full video.



## Banner Advertising

Drive traffic to your website with attention-grabbing banner ads that are displayed across our site.

**Website | £1,000**

*Price is per month*

## Comment Pieces

Position yourself as a thought leader and produce a one-off, fixed-price comment piece that is featured on our website and shared across social media.

- Every post features author image, contact details, company logo, and link

**One-Off Comment Piece (500 - 700 words) | £1,075**  
**Comment Piece Copywriting | £500 per piece**



## Market Research

Tapping into our extensive reach within the property market, we will produce an **in-depth**, independent report on a topic that is important to you, contacting business leaders, identifying key trends, and **tracking** sector opinion.

- Bespoke tool for marketing and business development
- Full report designed, produced, and promoted to our entire readership

**Market Research | From £10,000**

## Jobs Board

For a **one-off fee**, we will advertise your job vacancies on our website. Job listings have **no time limit**.

**Jobs | £595 for one/£1,400 for three**

## Event Listings

We can also promote your event listing, published on our popular events calendar.

- Fully branded with social media promotion

**Event Listings | £150 per listing**



## The Subplot

This weekly supplement of **stimulating** analysis adds a probing and incisive voice to Yorkshire, and the wider Northern region's property news, getting behind the headlines, and **examining** the issues affecting the industry.

Sponsorship of this supplement gives you the opportunity to align your brand with high-quality **market intelligence** and present your business in a unique setting to the loyal *Place North* following.

**Advertising on The Subplot - four newsletters | £1,000**

**Sponsorship of The Subplot dinners (Chatham House Rules) | From £2,000**

**Banner Advertising and Comment Piece package | £2,500**

One month of banner advertising on *The Subplot* newsletter, *Place Yorkshire* website, and a comment piece published in an edition of *The Subplot*.

**Sponsored inclusion in The Subplot Podcast with the editor | £2,500**

**Filmed Roundtable | £6,000 (+ cost of room hire if required)**

**Drinks Reception | £10,000 - £15,000**

**Annual Sponsorship | £15,000**

Social media announcement of your sponsorship, 12 months of banner advertising in *The Subplot* and on our website, a quarterly comment piece, invitations to private dining events, and invitation-only fireside chat interviews.



## Strategic Partner

Become a strategic partner of *Place Yorkshire* and capitalise on our extended reach, market understanding, key relationships, and experience.

We will be undertaking strategic partnerships for growth during the launch year for *Place Yorkshire*, enabling you to capitalise on our extended reach through our multimedia activities, key relationships, marketing understanding and strong presence.

Additionally, clients can now call upon a more bespoke service through our increased team capacity. We can undertake media work anywhere in the North of England.

Recent additional services added to our Place offering include

- **Bespoke smaller events/private dining/private invitation-only panel events**
- **Drone and video site visits with editorial interviews**
- **Video commentary pieces**
- **Office launches**

With a strong, loyal following in the North West, we anticipate that our services will be well received in Yorkshire to an audience made up of your customers.

We welcome the opportunity to talk with you about how we can help shine a light on your sites, schemes and plans.

*Our 2022/23 North West annual partners include*



## Costs

OPPORTUNITY	PACKAGE SPECIFICS	COST
<b>Client Event</b>	Full day conference	£35,000
	Half day conference	£25,000
	Breakfast events	£12,000 - £15,000
	Drinks reception	£10,000 - £15,000
<b>Place Party Yorkshire</b>	Sponsor (seven slots)	£4,500
	Drinks Reception Sponsor (one slot)	£6,000
	Headline Sponsor (one slot)	£8,000
<b>MIPIM / Industry Event</b>	Online and offline MIPIM-related profile-raising activity	£5,000 - £20,000
<b>Strategic Partnership</b>	Tailored online and offline package	From £25,000
<b>Filmed Roundtable</b>	Dedicated video, chairing, and event coordination	£6,000 (+ room hire)
<b>Video Commentary</b>	Video interview with key member of your team	£1,750
<b>Video Fireside Chat</b>	Video interview with up to two guests and a senior member of our experienced editorial team	£2,500
<b>Video Site Tour</b>	An energetic and eye-catching video of your scheme	£3,000
	Upgrade your site visit tour video with a senior journalist joining on site as presenter and interviewer	£3,750
<b>Website Advertising</b>	Web banner on placeyorkshire.co.uk	£1,000 per month
<b>Comment Piece</b>	Online comment piece	£1,075
	Including copywriting	£500
<b>Market Research</b>	Prices vary based on research requirements	From £10,000
<b>Event Listing</b>	One event listing	£150
<b>Jobs Board</b>	One job listing	£595
	Three job listings	£1,400



## Costs

OPPORTUNITY	PACKAGE SPECIFICS	COST
<b>Graphic Design</b>	Banner ad/programme ad/pull-up banner/ email marketing campaign	£400 per item, depending on requirements
<b>Consultancy Advice</b>	Editorial, marketing, commercial advice	On enquiry
<b>Campaign Planning</b>	Comprehensive marketing plan utilising our expertise in editorial and multimedia	On enquiry
<b>The Subplot</b>	Filmed roundtable	From £6,000
	Drinks reception	£10,000 - £15,000
	Sponsorship of The Subplot dinners (Chatham House Rules)	From £2,000
	Banner ads and comment piece package	£2,500
	Ads on The Subplot - four newsletters	£1,000
	Podcast with the editor	£2,500
	Annual sponsorship	£15,000
<b>Editorial Link</b>	Embedded link in a story/editorial piece	£150

*All prices are exclusive of VAT*

The background of the image is a teal-tinted photograph of the dome and clock tower of St. Paul's Cathedral in London. The dome is a large, ribbed structure with a lantern on top. Below it, the clock tower features a large, ornate clock face with Roman numerals. The building is supported by a series of classical columns. The overall image has a monochromatic teal color scheme.

# YORKSHIRE Place

Discover business development opportunities

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