

Where to go Manchester: A Historic Guide Media Pack



Welcome to Where to Go Manchester: A Historic Guide

This Where to Go Manchester guide is the second in a series of high quality books [published by Manchester's Business Improvement District](#) that presents visitors with the very best things to do and see in city centre Manchester.

→
• WHERE TO GO •
Manchester
🌾
A Historic Guide



*Images are from the previous guide book

Guidebook Aims An Opportunity

Reach

High-spending, highly-discerning consumers

Encourage

A higher engagement with the heart of the city and associated brands

Persuade

People to stay longer, come back often and share their love of city centre Manchester

Position

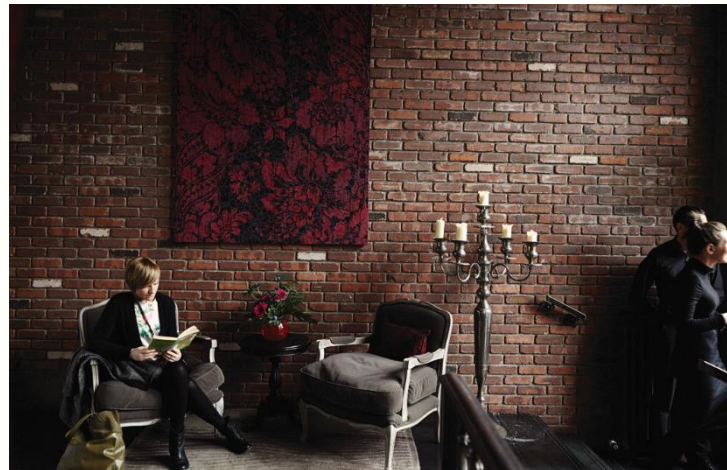
Manchester as it is: the North's most desirable, stylish and independently minded city

Promote

The uniqueness of the heart of Manchester: it's depth and diversity, culture and authenticity

Spark

Curiosity and desire in the city as a cutting-edge fashion and leisure destination

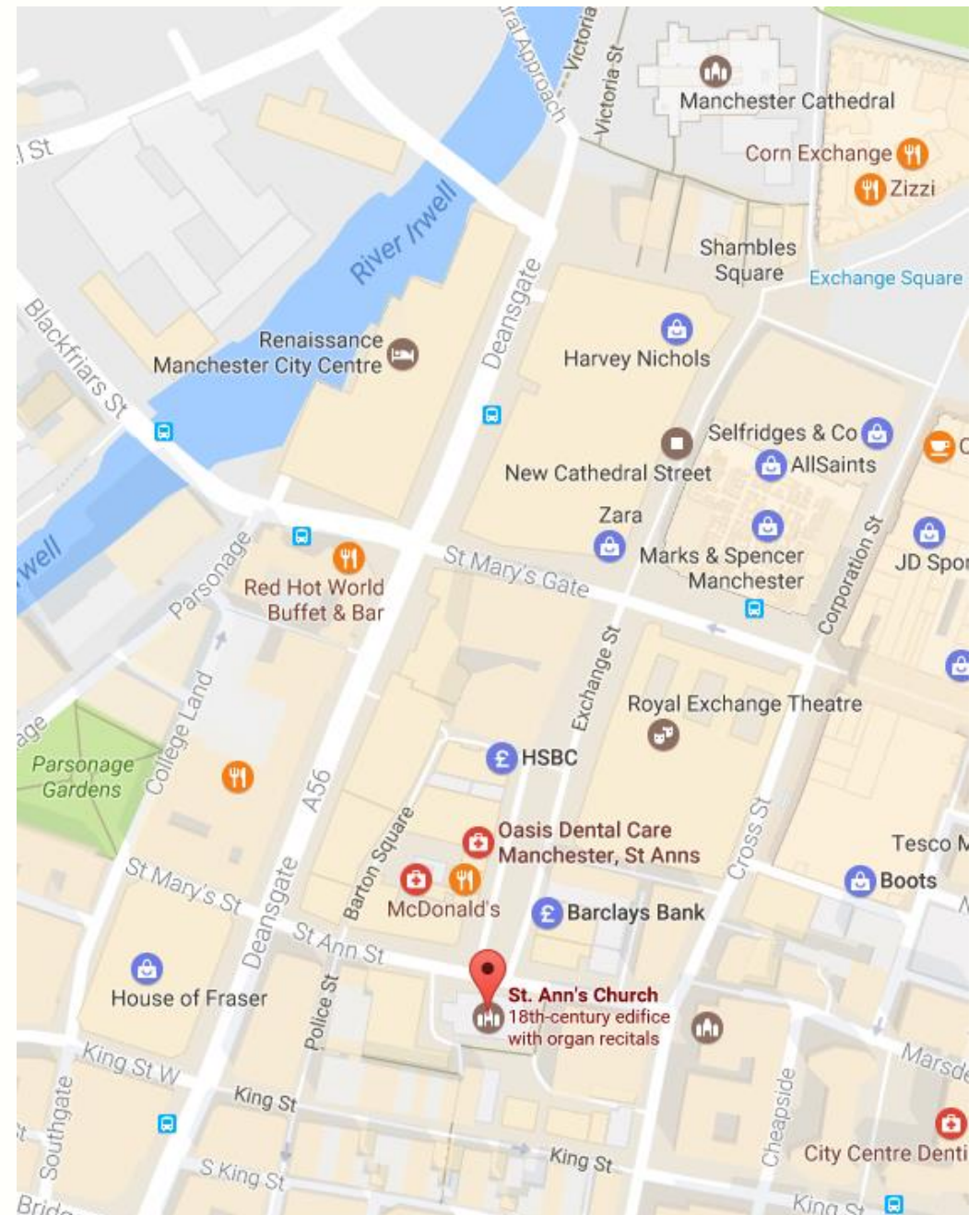


*Images are from the previous guide book

Author & Content

An insider guidebook to the historical heart of the city, written by Manchester historian, journalist and tour guide [Jonathan Schofield](#) and produced by former Time Out and Creative Tourist Editor, Susie Stubbs.

Taking in the district from King Street to Cross Street St, Ann's Square, Deansgate, Exchange Square, The Cathedral Quarter.



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Inside Pages

Complete with a beautifully illustrated walking map, the book will be sectioned by street area taking the reader from King Street to the Cathedral and will include:

- Fascinating local and geographical facts, anecdotes and stories
- Heritage and architectural sights and points of interest
- Mini shop, eat, do, stay highlights and directories
- Stunning photography

The guide will look at the current use of historic buildings and will promote not just the buildings themselves, but the businesses housed within.



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Audience

- ABC1 shoppers, culture vultures, families, leisure and business city visitors with propensity to seek out interesting experiences and spend on luxury brands
- Heart of Manchester retail, F&B and leisure businesses



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Format

- 48 pages
- Pocket-sized A6 book (170mm x 110mm)
- Contemporary, refined piece of print, a keepsake, designed by Manchester agency Modern Designers
- Printed on fine paper stock with matt laminated cover

One Night

Evening in Manchester is something else
– if you know where to go.



We suggest you begin your night by orientating yourself from above. *Cloud 23* (p73) is Manchester's most vertiginous bar, and a recent refurb has reaffirmed it as the best place to get a handle on the city below. And although it operates a guest list after 6pm, Cloud 23 is never pretentious: a pre-dinner cocktail (names such as Dalton's Atomic Experiment confirm its humour) can be the perfect livener.

Back down to earth, a short walk alongside railway arches brings you to *Gorilla* (p75) - a bar that doubles up as a kitchen, live venue and club space. Its mezzanine gin parlour is a particularly nice touch, and it's tempting to settle in for the evening: recent visitors include bands such as Frightened Rabbit, Dutch Uncles and Villagers. Gorilla's music hall sister, incidentally, is one of the best places to see live music in the city; *The Deaf Institute* (p81) is a 15-minute walk away along Oxford Road.

But much closer - a mere 50 yards away - is one of Manchester's enduring cultural hubs. *Cornerhouse* (p91) is an art-house cinema, cafe, bar and art venue rolled into one, and if your itinerary doesn't allow for time to catch the latest foreign film, then pop into its galleries, open until 8pm most days.

Image Left: The Deaf Institute, Oxford Road

Distribution

- 10,000 free copies distributed across the city centre in June 2017 leading to an anticipated total readership of 40,000 and a shelf life of two years
- Circulated to selected city centre hotels and their concierges, premium shops, cafes and restaurants along the walking route, at summer VIP shopping events and Personal Shopping receptions of the city's boutiques and department stores
- An autumn distribution of up to 10,000 copies circulated as above and at the Conservative Party Conference
- Copies given away in customer goodie bags [at The King Street Festival](#), a celebration of Manchester's famous premium shopping destination and its luxury brands over the weekend of 3rd and 4th June
- The inaugural 2016 King Street Festival saw a footfall rise of +64% and attracted £87,000 AVE of press coverage. [See the photos here](#)



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Marketing

- Online 'shop window' showcasing the guidebook at wheretogomanchester.co.uk
- Social media campaign #wheretogomcr
- Promotion on visitmanchester.com and creativetourist.com
- E-shots, social and online presence through [The King Street Festival](#) marketing campaign
- Promotion at The King Street Festival retailer launch event on Saturday 3rd June
- Targeted consumer and trade PR campaign
- Associated promotion through retailers and venues
- Promotion by Manchester BID's team of [City Hosts](#) – the city's on-street customer service team in Manchester's retail district



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Advertising Opportunities

Suited for:

- Attractions, leisure offers or businesses that have served the city over a sustained period
- Hotels, bars, restaurants, shops or attractions that are based in historic buildings
- Property developments or office refurbishments that show sensitive treatment of historic buildings
- Businesses based on or around any of the streets that the guide focuses on
- Businesses that are passionate about the city's historic core



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Headline Sponsorship

Naming rights to the guide including the brand name on the front of the guide.

Cost: £8000 + VAT*

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WHERE TO GO Manchester

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guide to city centre Manchester

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*Cover Image: The Whitworth, showing Tideless Stones (2008),
Richard Long, courtesy of the artist*

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*Adverts are from the previous guide book

Ad format required

A maximum of 12 adverts will be available with sign-up anticipated to be rapid based on the last guide that was produced in 2013.

Ad Specs

Technical information will be supplied upon booking.

Booking Deadline

Monday 24th April

Deadline for artwork

Monday 1st May



1

Urban is the only word to describe the Northern Quarter's *Stevenson Square*. Soon to be greened, this square is notable for the street art "exhibitions" sponsored by resident art store, *Fred Aldous* (p49). Not far away, *Exchange Square* offers a glossier interpretation of public space, its meandering water feature a contrast to the electric, retail hum of *Selfridges* (p47)

Five high-rises

1. Manchester Town Hall
2. Civil Justice Centre
3. CIS Tower
4. IWM North (p89)
5. Daily Express Building

1. *Fred Aldous* (p49)
2. *Northern Quarter*
3. *Alan Turing Memorial*

2



3



and the *Corn Exchange* (p45). Neighbouring *Cathedral Gardens* is a pull for families thanks to its fountain, hillocks and playground close by on Victoria Street.

There are other public squares – the busy *St. Ann's* and the civic *Albert* (the host to many a Manchester festival and fair) – and other gardens too. *Sackville Gardens* (Sackville Street) is home to a life-size bronze sculpture of computer pioneer, Alan Turing, while *Parsonage Gardens* (off Deansgate) is close to Santiago Calatrava's *Trinity Bridge*. This sinuous, pedestrian suspension bridge curves over the Irwell, connecting two cities – and leading directly to *The Lowry Hotel* (p95), from whose restaurant terrace you can most properly consider the great urban outdoors.



High-Rise

A decade or so ago, you could barely move in Manchester for building sites, the rainy city temporarily dubbed the cranes city thanks to a preponderance of tower cranes. We all know what kick-started this frenetic pace of construction (whisper it: the IRA bomb), but terrorism alone can't be credited for a city whose skyline is now punctuated by ever higher new-builds – ambition and political leadership played starring roles, too. Chief among kings is Manchester's tallest, the 47-storey *Beetham Tower*.

The background image shows the interior of a large, ornate building, likely a city hall or museum. It features two large, circular domes with intricate glass and metal frameworks. The architecture is classical, with high ceilings and decorative moldings. In the foreground, a complex network of orange metal scaffolding is visible, suggesting restoration or construction work. Warm, golden light from various sources illuminates the scene, creating a dramatic atmosphere.

Contact

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