



CHAMPIONUPNORTH

NOW THEN



We are Champion Up North,
a Multi-platform creative
media brand.

Engaging and delivering premium
content through beautiful crafted
experiences, with global success.

Our magazine covers the best in
underground culture in Leeds
and the uk.

Welcome to our student's edition:

NO BULLSHIT

AN ALTERNATIVE GUIDE TO FRESHER'S

Thank you for showing an interest
in advertising through Leeds'
number one student publication
covering the latest places to be and
be seen, in the music and art scenes.

Circulation of our magazine has
vastly increased in recent months,
which has resulted in us achieving
a monthly online readership of over
64,000. Our demographic consists
mainly of students and young
professionals aged 18-30 (61%) who
have a significant disposable income
at the ready and love to party.

Our printed publication, which will
be released in September in time for
the annual freshers week, will have
over 5,000 copies. Our extensive
distribution network allows us to
disseminate our publications in
halls of residence, via exit/door-to-
door flyering and our engaging and
popular social media channels. This
has given us a significant following
within the youth culture in Leeds.

Our unique position in the student
market has allowed us to gain a
reputation for covering only the
hippest, edgiest and most sought-
after events on the clubbing and
visual arts calendar.

Our network allows us to enjoy
partnerships and connections with
hundreds of key influences within the
events industry in Leeds. This gives
us further insight that will allow
us to assist you to get guaranteed
exposure, increased brand awareness
and hammer your message home in
the right places to the right people.



BANNER ADVERTISING

Increase your brand presence in Leeds by advertising in our online and print publications.

Your advertisement will appear in the relevant section of our magazine (life, music, arts or style) ensuring that your audience is narrowed down to maximise your brand's message and impact.

Banners can be linked to your external websites and social media channels which will drive traffic through your website thus increasing your reach.

NATIVE ADVERTISING

This is not just commissioned content! We work with a range of journalists and marketers to create fresh, relevant and engaging copy that will spark a great deal of interest within your target market.

Our readers often share our content on social media, so your important messages will have a great chance of going viral, allowing you to convey your important messages further afield.

Research published by IPG Media Lab in 2013 demonstrated that native advertisements receive as much views as editorial content, and are significantly more likely to be shared than a banner.



PRICE LIST

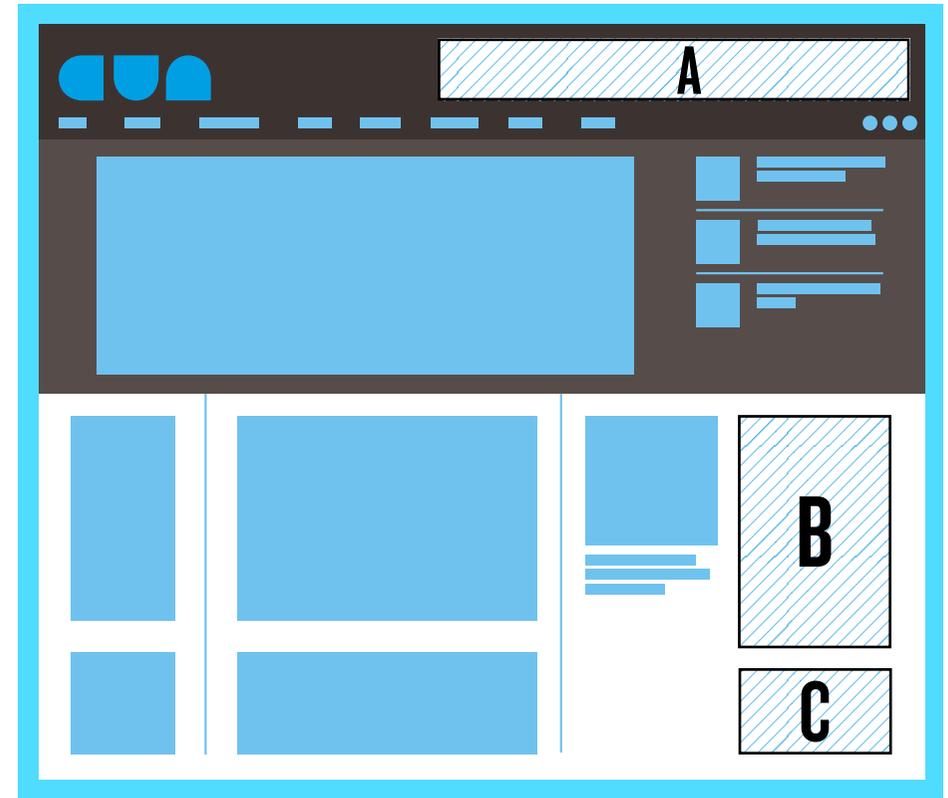
Our advertising options are designed to precisely reach your target audience. We have four main sections: life, music, style and arts. Your ad will appear on the landing page and articles of your chosen section. The ads will also appear on the home page.

PRINT ADS



NATIVE ADS

Includes photographs and words.



A

Website Leaderboard

£55 per week
£180 per month

B

Website Sidebar Big

£45 per week
£160 per month

C

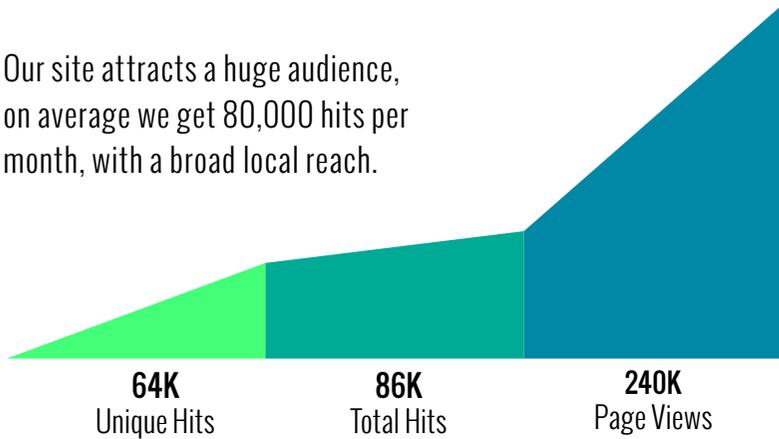
Website Sidebar Small

£25 per week
£80 per month



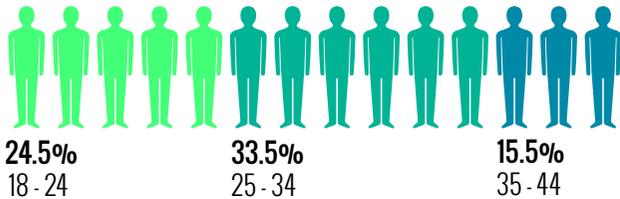
WHO DO WE INFLUENCE?

Our site attracts a huge audience, on average we get 80,000 hits per month, with a broad local reach.



On our Facebook we currently have 3,800 followers. A selection of our articles have become viral.

In terms of our demographic, our audience share for 18-24 year olds makes up 27.5% of our market, and 25-34 year olds takes up 33.5%.



The gender of our audience is almost split down the middle, with 55% of the share male and 45% female.

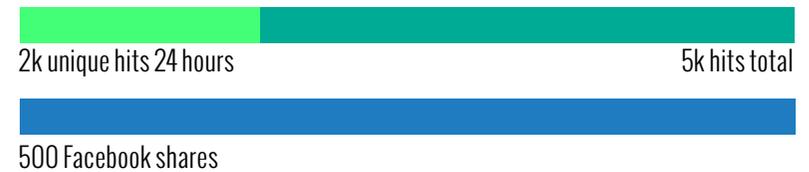
Our site caters to a wide range of clientele.

EXAMPLES OF OUR REACH

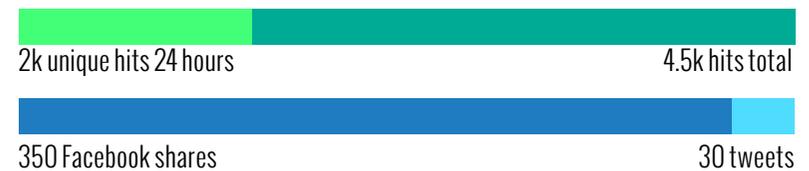
7 Visionary Women in Electronic Music



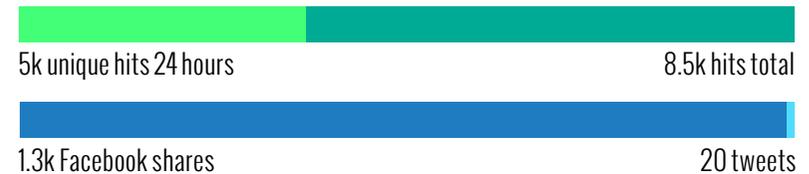
Festival Focus #1: Beat Herder



Free Parties Vs Commercial Clubbing



The Stonehenge Free Festival | The Fight For Alternative Culture



CONTACTS

CUN magazine is a trademark of Champion Up North Ltd, a multi-platform independent agency, with a core in music and visual arts.

Our platforms include:

The Base Leeds a creative studio

www.thebaseleeds.com

Champion Up North Magazine

www.championupnorth.com

School of Sound

www.schoolofsound.org.uk

CUN Creative Agency

www.championupnorth.com/services

Champion Up North TV

www.championupnorth.com/cun-tv

SO WHAT ARE YOU WAITING FOR?

Get in touch today and we will increase your brand awareness amongst our loyal contingent of readers, and their social media networks, in a way that traditional marketing strategies simply never could.

Call us on [0113 328 0434](tel:01133280434) or [07753331130](tel:07753331130)
and ask for advertisement or email us at
advertising@championupnorth.com

