



What's On

MEDIA GROUP



Inspiring audiences with brilliant experiences
in Birmingham and across the Midlands



2025

Free time is precious. Experiences are everything. **What you do matters.**



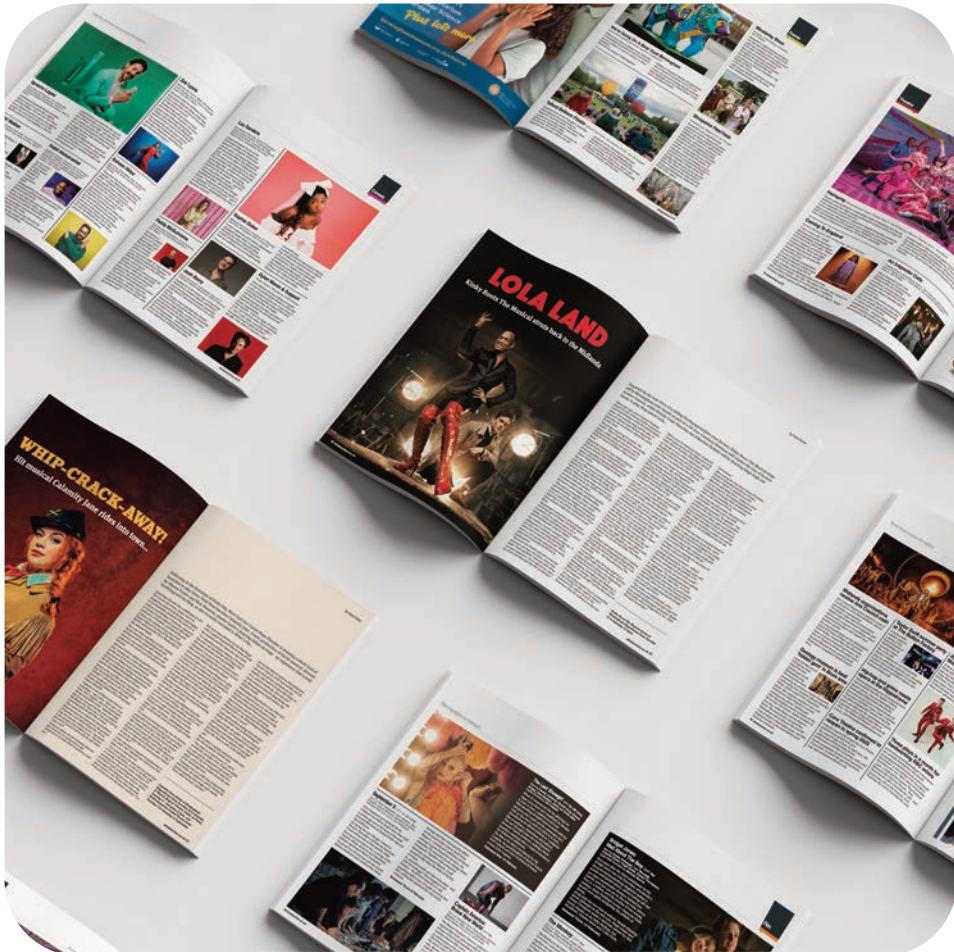
Although faced with ever-evolving challenges, the leisure & entertainment industry continues to show impressive resilience, with many venues reporting increased revenue and footfall over the past 12 months.

A new year brings new challenges, ones which need to be met head on. Knowledge of the market place and audience/visitor behaviour remains an absolute essential in terms of maximising potential and exploring new avenues.

Whether you're looking to maintain your position in the market or establish a new presence, our print and digital channels have a proven track record when it comes to helping our clients re-engage with existing audiences or find new ones.

We're here to help...

this is **What's On** Media Group



The Midlands #1 brand that gets people out enjoying the region's best things to eat, drink, see and do.

Here for a long time not just a good time! Tried and tested, we've been keeping the Midlands informed and inspired since 1985.

A magazine and then some. Six regional editions of our magazine are published monthly combined with our market-leading digital presence comprising website, mobile, newsletters plus dedicated Facebook and Instagram channels for each edition.

Independent expertise. We love where we live and work. Our team of writers and content producers are passionate explorers, so if something's worth knowing you can guarantee we'll share it.

Print + Online + Social media + Newsletters + Custom content

maximum reach with minimum wastage



Across our portfolio of products we deliver **unbeatable reach to a highly engaged audience** who are actively in the market for things to do.

Magazine

Readership

226,000

Newsletter

Active subscribers

58,800

Website

Average monthly Unique Users

301,000

Social Media

Followers across the group

487,624

the **big** picture

reach by region

	magazine readership	Facebook followers	Instagram followers	Email subscribers	Monthly website visitors
Birmingham What's On	72,000	249,000	25,000	18,000	105,400
Wolverhampton & Black Country What's On	42,000	40,000	1024	10,000	32,800
Shropshire What's On	30,000	53,000	12,400	9,000	30,800
Staffordshire What's On	28,000	40,000	1,700	7,400	27,100
Coventry & Warwickshire What's On	30,000	39,000	3,900	8,000	28,400
Worcestershire What's On	24,000	21,000	1,600	6,400	16,100
Total	226,000	442,000	45,624	58,800	301,000



our **print** audience



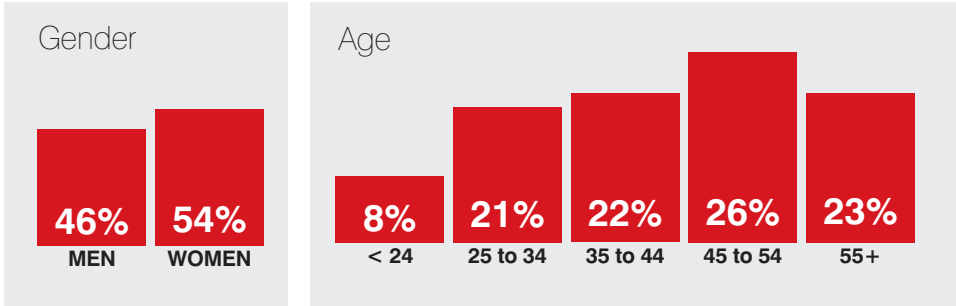
We reach more entertainment seeking adults than any other magazine in the Midlands with a combined readership across all six editions of 226,000.

Our distribution network comprising 250+ sites is unique targeting both local residents and visitors.

94% of our magazines are picked up within 7 days.

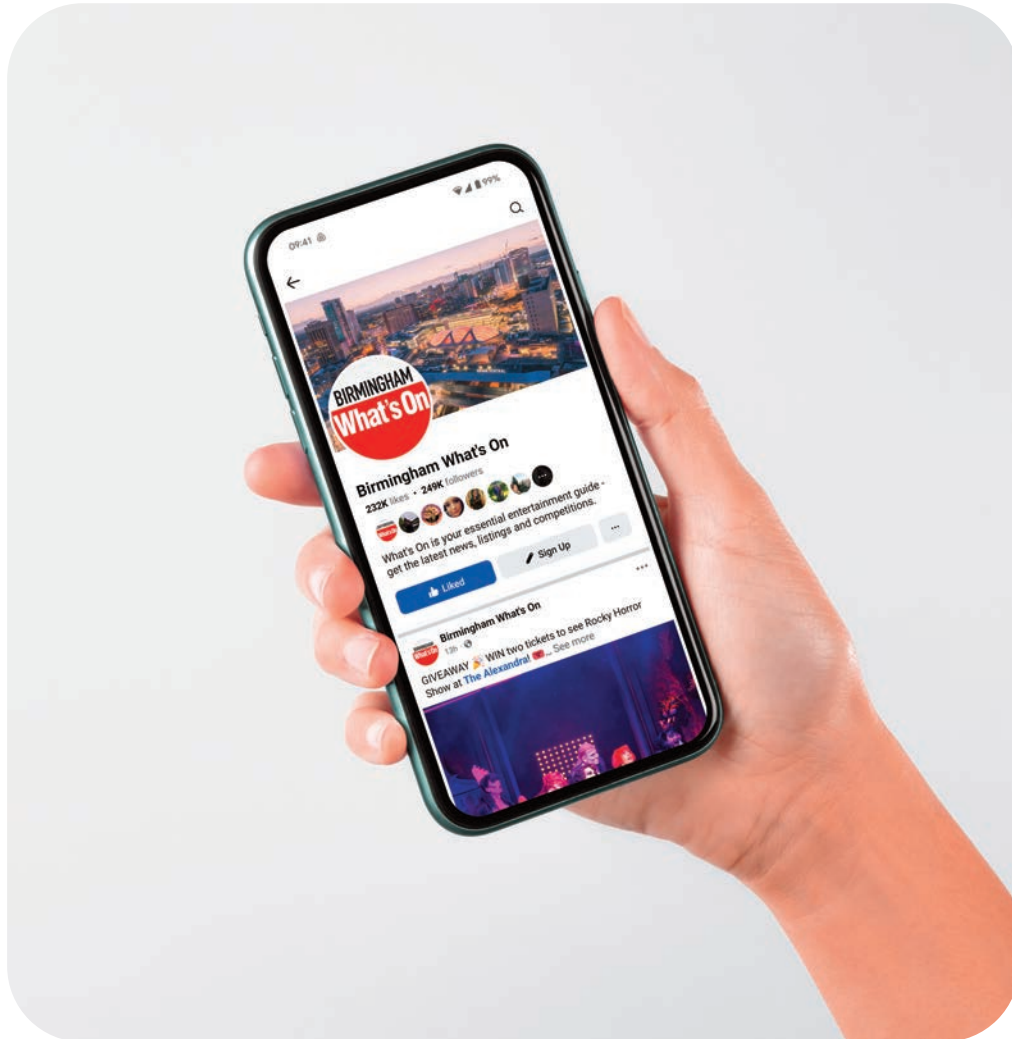
Find out what amazing deals are available by emailing hello@whatsonlive.co.uk

demographics



Active, mobile ABC1 audience 78%

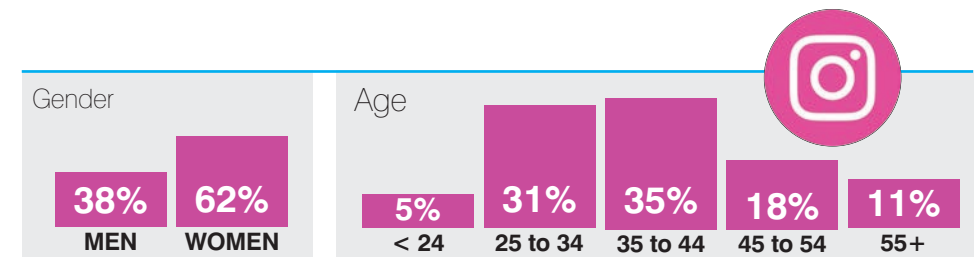
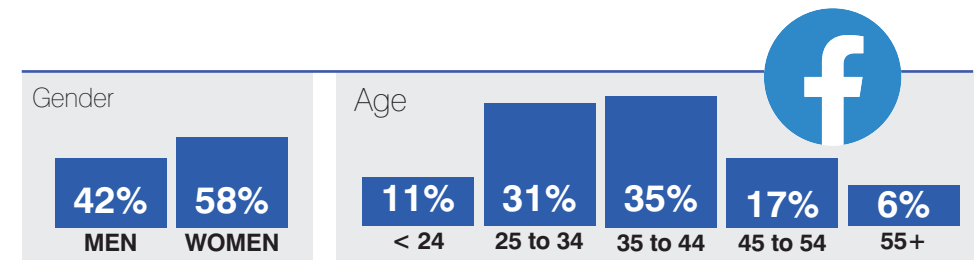
our **social** audience



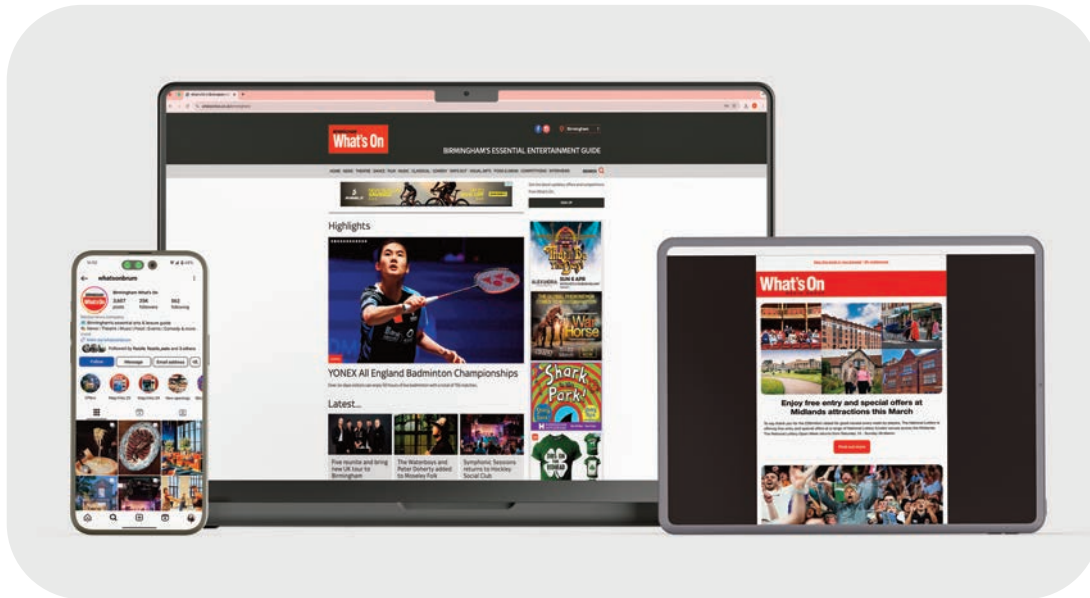
The Midlands #1 brand that gets people out enjoying the region's best things to eat, drink, see and do.

We have built the biggest social following of any media brand in Birmingham and the Midlands. With dedicated social channels for each of our six magazines, our highly engaged social community numbers **442,000 Facebook** followers, and over **45,000 Instagram** followers.

demographics



our **digital** audience



The What's On website features six bespoke content hubs, one for each region of the magazine.

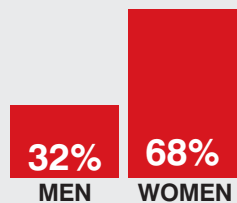
Avg. monthly page views
480,000

Avg. monthly unique visitors
301,000

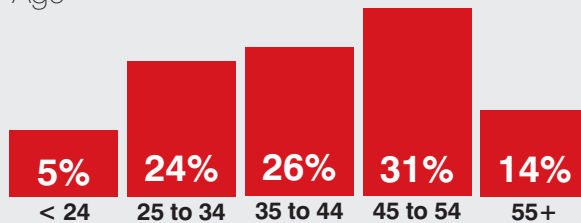
Visits from mobile devices
84%+

digital demographics

Gender



Age



Get your venue / event seen by placing an MPU or banner ad on our website.

Prices start from as little as £125 per week.

our e-newsletter audience

Our fortnightly newsletter is delivered to 58.8k inboxes ensuring readers receive updates on events as well as carefully curated offers and deals.

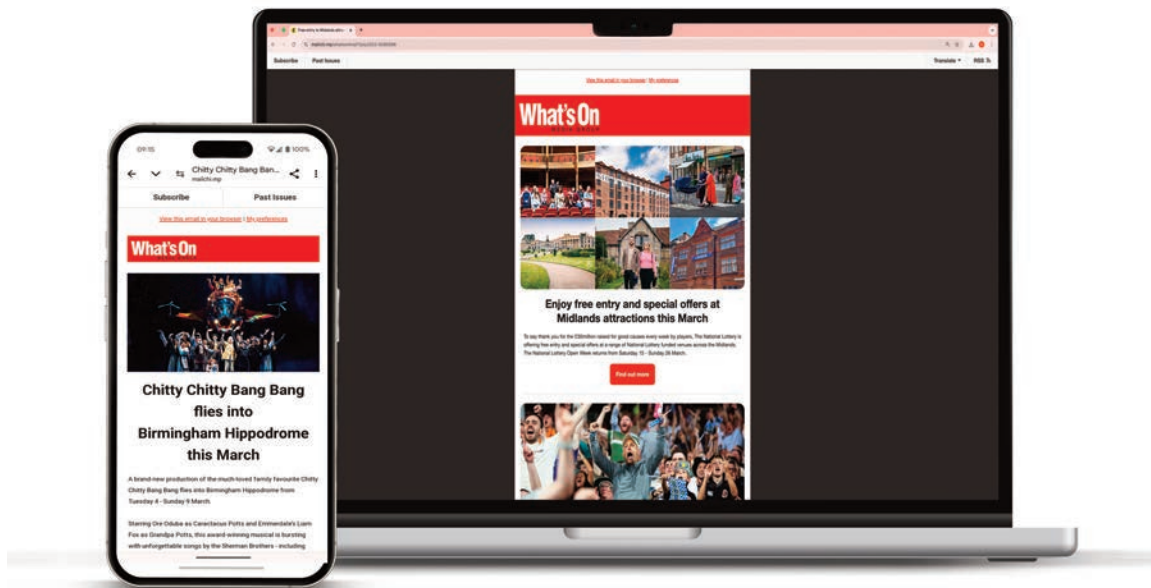
Boasting impressive stats, the e-newsletter continues to perform above industry standard.

Avg. open rate
29.3%

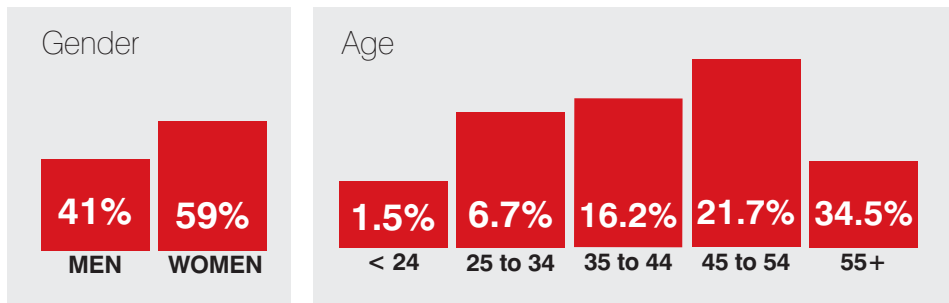
Avg. click rate
2.1%

Work with us to promote your business direct to our subscribers.

Prices start from £345 per insertion / display advert.



e-newsletter demographics



our **What's On** readers take action



Food & Drink:

94% like to eat out at restaurants

72% eat out once per week

Arts & Culture:

6x more likely to visit the theatre

5x more likely to visit art galleries and museums

Getting out and about:

3x more likely to go to concerts and gigs

4x more likely to frequent bars

4x more likely to visit attractions and events

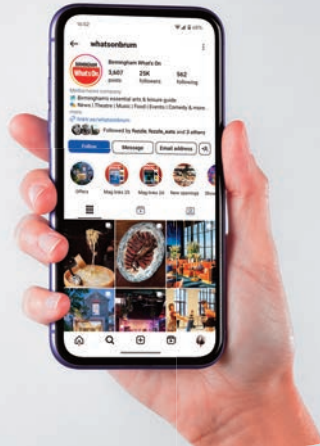
Travel:

4x more likely to have taken more than 2 trips abroad each year

5x more likely to have taken 4+ annual trips within the UK



custom content for you



We know there will be times when standard marketing opportunities won't fit the bill, and something more unique is required. Using the creative resources of our editorial and production teams, we can work in partnership with you to create a package of paid-for custom content that best meets your campaign objectives.

This means prime exposure across our magazines, website, social media channels and newsletters over a longer period of time, written and designed by us to guarantee the highest levels of audience engagement.

Dependent on budget and requirements, your custom content package could include:

- A custom content hub within the What's On website
- Display ads across our website to drive traffic to your content hub
- Promoted article in print and online including image gallery
- Social Media marketing
- Newsletter feature
- Reader event or competition
- Custom print advertising execution



Your FREE essential entertainment guide for the Midlands

ISSUE 418 MARCH 2025

Birmingham What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

HOW TO TRAIN YOUR DRAGON IN CONCERT
 Film accompanied live to picture by the City of Birmingham Symphony Orchestra
 28 March 2025 | Birmingham Hall
 btmusic.co.uk

inside:

ETERNAL LOVE
 warhorse and rocking against feature inside...

LOLA LAND
 Bradley's Johannes Rabeke pulls on his Kinky Boots

SMASHING TIME
 badminton championships return to the Midlands

B:Music

Your FREE essential entertainment guide for the Midlands

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Staffordshire What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

Lee Langford - YAKS

Jubilee
 MON 12 - SAT 17 MAY 2025
 regenttheatre.co.uk | @tickets.com/stoke | atc.com

inside:

HORSE PLAY
 the National Theatre's War Horse visits the Regent

THE TWD OF US
 country music duo The Dixes play Stafford Galanhouse

SMASHING TIME
 badminton championships return to the Midlands

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Wolverhampton & Black Country What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

THE MUSICAL OF ITS GENERATION, FOR ALL GENERATIONS

DEAR EVAN HANSEN
 BOOK BY STEVEN LEVENSON
 MUSIC & LYRICS BY BENJ PASEK & JUSTIN PAUL
 TUE 01 - SAT 05 APR 2025
 01922 42 78 12
 grandtheatre.co.uk

inside:

HAPPY BIRTHDAY!
 The National Theatre's War Horse visits the Grand

SMASHING TIME
 badminton championships return to the Midlands

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Coventry & Warwickshire What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

RSC

HAMLET
 MUST END 23 MARCH

inside:

HORSE PLAY
 the National Theatre's War Horse visits the Midlands

MIDNIGHT DANCER
 Shirley & Niko Kazem's brings new show to the Midlands

SMASHING TIME
 badminton championships return to the Midlands

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Shropshire What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

ROCK & ROLL MUSICAL

ROCKY HORROR Show
 A GUARANTEED PARTY
 MON 7 - SAT 12 APR
 theatresevern.co.uk | 01943 281281

inside:

ETERNAL LOVE
 warhorse and rocking against feature inside...

CHURCH BANDS
 Walsley And The Bands visit St Mary's in Brewharby

SMASHING TIME
 badminton championships return to the Midlands

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Worcestershire What's On

FILM | COMEDY | THEATRE | GIGS | VISUAL ARTS | EVENTS

WORCESTER CATHEDRAL
 Explores Worcester Cathedral, a place of Christian worship and prayer for fourteen centuries...

Back for 2025: The Tower Climb
 Bring your family and friends to the city centre. Watch the tower climb from ground level. Refreshment, the Malvern Hills and beyond.

inside:

FARM BOY
 Michael Morgan's sequel to War Horse visits the Grand

LOLA LAND
 Bradley's Johannes Rabeke pulls on his Kinky Boots

SMASHING TIME
 badminton championships return to the Midlands

To find out more about how we can help get your business growing again email us at

hello@whatsonlive.co.uk