



**CONFIDENTIAL**  
**GUIDES**

**WHY ADVERTISE WITH US?**



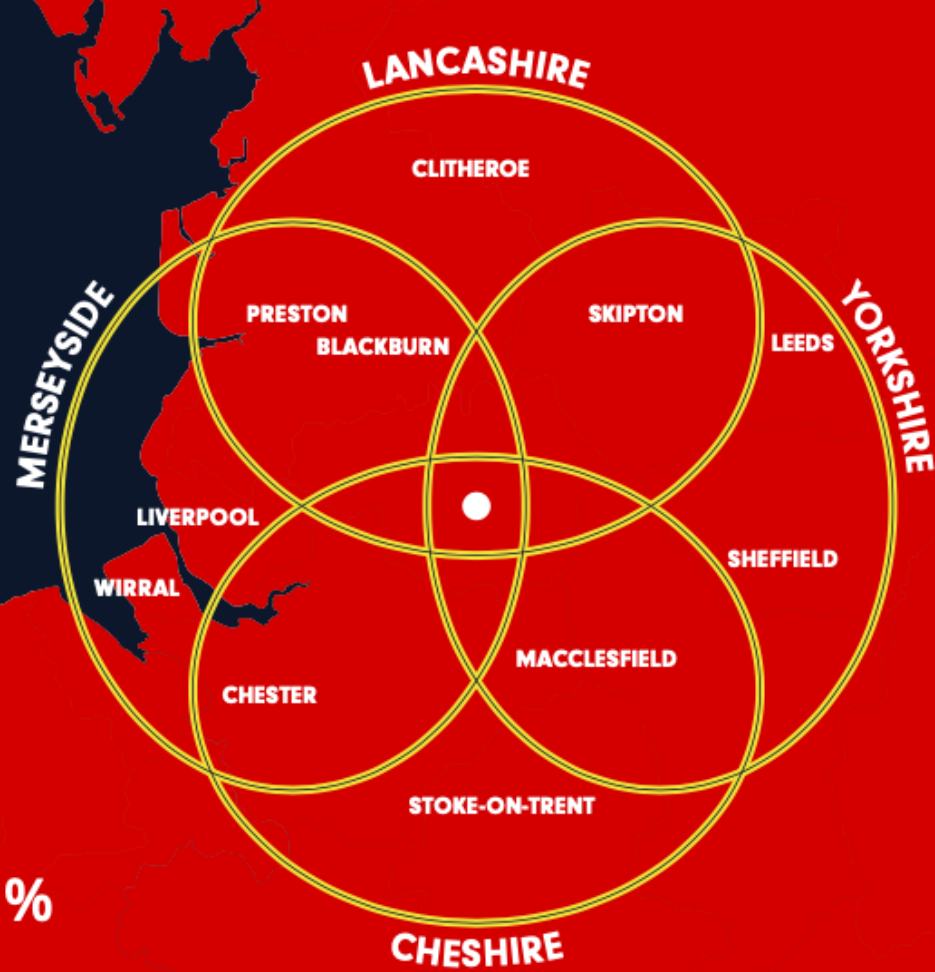
The first searchable and trusted guide to enjoying the best of the region.

Confidential Guides is an independent local directory of the best places to eat, drink, stay, visit and get pampered in the North. With an average of 50,000 monthly visitors, its popularity is experiencing exponential growth. It has a wide reach with a presence in over 6,000 hotel bedrooms across the North, ensuring access to a diverse audience of potential customers.

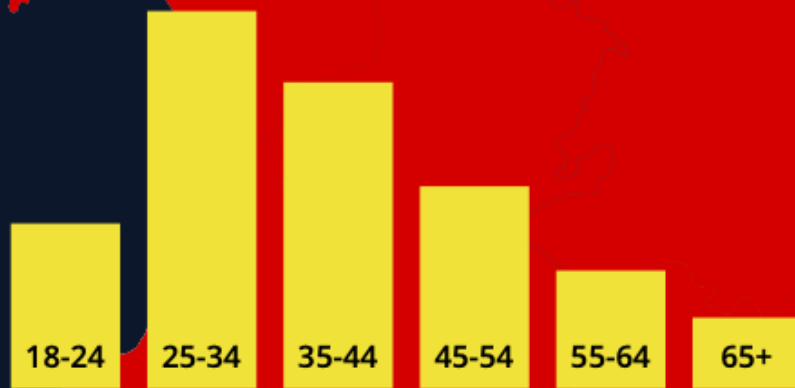
Additionally, as the official food and drink partner of Manchester Central – a convention centre that draws in half a million visitors annually – Confidential Guides has gained heightened exposure to city visitors therefore expanding our readership beyond the North.



**CONFIDENTIALS**



Age %



## Urban Intelligents.

AB, 18-30, educated, starting out in life, first careerists with good disposable income, living in city centre, full time professional, partner, no children.

## Urban Colonists.

AB, 25-44, professional, partnered. Younger, high-achieving professionals, enjoying a cosmopolitan lifestyle in a gentrified urban environment.

## Original Suburbs.

BC1, 35-54, affluent blue collar worker, practical and enterprising.

## Cultural Leaders.

AB, 35-54, stable and successful on their careers, substantial equity and high individual net worth.

# Our Readers...

Are foodies in the North West. They are looking for new experiences and top quality.



# CONFIDENTIAL GUIDES



87,000 reach on social media



520,000 website visitors a year

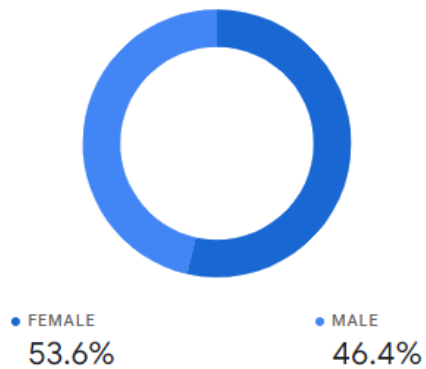


1.25 million page views a year



8,000 email subscribers

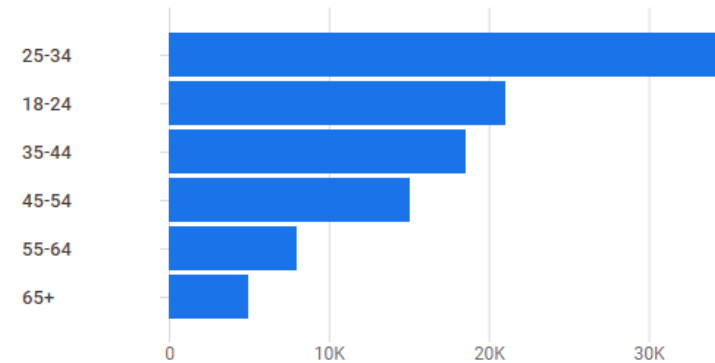
## Gender



## Interests

INTERESTS	USERS
Travel/Travel Buffs	49K
News & Politics/Avid News Readers...	46K
Food & Dining/Cooking Enthusiasts/...	38K
Sports & Fitness/Sports Fans/Socce...	37K
Media & Entertainment/Movie Lovers	37K
Shoppers/Shopping Enthusiasts	31K
Media & Entertainment/TV Lovers	31K

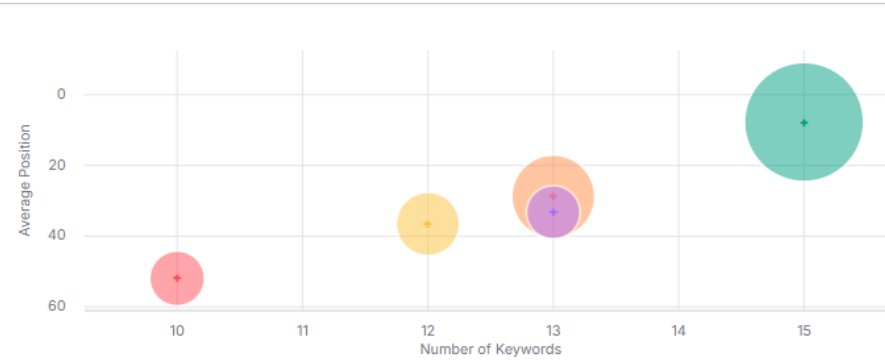
## Age



# Website Visitors & Market Traffic

Target	Visits	Unique Visitors	Purchase Conversion	Pages / Visit	Avg. Visit Duration	Bounce Rate
confidentialguides.com	65.4K <span>↑15.8%</span>	43.2K <span>↑55.95%</span>	<span>🔒</span>	2 <span>↑14.15%</span>	05:03 <span>↓35.94%</span>	63.24% <span>↓18.01%</span>
confidentials.com	104.7K <span>↑0.56%</span>	60.8K <span>↑13.41%</span>	<span>🔒</span>	1.5 <span>↓19.24%</span>	08:47 <span>↓7.71%</span>	74.88% <span>↑8.11%</span>
unlockmanchester.com	926 <span>↑100%</span>	868 <span>↑100%</span>	<span>🔒</span>	4 <span>↑100%</span>	00:03 <span>↑100%</span>	n/a
manchestersfinest.com	77.6K <span>↓11.85%</span>	60.3K <span>↓17%</span>	<span>🔒</span>	1.4 <span>↑4.68%</span>	07:14 <span>↑41.83%</span>	69.76% <span>↓14.95%</span>
ilovemanchester.com	101.5K <span>↑69.55%</span>	94.4K <span>↑63.46%</span>	<span>🔒</span>	1.1 <span>↑2.22%</span>	03:20 <span>↑244.83%</span>	93.46% <span>↑1.2%</span>

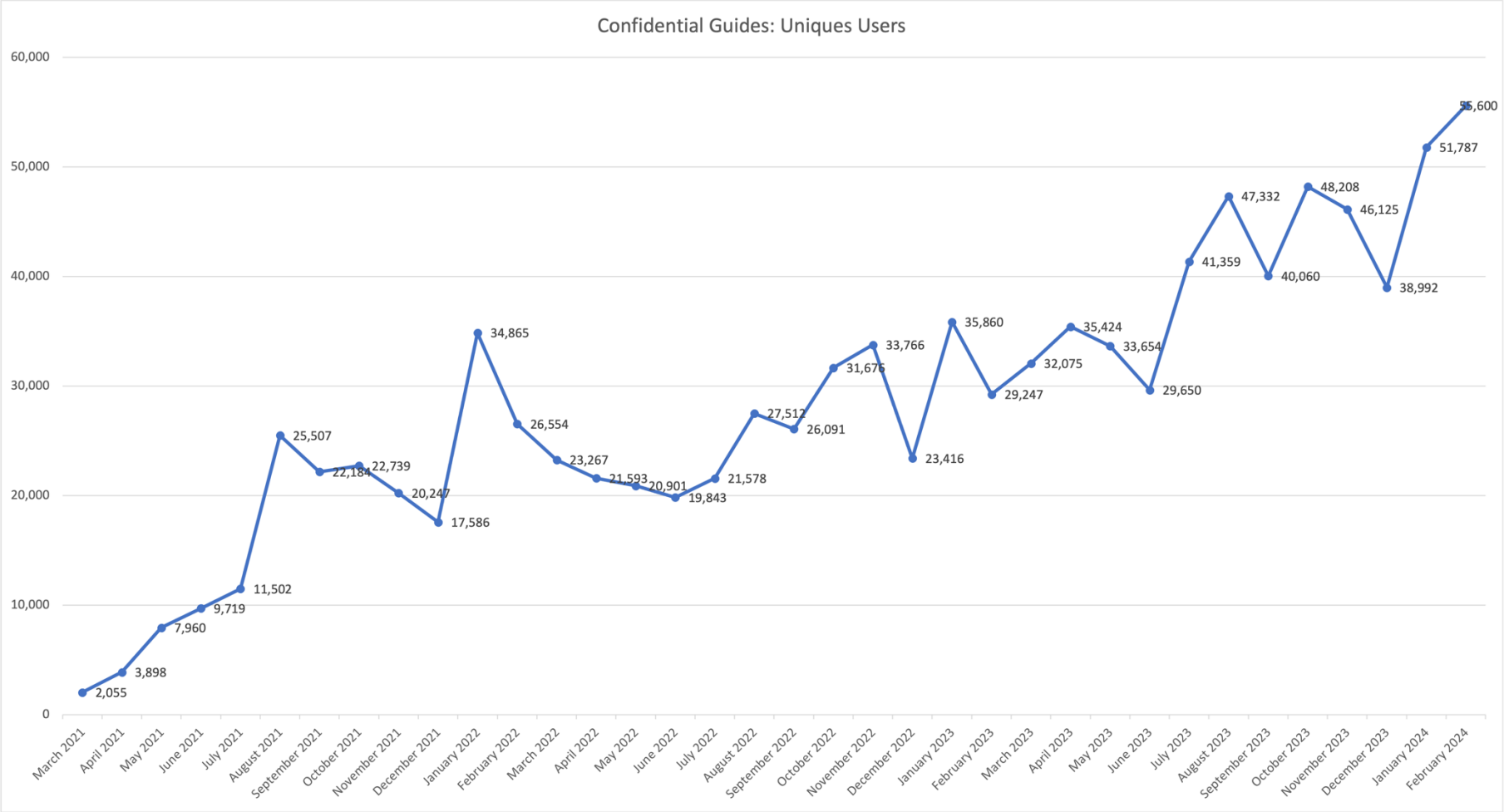
Market Traffic vs Selected Domains Trends



#	Competitor	Visibility
1	confidentialguides.com <span>You</span>	34.35% <span>+5.62</span>
2	designmynight.com	15.00% <span>+4.36</span>
3	secretmanchester.com	7.78% <span>-0.04</span>
4	manchestersfinest.com	5.40% <span>+0.23</span>
5	manchestereveningnews.co.uk	5.01% <span>-0.72</span>

[View all 9 competitors](#) [Find more competitors](#)

# Confidential Guides Readership Growth





## What is a Premium Entry?

Confidential Guides features over 1,500 curated entries, showcasing the best that the North has to offer — from restaurants and hotels to shops and attractions.

A premium entry on Confidential Guides elevates your business to the top 20% of searches on the site, significantly boosting page views and bookings. We achieve this by including your business in our high-traffic lists, such as ‘The Best Restaurants in Manchester,’ which attracts page visitors that are searching for these popular terms on Google.

Additionally, we drive traffic to your page through our partnerships with hotels and Manchester Central, bringing new visitors outside of the region who may not have heard of you before. Your business will be prioritised on our website, appearing in the top 20% of relevant searches. For example, guests who scan the QR code in their hotel room will see your business ahead of competitors.

To ensure potential customers are impressed when they visit your page, we create a personalised entry that highlights everything your brand has to offer. Your page will include images, video content, and buttons that link directly to your menus, offers, and events. You can find the full list of entry features on the next page.

# Premium Entry Key Features

A premium entry on Confidential Guides gives your business a custom entry that features high-quality images, video content, and interactive buttons linking to your menus, offers, and events. Your business is highlighted in relevant guides and prioritised in search results, ensuring greater visibility and driving more traffic and bookings.

## Example premium entries

### Food & Drink

- [Grand Pacific](#)
- [Dakota Grill Manchester](#)
- [Kambuja Marple](#)
- [San Carlo Manchester](#)

### Lifestyle

- [Malmaison Liverpool](#)
- [Manchester Central](#)
- [AO Arena](#)
- [Manchester River Cruises](#)

## Restaurant Entry Key Features

### Book Now Button

Takes readers straight to your booking page without any risk of losing their attention along the way.

### CTA Buttons

Our Call to Action buttons can link through to any online promotions for new menus, events, news and so on.

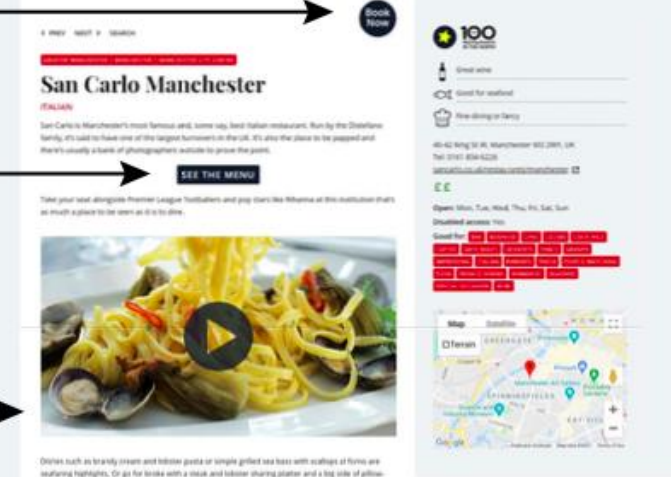
We use back links to boost your SEO rating and enhance your credibility with Google.

### Video

A great way to showcase your key strengths. Stylish interiors, skilful chefs, great food, happy customers.

### Image Carousel

Great images of your restaurant and dishes will do the heavy lifting to ensure diners click to book.



## Why advertise with Confidentials?

We're a trusted brand because over 20 years we have proven ourselves to be honest, impartial and passionate about restaurants. That's why today we reach over 1.4 million people through our social media, email marketing and entertaining articles.

One good word from Confidentials results in many new bookings for your restaurant.

We enable restaurants to tell people about what's happening and what's changing. You can't sell if you don't tell; Confidentials can tell a lot of people about your brand quickly and efficiently.

## Get in Touch

0161 832 2880

sales@confidentials.com

confidentialguides.com





# Example Guide Lists

Our lists on Confidential Guides are the main driver of traffic to the website through people searching on google. Some of our lists rank 2<sup>nd</sup> and 3<sup>rd</sup> place on and a large proportion of the rest are on the first page of Google. We aim to include you in as many relevant lists as possible to increase visitors to your entry.

## Food & Drink

- [Best restaurants in Cheshire](#)
- [Best Sunday lunch](#)
- [Best beer gardens and roof terraces Manchester](#)

## Lifestyle

- [The best gyms in Manchester](#)
- [Days out for teenagers - Manchester & Liverpool](#)
- [Where to go bowling in Manchester](#)

### 5.0 ★★★★★

## The best gyms in Manchester for 2024

3 months ago

Updated for 2024

This January fitness drive is at its most frantic right now with every gym in Manchester jostling for your attention and membership fees.

In our view, the best gym is the one you keep going back to, month after month, without getting bored. Gorgeous facilities and high-tech equipment aren't worth much if you have to drag yourself through the doors every time.

So decide what'll keep you engaged once your January 'new me' energy has waned. Do you prefer to workout alone or would you rather share the pain with others at a class-based gym? Do you need to bribe yourself with the promise of a swim and sauna after your workout, or are you fine without, thanks.

Then think about how much you want to spend. There's a huge gap between the cheapest gyms in Manchester and the most expensive, and a higher price doesn't always mean a better experience. Our picks for the best Manchester gyms for 2024 range from boutique studios like [Barry's](#) to cheaper options like [King Street Gym](#) which offer more than you might expect.

And if you don't see what you're looking for below, we've got plenty more recommendations. Just go to [Fitness](#) and use the filters to find what you want.

#fitnessandwellbeing



MANCHESTER CITY CENTRE

### Barry's Manchester

GYM

★★★★★

Like all the gyms in this US-born franchise, Barry's Manchester is known for challenging classes and workout studios that look and feel like a high-tempo club night.

MORE DETAILS



### 5.0 ★★★★★

## Rays for days: the best beer gardens and roof terraces in Manchester

2 weeks ago

For a city known worldwide for its role, Manchester has a hell of a lot of beer gardens. But we'll also have to be a bit of urban 2-deckers biker depending for a drink in the sun - so the best spots fit up fast. Grabbing a table on Spinningfields Square on a sunny Saturday afternoon is one of our favourite drinks.

Here's our guide to Manchester's best beer gardens and roof terraces - all of them give us a clear and stay drink the next day, or even in a few drinks after that. We've listed the top spots for drinks in the best of sun if you don't want a seat in the shade.

Want a sign that elsewhere to be on this list? Get in touch on Twitter [@ConfGuides](#).

Any old beer garden will do? If you just need somewhere, anywhere, to grab your 'real' first of the year drinking and dining in Manchester, we'd be glad to help.



MANCHESTER

### The Alchemist Manchester Spinningfields

BAR

★★★★★

The Alchemist in Spinningfields was the original of three Manchester venues and has a good-sized outdoor terrace and plenty of copper canteens and brasserie food. And while some might not imagine it as a beer garden, it's a great place to sit at the Alchemist.

MORE DETAILS



MANCHESTER

### The Alchemist Salford

BAR

★★★★★

The Alchemist at Salford Quays is the most recent of three Manchester venues and has an outdoor terrace overlooking the water and plenty of gold. And while some might not imagine it as a beer garden, it's a great place to sit at the Alchemist.

MORE DETAILS



Book from

# Hotel partnership breakdown

The Confidential Guides table toppers and business cards with QR code are now in over 40 hotels across the North.

This equates to over 6,000 bedrooms with guests looking for somewhere to eat and drink.

The QR code links to the relevant home pages on the website and as a premium client your entry will be in the top 20% of searches.



HOME > HOTELS > HYATT REGENCY HOTEL MANCHESTER

OXFORD ROAD

## Hyatt Regency Hotel Manchester

★★★★

HOTEL

The Hyatt Regency hotel is one of the most highly rated hotels in Manchester, with incredible views of the city and University Green from the rooms on the higher floors. 212 rooms are decked out in a modern style, all with floor-to-ceiling windows and king beds.

You'll find everything you need here to make a stay comfortable, with dedicated workspaces and Nespresso machines in every room to get you ready for your workout in the hotel's own gym.

SEE THE ROOMS

Just south of Manchester city centre, the hotel is placed ideally for access to the University, but equally close to the city's theatres, galleries and museums – like the Whitworth Art Gallery.



-restaurant-manchester/

Rooms to stay over

Well-equipped gym

Hyatt Regency Manchester, Booth Street West, Manchester, UK  
Tel: 0161 359 5550  
www.hyatt.com/en-US/hotel/england-united-kingdom/hyatt-regency-manchester/manrm

Disabled access: Yes

BAR BUSINESS BUSINESS SUITE CONFERENCES  
DOG FRIENDLY GYM WEDDINGS WIFI COCKTAILS



### Recommended



**The Laureate Restaurant**  
Manchester  
RESTAURANT - GLOBAL  
So named because of Manchester University's 25 Nobel laureates, The Laureate Restaurant is a large and luxurious space located on one of...  
££



**Zouk**  
Oxford Road  
RESTAURANT - INDIAN SUBCONTINENT  
Zouk specialises in 'apna' - home-style cooking shot through with colour and heat from the spices

Premium entries include access to selected hotel & things to do entries through their 'recommended sections'



# Manchester Central partnership breakdown

Confidential Guides is the official food & drink partner of Manchester Central.

Our food and drink recommendations is Manchester Central's 5<sup>th</sup> most clicked on page on their website, which received over 500,000 visitors every year.

We work closely with Manchester Central to create new guides that help their visitors find the best the city has to offer.

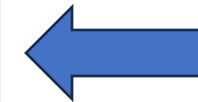
The screenshot displays the Manchester Central website's partnership with Confidential Guides. At the top, the Manchester Central logo is visible. Below it, the Confidential Guides logo is featured, accompanied by text stating: "Working with Confidential Guides we have curated a number of restaurant & bar selections to meet your needs. Whether you're looking for a quick bite to eat or an unforgettable fine dining experience, there is something to suit every taste." To the right of this text is a photograph of a bar area with yellow stools and a brick wall.

Below this, a dark banner for "JUNCTION AT MANCHESTER CENTRAL" is shown. To its right, text reads: "Our brand-new bar, restaurant, cafe, and social workspace is here! Connected to Manchester Central, Junction will provide unrivalled experiences and environments that bring people together. Great coffee for the morning commute, a place for lunch with friends or colleagues, or cocktails with small plates in the evening, Junction is designed to be a space for everyone, all day, every day. Here's to making every moment at Junction memorable." A right-pointing arrow is located at the bottom right of this section.

The bottom of the screenshot features a grid of four food and drink categories, each with a colored background and a right-pointing arrow:

- Breakfast & Brunch** (orange background): Shows a bowl of oatmeal with blueberries and nuts.
- Healthy Options** (green background): Shows a plate of salmon, avocado, and vegetables.
- Quick Bites** (blue background): Shows several small plates of food.
- Sophisticated Dining** (dark blue background): Shows a restaurant interior with tables and chairs.

Access to relevant curated guides for visitors to Manchester Central



# Hotel Concierge Page

There will be an option for clients to be featured on the hotel partners concierge page. When the guests scan the QR code at reception to look for places to eat, drink and visit, it will take them to the below page first before the home page of Confidential Guides.

## Example

Malmaison Manchester Deansgate Concierge Page

### Meet the team



### Our recommended restaurants



### Our recommended bars





## Confidential Guides Breakdown

**The benefits of a prime entry on Confidential Guides include:**

**Prioritisation:** Our strategy involves prioritising your restaurant's visibility in the same way that Google works, firstly by including your restaurants in curated guides such as "The Coolest Restaurants in Manchester." which are created to drive people searching for this on Google, to your listing on Confidential Guides and secondly to position you within the top 20% of search results on the Confidential Guides pages. We use google trends to ensure our clients visibility is optimised.

**Book Now Button:** A Prime listing allows you to have a trackable "Book Now" button directly linking to your website or booking widget.

**Direct Menu Links:** This is convenient for users who want to quickly access information about the food and drink you have on offer. We can add your brunch, lunch and dinner menus. These buttons are all trackable meaning you can see where the traffic is going.

**Social Media Links:** Prime Listings include direct links to your social media accounts to increase followers.

**Customised Profile:** Clients have the option to customise their profiles with images, videos, and additional text. This allows you to showcase your brand and offerings more effectively.

**Visibility:** There's an opportunity for you to be seen by visitors to the city. This visibility is enhanced through our partnership with Manchester Central and local hotels. Client listings can also be added under the 'recommended' sections of other listings like local hotels and things to do in the area.

# What Our Clients Say



**Helen Hipkiss, Marketing & PR at Hyatt Regency Manchester**

Working with Manchester Confidential has been an absolute pleasure. Their team is not only reliable and professional but also incredibly friendly and fun to collaborate with. They have consistently helped us create engaging content that perfectly captures our hotel's unique offerings and has significantly raised awareness of our outlets. Their platform has been a fantastic way to get our messages and stories out to a broader audience. I highly recommend Manchester Confidential for anyone looking to enhance their brand's visibility and reach.



**Niamh Richardson, Brand Communications Manager at Malmaison Hotels**

I've thoroughly enjoyed working with the team at Manchester Confidential. The experience has been seamless, with the team consistently proactive and quick to pitch innovative ideas. They've not only provided valuable insights throughout the entire campaign process but have also been incredibly responsive to our fast turnaround times and product launches. Their support has been instrumental in helping us reach a wider audience across Manchester and the north.



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**For more information and prices**

**Email: [Sales@confidentials.com](mailto:Sales@confidentials.com)**

**Phone: 0161 832 2880**

**Or complete the online enquiry form**