



# **CONFIDENTIALS**

WHY ADVERTISE WITH US?



# CONFIDENTIALS

We're the top trusted digital lifestyle publisher for the  
North

Confidentials, born in 2003, is an independent publisher operating in Manchester, Liverpool, Leeds and the Shires. We grew out of a passion for championing the food and drink scene in the North. Our content covers hospitality, things to do, culture, lifestyle and news.

It reflects what we care about personally, as people living and working in the North, and it reflects what our readers care about - they're our number one priority and their loyalty means a lot to us.

Our aim is to give them content that informs, educates, entertains (and irritates). But most importantly, its content that they can trust.

Our newest platform, ConfidentialGuides.com, has enabled us to reach not just people living in the North but the people visiting also. It was launched in February 2021 and is the first searchable and trusted guide to enjoying the best of the region.



# CONFIDENTIALS

## TOTAL REACH



10 million emails  
opened a year



437,000 reach on  
social media



1.5 million website  
visitors a year



93,000 App users



55,000 email  
subscribers



# CONFIDENTIALS

## MANCHESTER



300,000 reach on social media



670,000 website visitors a year

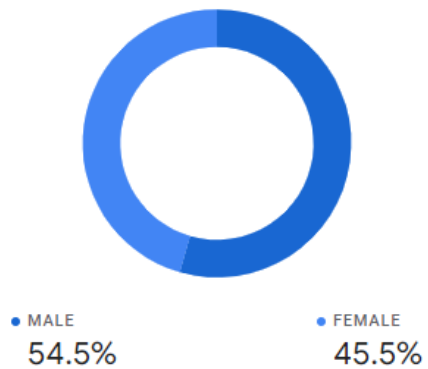


1.22 million page views a year



40,000 email subscribers

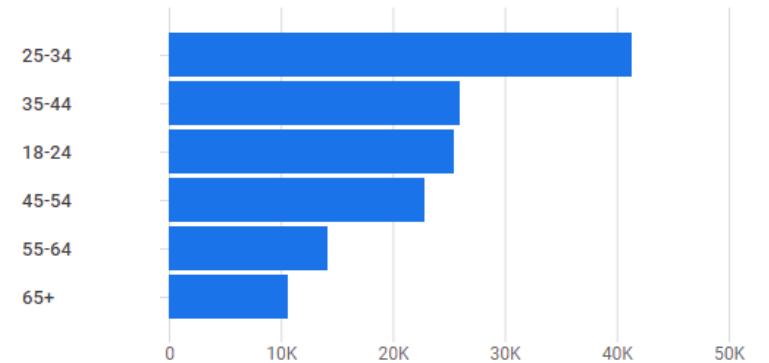
### Gender



### Interests

INTERESTS	USERS
News & Politics/Avid News Readers...	69K
Travel/Travel Buffs	63K
Media & Entertainment/Movie Lovers	54K
Sports & Fitness/Sports Fans/Socce...	54K
Media & Entertainment/Light TV Vie...	48K
Media & Entertainment/TV Lovers	46K
Food & Dining/Cooking Enthusiasts/...	44K

### Age





# CONFIDENTIALS

## LIVERPOOL



50,000 reach on social media



182,000 website visitors a year

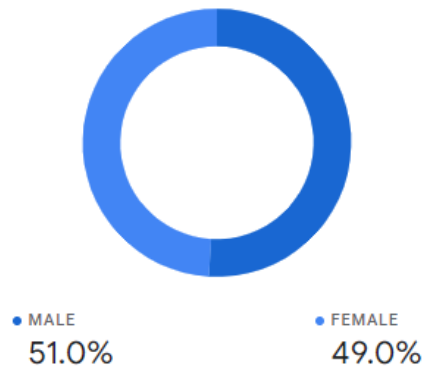


290,000 page views a year



12,700 email subscribers

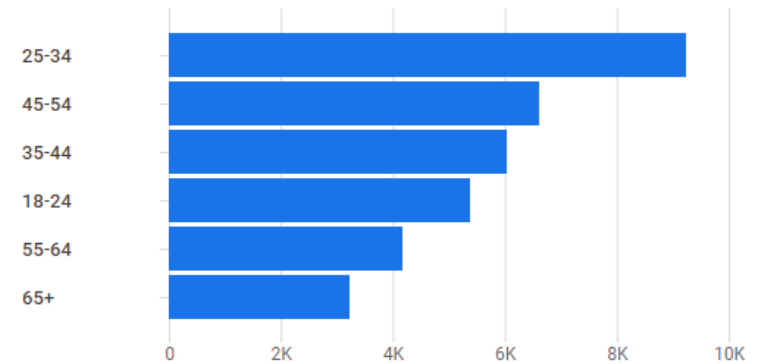
### Gender



### Interests

INTERESTS	USERS
News & Politics/Avid News Readers...	18K
Travel/Travel Buffs	16K
Sports & Fitness/Sports Fans/Socce...	15K
Media & Entertainment/Movie Lovers	14K
Media & Entertainment/Light TV Vie...	12K
Food & Dining/Cooking Enthusiasts/...	12K
Shoppers/Shopping Enthusiasts	12K

### Age





# CONFIDENTIAL GUIDES



87,000 reach on social media



520,000 website visitors a year

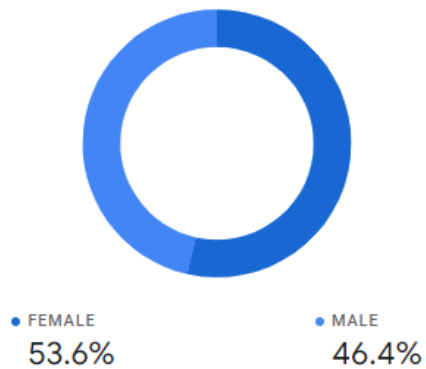


1.25 million page views a year



8,000 email subscribers

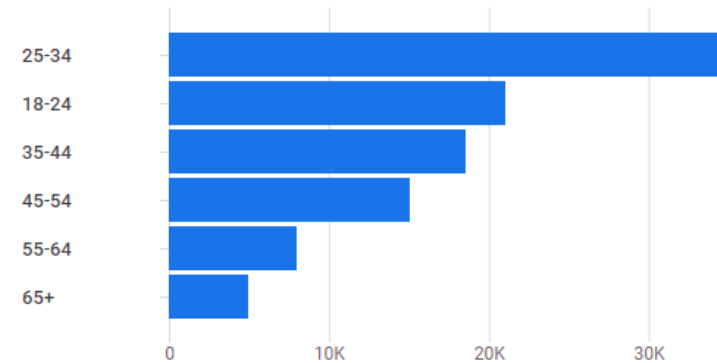
## Gender



## 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

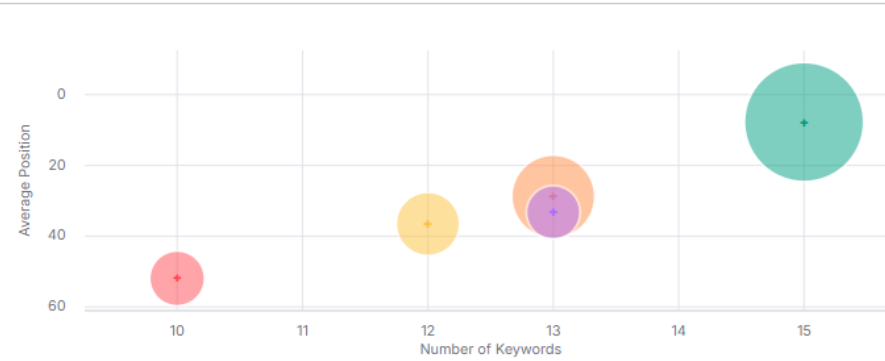
## Age



# 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

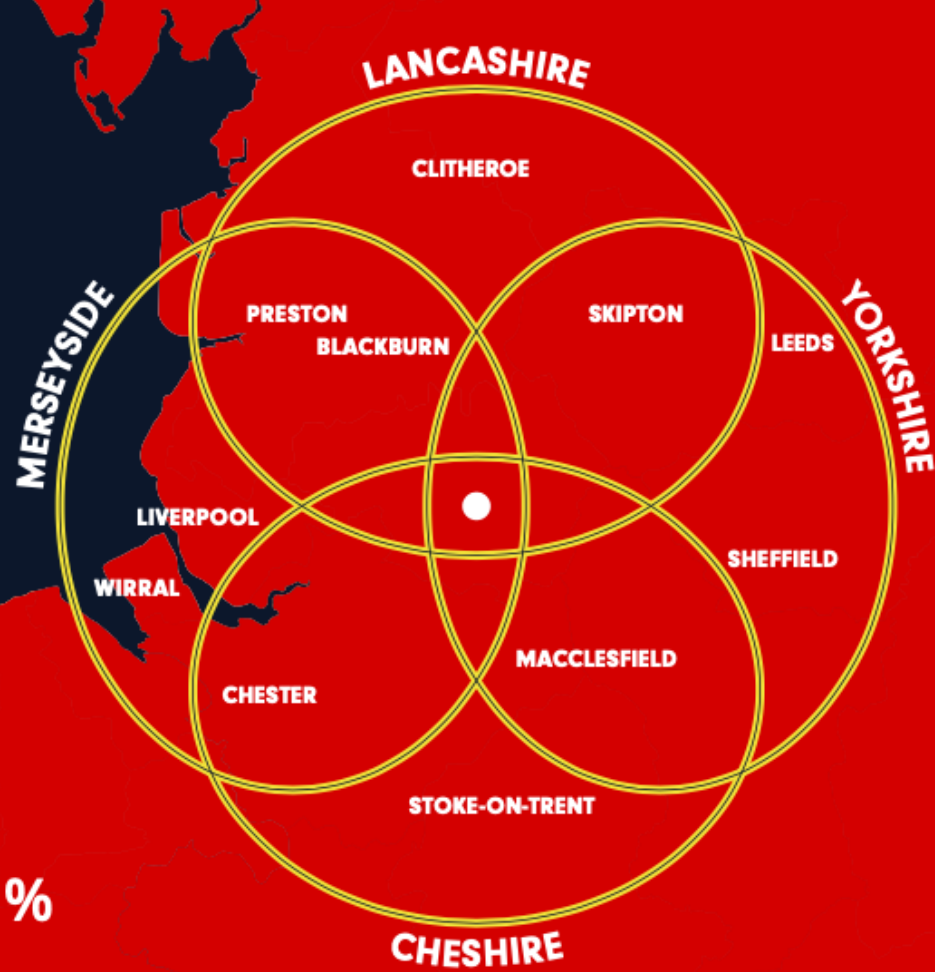


#	Competitor	Visibility
1	confidentialguides.com <span>You</span>	34.35% <span>+5.62</span>
2	designmynight.com	15.00% <span>+4.36</span>
3	secretmanchester.com	7.78% <span>-0.04</span>
4	manchestersfinest.com	5.40% <span>+0.23</span>
5	manchestereveningnews.co.uk	5.01% <span>-0.72</span>

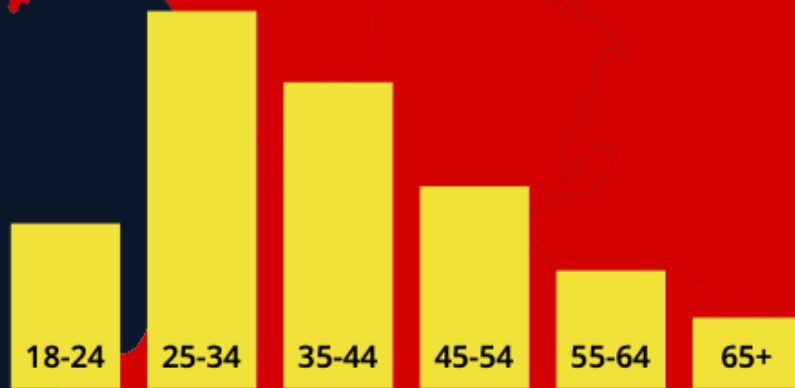
[View all 9 competitors](#) [Find more competitors](#)



**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.





# CONFIDENTIALS

<u>Marketing Packages</u>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Example media</b>
<b>Website + Email</b>				
Microsite	Yes	Yes	Yes	<u>Microsite</u>
North West Email	No	No	1 per month	<u>Email example</u>
Local Email	1 per month	1 per month	2 per month	<u>Email example</u>
Option to run a Competition	Yes	Yes	Yes	<u>Email competition example</u>
Original Advertorial	1 every 3 months	1 every 2 months	1 per month	<u>Advertorial example</u>
Website Banner package	Yes	Yes	Yes	<u>View homepage</u>
App notification	1 per month	2 per month	3 per month	NA
<b>Social</b>				
Social Media Bolt on Package (see full package details on next page)	Bronze package	Silver package	Gold package	<u>Manchester United reel example</u>

Tailor-made packages are available upon request



# CONFIDENTIALS

## Social Bolt on Package

### **Bronze:**

Amplification: Weekly retweets and reshares across the Confidentials social media platforms.

Collaborations: One collaboration a month acceptance to increase visibility and reach.

### **Silver:**

Amplification: Weekly retweets and reshares across the Confidentials social media platforms.

Collaborations: One collaboration a month to increase visibility and reach.

Competitions: One competition collaboration across all relevant platforms.

Original post: One post broadcasted per month across our social media channels.

### **Gold:**

Amplification: Weekly retweets and reshares across the Confidentials social media platforms.

Collaborations: Two collaborations a month to increase visibility and reach.

Original post: Two posts broadcasted per month across our social media channels.

Competitions: One competition collaboration across all the relevant platforms.

Instagram highlights: Brand highlight on the relevant Instagram.

Facebook events: Facebook event management (We will post your events on our Facebook to reach a wider audience)



## CONFIDENTIALS

Our marketing clients  
include

Mahmaison

**PIZZA PUNKS**  
LIVERPOOL  
SOURDOUGH PIZZA / FRESH PASTA / CRAFT COCKTAILS

**HYATT**  
REGENCY

Manchester Central 

**go** Arena

la famiglia  
bar & restaurant

B  
A  
B

adoption  
counts 

**Lily's**  
INDIAN VEGETARIAN CUISINE



  
**MANCHESTER**  
River Cruises

**SEVEN**  
**BROTHERS**  
BREWING CO.



# 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.



# **CONFIDENTIALS**

**For more information and prices**

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

**Phone: 0161 832 2880**

**Or complete the online enquiry form**