



What's On

MEDIA GROUP



Inspiring audiences with brilliant experiences
in Birmingham and across the Midlands



2023

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



To say that the past few years have been challenging is an understatement. But although it's been tough, the leisure & entertainment industry has been on the road to recovery over the past 12 months, with footfall and revenue both steadily improving.

A new year brings new challenges. Knowledge of the market place and audience behaviour remains an absolute essential as we continue to reconnect with the familiar and seek out new experiences.

Whether you're looking to maintain your position in the market or establish a new presence, our print and digital channels have a proven track record when it comes to helping our clients re-engage with existing audiences or find new ones.

Let us help you...

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



The Midlands #1 brand 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 Twitter and Instagram 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

226,000

Newsletter

Active subscribers

58,800

Website

Average monthly Unique Users

301,000



Social Media

Facebook & Twitter followers

734,000

the **big** picture

reach by region

	Magazine Readership	 Twitter Followers	 Facebook Followers	Email Subscribers	whatsonlive monthly visitors
Birmingham What's On Magazine	72,000	237,100	240,000	17,800	105,400
Wolverhampton What's On Magazine	42,000	17,200	38,000	10,300	32,800
Shropshire What's On Magazine	30,000	17,700	49,200	8,400	30,800
Staffordshire What's On Magazine	28,000	13,500	38,800	7,300	27,100
Warwickshire What's On Magazine	30,000	13,500	38,700	8,600	28,400
Worcestershire What's On Magazine	24,000	10,000	20,300	6,400	16,100
Total	226,000	309,000	425,000	58,800	301,000



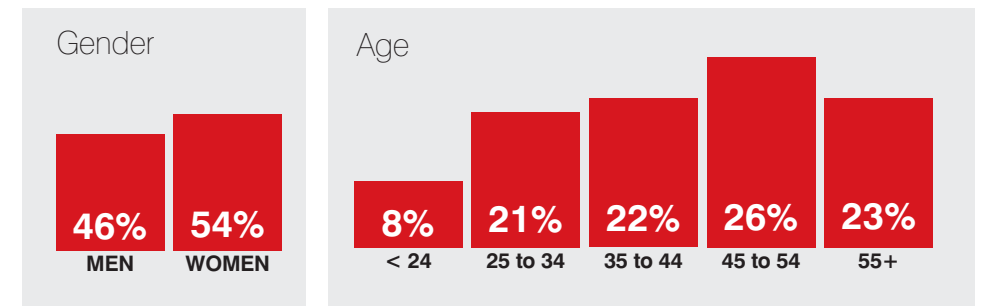
our **print** audience

We reach more entertainment seeking adults than any other magazine in the Midlands with a combined readership across all six editions of 226,000.

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%



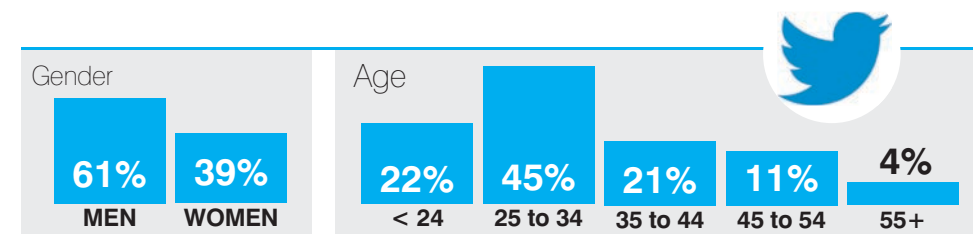
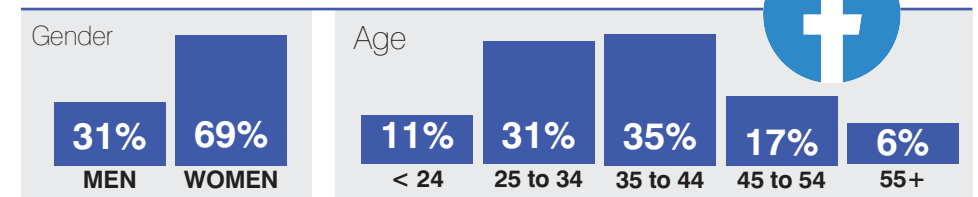
our **social** audience



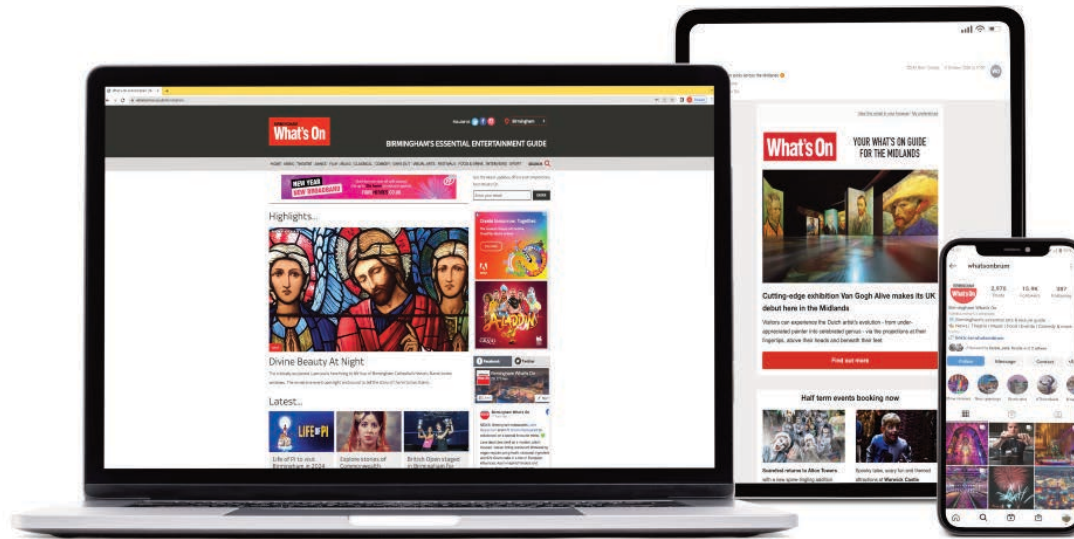
The Midlands #1 brand that gets people out enjoying the region's best things to eat, drink, see and do.

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 **409,400 Facebook** followers and **302,500 Twitter** followers.

demographics



our **digital** audience



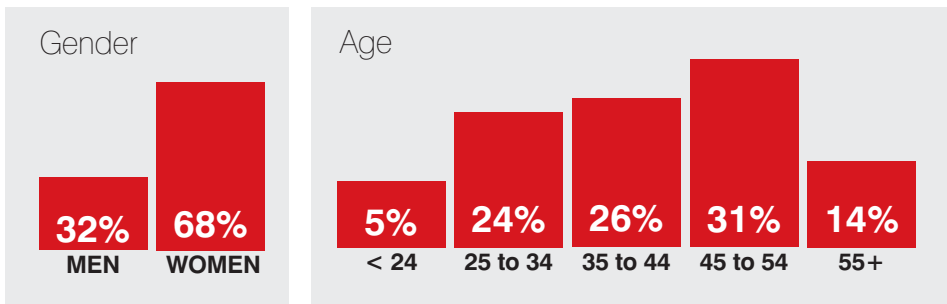
The What's On website features six bespoke content hubs, one for each region of the magazine.

Avg. monthly page views
480,000

Avg. monthly unique visitors
301,000

Visits from mobile devices
76%+

digital demographics



Our fortnightly 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 28.2%.

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



Food & Drink:

94% like to eat out at restaurants

72% eat out once per week

Arts & Culture:

6x more likely to visit the theatre

5x more likely to visit art galleries and museums

Getting out and about:

3x more likely to go to concerts and gigs

4x more likely to frequent bars

4x more likely to visit attractions and events

Travel:

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