

# OPPORTUNITIES AT MIPIM 2024



## WHY CHOOSE *PLACE NORTH* FOR YOUR MIPIM STRATEGY?

As a long-term official media partner of RX and MIPIM, we are able to provide your business with a fantastic platform to promote your offerings, be they commercial investment opportunities, residential, land or regeneration projects. Using our experience, we will take on the burden of delivering your chosen activity to the industry with maximum efficiency and effect.

"Thank you *Place North* for the flawless coverage at MIPIM and accommodating us with our many changes. The communication, attitude and approach from you all has been first class."

**Alison Salas**  
Senior marketing manager  
**Rochdale Development Agency**

# NORTH Place

Place North is a business-to-business online news publication focused on the built environment across the North of England and North Wales. Place North West, Place Yorkshire and Place North East are free to read and attract more than 250,000 combined monthly visitors and have more than 15,000+ combined industry subscribers from some of the biggest developers, architects, planners, law firms, and local authorities in the UK.

2023 MIPIM clients included

**MORGAN  
SINDALL**  
CONSTRUCTION

**jmw**

PURCELL 

MILLS & REEVE  
Achieve more. Together.

**together.**<sup>TM</sup>  
Loans, mortgages & finance.

  
**Russells**

marketing  
**Manchester**

**Wigan  
Council** 

 **P4 Planning**

**WSP**

lexington

**E D E N**

**SHOOSMITHS**

 **wardell  
armstrong**

**GMIA** 

A photograph of two women in white blazers standing at a black table outdoors. The woman on the left is holding a wine glass, and the woman on the right is drinking from a wine glass. On the table are two more wine glasses and a small vase with flowers. The background is a blurred outdoor setting with trees and a building. The entire image has a light blue overlay.

# Ethics and Issues Statement

At *Place North*, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.

We celebrate growing commitments to equity, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a safe and respectful environment.

We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.

Learning from each other is a key part of the Place experience. Together, we will champion the industry, celebrate its achievements, and push for continual improvement.

## MIPIM Arrival Reception sponsor - Monday 11 March

Kickstart MIPIM week at our Arrival Reception on the Monday, attended by more than 200 high-level property professionals.

## Breakfast Event sponsor - Wednesday 13 March

Align your brand with our breakfast event on Wednesday morning and receive select introductions to key guests, branding at the event, and follow-up email correspondence with all guests.

### Pre-event

- Listing and branding on *Place* events calendar across *Place North's* three websites
- Branded listing in the events bulletin, emailed to 15,000+ subscribers fortnightly
- Branding on the events plan
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

### At the event

- 10 tickets per sponsor
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

**Arrival Reception sponsor: £4,000 +VAT**

**Breakfast Event sponsor: £3,500+VAT**

### Post-event

- Branded inclusion in the event gallery article on either *Place North West*, *Place Yorkshire*, or *Place North East* newsletters
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to the relevant newsletter subscribers
- Right to first refusal for the next edition of this event



## Bespoke Event + Media Management

With more than 15 years of experience in delivering fantastic events for influential property professionals, *Place North* is well equipped to organise your bespoke event, whether it be a **private drinks reception, breakfast, lunch or dinner.**

### What you get

- RSVPs and guest management
- Speaker management
- Food and beverage supply
- Venue sourcing
- Promotion before, during and after across our social media channels
- Photography
- Video work
- Health and safety audit
- Dedicated manager to ensure the smooth running of your entire event

**Cost dependent on requirement**



## Film Services

We take on the responsibility of the entire production process, from briefing meetings and scouting filming locations in Cannes, to recording, editing and promotion via our newsletters, websites, social media channels and YouTube.

### Filmed Roundtable

- With our market understanding and strong network, we will curate the entire content, making your video as engaging as possible
- Source the participants
- Chair the debate
- Produce, film and edit the entire piece, with your branding included
- Promote the video via *Place North West*, *Place Yorkshire*, or *Place North East* newsletters, websites, social media and YouTube channels

**£7,000 +VAT**

### Video fireside chat

- We will source a guest or client of your choice to join discussion upon request
- Host a briefing meeting to discuss themes
- Filmed on location in Cannes
- Chair the discussion
- Send directly to our 15,000+ combined Northern newsletter subscribers
- Promote across LinkedIn, Twitter and YouTube

**£2,500 +VAT**

### Video commentary

- We will work collaboratively with you to produce questions
- Film, edit and promote with your branding included
- Source a filming location in Cannes
- Feature your video in the *Place North West*, *Place Yorkshire*, or *Place North East* newsletter sent directly to our subscribers
- Promote widely across our social media channels

**£1,750 +VAT**

*Videos can also be filmed in advance of MIPIM week in the UK*



## MIPIM Week Editorial Sponsorship - **SOLD OUT**

Position your brand in front of our readers, 70% of which are manager level or above, during the busy MIPIM period, and land directly in the inboxes of our combined 15,000+ Northern subscribers.

### What you get

A unique opportunity for **one** business to promote its brand and opinion throughout MIPIM week via a number of different channels.

### Before MIPIM

- A branded advertorial piece on *Place North West*, *Place Yorkshire*, or *Place North East* websites, including links and images sent out via a newsletter to our loyal subscribers
- A month of website banner advertising on *Place North West*, *Place Yorkshire*, or *Place North East* during March 2024
- Social media announcements of your sponsorship across Twitter and LinkedIn

### During MIPIM

- Branded 'In association with' alignment to every editorial report on the relevant *Place North* website for the duration of MIPIM
- Branded special report, acting as a contents page for all your branded MIPIM articles
- Unique branded mid-page advert on the *Place North West*, *Place Yorkshire*, or *Place North East* website, linked to the contents page of your branded MIPIM articles
- Regular promotion of your brand on social media during MIPIM week
- Introductions to pre-selected *Place North* contacts

### After MIPIM

- 'In association with' alignment to every MIPIM-related follow-up editorial
- Analytics report of engagement with your branded content

**£5,000+VAT**





## MIPIM Partner Package - **SOLD OUT**

Maximise your MIPIM presence by taking advantage of both our engaged readership and the large attendance of those that are at MIPIM in person.

### What you get

- Website banner advertising on *Place North West*, *Place Yorkshire*, or *Place North East* during either February, March or April
- Social media announcement of your partnership across our Twitter and LinkedIn
- Your brand on our dedicated MIPIM hub page
- Logo inclusion in editorial updates on our 2024 MIPIM partners page
- Social media post about your team or company during MIPIM week
- Mention in our post-MIPIM mailer sent to 15,000+ combined subscribers
- Your own graphic for social media to promote yourselves as a Place MIPIM partner
- News article about joining us as a MIPIM partner
- 1 x ticket to our opening MIPIM Monday social
- 1 x ticket to our Breakfast Event on Wednesday
- Post-MIPIM intelligence report - a round-up of the news and content published throughout the week
- 1 x ticket on the *Place Boat* - Tuesday or Wednesday afternoon
- Invitation to our pre-MIPIM meet-up in Manchester

**£1,850+VAT**



## Local Authority Packages

Promote your messages, launches, investment opportunities, and plans using *Place North's* access and reach into the international property market.

Packages are flexible to suit your needs, and can include:

### **EDITORIAL SUPPORT FOR ANNOUNCEMENTS**

### **FILMED INTERVIEWS / ROUNDTABLES**

### **EMAIL MARKETING CAMPAIGN**

### **WEBSITE BANNER ADVERTISING**

### **VIDEO SHOWCASE**

### **An example campaign might include**

#### **Before MIPIM**

- Direct email campaign to our subscribers, to promote your MIPIM packages to our property readers and widen your delegation
- Filmed roundtable of a discussion capturing the message and plans you want to promote for MIPIM 2024
- Banner advertising on *Place North West*, *Place Yorkshire* or *Place North East*
- Social media amplification via *Place North* channels

#### **During MIPIM**

- Editorial coverage of your major news, announcements and events
- Video fireside chat at Cannes with your partners and hosted by a member of our editorial team
- Invitations to high-profile events
- Banner advertising during MIPIM week on *Place North West*, *Place Yorkshire*, or *Place North East*

#### **After MIPIM**

- Social media promotion of your activity
- Filmed roundtable archived on the relevant *Place North* website



## Online Opportunities

Target our readers during one of our busiest weeks of readership and align your brand to this international property event.

### Comment Piece

One-off branded article with author details, photograph and logo on the website

- Feature in the *Place North West*, *Place Yorkshire*, or *Place North East* newsletter
- Promote a particular message
- Raise the profile of a specific team member
- Can include links, video, and imagery

**£1,075+VAT**

### Website + Newsletter Banner Advertising

Use our platform to get your brand in front of engaged readers during MIPIM week, with banner advertising across any of our three websites and newsletters.

- *Place North* adverts featured in newsletters sent directly to 15,000+ combined subscribers
- Combined website views of more than 250,000 professionals each month

**£1,000+VAT (website banner ads only)**

**£1,750+VAT (website + newsletter combo)**

*Prices are per month*



## Place MIPIM Boat - Corporate Hospitality

Enjoy a relaxing cruise with the industry's biggest decision-makers as the *Place* MIPIM boat anchors up in the Mediterranean for you to enjoy undisturbed networking, drinks and canapes.

### What you get

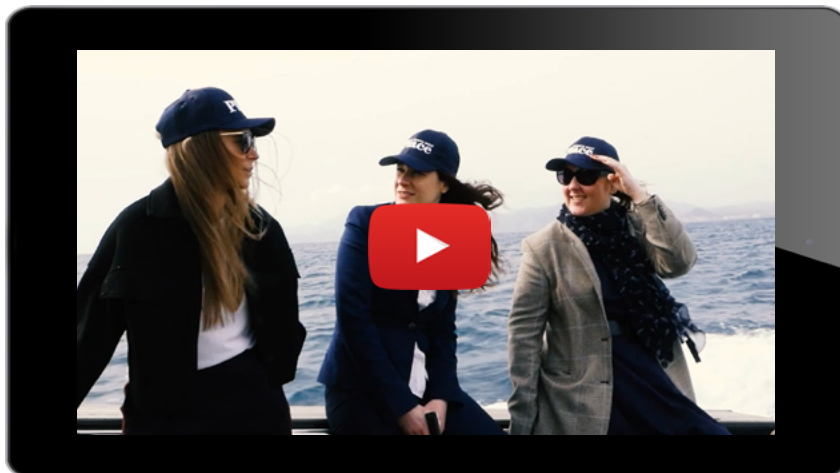
- Dedicated experienced events team to ensure the smooth running of your trip
- Two hour cruise around the Iles de Lerins
- Room to host up to 10 clients on board
- Food and drink included

### Additional opportunity

- Filmed highlight video of your trip which is promoted across our social channels and YouTube

**£5,000+VAT**

**£6,000+VAT with video**





# NORTH Place

NORTH WEST YORKSHIRE NORTH EAST

To discuss MIPIM 2024 opportunities please contact:

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