



**What's On**  
MEDIA GROUP



**Inspiring audiences with brilliant experiences**  
**in Birmingham and across the Midlands**



**2021**



# Free time is precious. Experiences are everything. **What you do matters.**



2020 was a year like no other and we know the road to recovery in 2021 is going to be challenging for all of us.

Knowledge of the market and audience behaviours is more important than ever before. We're all looking to reconnect with the familiar, to re-experience what we love doing with friends and family, to make new and lasting memories.

When you're ready, our print and digital channels can help you rebuild your market presence, re-engage with existing audiences and find new ones.

## **Let's get going again.**

# this is **What's On** Media Group



**The Midlands #1brand** that gets people out enjoying the region's best things to eat, drink, see and do.

**Here for a long time not just a good time!** Tried and tested, we've been keeping the Midlands informed and inspired since 1985.

**A magazine and then some.** Six regional editions of our magazine are published monthly combined with our market-leading digital presence comprising website, mobile, newsletters plus dedicated Facebook and Twitter channels for each edition.

**Independent expertise.** We love where we live and work. Our team of writers and content producers are passionate explorers, so if something's worth knowing you can guarantee we'll share it.

**Print + Online + Social media + Newsletters + Custom content**

# maximum **reach** with minimum **wastage**

Across our portfolio of products we deliver **unbeatable reach to a highly engaged audience** who are actively in the market for things to do.

## Magazine

Readership

**285,000**

## Newsletter

Active subscribers

**80,000**

## Website

Average monthly Unique Users

**301,000**

## Social Media

Facebook & Twitter followers

**751,000**





### REGIONAL EDITIONS:

- **Birmingham** What's On
- **Wolverhampton** What's On
- **Warwickshire** What's On
- **Worcestershire** What's On
- **Staffordshire** What's On
- **Shropshire** What's On
- **Midlands Zone** LGBTQ title



# the **big** picture

## reach by region

	Magazine Readership	 Twitter Followers	 Facebook Fans since Jan 2016	Email Subscribers	Average in 2019 whatsonlive monthly visitors
<b>Birmingham</b> What's On Magazine	72,000	230,600	214,800	17,800	105,400
<b>Wolverhampton</b> What's On Magazine	42,000	17,600	37,400	10,300	32,800
<b>Shropshire</b> What's On Magazine	30,000	17,300	43,100	8,400	30,800
<b>Staffordshire</b> What's On Magazine	28,000	13,900	37,100	7,300	27,100
<b>Warwickshire</b> What's On Magazine	30,000	13,700	37,600	8,600	28,400
<b>Worcestershire</b> What's On Magazine	24,000	10,100	19,100	6,400	16,100
<b>Midlands Zone</b> LGBTQ title	60,000	25,800	33,000	21,200	60,400
<b>Total</b>	<b>285,000</b>	<b>329,000</b>	<b>422,000</b>	<b>80,000</b>	<b>301,000</b>



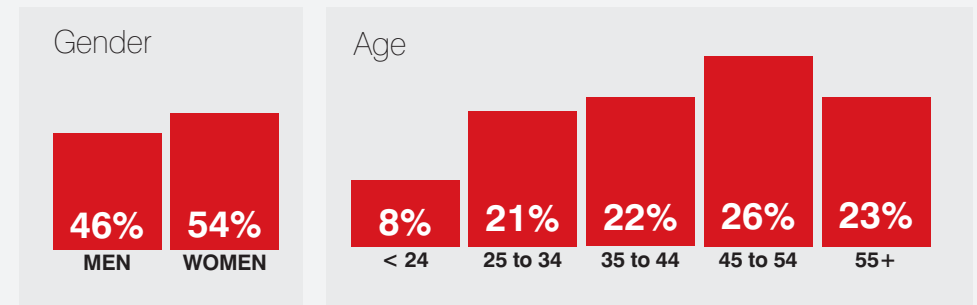
# our **print** audience



We reach more entertainment seeking adults than any other magazine in the Midlands with a combined readership across all six editions of 285,000.

Our distribution network comprising 250+ sites is unique targeting both local residents and visitors. **94%** of our magazines are picked up within 7 days.

## demographics



**Active, mobile ABC1 audience 78%**



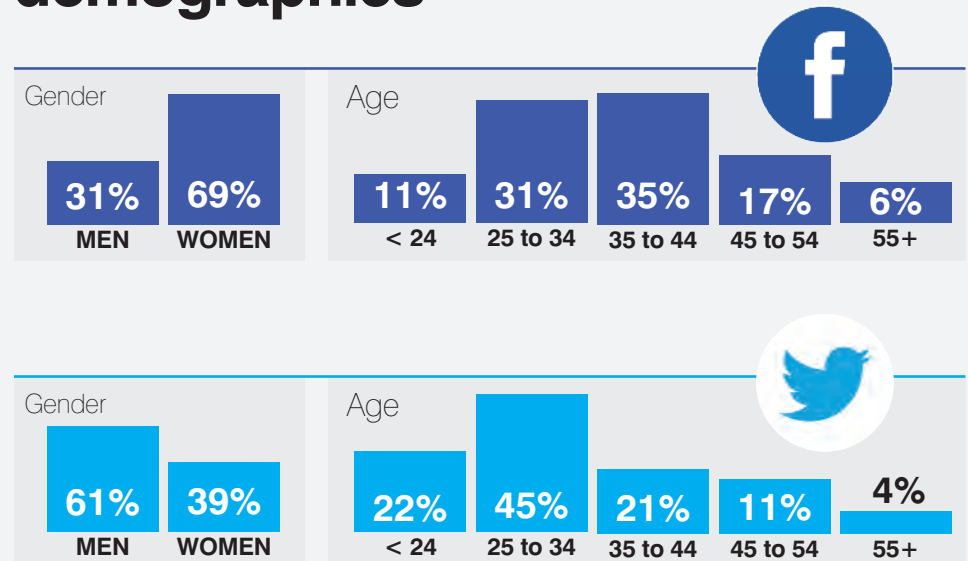
# our **social** audience



**The Midlands #1brand** that gets people out enjoying the region's best things to eat, drink, see and do.

We have built the biggest social following of any media brand in Birmingham and the Midlands. With dedicated social channels for each of our six magazines, our highly engaged social community numbers **422,000 Facebook** followers and **329,000 Twitter** followers.

## demographics



# our **digital** audience



The What's On website features six bespoke content hubs, one for each region of the magazine.

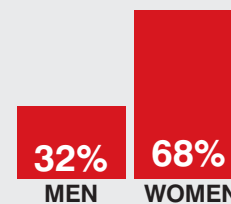
**Avg. monthly page views 480,000**

**Avg. monthly unique visitors 301,000**

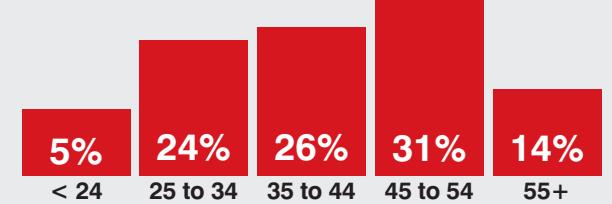
**Visits from mobile devices 76%+**

## demographics

Gender



Age



**Monthly Newsletter** 80,000 people receive their monthly dose of our best bits and carefully curated offers and deals. The newsletter average open rate is an impressive 21%.



# our **What's On** readers take action



**Food & Drink:**



**Arts & Culture:**



**Getting out and about:**



**Travel:**

## Food & Drink:

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**94%** like to eat out at restaurants

**72%** eat out once per week

## Arts & Culture:

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**6x** more likely to visit the theatre

**5x** more likely to visit art galleries and museums

## Getting out and about:

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**3x** more likely to go to concerts and gigs

**4x** more likely to frequent bars

**4x** more likely to visit attractions and events

## Travel:

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**4x** more likely to have taken more than 2 trips abroad each year

**5x** more likely to have taken 4+ annual trips within the UK

# custom content for you



We know there will be times when standard marketing opportunities won't fit the bill, and something more unique is required. Using the creative resources of our editorial and production teams, we can work in partnership with you to create a package of paid-for custom content that best meets your campaign objectives.

This means prime exposure across our magazines, website, social media channels and newsletters over a longer period of time, written and designed by us to guarantee the highest levels of audience engagement.

Dependent on budget and requirements, your custom content package could include:

- A custom content hub within the What's on website
- Display ads across our website to drive traffic to your content hub
- Promoted article in print and online including image gallery
- Custom video content shared directly to our social channels
- Social Media marketing
- Newsletter feature
- Reader event or competition
- Custom print advertising execution





To find out more about how we can help get your  
business growing again email us at  
**hello@whatsonlive.co.uk**

