

# **A QUICK GUIDE TO OUR EDITORIAL CAMPAIGNS.**

**[creativetourist.com](http://creativetourist.com)**

“Creative Tourist is a trusted brand that reflects Manchester at its best. It’s one of the first places we go to run a digital campaign. If Creative Tourist recommends it, its readers will know it is worth a look.”

Kim Gowland, Head of Marketing, MSI



creativetourist.com is an award-winning art and travel site with its home in Manchester – and its eyes on the best art and cultural events across the North.

**660,000** cultural consumers every year

**55,000** readers a month

**55%** are “experience seekers” under 35

**70%** of mobile readers use Apple devices

**35,000** Twitter referrals every month

**40,000** Facebook referrals every month

More than a website, Creative Tourist is your online connection to culturally engaged audiences across Manchester and the North West who are actively seeking things to do and places to visit.

# THE CREATIVE TOURIST STORY



“Creative Tourist broadcasts our shared passion for Manchester and the North. Different to other media channels, it is a valued partner; a digital champion of the whole arts-scene and working for everyone’s benefit – arts and audiences.”

**Dr Maria Balshaw, Director of the Whitworth  
and Manchester City Galleries**

the **Whitworth**

In 2009 Creative Tourist launched – Manchester’s first dedicated arts and travel website, whose aim was to raise the profile of Manchester as a cultural destination.

Fast-forward seven years and The Lonely Planet has designated Manchester a top ten world destination, **“the one-time engine room of the Industrial Revolution has found a new groove for the 21st century as a dynamo of culture and the arts”**.

Culture matters, for Manchester and the North. Rising numbers of visitors come specifically to experience its cultural scene, with culture now the highest primary motivation for leisure visits to the city. It supports global image-making and inward investment. It helps businesses recruit and retain talent. It inspires our young people and connects our communities.

And Creative Tourist continues to be instrumental in that story – with a fresh design and back-end functionality designed to enhance the user experience – our partners will reach and convert more cultural consumers than ever.

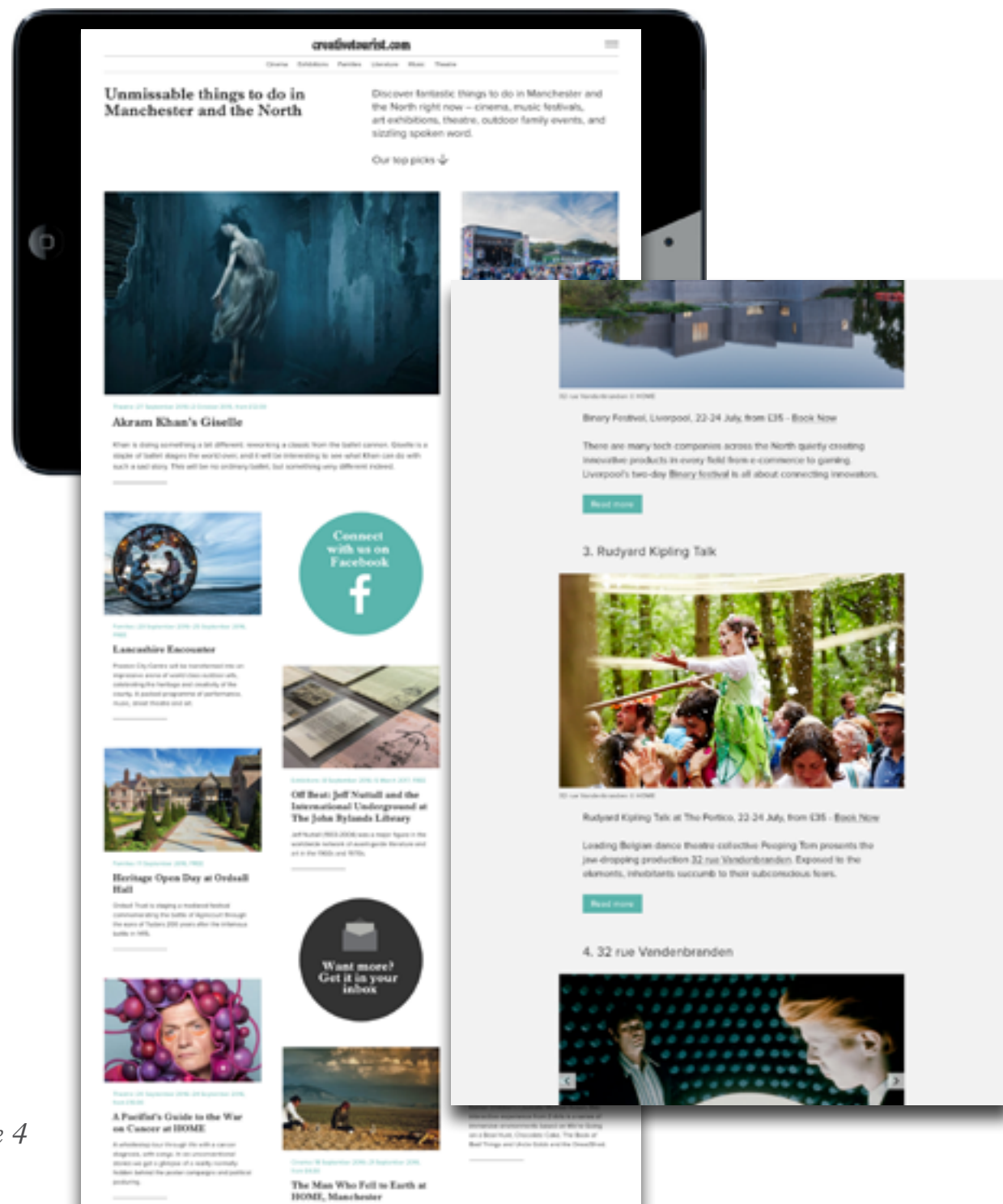
# PROMOTE YOUR EVENT OR VENUE WITH CREATIVE TOURIST

Creative Tourist is unique. We are a specialist website and online channel dedicated to promoting art, music, cinema, theatre, literature and family activity alongside the best local food and drink, shopping, and accommodation.

Our team of trusted writers, experts in their field, create content that highlights why your offer is unmissable.

By promoting your event or venue on **creativetourist.com** and to our subscribers through email and social media, you can connect with an audience seeking enriching experiences, with a taste for the unusual, and who do not want to miss out.

Creative Tourist isn't about reaching a mainstream audience. It's about reaching the right audience: people who will not only want to find out more but will actually visit and book.





# OUR READERS



“When the BBC moved its staff north, it was Creative Tourist that new colleagues turned to. It continues to be a trusted guide and supplies weekly recommendations to BBC North staff through the BBC intranet.”

**Simon Webb, BBC Philharmonic, MediaCityUK**



## 660,000

cultural consumers  
every year

## 55,000

readers a month

## 7,500

subscribers receive  
weekly what's on  
emails

## 3,500

BBC North and British  
Council staff find out  
what's on each week via  
bespoke emails

## 22,300

Twitter followers  
producing 280,000  
impressions a month

## 6,000

likes on Facebook  
reaching 40,000  
users a month

## 40%

male

## 50%

are located in Greater  
Manchester

## 55%

are “experience  
seekers” under 35

## 60%

female

## 75%

are based in the  
North West

## 55%

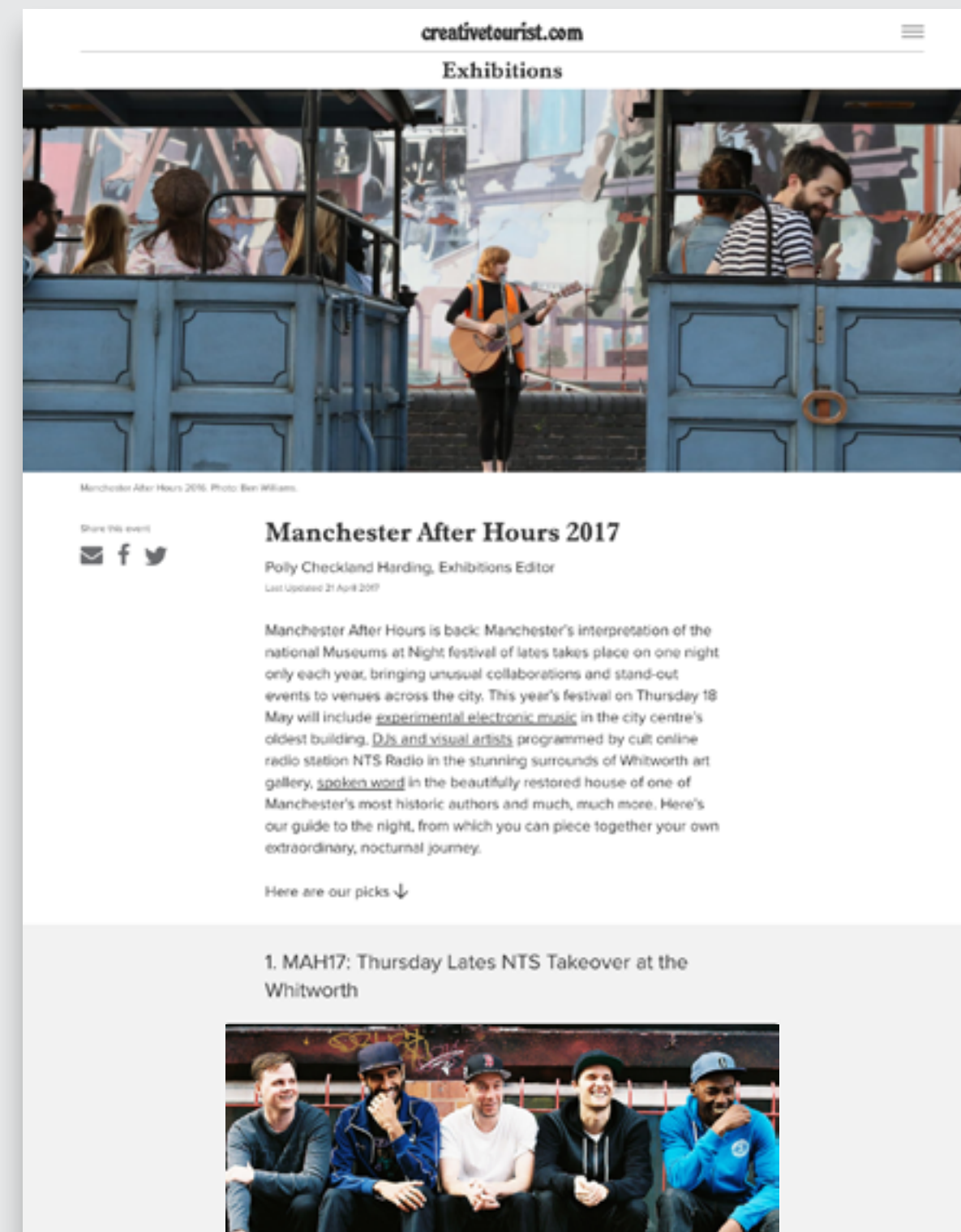
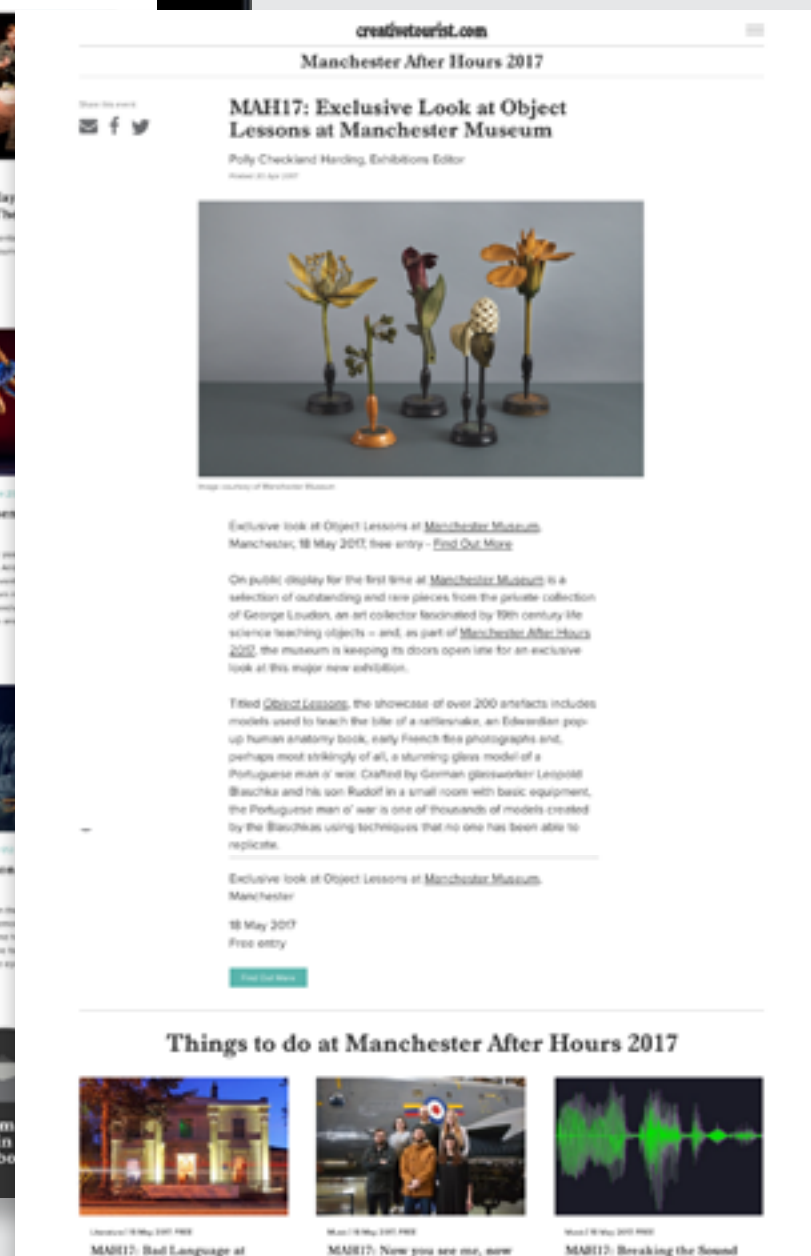
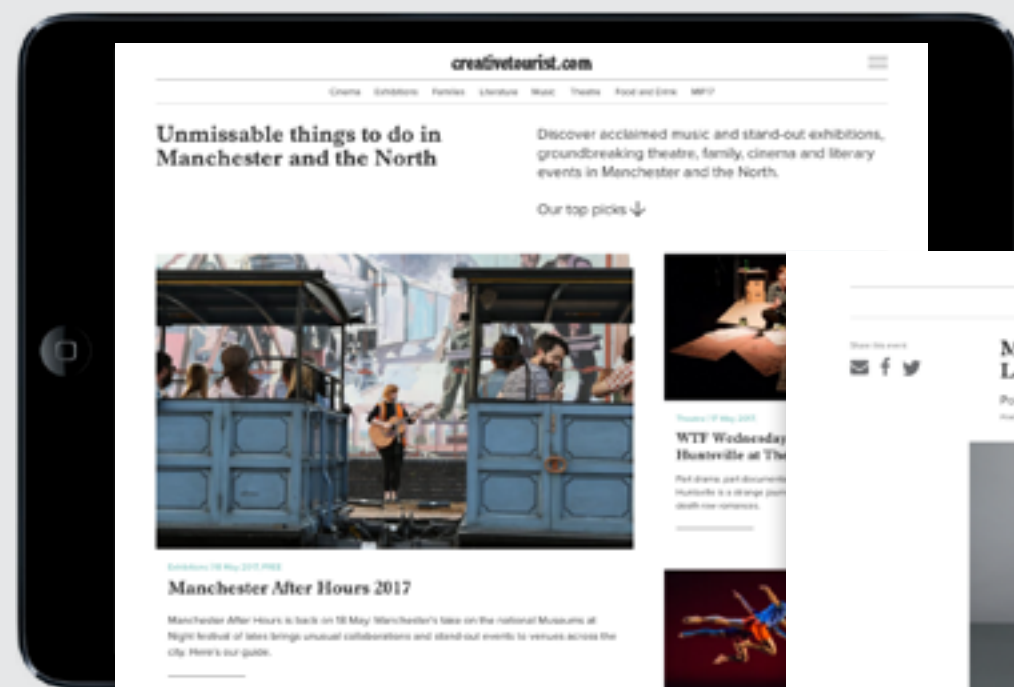
of readers are mobile;  
70% of them use Apple  
devices

# PROMOTE YOUR EVENT

A range of campaigns to suit your event and budget.  
Retainer and partner packages spread across a longer period to develop brand awareness, with reduced costs for longer-term packages.

Basic Event Listing	Promoted Event	Festival / Season Guide
<div><div><div>✓</div><div>You create basic event listing(s) in Culture Hosts. We import to creativetourist.com</div></div><div><div>✗</div><div>Sub-events</div></div><div><div>✓</div><div>Basic event description</div></div><div><div>✗</div><div>Social promotion</div></div><div><div>✗</div><div>E-news promotion</div></div><div><div>✗</div><div>No weighting</div></div><div><div>✗</div><div>Featured in 'related' &amp; 'nearby' event listings</div></div><div><div>✗</div><div>Featured in relevant culture guide</div></div><div><div>✗</div><div>Featured in main menu</div></div></div>	<div><div><div>✓</div><div>You create basic event listing(s) in Culture Hosts. We import to creativetourist.com</div></div><div><div>✓</div><div>Sub-events</div></div><div><div>✓</div><div>Bespoke event preview</div></div><div><div>✓</div><div>Social promotion 2 Facebook posts (1 boosted) 2 Twitter posts</div></div><div><div>✓</div><div>E-news promotion (x1)</div></div><div><div>✓</div><div>Featured in 'related' &amp; 'nearby' event listings</div></div><div><div>✓</div><div>Featured in relevant culture guide</div></div><div><div>✗</div><div>Not featured in main menu</div></div></div>	<div><div><div>✓</div><div>Includes 5 or more promoted event campaigns at £200 per event PLUS...</div></div><div><div>✓</div><div>Bespoke guide editorial</div></div><div><div>✓</div><div>Social promotion 4 Facebook posts (1 boosted) 4 Twitter posts</div></div><div><div>✓</div><div>E-news promotion (x4)</div></div><div><div>✓</div><div>Featured in 'related guides' feeds</div></div><div><div>✓</div><div>4 weeks in relevant</div></div><div><div>✓</div><div>Featured in relevant culture guide (4 weeks)</div></div><div><div>✓</div><div>Featured in main menu</div></div></div>
Free for Culture Hosts partners	Price: £250	Price: £1500
<div>Add-ons<div>+ Solus e-newsletter <b>£600 (FREE with 10th promoted event)</b></div><div>+ E-news inclusion <b>£50</b></div><div>+ Social promotion <b>£50</b></div><div>+ Internal banner ad <b>£200</b></div></div>		

# PROMOTE YOUR EVENT



# PROMOTE YOUR VENUE

A range of campaigns to suit your venue and budget.  
Retainer and partner packages spread across a longer period to develop brand awareness, with reduced costs for longer-term packages.

## Basic Venue Listing

- ✓ We create your basic event listing(s) in Culture Hosts and import it to creativetourist.com
- ✓ Basic venue description
- ✗ Social promotion
- ✗ E-news promotion
- ✗ Featured in 'related' or 'nearby' event listings
- ✗ Featured in relevant visitor guide

**1 Year                    £50**

**2 Years                £75** (with review of listing after 12 months)

Save 10% if you commission 5 or more basic venue listings

Save 20% if you commission 10 or more basic venue listings

Add-ons

+ 12 month Visitor Guide inclusion **£125**

+ E-news inclusion **£50**

+ Social promotion **£50**

+ Internal banner ad **£200** (1 month)

## Promoted Venue Listing

- ✓ We create your basic event listing(s) in Culture Hosts and import it to creativetourist.com
- ✓ Bespoke venue review
- ✓ Social promotion  
2 Facebook posts (1 boosted)  
2 Twitter posts
- ✓ E-news promotion (x1)
- ✓ Featured in relevant visitor guide (1 year)

**1 Year                    £250**

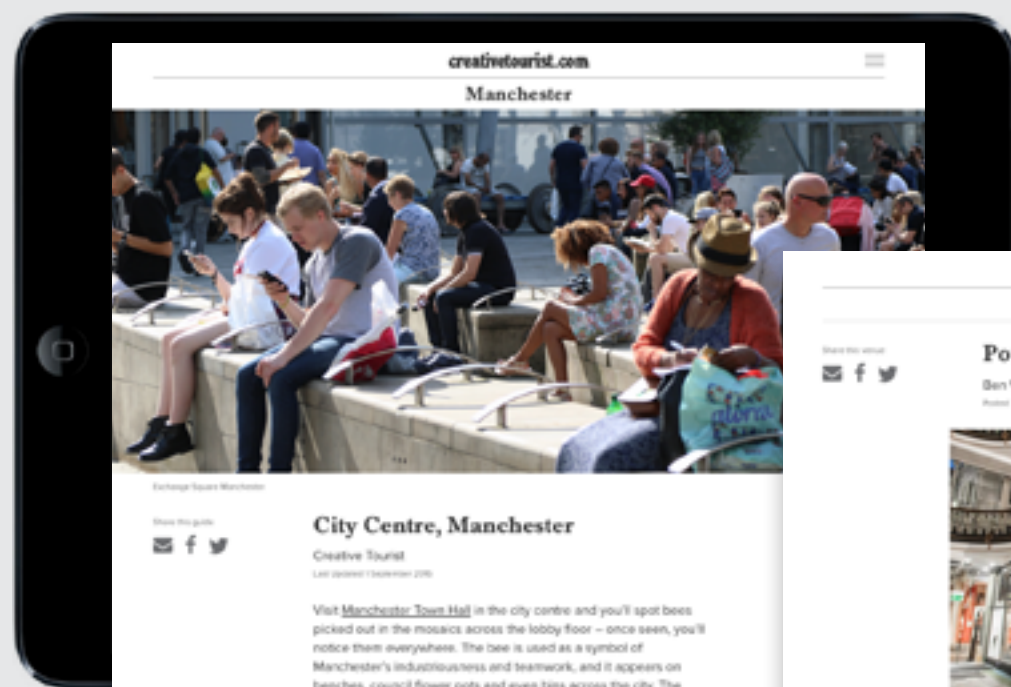
**2 Years                £375** (with review of listing after 12 months)

Save 10% if you commission 5 or more basic venue listings

Save 20% if you commission 10 or more basic venue listings



# PROMOTE YOUR VENUE



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Manchester

Exchange Square, Manchester

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### City Centre, Manchester

Creative Tourist  
Last updated 1 December 2016

Visit [Manchester Town Hall](#) in the city centre and you'll spot bees picked out in the mosaics across the lobby floor – once seen, you'll notice them everywhere. The bee is used as a symbol of Manchester's industriousness and teamwork, and it appears on benches, council flower pots and even bins across the city. The Town Hall itself was designed by Alfred Waterhouse (also behind the Natural History Museum in London) and is often used in place of the Houses of Parliament when filming. The city centre is, then, a district filled with many incredible buildings, from The Royal Exchange, a former trading hall and once the largest single room in the world, to The Bridgewater Hall, built in 1996 for £46m so that, incredibly, all 22,000 tons of it float on nearly three hundred earthquake bearings, or giant springs.

A top tip – don't miss Manchester's talking statues; Princess Sophia is Queen Victoria in Piccadilly Gardens, Russell Tovey is Alan Turing in Sackville Gardens, and Tom Conti plays the President in Lincoln Square.

Discover our top picks ↓

Want more? Get it in your inbox

[Book 28 May 2017 from £20.00](#)  
**BBC Philharmonia: Concert Fantastique**  
Two startling contrasts in the art of imagination. BBC Phil's Carlos Izquierdo (conductor) brings a dramatic intensity to the music, and the BBC's Acoustic Ensemble (orchestra) provides a lush, textured sound.

[Book 28 May 2017 from £20.00](#)  
**Sen Jorge presents Aquatic at Albert**  
In celebration of the...

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### Pot Kettle Black

Ben Williams  
Posted 15 Aug 2016

Pot Kettle Black - courtesy of venue

Pot Kettle Black, Unit 14, Barton Arcade Deansgate, Manchester, M3 2BW - [Visit now](#)

Tucked away in Barton Arcade, a small but beautiful shopping centre between St Ann's Square and Deansgate, is Pot Kettle Black. This cosy cafe serves up both excellent coffee and an inventive brunch menu (8am-3pm daily) – we particularly recommend the figs on toast, with whipped ricotta, fresh mint and infused honey. There are comfy seats, wifi and plenty of plug sockets here; Pot Kettle Black may be off the beaten track, but's bang on in our books.

Unit 14, Barton Arcade Deansgate  
Manchester  
M3 2BW  
[View map](#)

Website: [potkettleblack.co.uk](#)  
[Facebook](#) / [Twitter](#)

[Visit now](#)

Opening Hours	Opening Hours
Mon: 8:00am – 7:00pm	Mon: 8:00am – 7:00pm
Tue: 8:00am – 7:00pm	Tue: 8:00am – 7:00pm
Wed: 8:00am – 7:00pm	Wed: 8:00am – 7:00pm
Thu: 8:00am – 7:00pm	Thu: 8:00am – 7:00pm
Fri: 8:00am – 7:00pm	Fri: 8:00am – 7:00pm
Sat: 9:00am – 5:00pm	Sat: 9:00am – 5:00pm
Sun: 10:00am – 5:00pm	Sun: 10:00am – 5:00pm

Always double check opening hours with the venue before making a special visit

### Related Guides

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### Breakfast in Manchester

Creative Tourist  
Last Updated 28 April 2017

Breakfast is pretty much everyone's favourite meal of the day. And why not? Whether you're a bacon-obsessed carnivore, a lover of French pastries, a single-origin coffee junkie or someone with strong beliefs about bacon and egg baps, it's a meal that has a small but immeasurably pleasant moment of indulgence for everyone. Fortunately for all of us, Manchester is strong with the breakfast force, and has some impressive form where brunch is concerned. Here's our pick of the city's morning glories.

Here are our picks ↓

#### 1. Pot Kettle Black

Pot Kettle Black - courtesy of venue

Unit 14, Barton Arcade Deansgate, Manchester, Greater Manchester, M3 2BW - [Visit now](#)

Tucked away in Barton Arcade, a small but beautiful shopping centre between St Ann's Square and Deansgate, is Pot Kettle Black. This cosy cafe serves up both excellent coffee and an inventive brunch menu (8am-3pm daily) – we particularly recommend the figs on toast, with whipped ricotta, fresh mint and infused honey. There are comfy seats, wifi and plenty of plug sockets here; Pot Kettle Black may be off the beaten track, but's bang on in our books.

– Polly Checkland Harding

[Read more](#)

# GET IN TOUCH

To discuss editorial campaigns, bespoke opportunities and to find out how Creative Tourist can help you reach new markets, contact:

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**[creativetourist.com](http://creativetourist.com)**