

**THE
MANC**

**“THIS IS MANCHESTER, WE DO
THINGS DIFFERENTLY HERE”**

- TONY WILSON

Manchester, the **GREATEST CITY IN THE WORLD**. 500 square miles filled with **PASSIONATE** people who call it home. Mancunians, Mancs, Northern Monkeys - you've heard it all, r kid. And so have we, because The Manc is a **LOCAL NEWS PUBLISHER FOR MANCUNIANS, BY MANCUNIANS**.

We are every single one of you, and because of that, we wear our **HEART ON OUR SLEEVE**.

As an audience-first social media publisher focused on everything Greater Manchester, we've managed to build a **LOYAL** audience of over **HALF A MILLION** of you. Our aim? To make sure you're **IN THE KNOW, ENTERTAINED** and **EDUCATED** on what's happened, or what's happening, in our great city.

We tell it how it is and **PULL NO PUNCHES**, because that's the Mancunian way, and no matter what we distribute across our platforms, we expect the same from you. Community is everything, and we want to provide you with a place to speak your mind and be passionate about the place that you, and we, call home.

From funny and relatable to hard-hitting and serious, our content is tailored around one thing. You, and your love for the place where **WE DO THINGS DIFFERENTLY**.

OUR AREA

**WE COVER THE
WHOLE OF MANCHESTER**



GREATER MANCHESTER

**FACEBOOK
STATS**

400,000
PAGE LIKES

100
MILLION
VIDEO VIEWS

36
MILLION
MINUTES WATCHED

3
MILLION
INTERACTIONS



56%
MALE



44%
FEMALE

WITH **88% UK-BASED MAJORITY**
IN THE NORTH WEST REGION

50,000
REACH GROWTH
PER DAY

AVERAGE GROWTH OF
3000 FOLLOWERS PER WEEK

**TWITTER
STATS**

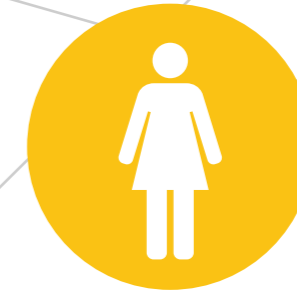
170,000
FOLLOWERS

94% BASED IN ENGLAND
70% IN THE NORTH WEST REGION

ENGAGEMENT



71%
MALE



29%
FEMALE

81% UK-BASED
56% NORTH-WEST

**INSTAGRAM
STATS**

**30,000
FOLLOWERS**

AVERAGE GROWTH OF 150+ PER DAY

AUDIENCE AGE & GENDER



**51%
MALE**



**49%
FEMALE**

19% 18 - 24 | 40% 25 - 34 | 23% 35 - 44

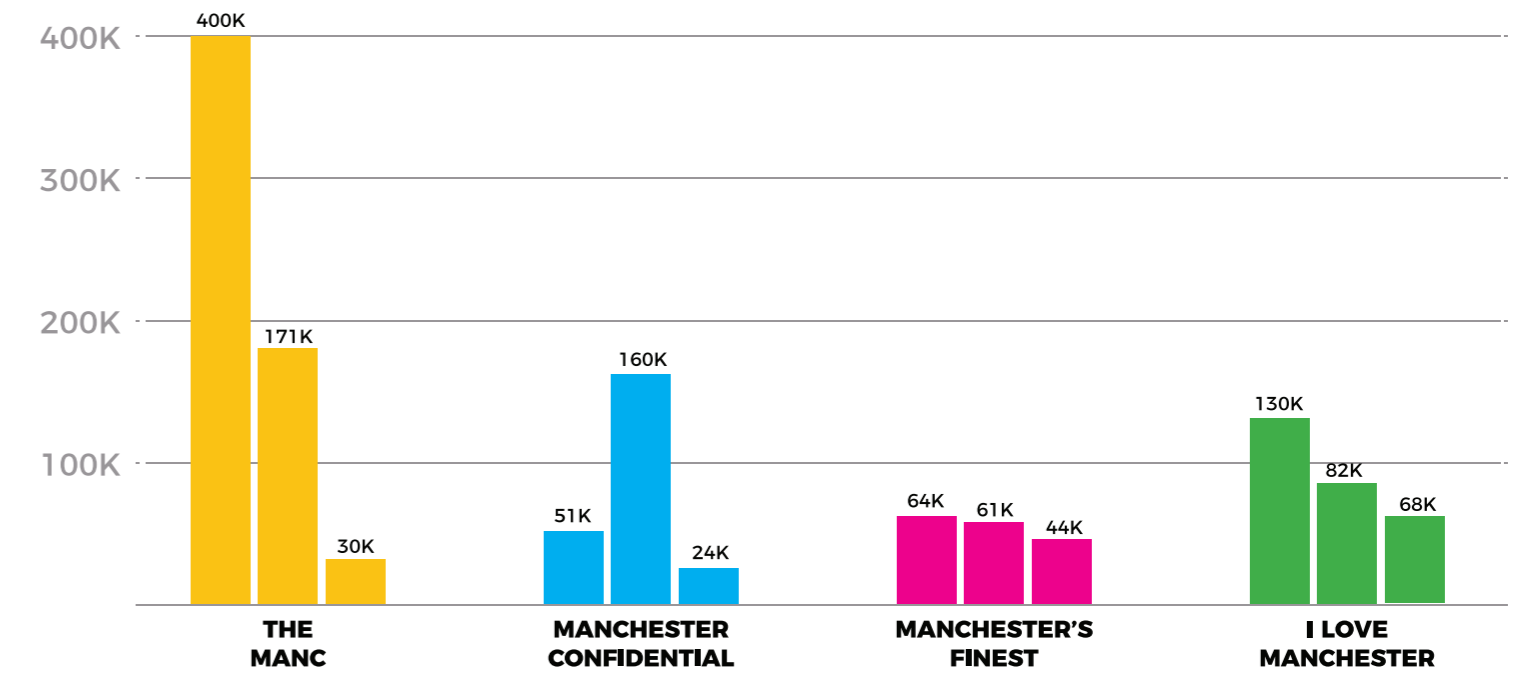
**WITH AN AVERAGE OF
3300 STORY VIEWS**

P O S I T I O N I N G

AWESOME
AWESOME
AWESOME RIGHT?
THERE'S MORE...
AWESOME

POSITIONING

FACEBOOK, TWITTER AND INSTAGRAM FOLLOWING



P O S I T I O N I N G

T E S T I M O N I A L S

TESTIMONIALS
TESTIMONIALS
TESTIMONIALS
TESTIMONIALS

“Working with The Manc and their senior team was an exceptional experience. We were delighted with their approach to our requirements, suggestions on creative and of course the social engagement. The project with the team was well executed and we were over the moon with the response”

Paul Hadfield
Creative Director, Havas PR

“The Manc has huge credibility and sway in Manchester. When we were launching our new venue, The Brickworks, The Manc was the only promotional partner for us. Their humour, honesty and passion make them the go-to publication in Manchester”.

Andy Phillips
Director, The Brickworks

T E S T I M O N I A L S

THE POP-UP CEREAL CAFE

WITH *Kellogg's*[®]

To celebrate National Cereal Day, Kellogg's, in partnership with Havas PR, asked us to create a pop-up experience in the heart of Manchester. Both our teams behind Pop-Up UK and The Manc not only put the cafe experience together in our own unit, but they also successfully and effectively marketed it to the people of Manchester. The result? Over four days of customers queuing outside the door, over 2000 free bowls of cereal served and over 1500 cups of coffee made by on-site baristas. The cafe experience was a huge success for both Kellogg's and The Manc.



THE CAMPAIGN STATS...

250,000+
PEOPLE REACHED

100,000+
TOTAL VIDEO VIEWS

3000+
SOCIAL INTERACTIONS

GET IN TOUCH!

JONATHAN HULTON | GROWTH DIRECTOR
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**THE
MANC**