

# LEEDS LIST

You probably already know that we're the region's ultimate guide for things to see and do.

But you might not know that everything we do is driven by engagement and response.

This makes us the only choice for brands looking for trackable sales, measurable sign-ups and awesome engagement.



LEEDS LIST

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# LEEDS LIST

Our **half-a-million** strong readership is at the centre of everything we do.

All our content is tailored to enable our readers to discover the best the region has to offer in the most relevant and accessible ways.

When potential customers start looking for things to do, chances are they'll find our curated content stream first. Whether it's food, drink, travel, families or entertainment.

500k

Unique website users

159k

E-mail subscribers

87k

Social followers

25%

Average e-newsletter open rate

42%

Computer

58%

Mobile

22%  
Age 45+

38%  
Age 25-34

20%  
Age 18-24

20%  
Age 35-44

42%

Male

58%

Female

For our latest stats & insight – 0113 3200710 or [advertising@leeds-list.com](mailto:advertising@leeds-list.com)

# LEEDS LIST

1,400

Average new customer sign-ups per competition

Our case studies demonstrate how well our approach works for clients big and small.

And whether you're Virgin Trains, Roxy Ball Room or Opera North, we can turn your business requirements into a campaign that delivers brilliant, creative results without drama.

**GAUCHO**

northern  
ballet



**Heineken®**

 **deliveroo**

**Virgin  
trains**

“

The first service sold out within hours when it went on sale, with a really high acquisition/new customer rate, which was a 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

”

**D&D  
LONDON**



**Leeds  
CITY COUNCIL**

**sky**

**ROXY  
BALL ROOM**

**opera  
north**

“

...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

”

**PERONI  
ITALY**

See our case studies & results – 0113 3200710 or [advertising@leeds-list.com](mailto:advertising@leeds-list.com)

# Products and packages



Choose from our popular campaign plans, or let's talk about your brand, budget and goals to recommend something tailored.

## ..... Custom content campaigns .....

Bronze	Silver <i>Most popular</i>	Gold
<ul style="list-style-type: none"><li>• 1 custom article</li><li>• 3 social posts</li><li>• 1 sponsored e-newsletter post</li><li>• 1 custom email</li><li>• Includes professional copywriting</li></ul>	<ul style="list-style-type: none"><li>• 2 custom articles</li><li>• 6 social posts</li><li>• 2 sponsored e-newsletter posts</li><li>• 2 custom emails</li><li>• Includes professional copywriting</li></ul>	<ul style="list-style-type: none"><li>• 4 custom articles</li><li>• 4 sponsored e-newsletter posts</li><li>• 12 social posts</li><li>• 3 custom emails</li><li>• 2 social boosts</li><li>• Includes professional copywriting</li></ul>

### What you can get from custom content

Competition	Brand story	Activation	Offer
<ul style="list-style-type: none"><li>• Introduce your brand or product to our readers</li><li>• Get an average of 1,200 new sign-ups to keep engaged</li></ul>	<ul style="list-style-type: none"><li>• Use our team's expertise to get high social engagement with your brand</li><li>• Increase the size of your customer base</li></ul>	<ul style="list-style-type: none"><li>• Brand-matched content and events to turn our readers into real life purchasers</li></ul>	<ul style="list-style-type: none"><li>• Acquire new customers with a value-add or incentive</li><li>• Inspire a purchase and understand your customer base</li></ul>

## ..... Content takeover ..... Web banners & takeovers .....

<p>Sponsor our most popular content</p> <ul style="list-style-type: none"><li>• Select from our stream of existing articles</li><li>• Exclusive sponsorship gets you in front of customers when they're thinking of buying</li><li>• You get a direct call-to-action to click, sign-up or</li></ul>	<ul style="list-style-type: none"><li>• A quick and easy way to get brand exposure</li><li>• Your artwork can be live within 24 hours</li><li>• Ad sizes and formats for every device type</li><li>• Guaranteed to be shown at least the number of times you pay for</li></ul>	<p>Standard banners</p> <ul style="list-style-type: none"><li>• Leaderboard</li><li>• Mobile leaderboard</li><li>• Static or animated ads</li></ul>	<p>Premium banners</p> <ul style="list-style-type: none"><li>• Super leaderboard</li><li>• MREC</li><li>• Video, animated and static ads</li></ul>	<p>Site takeover</p> <ul style="list-style-type: none"><li>• Take over every ad slot during the takeover</li></ul>
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Book your campaign – 0113 3200710 or [advertising@leeds-list.com](mailto:advertising@leeds-list.com)