



LIVERPOOL  
PHILHARMONIC

# Media Pack



# Put your brand at the heart of Liverpool's cultural scene

Want to share your messages with engaged audiences across Liverpool and the North West? We can place 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, we carry out pioneering work in schools and communities across Merseyside and beyond. Your investment will help to support this.



‘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

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# Did you know?

Each year:

- Over 370,000 people attend our varied programme of concerts and events
- 17,000 pupils attend our annual orchestral Schools' Concerts
- Over 12,000 students graduate or perform at Liverpool Philharmonic Hall every year
- We have 237, 445 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	L17	£300K
3	L12	£300k
4	WA8	£350k
5	PR8	£450k
6=	PR9	£400k
6=	L8	£200k
7=	L19	£500k
7=	L3	£250K
8=	L23	£300k
8=	L36	£300k
9	L37	£600k
10	L25	£500k

# Who are our audiences?

A diverse range of audiences attend events at Liverpool Philharmonic – from schoolchildren to university graduates, rock and pop fans, to classical music lovers.

Almost half (47%) of our concert attendees are classed as coming from two particular audience segments\*, with characteristics that include:

## Segment A - 'Commuterland Culturbuffs'

Affluent group with many working in higher managerial and professional occupations

Keen consumers of culture, with broad tastes but a leaning towards heritage and classical offerings

Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort

Willing to travel and pay for premium artistic experiences and exclusivity

Motivations range from social and self improvement to the pursuit of learning

Tend to be frequent attenders and potential donors

Over 70% aged between 46 and 70 years old.

## Segment B - 'Dormitory Dependables'

Regularly engaged arts audiences

Most live in suburban or small towns and show a preference for heritage and cultural activities

Many are thriving, well-off mature couples or busy older families

Many successful or established in managerial and professional careers, with available income to enjoy culture and holidays

Financially comfortable, being either retired or successful individuals in senior management positions

\*Source: Audience Finder Surveys 2021/22. Segment A - 'Commuterland Culturbuffs' (25.2%), Segment B - 'Dormitory Dependables' (25.5%)

# What's On Guides

- Contains listings for all events taking place at Liverpool Philharmonic Hall and Music Room
- Produced three times every year
- Each guide is mailed to 60,000 Liverpool Philharmonic bookers
- An additional 10,000 copies are circulated regionally and nationally
- Format: A5 colour



## Artwork Ad Deadlines:

**Thursday 18 January 2024**

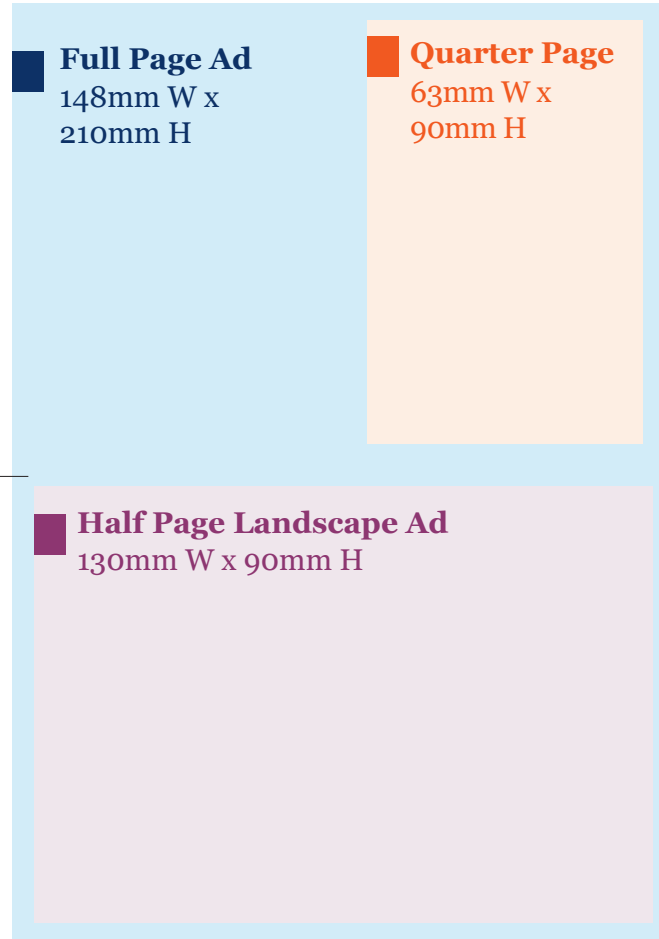
April to August 2024 Guide

**Thursday 17 June 2024**

October to December 2024 Guide

# Advert Specifications

All advert artwork is CMYK ONLY, unless requested otherwise.  
Files accepted are Hi-Res PDF (with fonts embedded) or 300dpi jpeg / TIFF



**Whats on Guide -**  
Advert sizes are  
based on the brochure  
being A5 in size.



# Media Rates

## What's On Guide

	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

# Examples



Out of the Ordinary | **Investec**  
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To find out more, contact Peter Allen.  
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# Dates

## What's On Guides 2024

	Artwork deadline	In circulation
January – April	Thursday 18 January 2024	February 2024
April – August	Thursday 17 June 2024	July 2024.



# Contact us

For further information, please contact Robyn Letman at [robyn.letman@liverpoolphil.com](mailto:robyn.letman@liverpoolphil.com)

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Funded by



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**ARTS COUNCIL  
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Royal Liverpool Philharmonic Orchestra  
The CLASSIC *f*M Orchestra in  
North West England

Photography © Mark McNulty

