



CONFIDENTIALS

Why advertise with Confidentials



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

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 BREAKDOWN



300,000 reach on social media



670,000 website visitors a year.

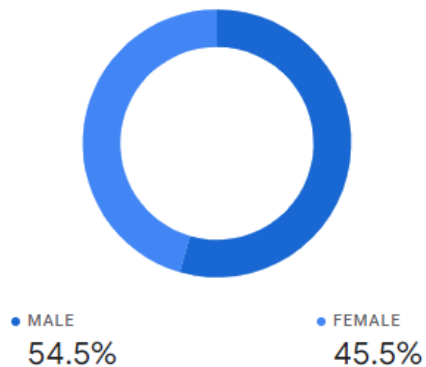


1.22 million page views a year.



40,000 email subscribers

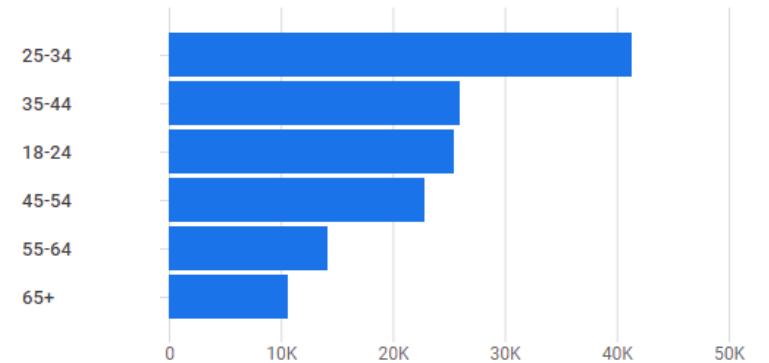
Gender



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 BREAKDOWN



50,000 reach on social media



182,000 website visitors a year.

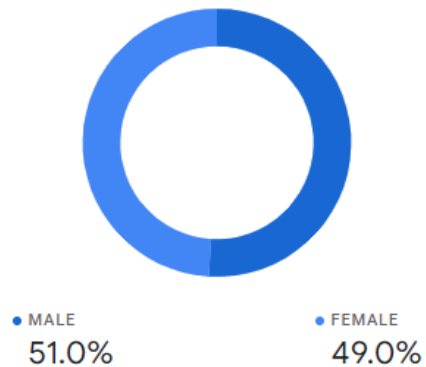


290,000 page views a year.



12,700 email subscribers

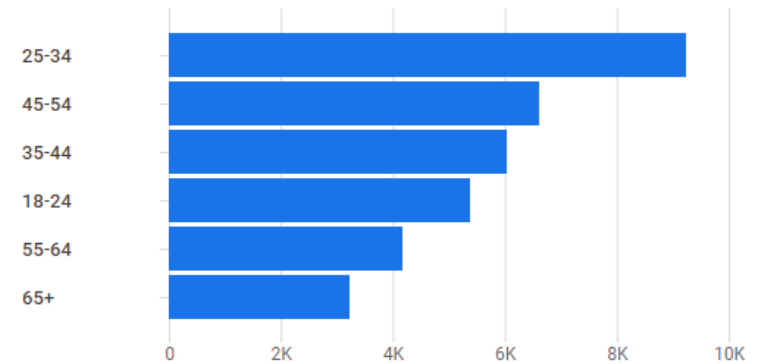
Gender



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.

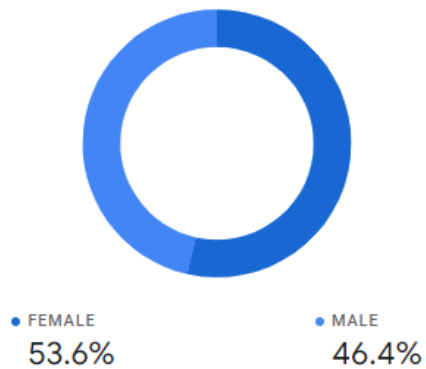


1.25 million page views a year.



8,000 email subscribers

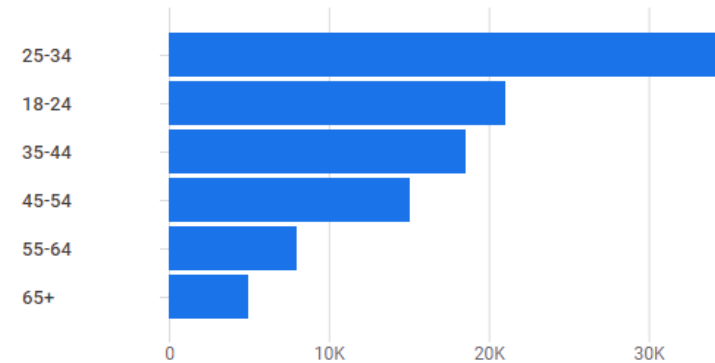
Gender



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

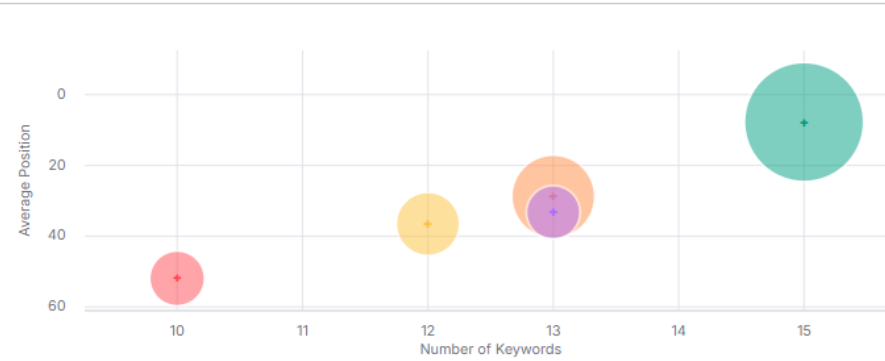
Age



Website Visitors & Market Traffic

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

Market Traffic vs Selected Domains Trends

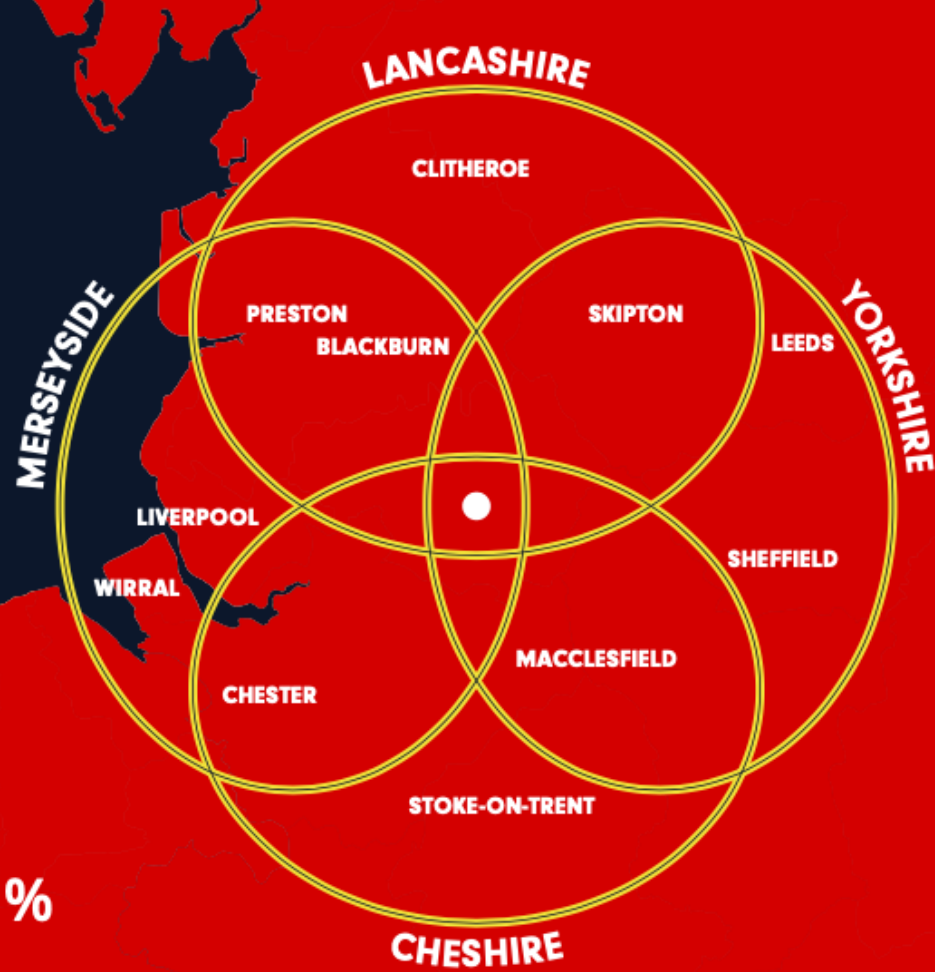


#	Competitor	Visibility
1	confidentialguides.com You	34.35% +5.62
2	designmynight.com	15.00% +4.36
3	secretmanchester.com	7.78% -0.04
4	manchestersfinest.com	5.40% +0.23
5	manchestereveningnews.co.uk	5.01% -0.72

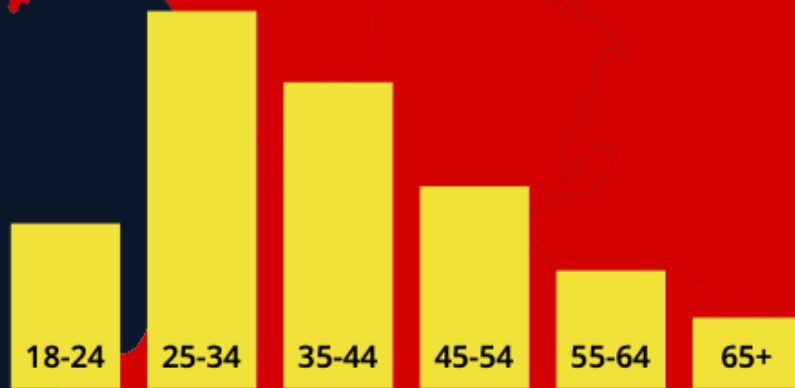
[View all 9 competitors](#) [Find more competitors](#)



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

Confidentials marketing packages

	Bronze	Silver	Gold	Example media
<u>Website + Email</u>				
Microsite	Yes	Yes	Yes	<u>Microsite</u>
North-West email	No	No	1 per month	<u>Email example</u>
Local standalone email	1 per month	1 per month	1 per month	<u>Email example</u>
Newsletter Inclusion	1 per month	2 per month	3 per month	<u>Newsletter example</u>
Option to run a competition	Yes (One each quarter)	Yes (One each quarter)	Yes (One each quarter)	<u>Email competition example</u>
Original advertorial	Once a quarter	One every two months	One every two months	<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
<u>Social</u>				
Social Media package (see full package details on next page)	Bronze package	Silver package	Gold package	<u>Manchester United reel example</u>

Please note, the minimum duration of our marketing campaigns is 4-months.



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, Marketing & Communications Manager 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

Malmaison



Manchester Central 



adoption counts 





CONFIDENTIAL
GUIDES

For more information and prices

Email: Sales@confidentials.com

Phone: 0161 832 2880

Or complete the [online enquiry form](#)