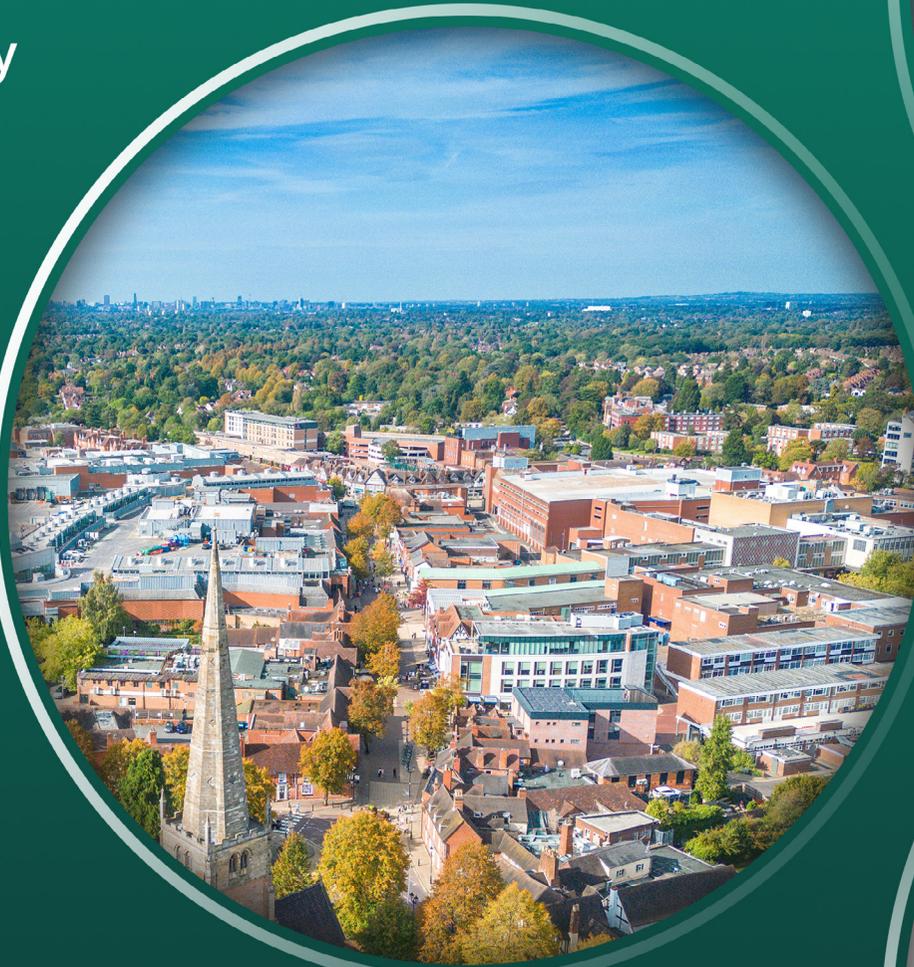


# MIDLANDS Place

The voice of property  
in the Midlands

MEDIA PACK  
2025/26





For almost 20 years, *Place Media Group* has established itself as the go-to news publisher for decision-makers, industry influencers, and innovators, offering unparalleled coverage of the projects shaping our towns and cities.

Through a dynamic mix of reporting, events, and tailored marketing solutions, *Place Media Group* informs and connects clients with opportunities to grow, collaborate, and thrive in regions across the UK.

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## PLACE MEDIA GROUP

- Respected and trusted voice of the property industry
- Leading publishing house dedicated solely to covering regional built environment news
- Team of journalists embedded in the industry
- Ability to create valuable partnerships through our wide, expert network

## THE STRENGTH OF THE MIDLANDS

- £77bn economy, home to one of the UK's largest cities
- 90% of the UK population is within a 4-hour journey, and set to benefit from HS2 connectivity
- Among the top 20 regions for foreign direct investment in Europe
- Second-largest fastest-growing, youngest, and most diverse population





Marie Curie  
Places Matter

Kerith Quyle  
Places Matter

***‘Place’s exceptional mix of professional events and quality content make it the ideal platform to reach and meet the people that matter to a growing business like ours.’***

**- JASON SHARP  
FOUNDING PARTNER**



# Business generation

## HOW WE HELP GROW YOUR BOTTOM LINE

We have an excellent regional profile throughout the built environment. Our news is free to read and filled with the critical market intel companies depend on.

Over 18 years, our respected position and 'quality-first' ethos have established *Place Media Group* events as trusted forums to forge new connections and build business relationships.

Our network is senior,  
our reach is extensive,  
and our track record is unrivalled.

## WE KNOW THAT YOU WANT TO

- Connect with top decision makers
- Boost your profits
- Secure the best projects
- Impress existing clients and win new ones
- Raise your brand profile in the industry
- Network with influential businesses in the Midlands
- Drive investment
- Attract new businesses
- Elevate the profiles of key individuals

## HOW WE DO IT

- We serve as the trusted voice across the property industry
- Securing top-tier speakers, participants, and delegates
- Managing and delivering quality events
- Sharing content with our subscribers, followers, and readers
- Resulting in significant impact and exposure for property businesses

**300,000+**

MONTHLY READERS

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**4**

REGIONAL TITLES

---

**18**

YEARS OF EXPERIENCE

---

**14,000+**

SUBSCRIBERS RECEIVE  
OUR NEWSLETTERS

**77%**

OF READERS ARE SENIOR LEVEL

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**62**

INDUSTRY EVENTS IN 2024

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**50,000**

SOCIAL MEDIA FOLLOWERS

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**85%**

RATE US AS THEIR TOP  
PROPERTY NEWS SOURCE

# Become a *Place Midlands* founding partner

**£25,000 per year**

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

*Opportunity ends December 2025*

- 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 our editorial database for commentary and speaker opportunities
- 12 months of advertising on the *Place Midlands* website
- 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 *Place Midlands* private dinners
- Access to our events at UKREiIF and Housing conference



# Partner with *Place*

Solutions

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 VM Finance  
Limited

## BRING YOUR POSITION IN THE MARKET TO THE NEXT LEVEL

- Build your bespoke 12-month package to boost your profile within the built environment industry, specifically targeting your business needs
- Receive unique business development opportunities

## EXCLUSIVE *PLACE* PARTNER BENEFITS INCLUDE

- Private event invitations
- Company added to editorial list for comment on news
- Exclusive VIP invitations
- First look at events and marketing opportunities
- Exclusive industry event invitations
- Editorial and social media announcements of your partnership

To become a *Place Media Group* annual partner, investment starts at £25,000+ pa

**‘Being a *Place* partner allows us to contribute meaningfully to conversations shaping the future and to collaborate with industry leaders who share our vision’**

- EMMA RATCLIFFE  
SENIOR BUSINESS DEVELOPMENT MANAGER  
MORGAN SINDALL CONSTRUCTION

## CURRENT *PLACE* PARTNERS INCLUDE

**Harworth**

 **Close Brothers**  
Property Finance

**MORGAN  
SINDALL**  
CONSTRUCTION



**jmw**

**MUSE**

 **MANSELL  
BUILDING  
SOLUTIONS**

# MIPIM

*Place Media Group MIPIM 2025 stats*

**46,000** reads of our  
MIPIM content

**950** MIPIM event/  
session attendees



# Industry news

*Place Media Group's* first-class editorial teams cover not only the Midlands, but also the North West, Yorkshire, and North East.

Our readers, clients, and event delegates are professionals involved in the built environment industry, including developers, architects, planners, surveyors, and local government officials. There is no other media group that focuses on the property industry at a local level.

**750,000+**  
MONTHLY PAGE VIEWS

**17,000**  
DAILY NEWS ARTICLE READS

Nearly **90%** of our reader's choose *Place Media Group* as their first choice for property news and **47%** choose us as their only property news source.

## OUR READERSHIP

- 18% owner/chief executive
- 21% director
- 38% manager
- 18% intermediate
- 4% graduate
- 1% student

**95%** of readers rate our news coverage as 'excellent' or 'very good'

**4,000+** news articles written in 2024







# Bespoke events

- FULL OR HALF DAY CONFERENCE
- BREAKFAST EVENTS
- DRINKS RECEPTION
- FILMED ROUNDTABLE (averages 1,130 views online)

COMPANIES WE HAVE DELIVERED BESPOKE EVENTS FOR



Contact our sales team for  
more information

[sales@placemidlands.co.uk](mailto:sales@placemidlands.co.uk)



**‘The final production was of great quality, which landed very well with all our stakeholders involved and provided us with a great video to widely promote the development plans and ambitions.’**

**- CHRIS DAVIDSON  
REGIONAL DIRECTOR**



# Video services

Grow your online profile, showcase your new development, and maximise your expo presence. Video can also be an engaging way to raise an individual's profile.

We will take care of the entire production process, and even manage online promotion across our website and social media channels.

Our in-house team works at a fast pace, consistently delivering high-quality videos within a short turnaround.

You will own the intellectual property of your finished video content, meaning you're free to utilise your product how best you see fit.

- **EXPERT COMMENTARY VIDEO**  
Micro-documentary to position you as one of the industry's best thinkers and doers

- **FIRESIDE CHAT**  
A relaxed conversation with a *Place* journalist, delving into important topics with one or two guests

- **FILMED SITE TOUR WITH HOST**  
Upgrade your site video with a senior journalist joining as presenter and interviewer

- **WHITE LABEL SERVICES**  
Something specific in mind? Share a brief and leave it to us to create and promote a video project tailored to your goals

# Podcasts

- FILMED FOR VERSATILITY OR AUDIO ONLY
- CREATES ENGAGING SOCIAL MEDIA CONTENT
- POSITIONS YOU AS A VOICE OF AUTHORITY
- PUTS YOUR BRAND IN FOCUS ACROSS *PLACE* OUTPUT
- ENGAGES YOUR AUDIENCE BASE
- AVERAGE OF 200 ENGAGED LISTENS PER EPISODE

**14,500+**  
STREAMS IN 2024



A man with short dark hair and glasses, wearing a white button-down shirt, stands in front of a modern multi-story building with balconies. The scene is outdoors with some greenery and a white car partially visible in the background. The image has a dark green overlay on the right side where the text is placed.

**‘Creating engaging video content with *Place* was seamless.**

**The team took time to understand our messaging, guiding us through the process, and creating a video that we’re all proud of. Importantly, the finished video has enabled us to access a wider audience via their industry reach.’**

**- DAVID CHILTON  
MANAGING DIRECTOR**

**Rowlinson**

# Online marketing

## ONLINE ADVERTISING

Drive traffic to your site with eye-catching banner adverts seen by senior level property professionals each month, both across our websites and email bulletins

Our client Walker Sime achieved an impressive 210 advertisement clicks to its website through just 10 email briefings

## EMAIL MARKETING

Boost business leads by landing in the inbox of our engaged subscribers, 77% of which is either manager, director, or owner/CEO level

## COMMENT PIECES

- One-off, fixed-price piece at the optimum time for your own content strategy
- Prime visibility in email bulletins, our website, and social media channels

## JOBS BOARD

- Unlimited job adverts with no restrictions
- Effortlessly connects you with the right candidates
- Advert features in weekly jobs bulletin and news briefings

**25%** of readers say they have transacted with a company as a result of advertising they've seen on a *Place Media Group* website





**‘Our collaboration has helped us build strong relationships that will support us in future growth.**

**“We see our continuing partnership to be an important part of our business development”**

**- ANDREW SLANEY**

**ASSOCIATE DIRECTOR OF URBAN DESIGN**



# Ethics and views

We celebrate growing commitments to equality, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a respectful environment. We also recognise the crucial role the built environment plays in combating climate change.

We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories. Learning from each other is a key part of the *Place* experience. Together, we will champion the industry, celebrate its achievements, and push for continual improvement.



**Our 2025 charity partner**



**REGENERATION BRAINERY**

Championing a diverse and more modern built environment has always been a focus for *Place Media Group*. We are proud to partner with Regeneration Brainery, who accelerate change to make our industry more representative of the world in which it operates.

Regeneration Brainery is a not-for-profit organisation that addresses both the skills gap and the need for diversity in the property industry by working with young people from under-represented backgrounds to encourage them to pursue careers in the built environment. It does this through a mixture of workshops, networking sessions, and site visits.

# Pricing

## OPPORTUNITY

## PACKAGE DETAILS

## INVESTMENT LEVEL

### EVENTS

#### CLIENT EVENT

Full-day conference	£35,000
Half-day conference	£25,000
Breakfast event/drinks reception	£10,000 - £15,000

#### PRODUCT SEAT-DROP

Flyer or merchandise given out to delegates	£750
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#### EXHIBITION

Exhibition stand at conference	£1,750
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#### EVENT CHAIRING

<i>Place Midlands</i> will chair your event or panel	From £1,000
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#### 12-MONTH PARTNERSHIP

Tailored online and offline package	From £25,000+
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#### FILMED ROUNDTABLE

Dedicated video, chairing, and event coordination	From £6,500 (+ room hire)
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### VIDEO SERVICES AND PODCASTS

#### VIDEO SITE TOUR

Energetic and eye-catching video of your scheme with a senior journalist joining on-site as a presenter and interviewer	£5,250
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#### FILMED FIRESIDE CHAT

Chaired video interview with up to two guests	£3,500
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#### AUDIO-ONLY PODCAST

Sponsor and appear on a podcast	£2,600
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#### FILMED PODCAST

Edited video as well as audio	£3,750
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#### EXPERT COMMENTARY VIDEO

New micro-documentary style with one speaker	£2,600
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## OPPORTUNITY

## PACKAGE DETAILS

## INVESTMENT LEVEL

# ONLINE MARKETING

### WEBSITE ADVERTISING

Online adverts across any of our publications

From £1,450 per month

### NEWSLETTER ADVERTISING

Banner advert on our *Place Midlands* bulletins

From £1,750 per month

### WEBSITE AND NEWSLETTER BUNDLE

Website and newsletter adverts

From £2,560 per month

### AD COMBO

Adverts across the website and all email output including news briefings, analysis, and jobs bulletins  
Four social media promotions in a month

£5,000 per month

### EMAIL MARKETING

Email to *Place's* database with your own marketing content  
Design included

£2,500 per email  
+£400

### COMMENT PIECE

Online comment piece  
Copywriting per comment piece  
Publishing within 48 hours

£1,350  
+£400  
+£300





DESIMONE

CIVIC

BDP.

CAVENDISH



together.  
Loans, mortgages & finance.



Blackpool Council

Curtins



Salford City Council



Onward

kuits solicitors



bruntwood  
SciTech

ARUP



HOLLIS



H B D



**‘Being part of *Place*’s ‘Scheming’ podcast series was something quite different.**

**‘*Place*’s understanding of the issues and what the property market wants to know meant that the conversation really flowed.**

**‘We had over 6,000 listens in 48 hours; it was a great opportunity for me to keep engaged with the wider property community.’**

**- TIM HEATLEY  
CO-FOUNDER**

**CAPITAL&CENTRIC**



PLACE PARTY  
SEPTEMBER 2024

[Click to view our social event packages](#)

# Contact us

## ONLINE

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

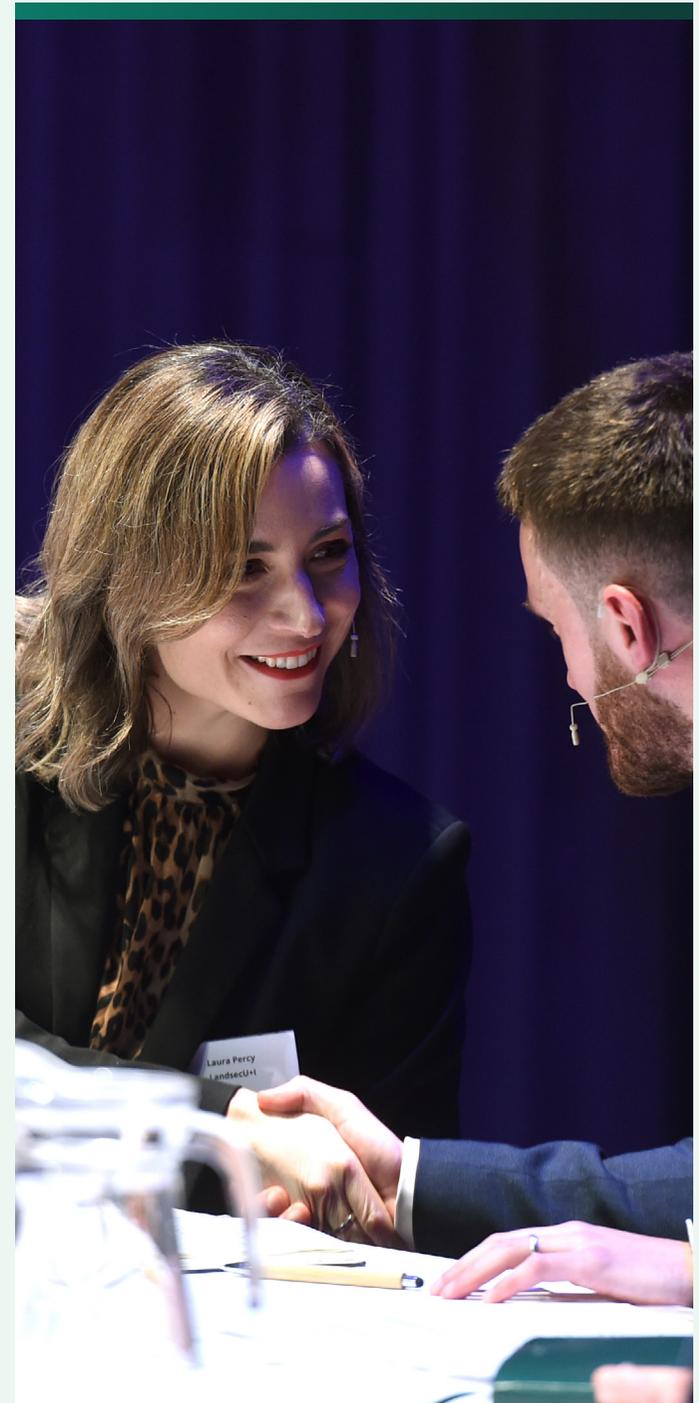
 Place Midlands

 PlaceMidlands

To discuss or book any activity, contact [sales@placemidlands.co.uk](mailto:sales@placemidlands.co.uk)

[placemidlands.co.uk/contact](https://placemidlands.co.uk/contact)

Dino Moutsopoulos: 07803 988 112



A nighttime photograph of a city street. In the foreground, a tram is visible, with its destination sign displaying "Phoenix Park". The tram is white with a blue stripe and has "NET" on the front. The street is illuminated by streetlights, and there are people walking on the sidewalk. In the background, there are buildings and trees. A large, semi-transparent white circle with a teal border is overlaid on the center of the image, containing the text "MIDLANDS Place" and the website "PLACEMIDLANDS.CO.UK".

MIDLANDS  
**Place**

PLACEMIDLANDS.CO.UK