



ManchesterBars.com

~ Featured Listings ~

Thanks for expressing an interest in listing on ManchesterBars.com (part of the Pride Of Manchester stable of websites).

All you need to know about getting listed is included in this pack but give us a bell on 0161 870 6218 if you still have any questions...

The Stats

OK, here's the stats, but read on for our take on these...

~ All our Manchester sites* ~

Average monthly figures (Oct 2010 – Sep 2011)	
Unique readers each month	443,576
Pages read each month	1,259,561
Subscribed members	83,101
Tickets sold	25,000
Hotel Rooms sold	1,507

(* = Pride Of Manchester, Restaurants Of Manchester, ManchesterBars.com, ManchesterTheatres.com, Manchester Comedy Guide, Hotels Of Manchester, ManchesterRestaurants.com, OldTraffordHotels.com etc)

~ Bar pages only ~

Average monthly figures (Oct 2010 – Sep 2011)	
Unique readers each month	68,726
Pages read each month	166,728
Referred phone calls**	6,283

(**= also includes phone calls referred to restaurants)

Impressive though they are, we'd argue that all these stats actually mean naff all, as far as you're concerned.





Of the 5.3 million readers who visited our Manchester sites in the past 12 months, not all of them are visiting every page or, more importantly, your featured listing. That's why we always tell bars to ignore salesmen's figures and put themselves in customer's shoes instead...

The Search Engines

Make a list of 10 or so search phrases you think one of your potential customers would type. Go on Google, Yahoo, Bing, Ask or whatever search engine you use and see which websites come top.

We'd argue that if the website which comes top of those search results answers your query, you're unlikely to visit any of the other sites on the page. Therefore, if you can afford it, you should advertise with the websites that fit this description, not the ones that boast the biggest readership or have the loudest salesman, or best PR.

To help, here's how we perform on some of the key search phrases (listed in order of how frequently people type them on Google)...

Search Phrase						
Manchester bars	1st	1st	1st	1st	1st	1st
Manchester pubs	1st	1st	1st	1st	1st	1st
Bars in Manchester	1st	1st	1st	1st	1st	1st
Pubs in Manchester	1st	1st	1st	1st	1st	1st
Canal Street Manchester	4th	4th	8th	4th	4th	6th
Northern Quarter Manchester	1st	1st	2nd	1st	1st	1st
Deansgate Manchester	2nd	2nd	4th	2nd	2nd	3rd
Best bars Manchester	1st	1st	1st	1st	1st	1st
Top bars Manchester	1st	1st	1st	1st	1st	1st
New bar in Manchester	1st	9th	1st	1st	1st	1st
Best bar in Manchester	1st	5th	1st	1st	5th	1st
Gay bars in Manchester	1st	1st	1st	1st	1st	1st
Bars near MEN Arena	1st	1st	1st	1st	1st	1st
Bars near Palace Theatre	1st	1st	1st	1st	1st	1st
Manchester United bars	1st	1st	3rd	1st	1st	1st
Manchester bar offers	1st	1st	1st	1st	1st	1st
Try your own search phrases...						

So what do you get for a featured listing?

The answer is 'simply loads' ...

~ You get a featured page like...



www.ManchesterBars.com/Odder.htm



www.ManchesterBars.com/Modern.htm

~ A featured listing for your relevant area, like ...



www.ManchesterBars.com/location-NorthernQuarter.htm



www.ManchesterBars.com/location-OxfordRoad.htm

(Areas include: Around the Town Hall, Bridgewater area, Canal Street, Castlefield, Deansgate, Deansgate Locks, Northern Quarter, Oxford Road, Peter Street, Piccadilly & Portland Street, Printworks & Millennium Quarter, Didsbury, Chorlton, Fallowfield, Old Trafford, Salford Quays, Eastlands, Trafford Centre)

~ Your special offers included on the Offers Page and selected offers included in our weekly emails to our 83,000 members...

<http://www.ManchesterBars.com/Offers.htm>

www.ManchesterBars.com/signup.htm

~ An enhanced A-Z listing & possible inclusion in Top 20 Best Bars in Manchester (based on members' votes)

www.ManchesterBars.com/A-Z.htm

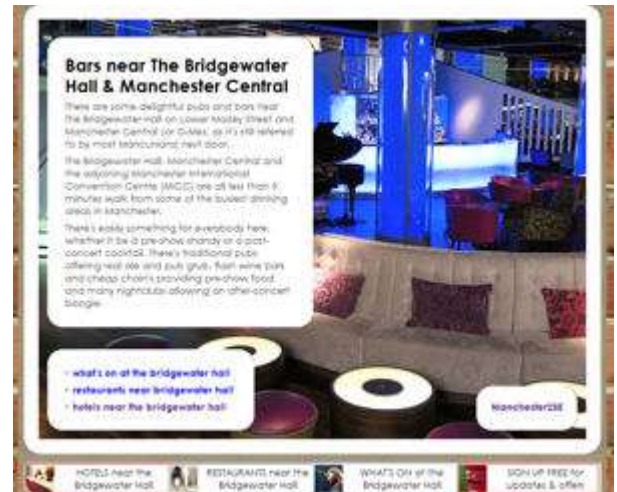
www.ManchesterBars.com/Top10.htm

And Platinum featured listings, also get...

~ A featured listing on relevant venue pages, like ...



www.ManchesterBars.com/Location-PalaceTheatre.htm



www.ManchesterBars.com/Location-BridgewaterHall.htm

(Venues include: Old Trafford, City of Manchester Stadium, MEN Arena, Manchester Apollo, Bridgewater Hall, The Lowry/Salford Quays, Manchester Academy, Palace Theatre, Opera House, Royal Exchange, near the shops)

~ Your advert on ManchesterTheatres.com & other non-featured restaurant pages, like ...



www.ManchesterTheatres.com/PalaceTheatre.htm



www.ManchesterBars.com/reviews/Cloud23.htm

~ Your special events listed on the Food & Drink calendar & artwork included on your page, like...



www.ManchesterBars.com/Calendar.htm



www.ManchesterBars.com/Bar38.htm

(These events are also sent to our members in our weekly email)

~ Your Halloween / Christmas & New Year / European Cup Final etc. events listed on our special dedicated pages + artwork included on your page, like...



www.PrideOfManchester.com/music/tickets-12-31.htm



www.ManchesterBars.com/HardRockCafe.htm

(These special events are also promoted to our members in our weekly email at the time)

Sounds great, but how much does it cost?

We've got various payment options to suit your budget and requirements.

~ Cost for bars who've also paid for a featured restaurant listing*...

(* = Featured restaurant on Restaurants Of Manchester / ManchesterRestaurants.com)

1 annual payment (Paid by Cheque, BACS or Direct Debit)	
Platinum featured listing	£100 + vat
Basic featured listing (without additional benefits)	£50 + vat

12 Monthly payments (Paid by Direct Debit)	
Platinum featured listing	£11 + vat
Basic featured listing (without additional benefits)	£6 + vat

~ Cost for bars without a featured restaurant listing...

1 annual payment (Paid by Cheque, BACS or Direct Debit)	
Platinum featured listing	£150 + vat
Basic featured listing (without additional benefits)	£100 + vat

12 Monthly payments (Paid by Direct Debit)	
Platinum featured listing	£15 + vat
Basic featured listing (without additional benefits)	£11 + vat

OK, how do I get started?

Easy peasy, lemon squeezy! All you need to do is send us an email (info@ManchesterBars.com) with...

- ~ your logo
- ~ your opening hours
- ~ as many large photographs as you'd like to use (the more the better)
- ~ your description (as long or short as you like)
- ~ your current special offers
 - + special offer restrictions etc.
 - + whether our readers need to use vouchers to get the offers
 - + promotional artwork for your offers (if you have any)

If Platinum Package taken...

- ~ your upcoming special events
 - + artwork promoting these & regular events (if you have any)
- ~ artwork for Christmas/New Year/Halloween events
- ~ links to Christmas/New Year/Halloween details or PDF/Word File

We'll then put a page together for you to approve.

You can let us know if you would like the Annual or Monthly payment options and we'll send you an invoice.

On receipt of payment, bish, bash, bosh, the pages go live!

It's that easy. But if you still have any questions, give us a bell on 0161 870 6218 and we'll talk you through it.

If you would also like to be listed on Restaurants Of Manchester (and get the cheaper bar listing) let us know.

Keep on keepin' on...

ManchesterBars.com



Current Featured Listings...

