

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*



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 over 340,000 customers on our database



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© Mark McNulty



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Where do our audiences come from?

| 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.

Over half (50.7%) 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 over 60,000 Liverpool Philharmonic bookers
- An additional 10,000 copies are circulated regionally and nationally
- Format: A5 colour

Artwork Ad Deadlines:

Thursday 17 October 2024

January - April 2025 Guide

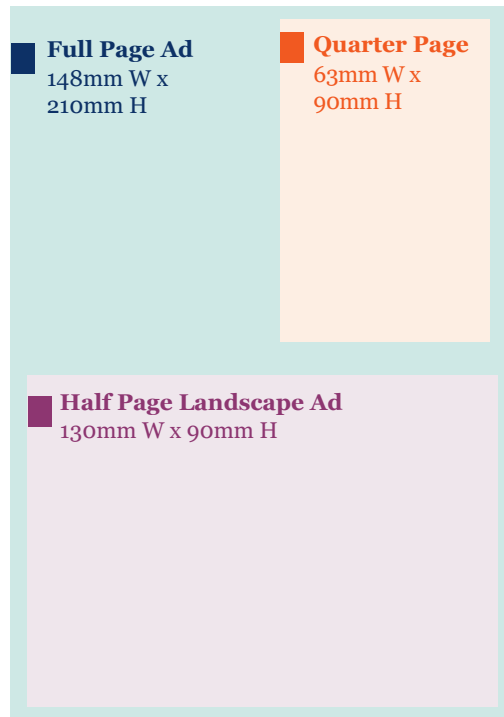
January 2024

April - August 2025 Guide



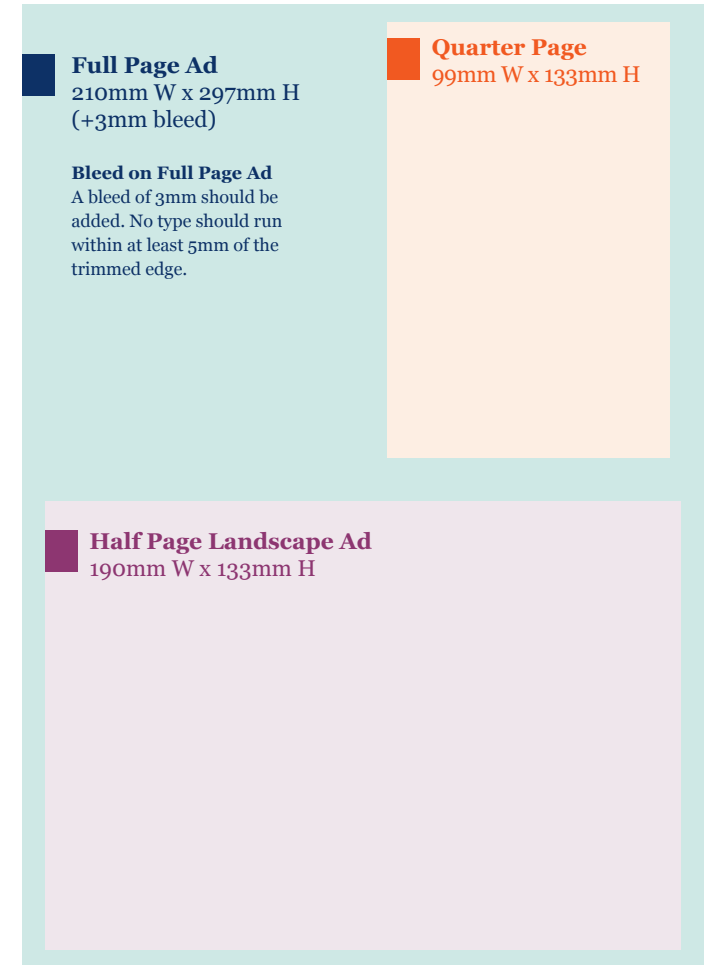
Advert Specifications

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



What's on Guide -
Advert sizes are based on the brochure being A5 in size.

Christmas Programme Book -
Advert sizes are based on the brochure being A4 in size.




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 |

Examples



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Bachtrack: for people who want classical music in their life



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Dates

What's On Guides 2024 - 2025

| | Artwork deadline | In circulation |
|-----------------|------------------|----------------|
| January – April | 17 October 2024 | November 2025 |
| April – August | January 2025 | February 2025 |

Contact us

For further information, please contact Robyn Letman at robyn.letman@liverpoolphil.com or 0151 210 3795

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Funded by



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