INCREASE YOUR CUSTOMERS
IN WAYS YOU NEVER
THOUGHT POSSIBLE

You’ve never read anything like it. Established in 2012, we are perhaps the only regional media brand in the country to create content that’s inspiring and valuable. Content that our readers share and use to make decisions about what they see, try and do.

And we know that the best way to create lasting connections with customers and inspire them to action is by using compelling native content, competitions, games and interactive.

The result? Customers that are highly engaged and have a strong purchase intent.

Work with us, and be in good company...

Leeds-List. 9 Park Square East, Leeds, LS1 2LH
0113 3200710 | brands@leeds-list.com
OUR READERS ARE HIGHLY ENGAGED AND INSPIRED TO TAKE ACTION

Leeds-List’s audience is actively looking for things to see and do. They may have an immediate need, like where to go for dinner, or be on the look out for the interesting date ideas or ways to spend their downtime.

Our platform gives us near real-time data on their behaviour which means that our readers get what they’re looking for and are inspired to click, buy or visit.

Who reads Leeds-List?

**MILLENNIALS (41%)**
25-44, mid-level & professional, £25-55k

**FAMILIES (18%)**
28-40, mid-management or part time, £30-60k

**SUBURBANITES (21%)**
32-55, management or heavy-weight, £50k+

**RECENT GRADS (18%)**
18-23, entry-level, £16-20k

**DESKTOP & LAPTOP (32%)**

**MOBILE (55%)**

**TABLET (13%)**
CREATING EXPERIENCES THAT GROW YOUR AUDIENCE & ATTRACTS CUSTOMERS

We’ve found you a bunch of new customers and identified them as wanting to hear from you.

The next step is crucial. The clickthrough, the sign-up, the sale. We use technology to produce a simple, joyful experience that gives them confidence in your brand and makes them want to tell their friends.

A couple of case studies...

**Leeds Bradford Airport**

We got the word out about Monarch’s routes from Leeds with native content and an interactive social competition, with great results:

- 30% uplift in organic search
- 14,582 unique views
- Average time on page: 3:00
- 6% response rate
- Twitter reach of 191,330

**Virgin Trains** trusted Leeds-List as their exclusive partner to launch their new service. We went with a viral, content-led campaign that broke all the records. In under a day we achieved:

- 12,584 unique views
- 480 likes and shares
- Average time on page: 3:23
- High levels of conversion to sale
CAMPAIGN PACKAGES

A Leeds-List campaign first understands your business, so we can then create great ways for our audience to engage with you. Then we make it easy for them to interact, signup or buy. And throughout, your brand is highly visible and generating response.

These campaign ideas are based on our most successful strategies:

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<thead>
<tr>
<th>BRONZE</th>
<th>SILVER Most popular</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1 Custom content competition to grow your email database</td>
<td>• 3 Custom content features – competitions, viral content, brand story or interactive</td>
<td>• 5 Custom content features – competitions, viral content, brand story or interactive</td>
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<td>• 4 Social posts across Facebook and Twitter</td>
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<td>• 4 Social posts across Facebook and Twitter</td>
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<td>• 1 Promotion in our weekly e-newsletter</td>
<td>• 1 Promotion in our weekly e-newsletter</td>
<td>• 2 Promotion in our weekly e-newsletter</td>
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<tr>
<td>• Banner ads</td>
<td>• Banner ads</td>
<td>• 3 Custom emails</td>
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<td>• Production</td>
<td>• Production</td>
<td>• Banner ads</td>
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<td>£1,400</td>
<td>£2,600</td>
<td>£4,200</td>
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Banner ads available in Standard (£5 CPM) and Large (£10 CPM). Minimum £500 spend. Our studio has designers, web developers, copywriters and analysts at your disposal.
SAY HELLO

Now you know there’s much more than ads in the digital space, meet our team of digital specialists and let us show you how great your brand can be online.

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