



# Prolific North

**MEDIA PACK 2025**

**THE GO-TO PLATFORM FOR THE NORTH'S CREATIVE,  
MARKETING AND TECH SECTORS**

[www.prolificnorth.co.uk](http://www.prolificnorth.co.uk)



# THE HISTORY OF PROLIFIC NORTH

2013

2014

2020

2021

2023

2024

Established as the leading source for Northern creative & digital industry news

Launched the leading Northern agency rankings and awards programme

Hosted the first annual Digital City Festival, a gathering of movers and shakers in digital and tech

Introduced Northern Agency Guide (print) & Brands & Agencies platform (digital) to help brands find agency partners

Inaugurated the prestigious Prolific North Creative Awards, celebrating outstanding creative achievements

Further growth with the annual Northern Marketing Festival and Scottish expansion





# WHY PROLIFIC NORTH?

## WE EXIST TO CELEBRATE, CONNECT AND INFORM THE NORTH'S CREATIVE, DIGITAL AND TECH SECTORS

For the past 12 years we have relentlessly championed Northern innovators across our news platform, events and awards programme. Prolific North is known and trusted by the leading professionals in digital and tech in the North.

As an independent regional publisher, we continue to aim for high quality journalism, inspiring content and impactful events for our readers. We love partnering with like minded organisations that have a compelling story to tell or who share our goal to contribute to Northern growth.

Get in touch to discuss how we can help you activate your message to the Prolific North audience.



**Unrivalled  
Northern focus**



**Industry  
Authority**



**Engaged, high  
Quality audience**







**A platform  
For growth**

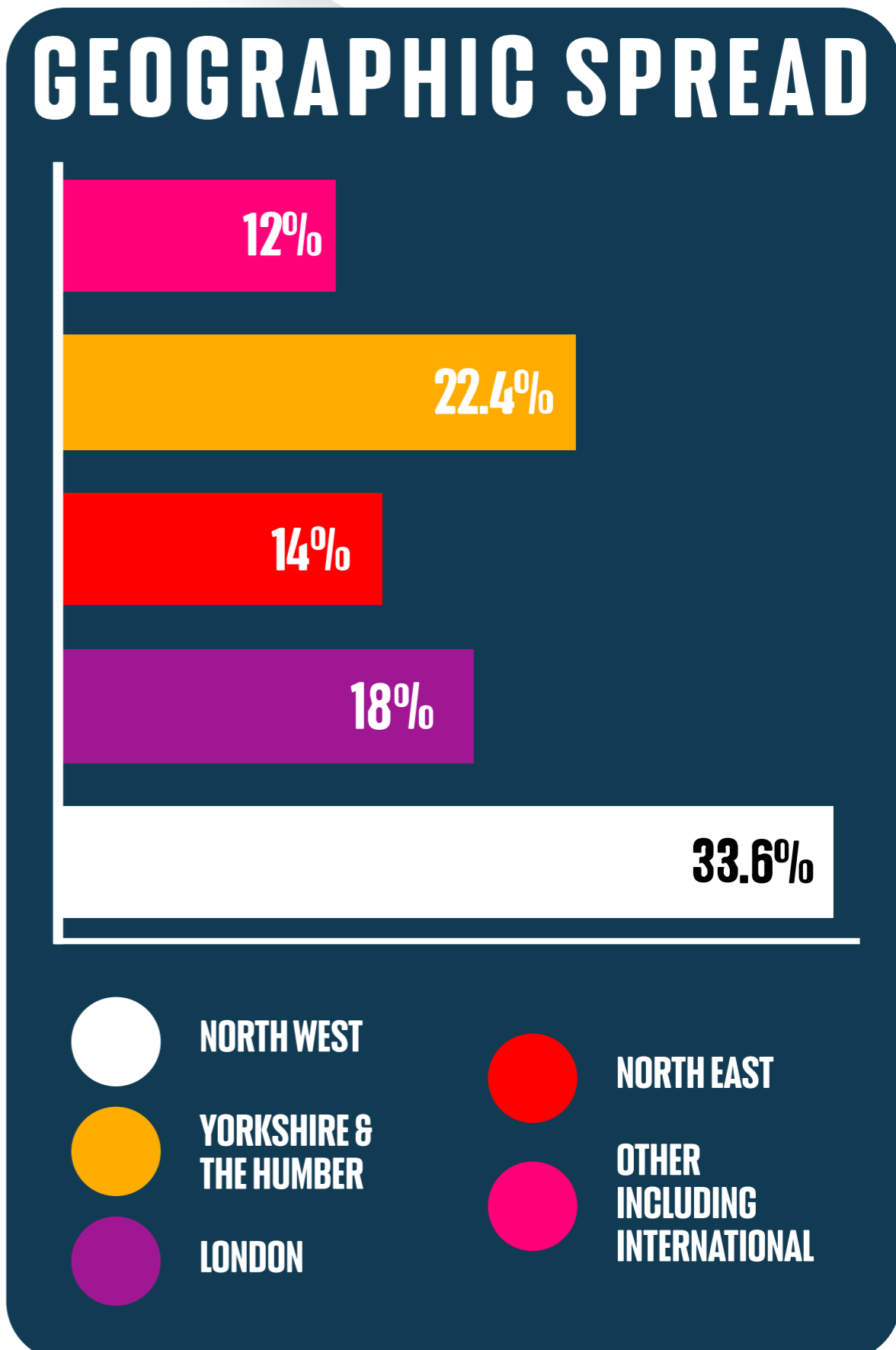
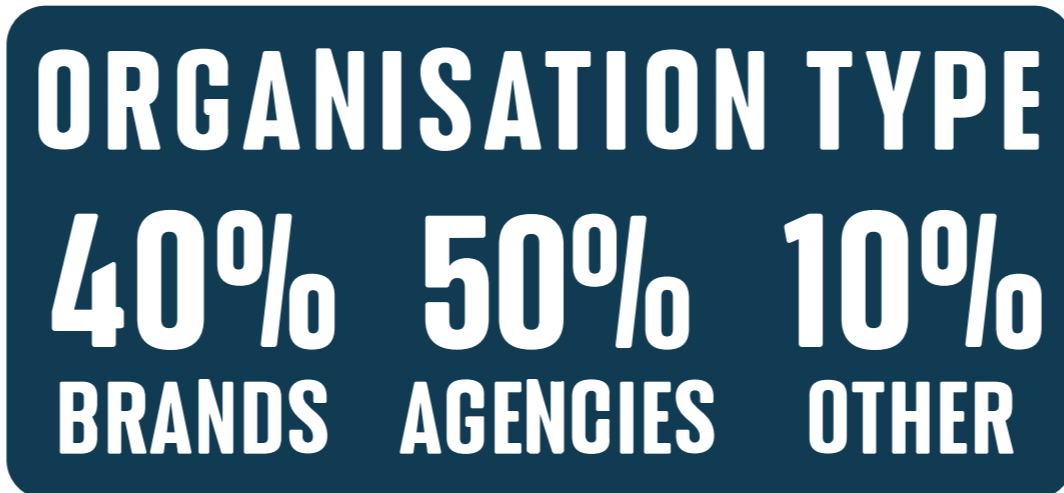
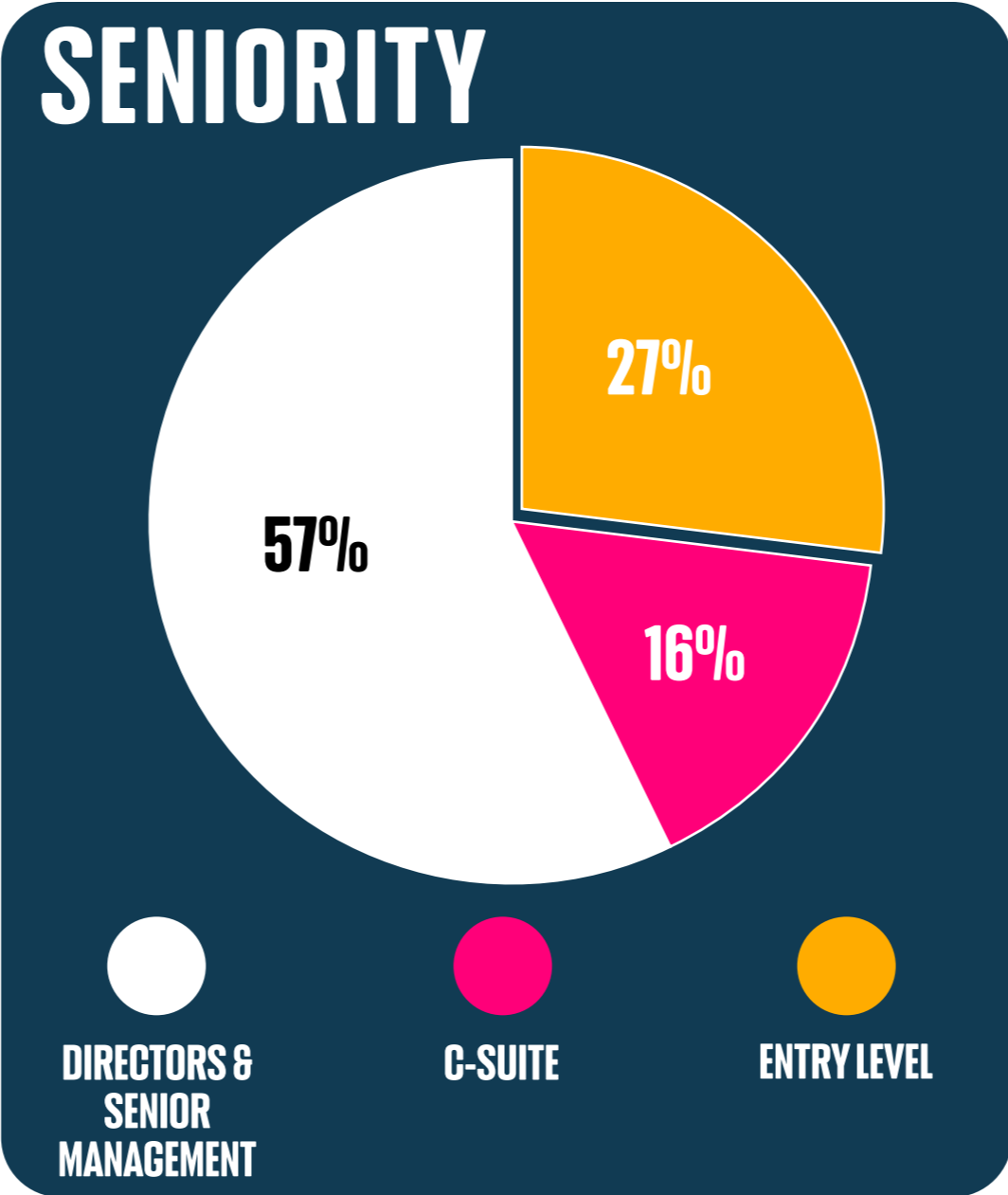


# AUDIENCE & REACH

**120K+ UNIQUE MONTHLY USERS**  
Visitors to Prolific North engage with the site for an average of 1 minute and 15 seconds.

**3,000+ EVENT ATTENDEES**  
Network with top professionals in the creative, marketing, digital, tech, and broadcast sectors.

An established audience across LinkedIn, X, and Instagram.	 <b>42K+</b> Social audience	 <b>32K+</b> Email subscribers
A strong email base, of which 32k+ subscribe to our newsletter.	 <b>23%</b> Unique click rate	 <b>41%</b> Unique open rate





# PREVIOUS PARTNERS & ADVERTISERS

EMBRYO

  
WAYPOINT

IF.

 better  
placed  
We know people

McCANN  
LEEDS

GLAISYERS 

THG /  
STUDIOS



edison media

KINESSO

cornerstone<sup>DM</sup>

iDHL

Wavemaker

SPRING Production

  
SUN  
Branding

access.  
part of Sideshow Group

Gateley / LEGAL

TALL

tangerine 

 Automated  
Analytics

  
creative coalition

essencemediacom

 SBS  
scientific based solutions

bruntwood  
SciTech

 Paprika

# ADVERTISING OPPORTUNITIES

## CONTENT COLLABORATION

Collaborate with our editorial team on a deep-dive piece or a series of content

**£950**

## THOUGHT LEADERSHIP

Your message amplified to our audience

**£650**

## PROLIFIC PROFILE

Offer a compelling overview of your company to potential clients and employees

**£450**

*\*for 12 months*

## JOB VACANCIES

Reach top talent by advertising your job openings to our engaged audience

**£450**

*\*for 4 weeks*



Working with Prolific North has been a great experience and it's put us in touch with some excellent contacts and clients.

If you're looking to connect with the digital and marketing community, I can't recommend them highly enough.

**STEVE KUNCEWICZ**  
**GLAISYERS**



## NEWSLETTER BANNER

Connect with our dedicated audience with a prominent banner ad in our daily newsletter

**£400**

*\*per week*

## WEBSITE BANNERS

Capture attention and drive traffic with strategically placed web banner ads across our site

**£100**

*\*per week*

All prices exclude VAT

# ADVERTISING PACKAGES

Is your marketing falling flat? Prolific North acts as your strategic media partner, complementing your sales and marketing efforts and amplifying your message to our audience.

## BRAND BUILDER PACKAGE - SILVER

Establish yourself as a brand to watch at an affordable price. The package includes:

- Prolific Profile for 12 months
- 1 thought-leadership piece
- Website banners for 3 weeks

**£995**

## BRAND BUILDER PACKAGE - GOLD

Establish yourself as a master of your craft with our audience. This package includes:

- Prolific Profile for 12 months
- 3 thought-leadership pieces
- Website banners 4 weeks
- Full-page company profile in the Northern Agency Guide

**£2,600**

## BESPOKE BRAND BUILDER PACKAGE

Work with our team to craft the right campaign for your needs, including event sponsorship and thought leadership

**£5,500**

## PROLIFIC PARTNER

Elevate your brand and champion the North's creative and digital sectors as one of only 15 annual partners of Prolific North. Gain unparalleled access to our editorial team, influence our content, and participate in exclusive meetups, events, awards judging, interviews, and more.

**£11,000**

All prices exclude VAT

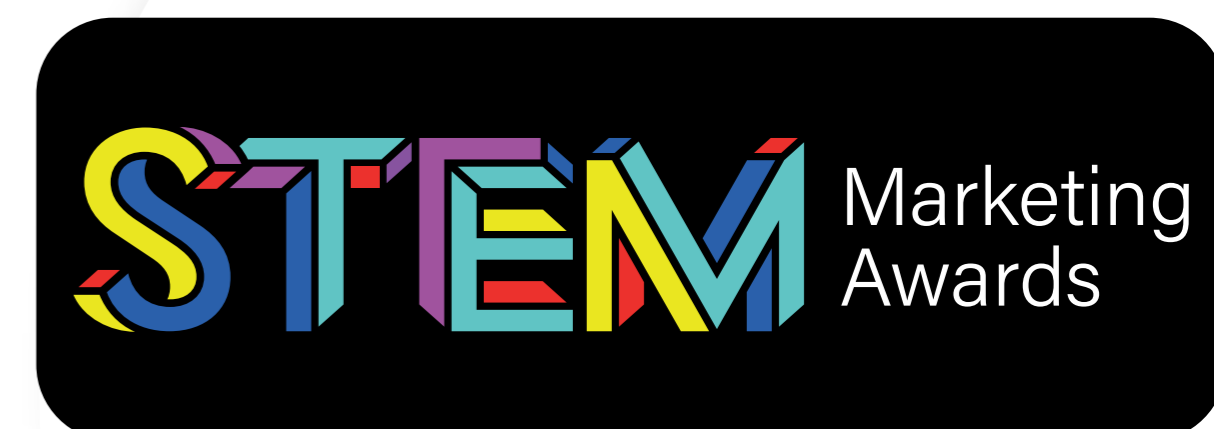


# PROLIFIC NORTH AWARDS

The region's most coveted awards programme, and backed by an independent panel of industry experts, the programme includes:

- **Prolific North Champions Awards - May:** Celebrates outstanding work across the media, marketing and tech industries.
- **Prolific North Creative Awards - June:** Unites the Northern creative scene to celebrate creative brilliance.
- **Prolific North Marketing Awards - October:** Recognises stand-out marketing campaigns.
- **Prolific North Tech Awards - November:** Highlights ambitious tech-powered organisations and innovation.
- **The STEM Marketing Awards,** our newest awards to the program are our only award that celebrates national work amongst the science, tech, engineering and maths industries.

**Bespoke sponsorship packages are available** for companies looking to get their brand and services in front of the best marketing agencies, tech companies and Northern creatives.





# KEY EVENTS

## DIGITAL CITY FESTIVAL

This week-long event showcases the North's exploding tech scene, bringing together founders, leaders, investors, and more to forge collaborations and shape the future of digital innovation.



## NORTHERN MARKETING FESTIVAL

Newest to the calendar, this week-long event in June tours three new cities each year. It is one of the North's leading events for marketing creativity and innovation, bringing together top brand marketers and agency leaders.



## PROLIFIC NORTH LIVE

Our annual flagship event unpicks the latest trends in media, marketing and digital. Hear from leading thinkers and doers. Meet peers, exchange ideas and build relationships.





# FROM GROWTH TO GOLD

Designed for ambitious marketing agency owners and directors, this conference explores strategic thinking and meticulous planning for agency growth, ownership transitions, and evolving commercial models.



# ONES TO WATCH

Prolific North's "Independent Agencies to Watch" and "Tech Companies to Watch" spotlight the North's rising stars which culminate in reveal events. Both lists are compiled via research, expert input, and nominations.



# REGIONAL EVENTS

Prolific North is dedicated to fostering community engagement through regional events held throughout the North of England.



“ It was a really great night. I would love to be involved again next year. Please let me have the dates as soon as you have them so I can prioritise them!  
**ONEFILE, 2024** ”



# CALENDAR OF KEY EVENTS

**JAN**

**FEB**

**MAR**

**APR**

**MAY**

**JUN**

**PROLIFIC NORTH  
TECH AWARDS  
WINNERS  
ROUNDTABLE**  
*(Manchester)*

**DEMYSTIFY THE  
MYTHS AND RISK  
AS AN AGENCY  
USING AI**  
*(Manchester)*

**FROM GROWTH TO  
GOLD: SCALING AND  
SELLING YOUR AGENCY**  
*(Manchester)*

**PROLIFIC NORTH  
CHAMPIONS  
AWARDS**  
*(Manchester)*

**NORTHERN  
MARKETING  
FESTIVAL**  
*(Leeds, Liverpool,  
Manchester)*

**PROLIFIC  
PARTNERS  
ROUNDTABLE**  
*(Leeds)*

**DIGITAL CITY  
FESTIVAL**  
*(Manchester)*

**PROLIFIC NORTH  
CREATIVE AWARDS**  
*(Manchester)*

**GRAFT**  
*(Manchester)*

**STEM MARKETING  
AWARDS**  
*(Manchester)*





**JUL**

**AUG**

**SEP**

**OCT**

**NOV**

**DEC**

**PROLIFIC PARTNERS SOCIAL**  
*(Manchester)*



**INDEPENDENT AGENCIES TO WATCH**  
*(Manchester)*



**PROLIFIC NORTH MARKETING AWARDS**  
*(Leeds)*

**TECH COMPANIES TO WATCH**  
*(Manchester)*



**PROLIFIC NORTH TECH AWARDS**  
*(Manchester)*

**PROLIFIC NORTH LIVE**  
*(Manchester)*

**GROWTH TO GOLD: SCALING & SELLING YOUR AGENCY**  
*(Leeds)*



**PROLIFIC PARTNERS CHRISTMAS SOCIAL**  
*(Manchester)*





# THE NORTHERN AGENCY GUIDE

For the past four years, **The Northern Agency Guide** has been the definitive print resource showcasing the North's most exciting agencies. Distributed to over 3,000 key industry figures across the region and at our events, the guide is available for purchase year-round and actively promoted through our newsletter, website, social media, and events.

This resource offers agencies a valuable platform to raise their profile and demonstrate their unique strengths to leading brands. Boost your visibility with single or double-page listings, case studies, and advertisements.

Agencies can request inclusion in the next edition throughout the year. Full-page profiles start from £450, and bespoke sponsorship opportunities are also available.



Very useful reference when looking at potential agency partners close by.

**ESSITY UK Ltd (BRANDS INC. LOTUS, LIBRESSE & GUSHELLE)**



I've always viewed Prolific North as one of the best digital publications, and so it seemed like a no-brainer to be included in their Guide. The book itself looks great, and more importantly we've had a couple of very strong leads come in as a result of our feature.

**PIXEL KICKS**



Delighted to be in the guide. It's a great way to ensure we are front of mind of potential prospects, future partners and suppliers.

**CTI DIGITAL**





# GET IN TOUCH



We're a genuinely friendly bunch here at Prolific North, and we absolutely love a good chinwag. Whether you've got a burning question, a brilliant idea, or just fancy a chat about the industry, please don't hesitate to get in touch!



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## CONNECT WITH US

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## BROWSE OUR PHOTOS



**Flickr: ProlificNorth**