



**CONFIDENTIAL**  
**GUIDES**

**Why advertise with  
Confidential Guides**



# CONFIDENTIALS

OVER 21 YEARS OF QUALITY, AUTHORITY AND  
PRESTIGE

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 restaurants, bars, things to do, culture, lifestyle and news.

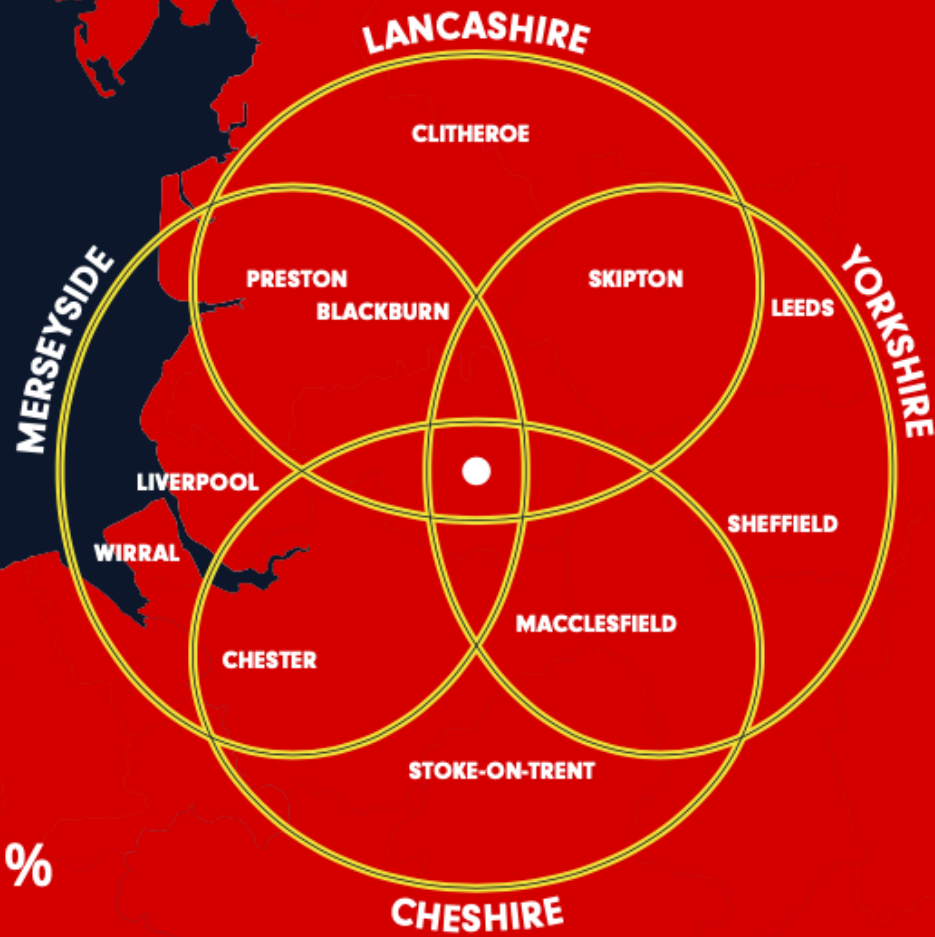
It reflects what we care about personally, as people living and working in the North, and it reflects what our readers care about - they're our number one priority and their loyalty means a lot to us.

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

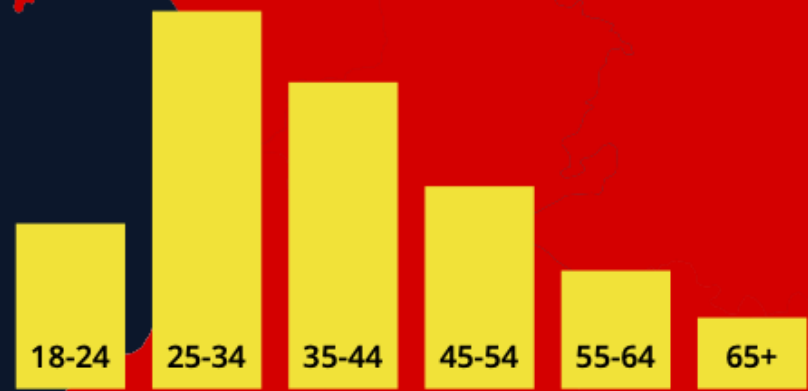
Our newest platform, ConfidentialGuides.com, has enabled us to reach out to not only people living in the North but people visiting the North. It was launched in February 2021 and is the first searchable and trusted guide to enjoying the best of the region.



**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.

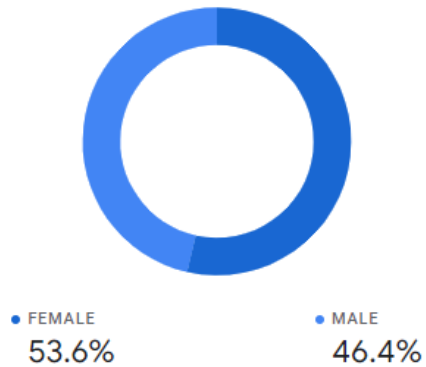


1.25 million page views a year.



8,000 email subscribers

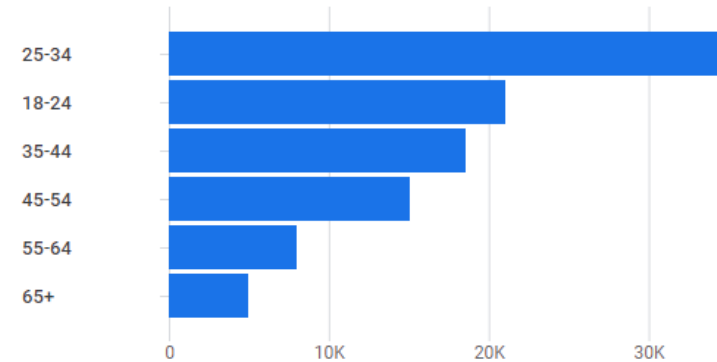
## Gender



## 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

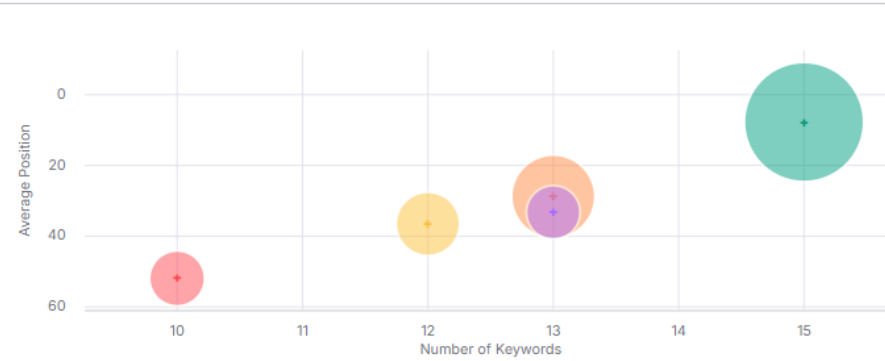
## Age



# 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>

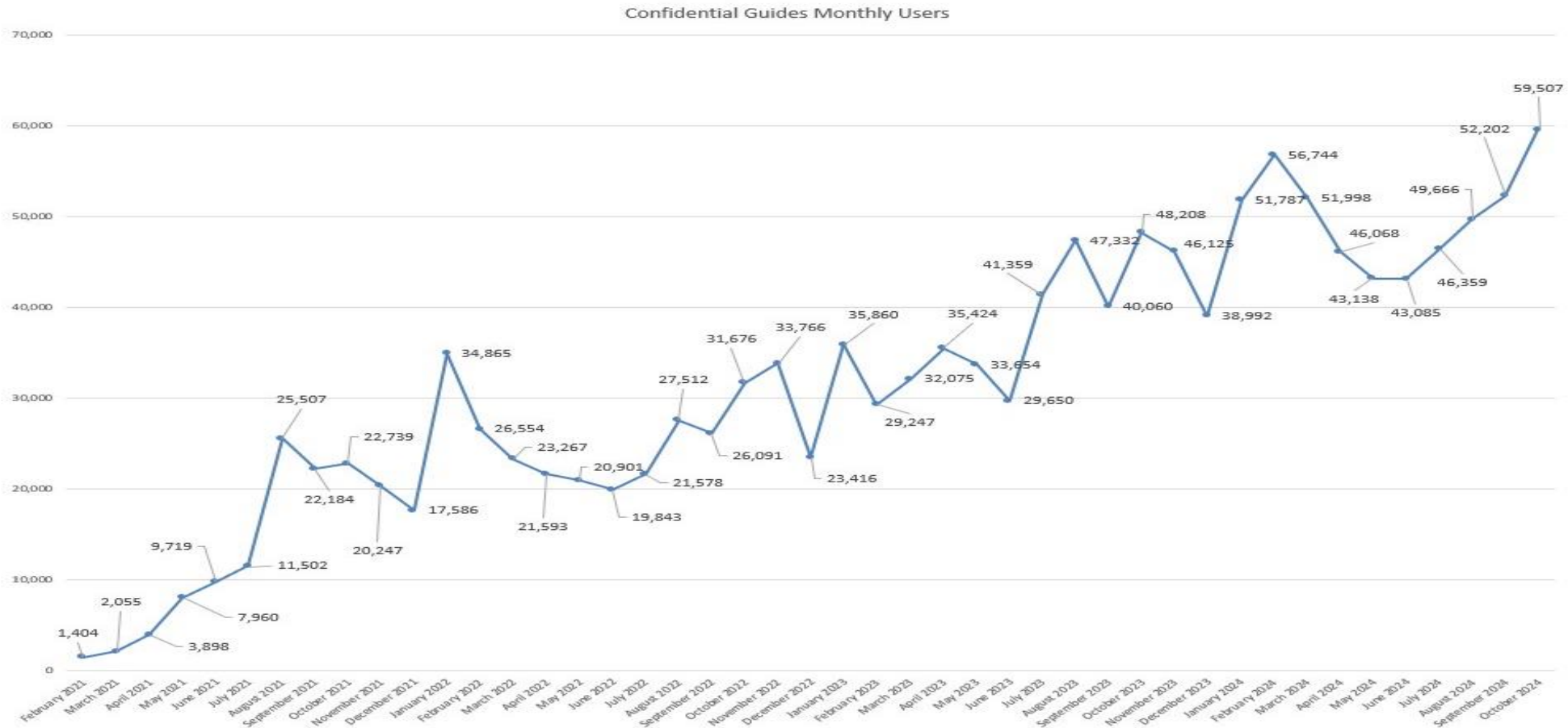
Market Traffic vs Selected Domains Trends



#	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 on Confidential Guides

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, significantly boosting page views and bookings. We achieve this by including your business in our high-traffic guide lists, such as 'The best restaurants in Manchester,' which attracts visitors searching for these popular terms on Google.

Additionally, we drive traffic to your page through our partnerships with hotels and Manchester Central, bringing you 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 entry, we create a personalised entry that highlights everything your brand has to offer. We can include your images, videos, 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 a 'book now' button, carousel of images and interactive buttons linking to your menus, offers, and events. Your business is highlighted in relevant guide lists and prioritised in search results, ensuring greater visibility to drive potential customers to your entry.

## Example premium entries

The Malmaison Hotel Manchester  
Deansgate

The AO Arena

Sicilian NQ

The Art School Liverpool

## 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.

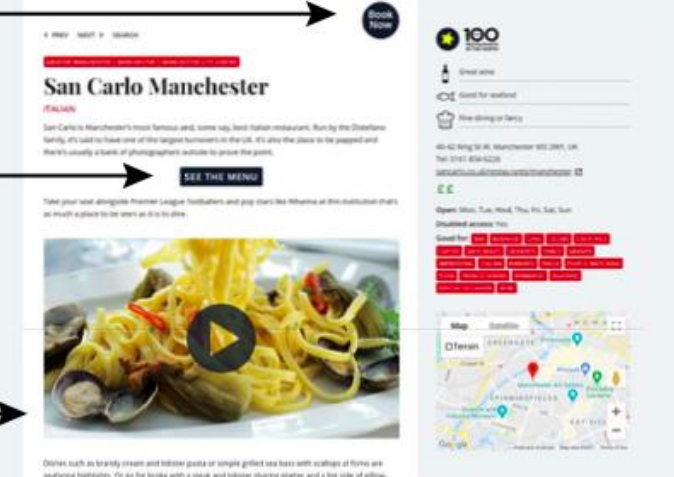
We use back links to boost your SEO rating and enhance your credibility with Google.

### 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 Confidential's 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; Confidential's 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 guide lists on Confidential Guides are the main driver of traffic to the website through people searching on google. Some of our list's rank in the top 5 on google and a large proportion of these 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 and lifestyle

The best places for breakfast in Manchester

The best restaurants in Cheshire

The best private dining rooms in Manchester & Liverpool

## Hotels

Hotels near the Co-op live Arena

Romantic hotels in Manchester for Valentines Day

Dog friendly hotels in Liverpool

## The best private dining rooms in Manchester and Liverpool

1 year ago

The North West is home to an array of stunning private dining areas, from the bold and beautiful Gaiety Room at [The Ivy Manchester](#), to the sleek and sophisticated Vault at [Lucky Cat](#) by Gordon Ramsay.

Maybe you're talking business and don't want anyone eavesdropping? Or you're planning a special birthday meal and want your own exclusive space to celebrate in? Or, you might just not want anyone in the background of your Instagram pics? Whatever the reason, some occasions just call for a private dining room - all of these gorgeous options will allow you and your guests to dine in style.

Think your business or a business you know deserves to be on Confidential Guides? Let us know on Twitter [@CnFGuides](#)



Book Now

EDINBURGH QUARTER

### The Art School

RESTAURANT - MODERN BRITISH

££££

Liverpool's award-winning, fine-dining restaurant The Art School brings together inventive Modern British cooking and an impressive historic setting.

MORE DETAILS



## Dog friendly hotels in Liverpool

5 months ago

Liverpool was recently voted the UK's best large city for a break by the readers of [Which](#) magazine, beating London, Belfast and Manchester. And there's no need to miss out on its 'buzzing' and 'lively' atmosphere if you've got a furry friend who wants to come along too.

Here are seven recommended dog friendly hotels in Liverpool ranging from chic boutique stays to trusted chains to long-term apartments.



Book Now

FRANCIS DOCK

### Malmaison Liverpool

HOTEL

Malmaison Liverpool is a dockside delight. This boutique hotel offers stunning views across the city, and cool, characterful rooms and suites with all the Malmaison touches everyone loves like comfortable beds, moody lighting, power showers, digital TV, serious wine and naughty snacks.

MORE DETAILS



# Hotel partnership breakdown

The Confidential Guides QR code is in over 40 hotels across the North.

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

The QR code links to the relevant home or concierge page on our 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

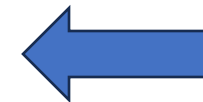
BAR BUSINESS BUSINESS SUITE CONFERENCES  
DOG FRIENDLY GYM WEDDINGS WIFI COCKTAILS



### Recommended



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

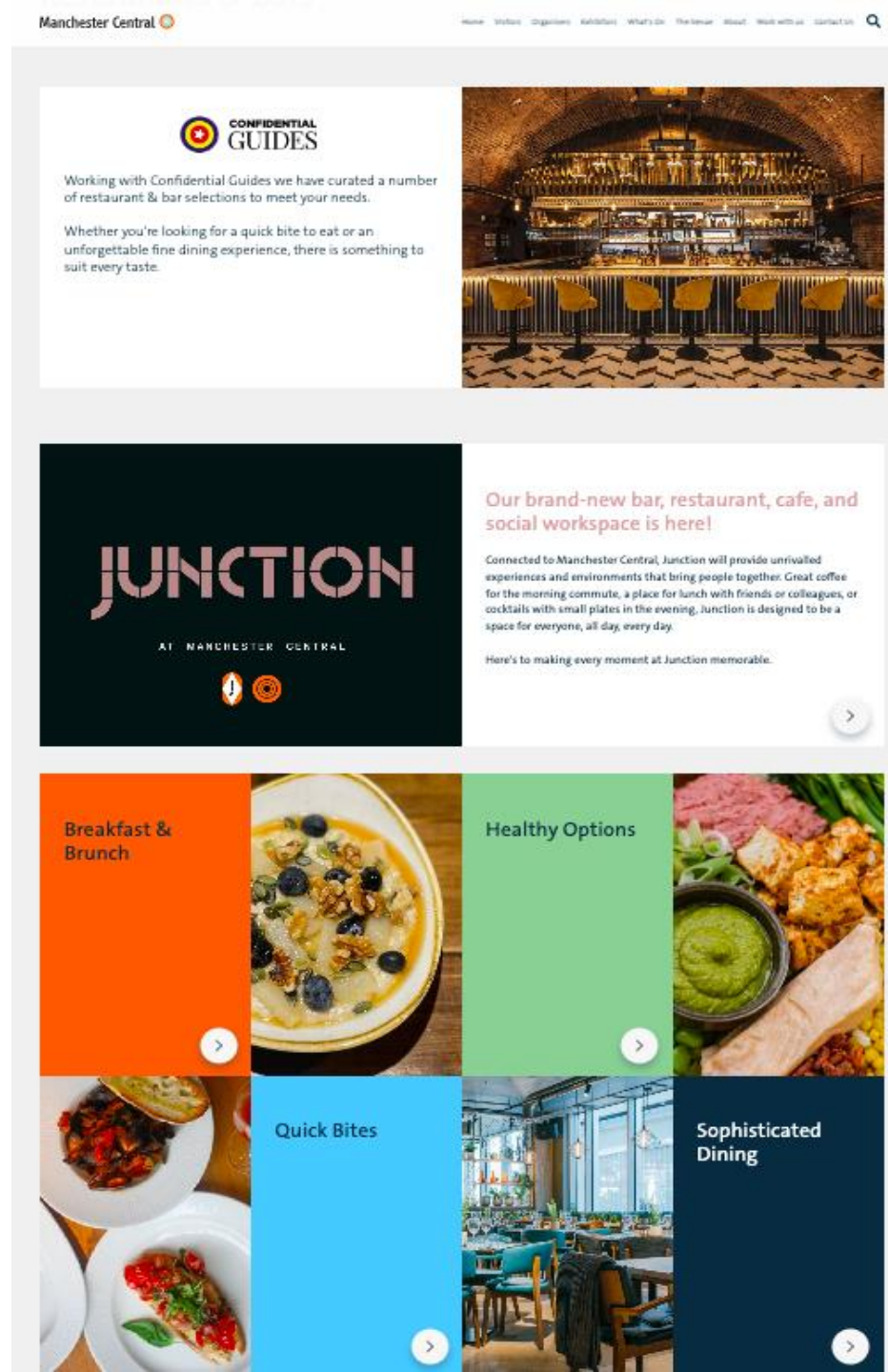


# Manchester Central partnership breakdown

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

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

We work closely with Manchester central creating new guides to help their visitors find the best the City has to offer and more importantly experience the City like a local.



Access to relevant curated guides for visitors to Manchester Central



# Hotel concierge page

There will be an option for clients to be featured on our hotel partners concierge page.

When guests staying at our partnered hotels scan the QR code at reception to look for places to eat, drink and visit, it will take them to the hotel's personal recommendations on their concierge page.

## Example concierge page

[Malmaison Manchester Deansgate concierge page](#)

### Meet the team



### Our recommended restaurants



### Our recommended bars





## Confidential Guides breakdown

### **The benefits of a premium 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 business in curated guides such as "The Coolest Restaurants in Manchester." which are created to drive people searching for this on Google, to your entry 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.

**Visibility:** There's an opportunity for you to be seen by visitors to the city. We can add you to the 'recommended' sections of other entries like local hotels and things to do in the area. We can also include you in the guides for Manchester Central if relevant to your brand.

**Book now button:** A premium entry will have a trackable "Book Now" button directly linking to your website or booking widget.

**Direct website links:** This is convenient for customers who want to quickly access information about the food and drink you have on offer, your rooms, offers and events. These buttons are all trackable so that you can see where your potential customers are looking.

**Social media links:** Premium entries include direct links to your social media accounts to increase your following and engagement through our website.

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



# CONFIDENTIALS

## Social Media bolt on package

### **Bronze:**

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

Competition: Option to run one competition per quarter on Instagram.

### **Silver:**

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

Competition: Option to run one competition per quarter on Instagram.

Original post: One post per month broadcasted across our social media platforms, content to be provided by the client.

### **Gold:**

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

Competition: Option to run one competition per quarter on Instagram.

Original post: One post per month broadcasted across our social media platforms, content to be provided by the client.

Original video: One video/reel per quarter broadcasted across our social media platforms, our team will get the content for this video.

Boosted posts on social media: We will boost your two original posts across our social media platforms.

Brand highlight on the relevant Instagram.

# What Our Clients Say



**Helen Hipkiss, X 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 Confidentials. 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

Our marketing clients  
include







**CONFIDENTIAL**  
**GUIDES**

**For more information and prices**

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

**Phone: 0161 832 2880**

**Or complete the [online enquiry form](#)**