

# LEEDS LIST

Leeds-List is more than just a magazine or guide – it's a digital platform with reader value at it's core

Our data and insight tells us what readers want, so that we can produce articles they want to read, delivered how and when they want to read them.

We create user experiences and customer journeys that are easy, novel and shareable.

This results in higher engagement and better response than even the most established publications or websites.

Our partners get informed, effective campaigns that deliver impressive, trackable levels of response that directly improve their bottom line.



LEEDS LIST

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# LEEDS LIST

Our readers come to us when they're looking for things to see and do

You can put your brand in front of over half a million digitally-savvy users with content that inspires them to engage with you.

Data science tells us what our audience is looking for, who they are and how they're doing it. This insight allows us to produce content of genuine value that readers find useful and want to tell their friends about.

This is invaluable for the brands who work with us, because we can put your messages in front of people who want to hear from you.

41%  
Millennials & Young Professionals  
25-44, mid-level & professional



18%  
Students & recent grads  
18-23 entry-level

21%  
Leeds & Yorkshire Suburbanites  
32-55 senior roles and heavy-hitters

18%  
Families  
28-40, mid management and part time

604,000  
*Unique website users*

157,820  
*Subscribers & followers*

44%  
*Average social engagement*

01:46  
*Average time on page*

# LEADS LIST



With our digital expertise and data analysis, we can make your campaign content tick all your boxes

- An engaged audience that actually reads your messages and acts on them (something we measure and test)
- Readers that want to tell their friends – their organic shares and retweets build the credibility of your messages
- Great visibility in search results – our platform is optimised for search which gives you even more mileage
- An easy customer journey and great online experience that converts our readers into your customers
- Response you can measure and insight to better understand your new customers

Competition content

*Get visitors to engage with your messages & grow your database*

Brand content

*Get data-science led copy that tells your brand story and earns shares*

Custom emails

*Create a repeat engagement or a direct path to purchase*

Newsletter & social

*Amplify your campaign's reach, get into inboxes and social feeds*

# LEEDS LIST

We work with brands big and small to understand what value means to them.

Whether you're Virgin Trains, Roxy Ballroom or Opera North, we can turn your business requirements into a campaign that delivers brilliant results without the drama.

We'll let our clients do the talking...

The logo for salvo's, featuring the brand name in a red, lowercase, cursive font with a horizontal line underneath.

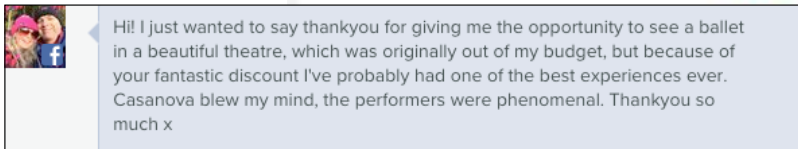
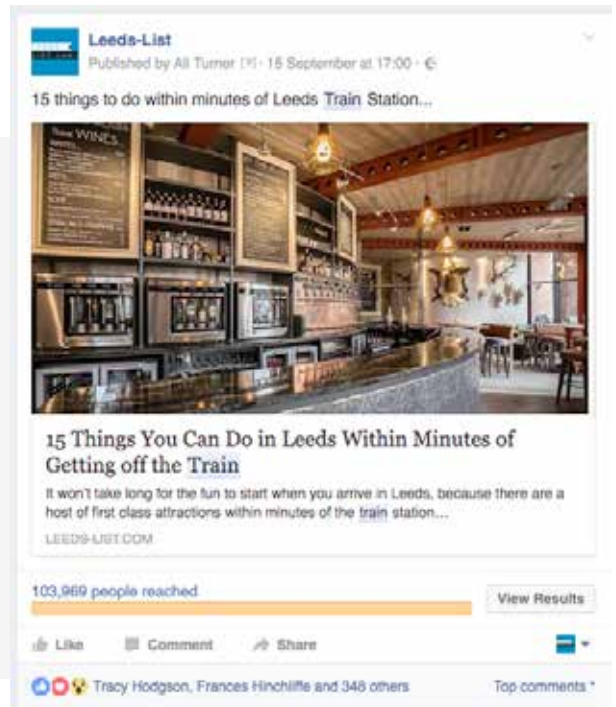
“ They're extremely easy to work with, but are rightly protective of their brand and product, so will always make sure that any activity is of interest to their readers, which in turn ensures that the campaigns hit (and mostly exceed) the KPIs...

The first service sold out within hours when it went on sale, with a really high acquisition / new customer rate, which was phenomenal result! And on top of this, the activity generated a lot of positive social sentiment which had a halo effect across Leeds to London Leisure journeys.

- George Shuttlewood, Marketing Manager, Virgin Trains

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And our readers...



“ On the surface you have fun, edible content, beneath that is a totally data-driven and carefully-crafted approach.

We now have hundreds of new opera lovers and thousands of potential opera lovers at our finger tips as well as rich opportunities for showing the people of Leeds what their opera company is really all about.

– Emily Simpson, Head of Marketing, Opera North

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# LEEDS LIST

Want to find out how your brand can engage our audience and their friends?

Get in touch – our data scientists, creatives and techies will guide you through the process.

We take ownership of creative, production and integration, but you're in control and you have final sign-off before it goes live.

## Our most popular campaign plans

### BANNERS & SITE TAKEOVERS

- 120,000 web banner impressions – *standard leaderboard, MREC & mobile leaderboard*

£600

- 100,000 premium web banner impressions – *super leaderboard, MREC & mobile leaderboard*
- 3 day site takeover

£1,550

### BRONZE

- 1 competition article – *get visitors to engage with your messages & grow your database*
- 3 social posts across Facebook and Twitter – *increase your campaign's reach*
- 1 sponsored post in our weekly e-newsletter – *get into our subscriber's inboxes*

4-6 week campaign length

£1,200

### SILVER

- 1 brand content article
- 1 competition article
- 1 social boost
- 6 social posts across Facebook and Twitter
- 2 sponsored posts in our weekly e-newsletter

4-6 week campaign length

£2,100

### GOLD

- A series of 4 articles – *brand content, viral and competitions*
- 3 social boosts
- 18 social posts across Facebook and Twitter
- 4 sponsored posts in our weekly e-newsletter

2-3 month campaign length

£5,000