



LIVERPOOL
PHILHARMONIC

Media Pack 2019 – 2020 Season

Put your brand at the heart of music in Liverpool

If you want to share your messages with engaged audiences across Liverpool and the North West, we can help you put your organisation in front of them.

Our team can help you select the best opportunity or package to ensure you get the most out of your investment.

As a registered charity, you will also help support the pioneering work we do beyond the stage, in schools and in communities across Merseyside and beyond.



‘Liverpool Philharmonic is part of what makes (the city) great... The Orchestra takes the Liverpool message out to the world. That message is one of regeneration, of outward-looking positivity, of cultural excellence and of rich and proud heritage.’

Alastair Machray, Editor, Liverpool Echo



Did you know?

Each year:

- Over 370,000 people attend our wide programme of concerts and events
- 18,000 school children attend orchestral concerts
- Over 12,000 students graduate or perform at Liverpool Philharmonic Hall
- 260,000 customers on our database



Where do our audiences come from?

- 91% North West
- Top 3 Local authorities – Liverpool, Wirral and Sefton



Top 10	Postcode	Average House Price
1	L18	£400k
2	L23	£500k
3	L19	£300k
4	CH48	£500k
5=	L25	£350k
5=	PR8	£300k
7	L17	£450k
8	CH63	£350k
9	L37	£1m
10=	L15	£250k
10=	L31	£300k
10=	WA8	£300k

Who are our audiences?

We have a diverse range of audiences that come to events at Liverpool Philharmonic, from schools to university graduates, rock and pop fans, to classical music lovers.

Almost half (49%) of our concert attenders are classed as coming from two particular audience segments*, with characteristics that include:



*Source: Audience Finder Surveys 2018/19
Segment A – ‘Commuterland Culturebuffs’ (23%), Segment B – ‘Dormitory Dependables’ (26%)

Segment A	Segment B
Affluent group with many working in higher managerial and professional occupations	Regularly engaged arts audiences
Keen consumers of culture, with broad tastes but a leaning towards heritage and classical offerings	Most live in suburban or small towns and show a preference for heritage and cultural activities
Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort	Many are thriving, well-off mature couples or busy older families
Willing to travel and pay for premium artistic experiences and exclusivity	Many successful or established in managerial and professional careers, with available income to enjoy culture and holidays
Motivations range from social and self improvement to the pursuit of learning	Financially comfortable, being either retired or successful individuals in senior management positions.
Tend to be frequent attenders and potential donors	
Over 70% aged between 46 and 70 years old.	

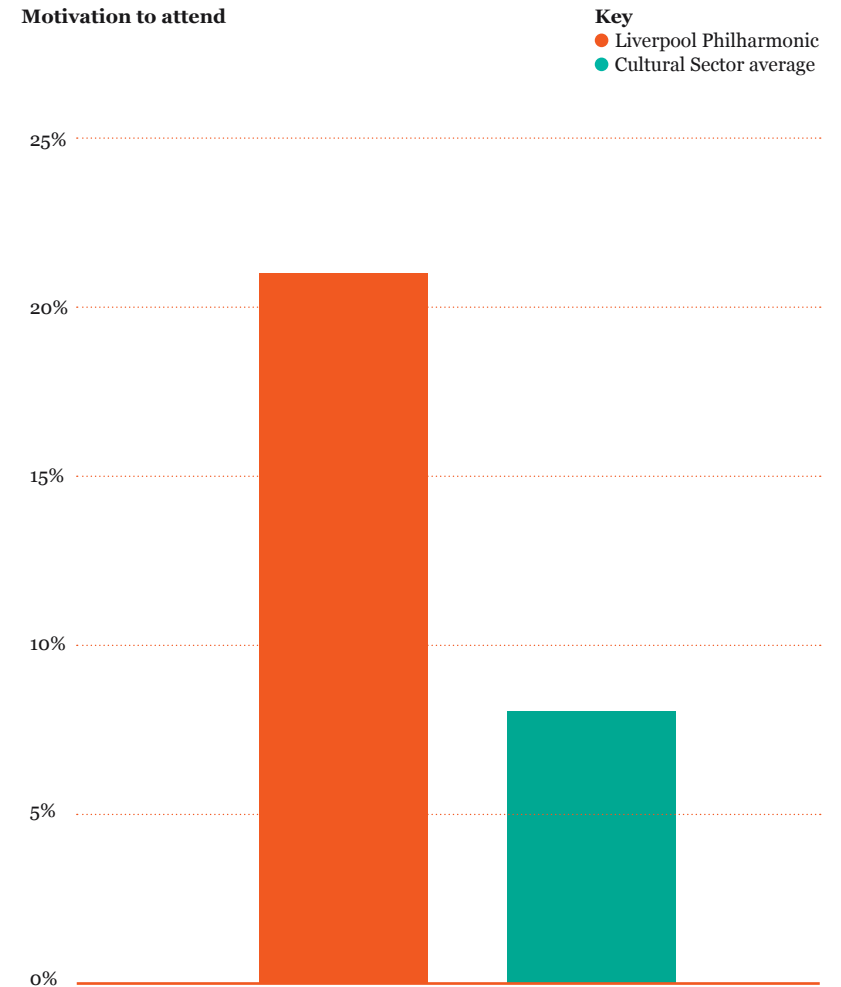
Mailings with impact

We have a large and engaged database for direct mailings.

Compared to the sector average, our audiences are significantly more motivated to attend events as a result of our direct mail*.

We see returns on investment of over 1000% as a result of a single mailing**.

Motivation to attend



* Source: Audience Finder Surveys 2017/18

** What's On Guide Sep-Dec 2019 – 1313% ROI

What's On Guides

Contains listings for all events happening at
Liverpool Philharmonic Hall and Music Room

Produced three times annually

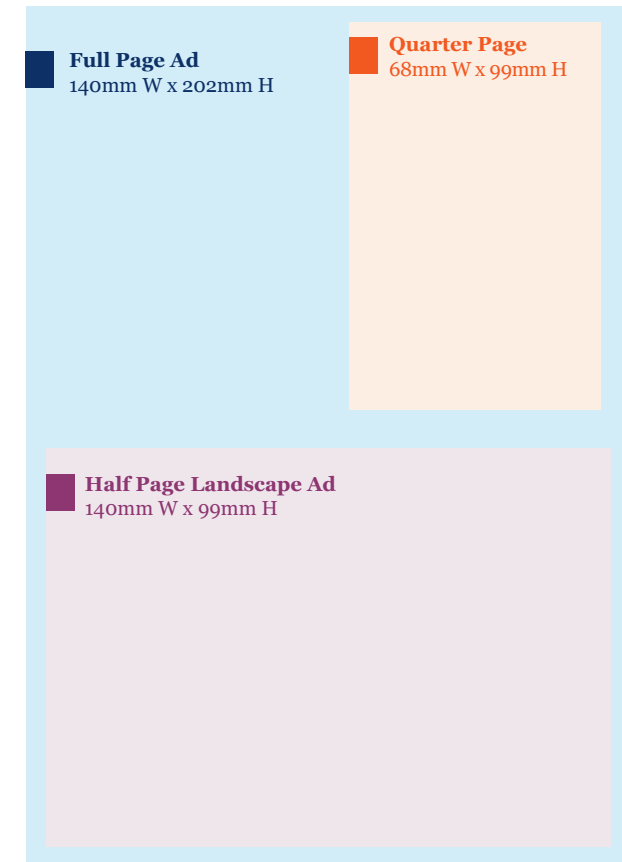
Each guide is direct mailed to a database of 60,000
Liverpool Philharmonic bookers

Additional 10,000 circulated regionally and nationally

Format: A5 colour



Advert specifications



All advert artwork is CMYK ONLY, unless requested otherwise.

Advert sizes are based on the brochure being A5 in size.

Files accepted are Hi-Res PDF (with fonts embedded) or 300dpi jpeg / TIFF

Programme Books

Available to purchase on Royal Liverpool Philharmonic Orchestra concert nights

Five programme books published throughout one orchestral season

Print run of 2800-3000 per book

Format: A5 mono



Advert specifications

Double Page Spread
297mm W x 210mm H
(+3mm bleed)

Bleed on Double Page Spread
A bleed of 3mm should be added.
No type should run within at least 5mm of the trimmed edge

Single Page Ad
138mm W x 200mm H

Quarter Page
66.5mm W x 97.5mm H

Half Page Ad
138mm W x 97.5mm H

All advert artwork is MONO ONLY, unless requested otherwise. Advert sizes are based on the programmes being A5 in size. Files accepted are Hi-Res PDF (with fonts embedded) or 300dpi jpeg / TIFF

Christmas Programme Book

This special programme book accompanies
Liverpool Philharmonic's Christmas Season

4,000 printed

Format: A4 colour



Advert specifications

Full Page Ad

210mm W x 297mm H
(+3mm bleed)

Bleed on Full Page Ad

A bleed of 3mm should be added. No type should run within at least 5mm of the trimmed edge.

Quarter Page

68mm W x 99mm H

Half Page Landscape Ad

140mm W x 99mm H

All advert artwork is CMYK ONLY, unless requested otherwise.
Advert sizes are based on the brochure being A5 in size.
Files accepted are Hi-Res PDF (with fonts embedded) or 300dpi jpeg / TIFF

Media Rates

What's On Guide and Christmas Programme Book

	Individual Advert	Yearly Package – 3 Issues (Christmas Programme not included)
Full Page	£1500	£3,600 £4,500 RRP
Half Page	£1000	£2,400 £3,000 RRP
Quarter Page	£500	£1,200 £1,500 RRP

Programme Book

	Individual Advert	Yearly Package – 5 Issues
Inside Front Cover	£1000	£4,000 £5000 RRP
Inside Back Cover	£1000	£4,000 £5000 RRP
Full Page	£850	£3,400 £4,250 RRP
Half Page	£500	£2,000 £2,500 RRP
Quarter Page	£350	1,400 £1,750 RRP

Examples

Out of the Ordinary | **Investec**
Wealth & Investment



Colourful history, bright future

Investec Wealth & Investment is proud to continue its long-standing Principal Partnership with the Royal Liverpool Philharmonic Orchestra (RLPO).

Strong performances withstand the test of time. Like the RLPO, we've been established for over a century, providing exceptional levels of service to our clients. With offices in Liverpool and across the UK, our local wealth experts can provide financial planning and tailor-made solutions to help you achieve your goals and secure your family's financial future.

With Investment Your Capital is at Risk.

To find out more, contact Peter Allen.
 ☎ 0151 227 2030
 ✉ peter.allen@investecwin.co.uk
investecwin.co.uk/liverpool

Private Clients | International Clients | Charities | Financial Advisors

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Offices at Bath Belfast Birmingham Bournemouth Cheltenham Edinburgh Exeter Glasgow Guildford Leeds Liverpool London Manchester Raigate Sheffield

English National Ballet

SWAN LAKE

THE TIMELESS CLASSICAL BALLET

★★★★★

"One of the best productions of Swan Lake you are likely to see"


THE SUNDAY EXPRESS

21 – 24 NOVEMBER


atgtickets.com/liverpool*

0844 871 3017*


*Calls cost 7p plus your phone company's access charges. Fees apply.



**LIVERPOOL
EMPIRE
THEATRE**



NatWest
Principal Partner of
English National Ballet



ARTS COUNCIL
ENGLAND



BLACKBURN TERRACE

A HANDSOME 1826 MANSION...
WHERE EVERY DETAIL MATTERS.

The Daily Telegraph

A haven of refined tranquility and thoughtful service. A rare countryside...

THE SUNDAY TIMES

Ultimate 100 British Hotels - one is for an aesthetic adventure

Traveler

A handsome 1826 mansion in the upper reaches of the Georgian quarter

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0151 226 5179 | 2015 BLACKBURN TERRACE.CO.UK

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DAVIDROBINSON.CO.UK

Dates

What's On Guides 2020

	Artwork deadline	In circulation
January – April	7 October 2019	8 November 2019
April – August	24 January 2020	28 February 2020
September – December	12 June 2020	17 July 2020

Programme Books

	Artwork deadline	In circulation
Book 1	4 September 2019	19 September 2019
Book 2	4 November 2019	28 November 2019
Christmas Programme	18 November 2019	11 December 2019
Book 4	22 January 2020	15 February 2020
Book 5	9 March 2020	2 April 2020

Contact us

For further information, please contact Rosalind Stockill at rosalind.stockill@liverpoolphil.com or 0151 210 2927

Principal Funders



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**ARTS COUNCIL
ENGLAND**



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Media Partner

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