

CHESTER ARTS FAIR

www.chesterartsfair.co.uk

Thank you to our exhibitors, sponsors, partners, media and visitors for supporting Chester Arts Fair 2018.

Marketing & PR Coverage Reach: Over 3 million people

Media:

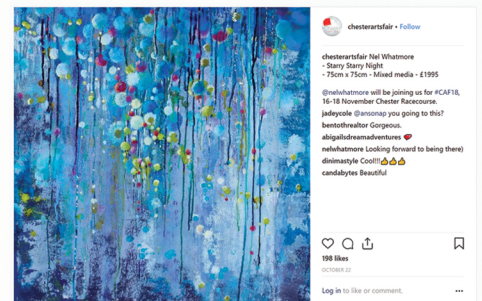
- Chester Standard – Weekly (three articles, plus full-page adverts) 76,000 readership
- Chester Chronicle (2 full page articles)
- Cheshire Life 15,500 complimentary ticket insert
- The Telegraph, 2 insertions; Exclusive online ticket offer & Promotional VIP Competition 1.2 million readership
- SHIRE Magazine 110,000 readers
- Creates magazine reach 80,000 plus
- Campaign Press Series 1 Insertion
- North Wales Boarders Magazine
- North Wales Press
- The Scotsman, Edinburgh Evening News, The Peeblesshire, The Press & Journal, The ObanTimes, Highland News, The Inverness Courier*
- Pink News
- Waterfront Luxury Magazine 2 full pages – delivered to 22,000 homes
- Dee 106.3 Radio – 167,000 listeners
- Eastern Daily Press (EDP) or the North Norfolk News*
- Hampshire Press*
- Manchester EN / Liverpool Echo / North Wales Post*
- Teeside Mercury Press The Northern Echo, The Chronicle Live, National Press*

*Awaiting hard copies of editorial.



Marketing:

- 51 Outdoor Signs & Banners in strategic locations around the county target area 1.2 million
- Chester Racecourse Billboard / Railing Hoardings 24ft
- Chester Racecourse Website
- The Chester Countess Hospital Railing Banners Chester Racecourse website, email and social to over 100,000
- Marketing Cheshire social media 50,000 plus feature on www.visitchester.com 898,749 page views per month
- Arts Society 93,000 Members Email
- Wowcher – 1.5 million subscribers
- CAF social Media Direct (Facebook, Twitter, Pinterest, LinkedIn, Instagram, Google Plus) 20,000 plus
- Social Media Indirect via Partners & Sponsors i.e Deepbridge Capital, Rosebridge, Visit Cheshire, The Chester Grosvenor, Countess Hospital, Artists Illustrators Mag, Telegraph
- Facebook Advertising, 25,000 plus reach
- 50,000 leaflets and 500 posters to schools, local companies (public and private sector), community centres, libraries, art establishments
- Direct Mail to 5,000 previous clients and registered interest customers
- Chester Arts Fair website 1.2 million page views
- Chester Arts Fair Email Database
- MeetUps Online Networking Platform
- 20+ Cheshire Networking events attended with complimentary tickets given out



Online PR:

The Telegraph, iNews, Art in Liverpool, Fotofire Marketing, Craft Council, See Tickets, Chester 360, Hillyer McKeown, Rosebridge Chester, Chester Tourist, England Events, Pride of Manchester, Netmums, Art Rabbit, What's On Green Tourism, Shop Cheshire, Sketchbook Circle, So Cheshire, Own Art, The Local Art Scene, Art Connect, Simply Cheshire, Deepbridge Capital, The Countess Hospital, Skiddle, We Love Cheshire, Eventbrite, Individual Restaurants, Artists & Illustrators Magazine.

