



What's On

MEDIA GROUP



Inspiring audiences with brilliant experiences
in Birmingham and across the Midlands

2024

**Free time is precious.
Experiences are everything.
What you do matters.**



Although faced with ever-evolving challenges, the leisure & entertainment industry continues to show impressive resilience, with many venues reporting increased revenue and footfall over the past 12 months.

A new year brings new challenges, ones which need to be met head on. Knowledge of the market place and audience/visitor behaviour remains an absolute essential in terms of maximising potential and exploring new avenues.

Whether you're looking to maintain your position in the market or establish a new presence, our print and digital channels have a proven track record when it comes to helping our clients re-engage with existing audiences or find new ones.

We're here to help...

this is **What's On** Media Group



The Midlands #1 brand that gets people out enjoying the region's best things to eat, drink, see and do.

Here for a long time not just a good time! Tried and tested, we've been keeping the Midlands informed and inspired since 1985.

A magazine and then some. Six regional editions of our magazine are published monthly combined with our market-leading digital presence comprising website, mobile, newsletters plus dedicated Facebook Twitter and Instagram channels for each edition.

Independent expertise. We love where we live and work. Our team of writers and content producers are passionate explorers, so if something's worth knowing you can guarantee we'll share it.

Print + Online + Social media + Newsletters + Custom content

maximum reach with minimum wastage



Across our portfolio of products we deliver **unbeatable reach to a highly engaged audience** who are actively in the market for things to do.

Magazine

Readership

226,000

Newsletter

Active subscribers

60,000

Website

Average monthly Unique Users

301,000

Social Media

Followers across the group

752,000

the big picture

reach by region

	magazine readership	X followers	Facebook followers	Instagram followers	Email subscribers	Monthly website visitors
Birmingham What's On	72,000	236,600	247,300	19,000	18,000	105,400
Wolverhampton & Black Country What's On	42,000	16,900	39,900	777	11,000	32,800
Shropshire What's On	30,000	17,900	51,400	11,500	9,000	30,800
Staffordshire What's On	28,000	13,300	39,200	1,400	7,500	27,100
Coventry & Warwickshire What's On	30,000	13,300	39,000	3,400	8,000	28,400
Worcestershire What's On	24,000	9,700	20,600	1,100	6,500	16,100
Total	226,000	307,700	437,400	37,177	60,000	301,000



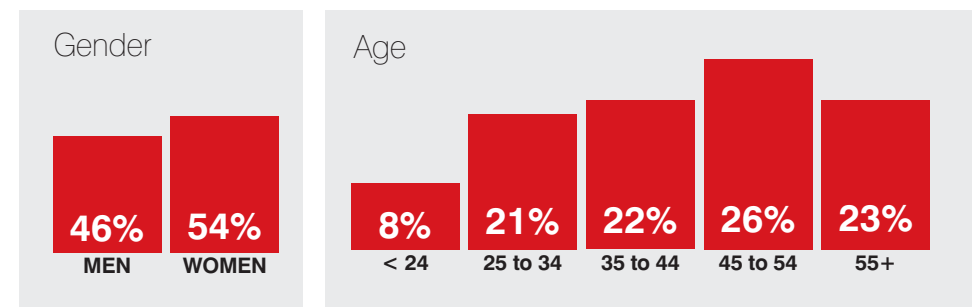
our print audience

We reach more entertainment seeking adults than any other magazine in the Midlands with a combined readership across all six editions of 226,000.

Our distribution network comprising 250+ sites is unique targeting both local residents and visitors.

94% of our magazines are picked up within 7 days.

demographics



Active, mobile ABC1 audience 78%



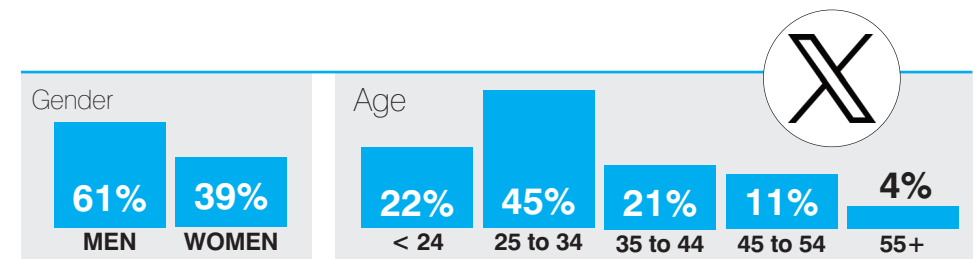
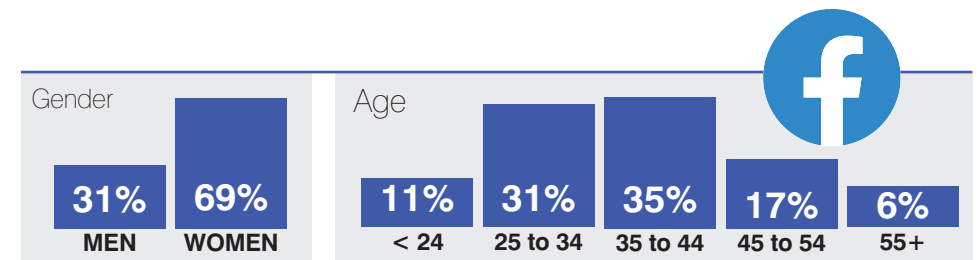
our **social** audience



The Midlands #1 brand that gets people out enjoying the region's best things to eat, drink, see and do.

We have built the biggest social following of any media brand in Birmingham and the Midlands. With dedicated social channels for each of our six magazines, our highly engaged social community numbers **437,400 Facebook** followers, **302,500 X** followers and over **37,000 Instagram** followers.

demographics



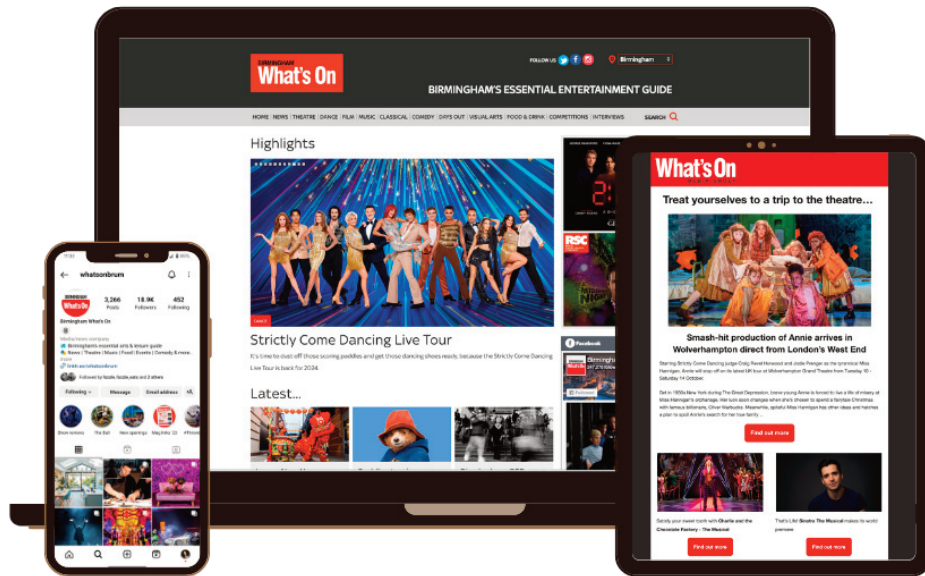
our **digital** audience

The What's On website features six bespoke content hubs, one for each region of the magazine.

Avg. monthly page views
480,000

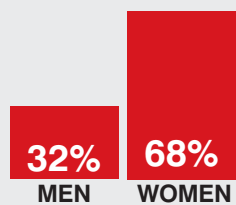
Avg. monthly unique visitors
301,000

Visits from mobile devices
76%+

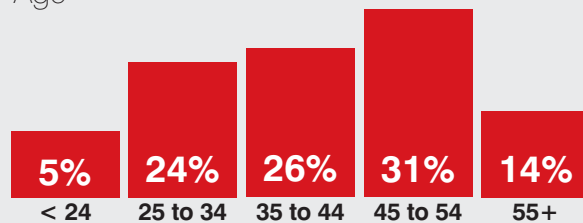


digital demographics

Gender



Age



Our fortnightly newsletter 60,000 people receive their monthly dose of our best bits and carefully curated offers and deals.

The newsletter average open rate is an impressive **29.3%**.

our **What's On** readers take action



Food & Drink:

94% like to eat out at restaurants

72% eat out once per week

Arts & Culture:

6x more likely to visit the theatre

5x more likely to visit art galleries and museums

Getting out and about:

3x more likely to go to concerts and gigs

4x more likely to frequent bars

4x more likely to visit attractions and events

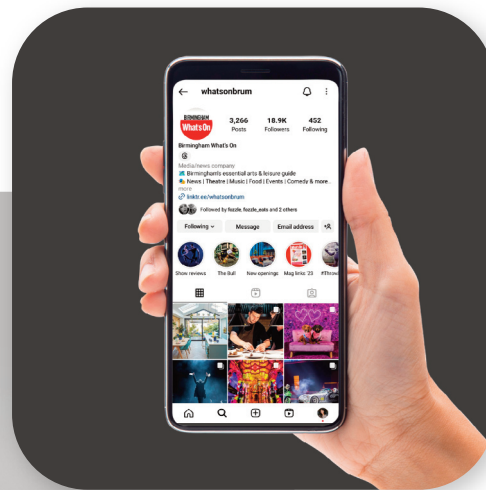
Travel:

4x more likely to have taken more than 2 trips abroad each year

5x more likely to have taken 4+ annual trips within the UK



custom content for you



We know there will be times when standard marketing opportunities won't fit the bill, and something more unique is required. Using the creative resources of our editorial and production teams, we can work in partnership with you to create a package of paid-for custom content that best meets your campaign objectives.

This means prime exposure across our magazines, website, social media channels and newsletters over a longer period of time, written and designed by us to guarantee the highest levels of audience engagement.

Dependent on budget and requirements, your custom content package could include:

- A custom content hub within the What's On website
- Display ads across our website to drive traffic to your content hub
- Promoted article in print and online including image gallery
- Custom video content shared directly to our social channels
- Social Media marketing
- Newsletter feature
- Reader event or competition
- Custom print advertising execution



Your FREE essential entertainment guide for the Midlands

Birmingham ISSUE 448 JANUARY 2024

What's On

FILM | COMEDY | THEATRE | DANCE | VISUAL ARTS | EVENTS | FOOD

INSIDE:

- BHANGRA STYLE** New musical shows at The Rep feature indie...
- ANIMAL MAGIC** Behind the scenes of Life Of Pi feature indie...
- LOOKING AHEAD** 24 must-see productions coming to the region in 2024

MADAGASCAR THE MUSICAL
 A DREAMWORKS PRODUCTION
 AS KING JULIEN
 THU 14 - SUN 17 MAR 2024
 ALEXANDRA ATGTICKETS.COM/BIRMINGHAM

Your FREE essential entertainment guide for the Midlands

Coventry & Warwickshire ISSUE 448 JANUARY 2024

What's On

FILM | COMEDY | THEATRE | DANCE | VISUAL ARTS | EVENTS | FOOD

INSIDE:

- OREGON IN TOWN** Shake The Musical comes to life at the Regent's Theatre
- A PIECE OF PIE** Jonathan Pe Lums has attention to finance and culture
- LOOKING AHEAD** 24 must-see productions coming to the region in 2024

MIDSUMMER NIGHT'S DREAM
 LET SHAKESPEARE'S CAPTIVATING COMEDY TRANSPORT YOU FROM DEEPST MIDWINTER TO THE MOST MAGICAL OF MIDSUMMER NIGHTS
 BOOK NOW rsc.org.uk

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Worcestershire ISSUE 448 JANUARY 2024

What's On

FILM | COMEDY | THEATRE | DANCE | VISUAL ARTS | EVENTS | FOOD

INSIDE:

- BRIGHT NEW DAY** as Blood Brothers returns to Midland Theatre
- MARTYN JOSEPH** brings his music and social awareness to his new production
- LOOKING AHEAD** 24 must-see productions coming to the region in 2024

LIGHT NIGHT WORCESTER
 14 & 15 February 2024 6pm-9pm
 Worcester city centre - free event
 severnarts.org.uk

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Shropshire ISSUE 448 JANUARY 2024

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- ANIMAL MAGIC** Behind the scenes of Life Of Pi feature indie...
- A PIECE OF PIE** Jonathan Pe Lums has attention to finance and culture
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'UNMISSABLE AND UNBEATABLE'
 HILLARY SEITZ
WILLY RUSSELL'S BLOOD Brothers
 BRINGS THE AUDIENCE CHEERING TO ITS FEET AND ROARING APPROVAL
 13-17 Feb 2024
 theatresevern SHREWSBURY

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Wolverhampton & Black Country ISSUE 448 JANUARY 2024

What's On

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INSIDE:

- JAMIE'S BACK!** Jonathan Pe Lums has attention to finance and culture
- ANIMAL MAGIC** Behind the scenes of Life Of Pi feature indie...
- LOOKING AHEAD** 24 must-see productions coming to the region in 2024

A GHOST STORY
 'A MODERN CLASSIC'
 TUE 20 - SAT 24 FEB 2024
 grandtheatre.co.uk 01902 42 92 12

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Staffordshire ISSUE 448 JANUARY 2024

What's On

FILM | COMEDY | THEATRE | DANCE | VISUAL ARTS | EVENTS | FOOD

INSIDE:

- THE DRIFTERS GIRL** Jonathan Pe Lums has attention to finance and culture
- A PIECE OF PIE** Jonathan Pe Lums has attention to finance and culture
- LOOKING AHEAD** 24 must-see productions coming to the region in 2024

JESUS CHRIST SUPERSTAR
 LYRICS BY TIM RICE MUSIC BY ANDREW LLOYD WEBBER
 MON 19 - SAT 24 FEB 2024
 ATGTICKETS.COM/STOKE

To find out more about how we can help get your business growing again email us at

hello@whatsonlive.co.uk