

Now Then Magazine, Manchester Edition

Online partnership promotion packages 2015-16

The not-for-profit social enterprise Opus Independents published Now Then Manchester – a popular, high-quality print magazine covering local independent arts, music, trade and politics – for two years from October 2012 to September 2014, and since then we have been residing online, growing across various platforms.

We produce a **brand new issue every month** on our main website, which attracts **2,000+ page views** per month, as well as posting regular reviews, previews and competitions on our blog, and sharing to our 8,750+ Twitter followers. All content is written by our **team of citizen journalists**, who cover a wide variety of subjects across the city. Our **recent readership survey** found we have a 50/50 male to female ratio, with 27% aged 16-25, 45% aged 25-35 and 19% aged 35-50. Our **readers actively choose to buy independent**: 86% pubs or cafes, 70% events, 74% restaurants, 43% fashion, 67% art and books.

We're now **offering the opportunity to partner with Now Then and Opus** as we maintain our growth online and move towards re-launching in print in the future. Our continuing ethos is to support the local economy, which we do by **working exclusively with local traders, community groups, co-ops, charities and local government**, sustaining strong networks and shared ideologies of independent trading and thinking.



WEBSITE – <http://nowthenmagazine.com/manchester>

The Manchester side of the website receives 2,000+ page views per month, producing brand new content every month written by the people living in Manchester for the people who experience the city. Content pages are shared across our social media channels to connect with our readers. Promotional features include:

- Our Favourites Section Editorials offer engagingly written articles which will help to share information about your business with potential customers. Options include:
 - News stories
 - Previews of forthcoming events and new product launches
 - Business profile features
- Your advert design appearing across the website on our featured advert cycle.
 - Located on the homepage as well as content pages on rotation
 - Links back to your website via a quick click

SOCIAL MEDIA – FB/NowThenManchester – @NowThenManc

Bespoke tweets and retweets via our popular Twitter account, reaching our 8,750+ followers. Facebook posts and shares to the 1,800+ people who have liked our page and respond to our posts.

BLOG – <http://nowthenmanchester.blogspot.co.uk>

See your promotion endorsed through our longstanding blog page, which benefits from 1,000+ hits per month. Copy is written in clear, engaging and original articles posted alongside music, theatre and arts reviews and previews. Options include competitions, previews or Q&A interviews.

AVAILABLE PACKAGES

Bronze

- Favourites Section Editorial (150 words p/month)
- 1x Retweet per month
- 1x Facebook Share per month

Silver

- Favourites Section Editorial (150 words p/month)
- 2x Original Tweets per month
- 2x Original Facebook Posts per month

Gold

- Favourites Section Editorial (300 words plus image p/month)
- Your promotional design on our featured adverts cycle
- 4x Original Tweets per month
- 4x Original Facebook posts per month
- 1x blog post, including a competition if desired (300 words)
- 10% discount off your choice of bundles from our flyer and leaflet distribution service, [Opus Distro](#), which can span Manchester's M60 perimeter as well as Stockport, Derbyshire, Sheffield and South Yorkshire.

Prices

Bronze: 1 month = £30 // 3 months = £80 // 6 months = £150

Silver: 1 month = £50 // 3 months = £140 // 6 months = £250

Gold: 1 month = £100 // 3 months = £280 // 6 months = £500

(NB – all prices excluding VAT)

Bespoke packages can be discussed. Please contact Ian Pennington at ian@nowthenmagazine.com with your requirements or for more information.

