



MANCHESTER CALLING PRODUCT DIRECTORY 2025

OUR PRODUCTS:

MANCHESTER PRINT DISPLAY NETWORKS



Our vast array of leaflet racks in prominent Manchester locations have been carefully segmented so that you can target an audience that's right for you.

Whether you're looking for theatre goers, tourists or promoting family fun, we've got you covered.

LIFESTYLE



Our Lifestyle Network offers you the flexibility to target an affluent audience who like to sample all that the city has to offer. Engage with families, parents, singletons and a young and active crowd who like to keep busy.

ARTS & CULTURE



Looking to target theatre, arts or classical music seekers? You can share your voice through our display racks strategically located in some of the most popular venues across the city. You'll be talking directly to engaged cultural seekers in high footfall venues to maximise awareness.

TOURISM & LEISURE



With so much on offer, we partner with some of the leading hotel chains and Manchester's busiest tourist attractions to offer visitors up-to-the minute cultural recommendations. Also, engage with local Manchester families through our display racks peppered throughout family-friendly venues.



Lifestyle: Heart of Manchester

The Heart of Manchester is perfect if you're looking to reach the thousands of people who visit the vibrant city centre daily. Culture Calling's display racks are located throughout high footfall venues, offering clients a chance to grab the attention of a culturally diverse audience keen to experience what their city's got to offer them.



Lifestyle: Northern Quarter

The ever popular Northern Quarter area of Manchester offers a premium Network to get your print marketing displayed in 25 indie bars, restaurants, shops and galleries. Talk directly to an open-minded audience, with disposable income, who are looking for inspiring events to fill-up their social calendars.



Lifestyle: Manchester Villages

Outside the city skyscrapers, Manchester is a patchwork of leafy villages bursting with community life. Our Manchester Villages Network including - Didsbury, Chorlton, Sale and Altrincham - reaches right into the heart of communities in libraries, leisure spaces, cafes and restaurants. Talk to Mums during the day, families over the weekend and singletons looking to be entertained.



Arts & Culture: Contemporary

Manchester has an impressive selection of well-known galleries, museums and exhibitions spanning across the city. Our Contemporary Network showcases in 25 of the best providing clients with a valuable marketing opportunity to connect - visually and tangibly - with keen arts enthusiasts of all ages, and high spending tourists looking for inspiration.



Arts & Culture: Classical Music

The Stoller Hall, Halle St Peters and The Bridgewater Hall are just some of the prestigious names where you can display your print marketing when you book with Culture Calling's Classical Music Network. It contains 25 leading music venues in Manchester enabling you to share your voice with music and cultural lovers in some of the best locations in the city.



Arts & Culture: Theatre

Manchester's theatres attract some of the biggest household names, leading playwrights and offers a rich line-up of shows. Culture Calling's Theatre Network is long established with display racks prominently on show in 25 of Manchester's theatres. It's a unique opportunity to talk directly to an engaged audience with disposable income.





Tourism & Leisure: Hotels

Whether you're a commuter, tourist, or business person, Manchester 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 and ideas on where to eat, which gallery to see or show to catch.



Tourism & Leisure: Visitor Attractions

With so much on offer, it's no wonder Manchester was recently voted third best city in the world by Time Out Magazine. You can speak directly to this highly engaged tourist and leisure audience through our display racks prominently located in high traffic areas of our visitor attraction partners.



Tourism & Leisure: Families

There are thousands of families living in Manchester's leafy suburbs. Culture Calling's exclusive network of leaflet and brochure display racks sit prominently in family friendly locations - cafes, libraries, leisure centres, activity centres and more - ripe for engaging with parents looking to keep their family busy and curious minds engaged.



Neighbourhoods

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



Specials

Are you looking to reach a more niche audience? Culture Calling's 'Specials' print distribution racks are present in a number of venues throughout the city who target a similar demographic or people who share the same interest; be it fitness fanatics, religious groups, literary societies, or adults in education.



Posters

Looking to increase awareness of your campaign and tie in to your leaflet distribution? Posters can achieve this quickly and cheaply. Talk to us about your target audience and we'll ensure we do the leg-work to give your print advertisement maximum exposure.



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 Manchester, and the rest of the UK.

HERE ARE JUST SOME OF OUR MANCHESTER VENUE PARTNERS:

The Lowry
Palace and Opera House
Bridgewater Hall
Science and Industry Museum
People's History Museum
Whitworth Gallery
University of Manchester
HOME
Piccadilly Records



DIGITAL PRODUCTS



Event & Competition Listing

Your event will be listed on our website; hosting all the information 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 - a great way to increase 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 15% to 20% your content will reach a 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 deliver an incredible 28% open rate.



Targetted 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 original 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 to 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.

CASE STUDY:

BRIDGEWATER HALL

The organisation?

The Bridgewater Hall is Manchester's international concert venue.

It hosts over 300 performances a year including classical music, rock, pop, jazz, world music and much more. The hall is home to the Hallé orchestra, and also hosts the BBC Philharmonic and Manchester Camerata regularly. The Bridgewater programmes its own classical music season - the International Concert Series.

The strategy?

The Bridgewater's International Concert Series showcases some of the leading musicians from across the globe. To raise awareness of the events in the series, The Bridgewater produced an A5 brochure. London + Culture Calling then mapped out a targeted print distribution campaign for its 6000 brochures targeting look-a-like audiences and tourists. Throughout December '22, we delivered the following:

- 1,200 Bridgewater brochures across its *Libraries and Literatures* special print run.
- 1,200 Bridgewater brochures to its *Manchester Villages, Lifestyle Network*.
- 1,200 Bridgewater brochures to its *Visitors Attractions, Tourism & Leisure Network*.
- 1,200 Bridgewater brochures to its *Contemporary Culture, Culture Network*.
- 1,200 Bridgewater brochures to its *Classical Music, Culture Network*.

The results?

The print campaign is now live and we'll report back as soon as the campaign is over.



[learn more](#)

OUR CLIENTS



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