

PLACE MIDLANDS

BECOME A
FOUNDING PARTNER



Building on almost 20 years of experience and quality delivery in the North of England, Place Media Group is a B2B media house that publishes current, positive news about the built environment through dedicated regional titles.

PLACE MEDIA GROUP IS

PLACE NORTH WEST

PLACE YORKSHIRE

PLACE NORTH EAST

...AND NOW PLACE MIDLANDS

THE MIDLANDS

Information is the lifeblood of business.

The Midlands currently lacks the flow of news and analysis that a region of its size and importance in the UK economy surely merits.

Place Media Group will illuminate the great work our partners and others are doing in the region through our high-quality journalism and the full array of supporting activity that we are known for after almost 20 years publishing news and running events.

By bringing together a Midlands audience of property professionals there will be increased awareness and clarity about the role property plays in the regional economy and every chance to seize the opportunities this presents.

Embedding serious business media into the daily lives of people working in the Midlands is a vital step along the journey to economic and societal transformation.

Known for our dedicated, trusted, and authentic position in the heart of UK journalism, we are proud to have organically built the largest stable of property media in the UK.

Our planned arrival into the Midlands comes at a pivotal time for the region and its towns and cities.

With HS2 due to land in Birmingham and the Council under new and improved leadership, England's second city and surrounding areas are set for growth.



PLACE AT A GLANCE

- Founded in 2007
- Respected and trusted voice of the property industry
- Team of journalists that are well-embedded in the market
- Nearly 90% of readers rate us as their top property news source
- Calendar of 60 annual conferences, dinners, and networking events

300,000+

Monthly readers across the North

750,000+

Monthly page views

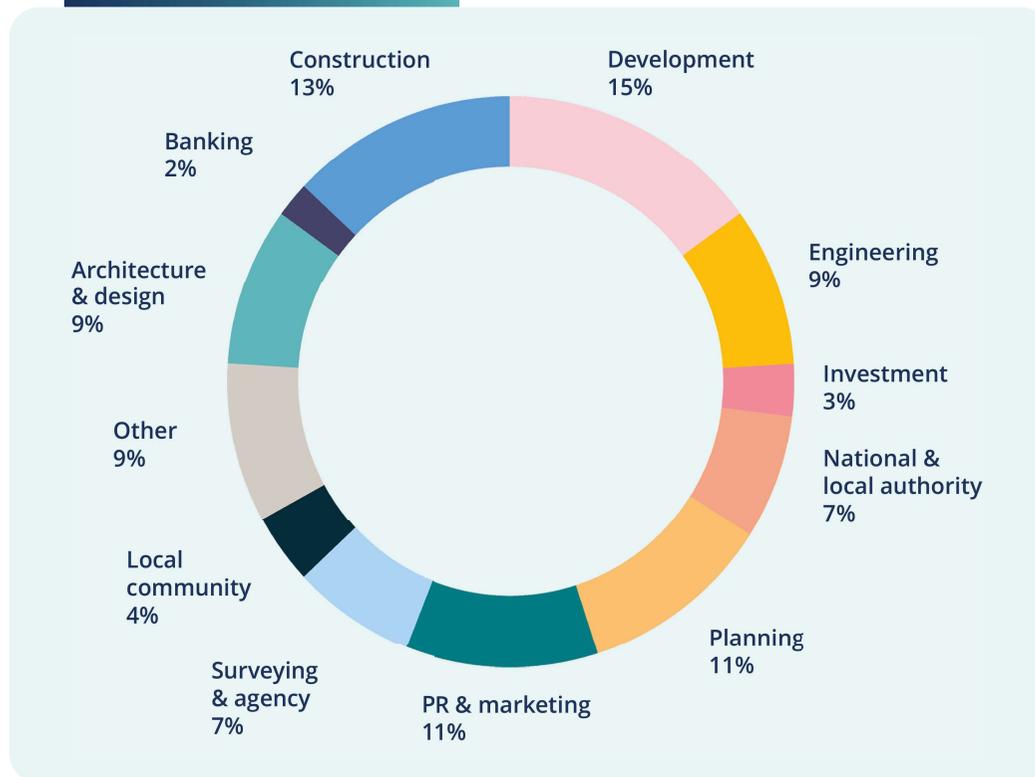
50,000+

Social media followers

77%

Readers at senior level and above

READER DISCIPLINE



YOUR OPPORTUNITY

Be part of a new way of working in the Midlands - a new way of promoting and positioning your organisation to highlight and share market intelligence, breaking news, and insightful advice that will support the region daily and via our national and international events.

Our reliable, transparent news output will highlight the fantastic activity happening across the Midlands, enabling the region to have an equal footing and platform that others in the UK already benefit from - the North West since 2007 and, since 2023, the North East and Yorkshire.

Until now, Place North has been based in our office in Manchester; this new exciting move will see Place Midlands set up in Birmingham, allowing us to continue our approach of being in the markets we write about, understanding the issues you face, and helping your organisation build profile, regional relevance, valuable networks, and ultimately to get the visibility your work deserves.

We understand that the balance of time, budget, profile, and access are all crucial to delivering sustainable growth for our clients.

We also know that working with a broad array of organisations is vital to creating the right environment for a healthy successful media platform.

As such, Place Midlands is now looking for Founding Launch Partners for its first two years of publishing news across the Midlands.

Take a look at what is involved in the following pages.

DINO MOUTSOPOULOS

Managing partner &
head of commercial





Place NORTH

NORTH WEST YORKSHIRE NORTH

NEWS
EVENTS

KICKSTARTER PACKAGE

Place Midlands Founding Launch Partner

£25,000 per year

Founding Launch Partners are not only investing in the tangible marketing comms offerings below, but an investment in themselves that will make their organisation a true enabler for change.

Founder funding will be used to set up a base in the Midlands for a Place Midlands office, hire key staff for delivering, and guarantee the arrival of Place Midlands.

Additional immediate profile and visible impact will be created for all stakeholders across the region from the local authorities, developers, private sector built environment to the wider residents, occupiers and businesses of the Midlands.

View the benefits you receive as Founding Launch Partners overleaf.

THE TANGIBLE RETURN

- A seat on the Place Midlands Advisory Board, helping to shape the path for Place Midlands
- Access for your team and stakeholders to receive local intelligence direct to their inbox
- Editorial and social media announcement with branding in a dedicated piece
- Branding across all pages of the Place Midlands website
- Company promotional bio and brand on our Meet Our Partners page
- Founding Partner marketing assets for you to use
- 12-month branding on the Partner Carousel as Place Midlands Launch Partner status
- 12-month inclusion on internal editorial database for potential news commentary and guest speaker opportunities
- 12 months of advertising on the Place Midlands website
- Editorial consultancy service - direct access to our news team for advice on PR and news stories
- Published in-depth interview with each Founding Partner's Midlands lead
- Quarterly written thought leadership piece published on the website and newsletters
- Invitation to a Place Midlands private 'Meet the Editor' Dinner
- Invitation to a Place Midlands Partner Dinner
- Invitation to the Place Midlands launch event
- Access to our private MIPIM events
- Access to our private UKREiiF events
- Access to our private Housing event

UPGRADE YOUR INVESTMENT

- 12 months advertising in Place Midlands newsletters: £17,400
- Direct email marketing campaign to the Midlands database: £2,500
- Published dedicated filmed podcast with your Midlands lead: £3,750
- Published dedicated filmed roundtable: £6,500
- Filmed and published site visit of your project, with editorial interview: £5,250
- Sponsorship of first Place Midlands Birmingham City Region Development Update: £3,950
Up to 8 sponsors, sector exclusive. Exclusivity not applicable to developers and local authorities
- Sponsorship of a city or town investment tour. Supporting a chosen town or city to facilitate investment
Including presentation, hospitality, and subsequent editorial and media promotion: £20,000
- Sponsorship of first Place Midlands State of the Market Investment Conference: £3,950
Up to 8 sponsors, sector exclusive. Exclusivity not applicable to developers and local authorities
- MIPIM promotional packages - video, events, coverage, passes: bespoke pricing
- UKREiiF promotional packages - video, events, coverage, passes: bespoke pricing

ULTIMATELY, YOUR INVESTMENT IN PLACE MIDLANDS IS AN INVESTMENT IN YOURSELVES.

IT IS A VOTE OF CONFIDENCE FOR THE REGION AND A SUPPORTING ACT TO HELP YOUR CITIES AND TOWNS GAIN VISIBILITY IN ORDER TO SUPPORT A FUTURE PIPELINE OF INVESTMENT AND DEVELOPMENT DEMAND RIGHT ACROSS THE PATCH.

PLACE NORTH HAS A STELLAR TRACK RECORD FOR DELIVERY AND WE LOOK FORWARD, WITH YOUR SUPPORT, TO BRINGING IT TO THE MIDLANDS.

TO DISCUSS THIS OPPORTUNITY,
CONTACT

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& HEAD OF COMMERCIAL

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