



CULTURE CALLING

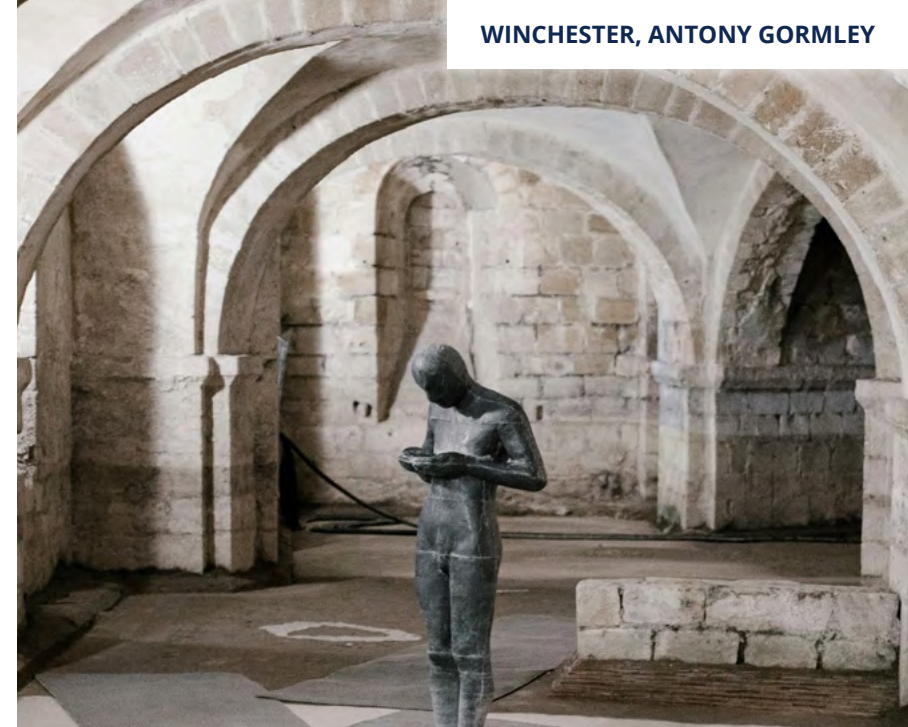
PRODUCT DIRECTORY 2025

OUR PRODUCTS: COUNTY NETWORKS

We offer display opportunities in thousands of carefully selected venues across the Home Counties and South of England. Our geographically targeted networks have been developed using consumer demographic and lifestyle data, coupled with our unique insight into our customers' needs.

Incorporating a variety of venues such as information centres, arts venues, libraries, retailers, eateries, golf clubs, leisure and community centres, our extensive County Networks allow you to reach your audiences where they live, work and play.

Learn more about our County Networks...



Kent



The Garden of England boasts a rich arts and leisure scene with historic castles and museums, theatres, galleries and cultural festivals. Its picturesque towns and villages are home to a mix of affluent professional and families while the lively coastal areas are popular with visitors and day-trippers.

Hampshire



With its rich maritime heritage and the outdoor allure of the New Forest, Hampshire caters to a mix of history enthusiasts, young families, and outdoor adventurers. Winchester's historic charm and Southampton's vibrant cultural scene draw a diverse population, including professionals, students and tourists.

Surrey



Surrey's rolling hills, market towns, tranquil villages and excellent transport links make it a top choice for London commuters and young families. Historic estates, theatres, local arts and festivals attract a culturally-engaged audience.

East & West Sussex



From the cultural hub of Brighton to the historic charm of Arundel and Rye, Sussex offers a vibrant arts scene of festivals, theatre, music, comedy and alternative arts to its diverse population. The scenic South Downs and lively seaside towns draw outdoor enthusiasts, visitors and tourists.

Berkshire



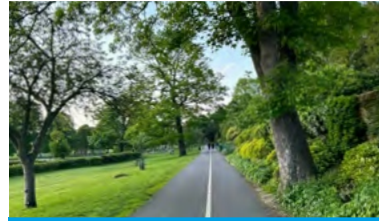
Windsor Castle's royal connections are a big draw for international visitors and tourists while Berkshire's growing tech sector attracts young professionals and their families to the county. The arts and leisure scene is thriving with events like Reading Festival drawing a diverse, youthful audience.

Buckinghamshire



Buckinghamshire blends the historic charm of Marlow with the modern vibrancy of Milton Keynes, set against the stunning backdrop of the Chiltern Hills and River Thames. Home to Bletchley Park and a thriving leisure scene, the county appeals to both local families and visitors alike.

Hertfordshire



Affluent families are drawn to Hertfordshire for its cultural heritage and charming towns within commuting distance of London. From the ancient town of St Albans to the 21st Century Warner Bros Studios, Hertfordshire offers something for residents and visitors of all ages.

Oxfordshire



For centuries, the dreaming spires of Oxford University have attracted scholars, intellectuals, and artists to this vibrant city. Today, Oxford boasts a thriving cultural scene as the heart of an affluent county where visitors from around the globe come for its history, sophistication, and the tranquillity of the Cotswolds.

Essex



Stretching from East London to the North Sea coast, Essex takes in the ancient woodlands of Epping Forest, the historic towns of Colchester and Chelmsford, and an array of traditional seaside resorts. It is home to a diverse population, including young families, retirees and commuters enjoying a wide range of arts, leisure and outdoor activities.

Bedfordshire



With scenic countryside, historic sites like Woburn Abbey and visitor attractions such as Whipsnade Zoo, Bedfordshire offers a growing arts and leisure scene. Luton's urban appeal contrasts with rural villages, attracting a mix of professionals and families.



OUR PRODUCTS:

AUDIENCE NETWORKS

Culture Calling's vast array of print racks, located in prominent locations, have been carefully segmented so that you can target an audience that's just right for you – anywhere in the UK.



Match your target audience to the following Culture Calling Print Networks:

ARTS + CULTURE



Looking to target theatre, arts or classical music seekers? You can share your voice through Culture Calling's print display racks located in 100s of the best theatres, arts venues and music venues throughout the UK. Match your audience with enthusiastic cultural seekers who've been carefully segmented and on the look out for their next booking.

FAMILIES



There are thousands of families living throughout the UK. Our network of leaflet and brochure display racks sit prominently in family friendly locations including - cafes, libraries, leisure centres and activity centres - ripe for grabbing the attention of parents looking to keep their families busy and curious minds engaged.

TOURISM + LEISURE



With so much on offer, it's no wonder the UK is a top tourist destination in the world. Speak directly to highly engaged tourism and leisure audiences using Culture Calling's print display racks. They're prominently located in some of the highest footfall venues and visitor attractions in the UK.

HOTELS



Whether you're a commuter, tourist or business person, the UK is awash with top quality hotels. We partner with some of the leading hotel chains including - Holiday Inn, Ibis, Hilton to YHA - to offer guests up-to-the-minute cultural recommendations. Your print marketing will be strategically displayed in our hotel reception racks to maximise exposure.

OUR PRODUCTS:

OTHER SERVICES

Culture Calling offers a host of other unique services designed with audiences everywhere in mind. Whether they're at home, on the street, in their community or simply like doing something they're passionate about, we can reach them.



NEIGHBOURHOODS



UK cities are a patchwork of communities each with their own identity, high-street make-up and sub-culture. Culture Calling's print display racks can be found at the very heart of these communities in libraries, pubs, cafes, local theatres, town halls and more.

SPECIALS



Are you looking to reach a more niche audience? We'll tailor-make a 'Special' print display offer to reach them - be they fitness fanatics, a religious group, literary society or adults in education.

POSTERS



Posters increase campaign awareness quickly and cheaply. Talk to us about your target audience and we'll ensure our dedicated poster teams do the leg-work to give your marketing campaign the lift it deserves.

DOOR-2-DOOR



Keen to talk to a new audience? Culture Calling's door-to-door service stretches across towns, cities and counties in the UK targeting audiences with laser precision. We ensure your print marketing is delivered to the right door at the right time.

CASE STUDY 1:

BRIGHTON DOME

The Organisation

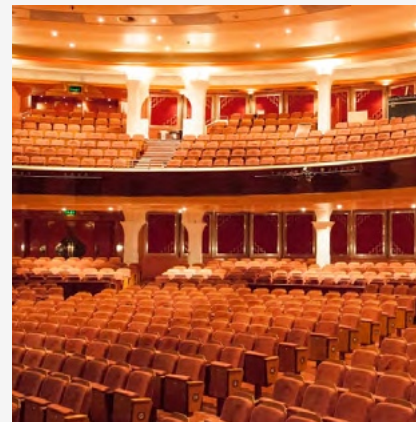
Brighton Festival is the biggest curated cross-arts festival in England, appealing to a wide range of audiences. Due to the scope and variety of events on offer at Brighton Festival, the brochure is an integral part of its marketing strategy, allowing the festival to present its programme in full, vital for engaging new and existing audiences across East and West Sussex, and driving ticket sales.

The Strategy

Culture Calling created a bespoke print distribution campaign which included distribution of brochures to our core Brighton and Sussex Networks, along with targeted Neighbourhood Runs to reach towns and villages county-wide. Print was displayed in custom-made holders and dump bins in high-footfall venues, with Top Tiers used to boost the festival's profile in key outlets. To spread the word further afield, the festival was promoted online via www.culturecalling.com and in our e-newsletter to 70,000 subscribers.

The Campaign

Over 24,000 programmes were delivered in the first week of the campaign. Distribution is ongoing with regular or weekly top-ups to hundreds of venues across the distribution area until festival starts in May.



[READ OUR CASE STUDIES](#)



"We have worked with Culture Calling for many years to distribute our seasonal brochures and the Brighton Festival brochure. The quality of work, communication, and personal touch is always appreciated, and we'd happily recommend them."

**MARKETING MANAGER,
BRIGHTON DOME AND FESTIVAL**

CASE STUDY 2:

MARLOWE THEATRE

MARLOWE
THEATRE*The Organisation*

The Marlowe Theatre in Canterbury is one of the UK's most successful large-scale regional theatres. It brings West End musicals, national theatre companies, a symphony orchestra season, and high-profile tours to audiences in Kent. Offering a year-round programme of theatre, dance, opera, music, and comedy, the theatre's main house seats 1,200.

The Strategy

With such a diverse annual programme, The Marlowe Theatre seeks to engage both existing customers and new prospective audiences across the region, particularly in the local area. The goal is to strengthen its recognition as a leading venue for the arts in Kent, with a focus on reaching the right audiences for the right shows to drive ticket sales.

The Campaign

Seasonally, we deliver a range of marketing materials, including The Marlowe's 8-page A5 seasonal brochure, individual A5 show flyers, and folio posters. These are distributed across Canterbury and the wider Kent area, with targeting strategies that use Culture Calling's services to focus on both geographical reach and demographic appeal.

The distribution campaigns successfully achieved their objectives. The combination of print targeting, eye-catching design, and strong programming resulted in another successful year for The Marlowe Theatre.

[READ OUR CASE STUDIES](#)

OUR PRINT DISPLAY NETWORKS

We reach millions of people every day using our exclusive network of over 20,000 of the highest footfall venues throughout the UK.

HERE ARE JUST SOME OF OUR VENUE PARTNERS:

Bluebell Railway (Sheffield Park)
Bocketts Farm Park
Brighton Museum & Art Gallery
Brighton Train Station (Brighton Travel Centre)
British Airways I360
Brooklands Museum
Cambridge University Botanic Garden
Ditchling Museum of Art & Craft
Ely Cathedral
Epsom Playhouse
Festival Hall
Gilbert White's House & Garden & The Oates Collection
Goodwood House
Gulbenkian
Hastings Museum & Art Gallery
Hawth Theatre and Arts Centre
Knockhatch Adventure Park
Lakeside Lodge Golf Centre
Marlowe Theatre
New Forest Arts Centre
Oxford University

Pallant House
Paradise Park & Gardens
Portsmouth Natural History Museum
Quarterhouse, Creative Folkestone
Reading University
Royal Engineers Museum
Royal Hampshire Regiment Memorial Garden & Museum
Sandown Park Lodge Hotel
Southampton City Art Gallery
Tangmere Military Aviation Museum
Theatre Royal Windsor
The Alban Arena
The Fitzwilliam Museum
The Gurkha Museum
The New Theatre Royal Portsmouth
Turner Contemporary
University of Cambridge
Watts Gallery
West End Arts Centre
White Rock Theatre
Windsor Museum & Tourist Information

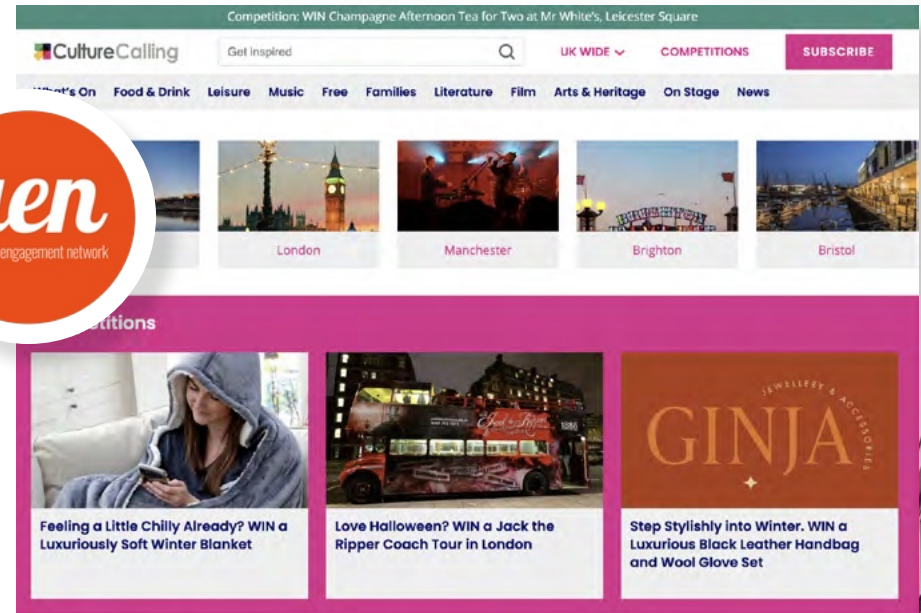


OUR AEN PARTNERSHIP

Culture Calling is also a member of The Audience Engagement Network (AEN), an alliance of leading print marketing agencies. It is the largest in the UK with an ability to reach millions of consumers nationwide.

Clients can benefit from our breadth of print services such as...

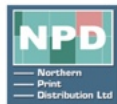
- The distribution of print marketing pieces including flyers, brochures and what's on guides in thousands of racks.
- Direct mail to homes, on-street handouts, outdoor posters and hotel bedroom folders.



London + Culture Calling



Glide Media



Northern Print Distribution Ltd



Direct Distribution



Best4Promotions



Landmark Press



SLB Distribution



Derby Arts



DIGITAL PRODUCTS



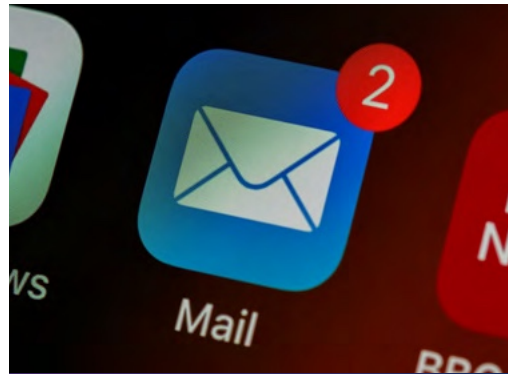
Event & Competition Listing

Your event will be listed on our website; hosting all the information that your audience needs including dates, times, videos, images and links to your booking location. You can also feature a GDPR compliant competition on our website which receive up to 5,000 entries, which is a great way to increase quality awareness of your event.



Email Newsletter

Reach a segment of our 75,000+ newsletter subscribers in our weekly and monthly newsletters. With open rates regularly averaging 12% to 20% your content will reach our highly engaged cultural audience.



Solus Email

This is a dedicated email designed for you to engage a targeted audience. It will be sent to one of our 80 segments, or our entire list of 75,000 subscribers. With carefully structured campaigns, our solus emails can reach an incredible 28% open rate.



Targeted Paid Social

Shared across Twitter and/or Facebook, your social ad will be a geo-targeted, audience relevant campaign, to optimize reach and engagement. Use our weekender or weekly social media campaigns to share your marketing with the right people at the right time.



Advertorial

Our team of writers will write a 500 word unique feature that will include useful information about your venue or event. You can also be included in our 'best of' or local area guides. Features on culturecalling.com regularly receive a 40% organic CTR on Google search.



Banner Ads

Display your banner ads across our website. We'll manage your ad campaign, which will link directly to your website. Banner ads are a great way to increase brand awareness and support your digital campaign.



Culturecalling.com Promotion

Your digital promotion will feature as a highlight on our regionally targeted homepage, linking to your feature, event or competition.



Data Collection

On top of your competition listing, we can help grow your mailing list with people who are specifically interested in your brand. Engage the right people and you could gain over 1,000 GDPR compliant email subscribers.

OUR CLIENTS

For case studies and testimonials visit:
culturecalling.co.uk/case-studies
or scan the QR code:



National
Trust

OP
OXFORD
PLAYHOUSE

MARLOWE
THEATRE

EASTBOURNE
THEATRES



CHA
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TRAFALGAR
THEATRE

UNIVERSITY OF
CAMBRIDGE



FUNDAÇÃO
CALOUSTE
GULBENKIAN



THEATRE
ROYAL
WINDSOR



THE HISTORIC
DOCKYARD
CHATHAM



For any enquiries please email Gary McNiffe, Director of Sales
at gary@londoncalling.com or call on **0207 275 7225**.