

Place NORTH WEST

Place North West – Digital Service of the Year

www.placenorthwest.co.uk

The last 12 months have been a period of unprecedented growth for *Place North West*. As a regional built environment title with a team of two permanent writers, a production manager, and a publisher, we have consistently punched above our weight, routinely breaking stories ahead of other trades and regional media.

Our content is free and will always remain so; this approach helps us to engage with not just property, construction and built environment professionals but also the wider public.

For us, it's about reporting from within the market, rather than reporting on the outside looking in, and over the past year this approach has paid dividends, as the statistics show:

- In what for many is a “slow” August, we carried out a plan of attack to keep subscriber and non-subscriber engagement high, resulting in a record number of unique pageviews. This **was 63.4% higher** than the same month in 2017.
- For the first seven months of 2018, unique pageviews were **35% higher** year-on-year, and **92% higher** than the same period in 2015.
- Each month for the past 12 months, we have **reported double-digit increases** in year-on-year pageviews – in fact, no month has seen month-on-month growth lower than 19%.
- Our daily newsletter reaches **11,000 subscribers** across the North West and beyond.
- We are the preferred source for all news – not just property news – for 80% of our subscribers.

Nearly a third of our readership is director or senior-management level, but our content is designed as accessible to everyone – short, punchy, visual, concise, and accurate, but never forgetting vital context.

We pride ourselves on digging deep into stories and never let ourselves be run by the PR agenda, an approach which sets us apart from other trades and regional titles. As a mark of reader engagement, our stories regularly attract comments into double figures with many articles attracting healthy debate with more than 20, 30 or 40 reader responses.

This year has seen a vast range of stories reach unprecedented levels of traffic – whether that's being [the first to reveal a redesign of Stockport town centre](#); a [special report into Northwich's struggling Barons Quay](#) retail development; or breaking news of [a 52-storey tower planned for central Manchester](#).

We also run an extensive events calendar, and full online coverage follows each of these – in the last 12 months, we have hosted events in Liverpool, Cheshire, Cumbria, Lancashire, and Manchester, along with covering MIPIM in Cannes and London. Our events coverage is in-depth, featuring slides, a summary, and full image galleries of the day.

As we continue to go from strength-to-strength, *Place North West* remains the built environment professionals' trusted source for regional news.

SPECIAL REPORT | HS2 arrival heralds opportunities and disruption – 10 July 2018

By Charlie Schouten, senior reporter

<https://www.placenorthwest.co.uk/news/special-report-hs2-arrival-heralds-opportunities-and-disruption/>

New Chinatown developer wins injunction against Liverpool council – 20 December 2017

By Jessica Middleton-Pugh, editor

<https://www.placenorthwest.co.uk/news/new-chinatown-developer-wins-injunction-against-council/>

Northern Transport Summit | Summary + Videos – 2 July 2018

Chaired by Jessica Middleton-Pugh, editor, and Paul Unger, publisher. Write up by Charlie Schouten, senior reporter

<https://www.placenorthwest.co.uk/news/northern-transport-summit-summary-video-images/>