

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

*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:

Friday 13th October 2023

January to April 2024 Guide

Thursday 25th January 2024

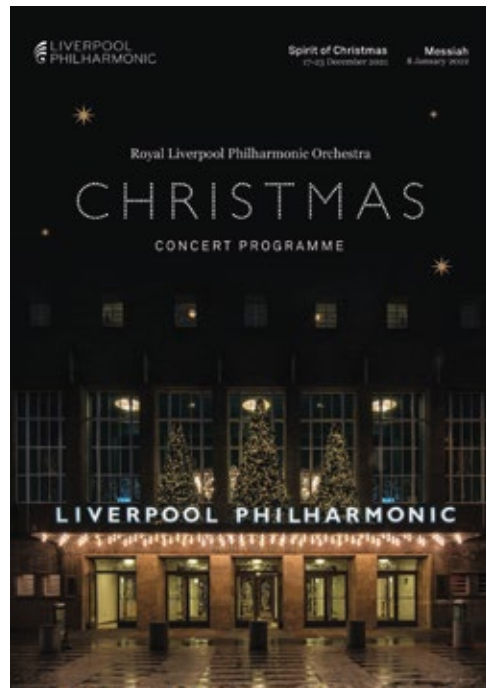
April to August 2024 Guide

Christmas Programme Book

This special programme book accompanies
Liverpool Philharmonic's Christmas Season.

1,000 printed

Format: A4 colour



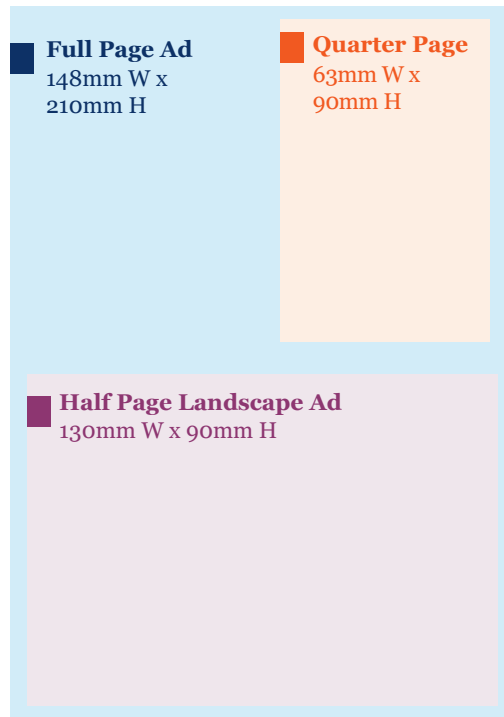
Artwork Ad Deadlines:

1 November 2023

In Circulation December 2023

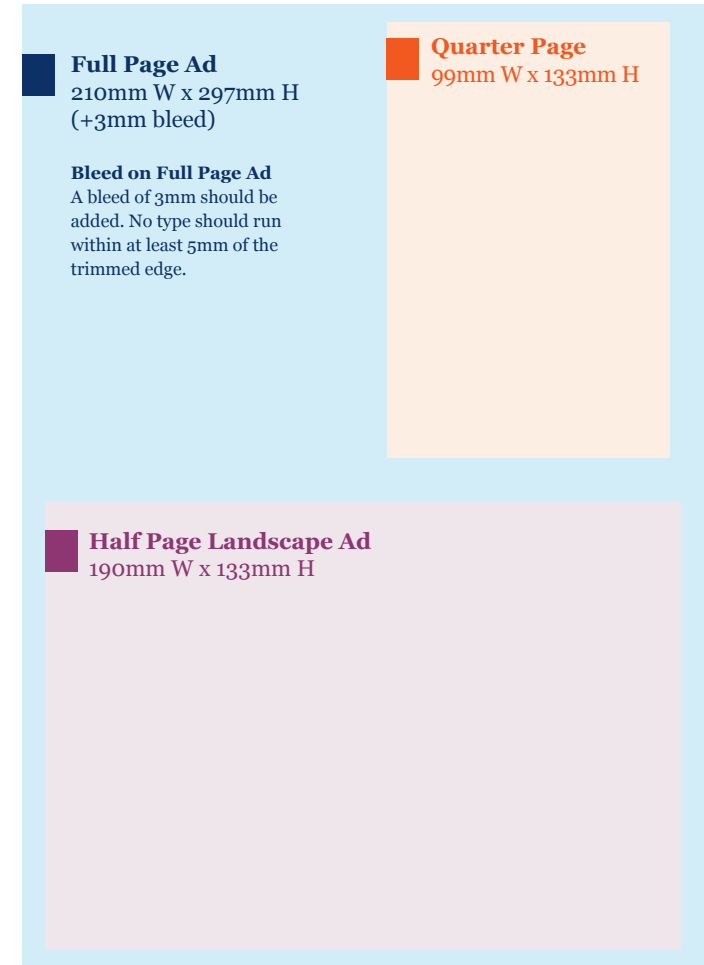
Advert Specifications

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.

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

Dates

What's On Guides 2024

	Artwork deadline	In circulation
January – April	13 October 2023	February 2024
April – August	25 January 2023	June 2024

Christmas Programme Book 2023

	Artwork deadline	In circulation
December	1 November 2023	December 2023

Contact us

For further information, please contact Robyn Letman
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Funded by



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**ARTS COUNCIL
ENGLAND**



Liverpool
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**Culture
Liverpool**

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

Photography © Mark McNulty

