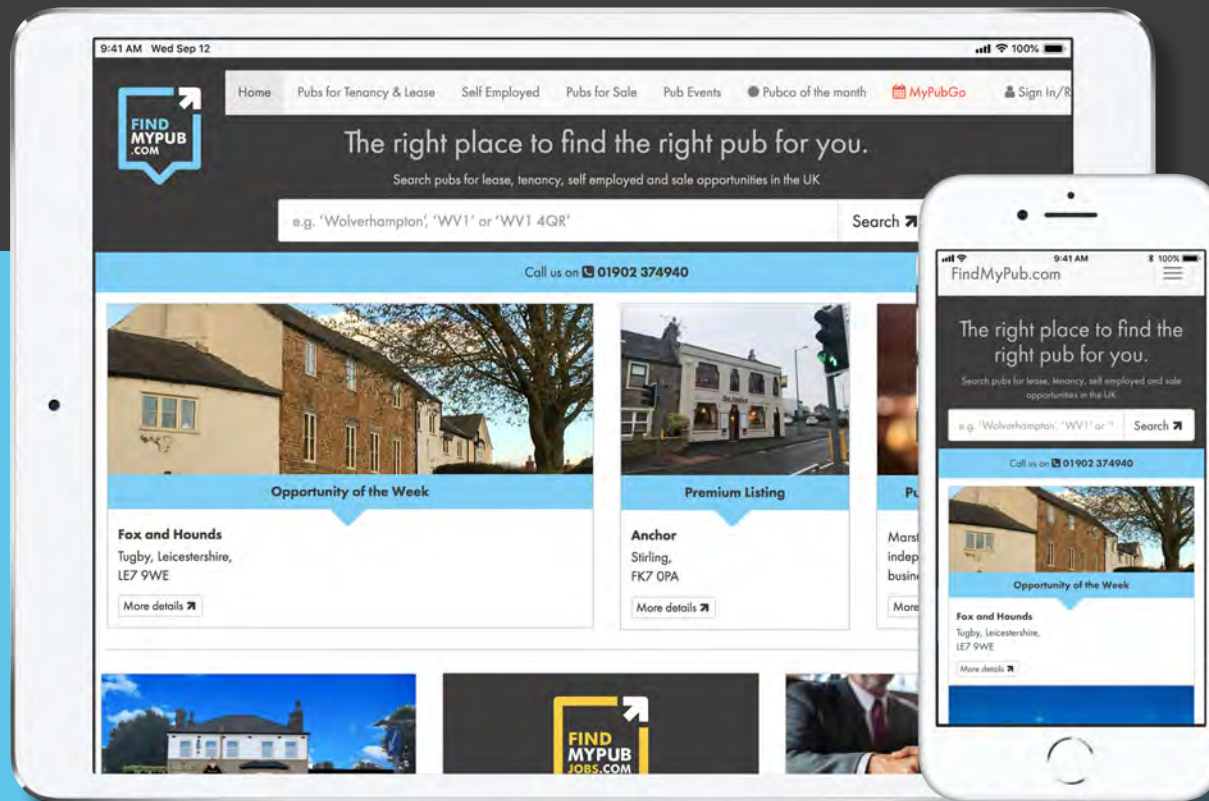


2019 MEDIA PACK

A WORKING PARTNERSHIP



SPEAK TO US TODAY ON 01902 374940

MEET YOUR MATCH MAKING MARKETING TEAM

PASSIONATE



We aspire to make a difference for our clients and work with amazing brands.

We are passionate about innovation, creativity and results.

WE LOVE WHAT WE DO



Relationships mean everything to us, so we are determined to find those perfect matches.

STRATEGIC



We take time to understand our clients and use data driven insight to deliver outstanding campaigns.

CREATIVE



We have fun, share ideas, help come up with solutions for you and best of all, we still love using crayons and scribbling on paper!

We think our results speak for themselves...

“ I would have no hesitation in recommending the services of FindMyPub.com to any business which recruits either Tenants, Leaseholders or Operators to run their pubs. ”

– Andrew Parker, Hawthorn Leisure.

BE A BIG FISH IN A BIG TALENT POOL

WHY ADVERTISE YOUR VACANCY WITH US?

WE GET YOU SEEN

3.4 million page views last year

Averaging over **35,000** unique users per month

248,755 pub searches every month

Active social media audience



PUT YOURSELF IN FRONT OF MORE CANDIDATES

Approximately **1,800** pub vacancies at any one time

Database of over **25,000** active pub seekers

Over **400** pub specific applications per month to our clients

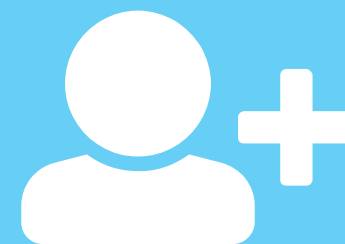


MORE THAN JUST LEAD GENERATION

We **match** the perfect candidate to your requirements

We **engage** your brand

We **tailor** services to suit you



**ADVERTISING
YOUR VACANCIES
WITH [FINDMYPUB.COM](https://www.findmypub.com)**

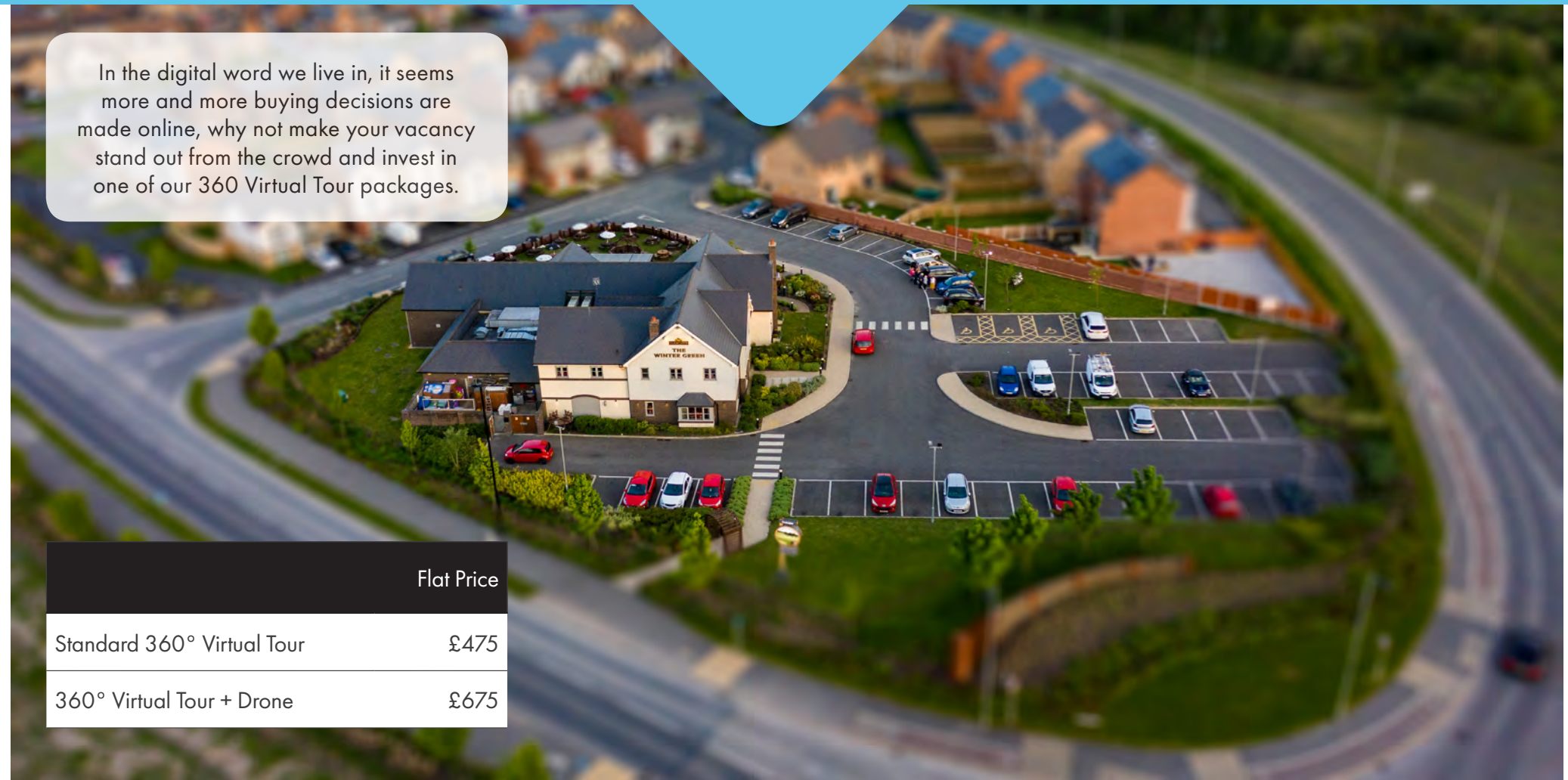
360° VIRTUAL TOUR & DRONE

YOUR PUB VIEWINGS COVERED FROM EVERY ANGLE

NEW VIEWING EXPERIENCE • HIGH QUALITY • ENGAGING FOR CANDIDATES

In the digital world we live in, it seems more and more buying decisions are made online, why not make your vacancy stand out from the crowd and invest in one of our 360 Virtual Tour packages.

	Flat Price
Standard 360° Virtual Tour	£475
360° Virtual Tour + Drone	£675

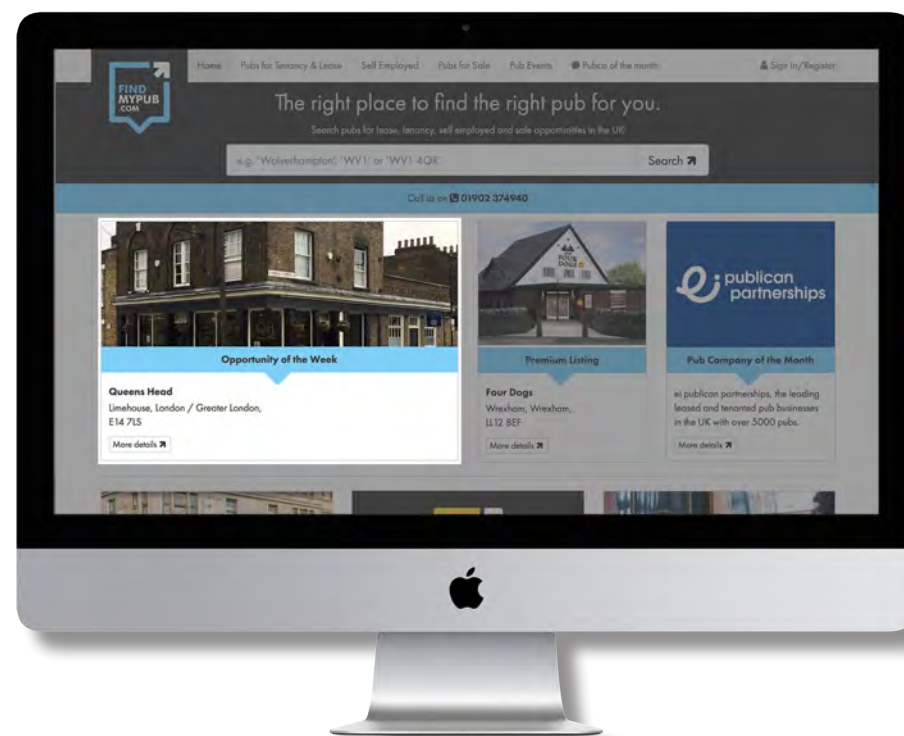


OPPORTUNITY OF THE WEEK

YOUR PUB IN PRIME POSITION

800+% MORE VIEWS PER WEEK • SEEN BY UP TO 9,000 POTENTIAL APPLICANTS • MORE ENQUIRIES

- ➔ Prime position on the FindMyPub.com homepage and L&T page
- ➔ A highlighted advert to grab the attention of website visitors
- ➔ A Premium Listing in your county
- ➔ Social media coverage for your Opportunity of the Week period



	1 week	2 week	3 week	4 week
Leased and Tenancy	£500	£900	£1,200	£1,400
Self Employed Management	£250	£450	£600	£700

PREMIUM LISTING

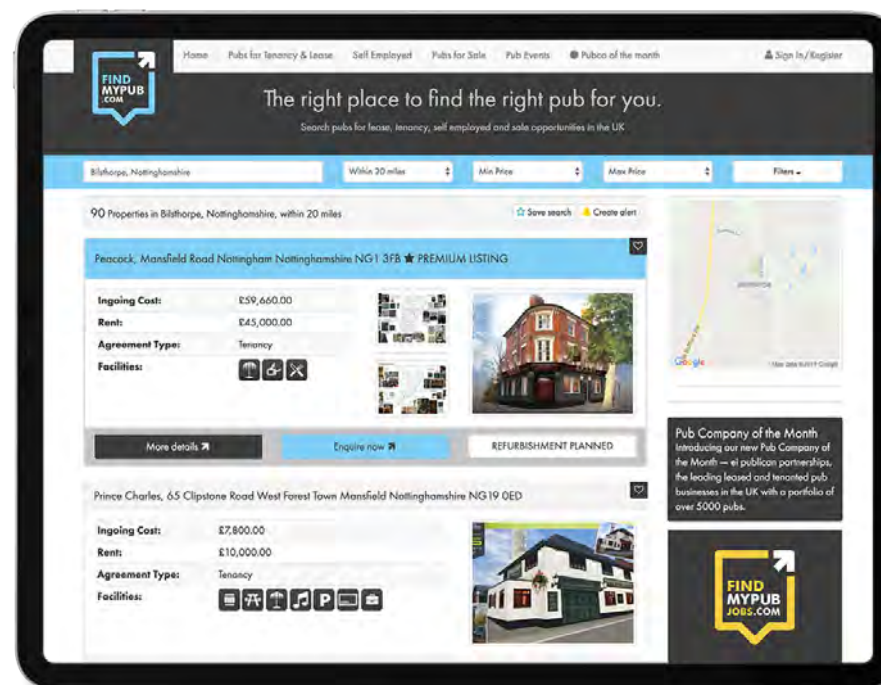
THE BEST PUB IN THE BEST LOCATION

57% MORE VIEWS PER WEEK • SEEN BY UP TO 9,000 POTENTIAL APPLICANTS • MORE ENQUIRIES

- ➔ A highlighted advert to grab the attention of website visitors
- ➔ Your advert at the top of county search results and featured on the homepage throughout the Premium Listing period
- ➔ Social media coverage for your Premium Listing period

	1 week	2 week	3 week	4 week
Premium Listing	£175	£315	£420	£490

Price includes: Social media coverage on Facebook, Instagram, LinkedIn & Twitter



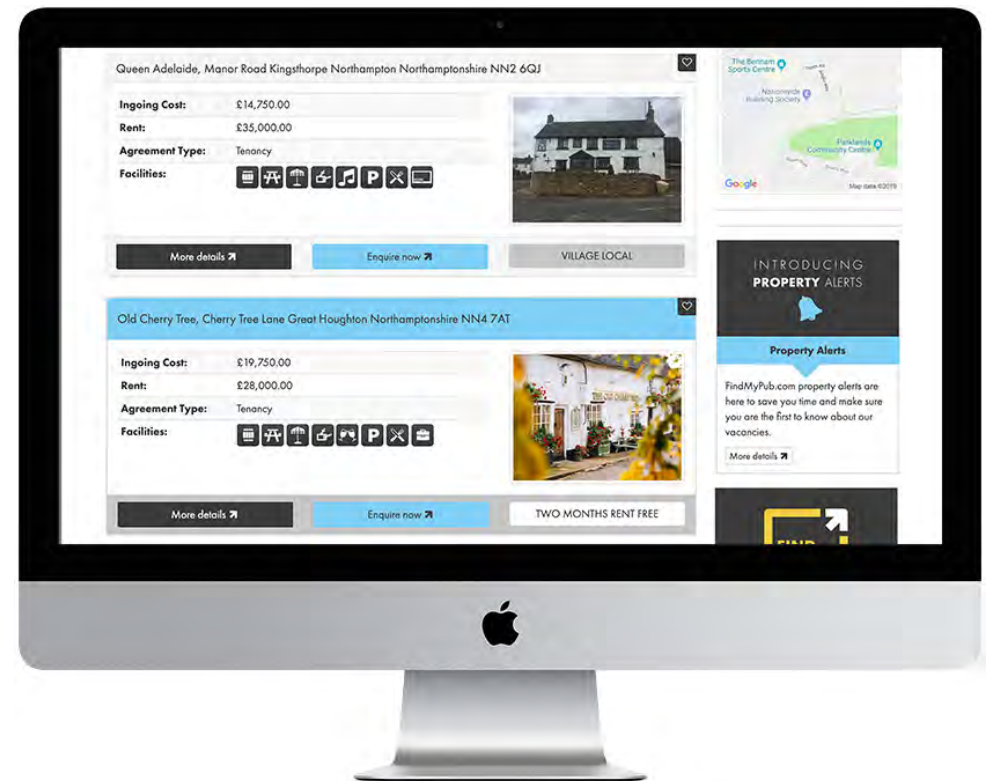
FEATURED LISTING

EMPHASISE YOUR PUB WITH A BOLDER DESIGN

HIGHLIGHTED ADVERT • FOR THE DURATION OF YOUR LISTING • STAND OUT FROM THE CROWD

- Increased visibility
- Drive more enquiries
- Prominent display

	Flat price
Featured Listing	£100



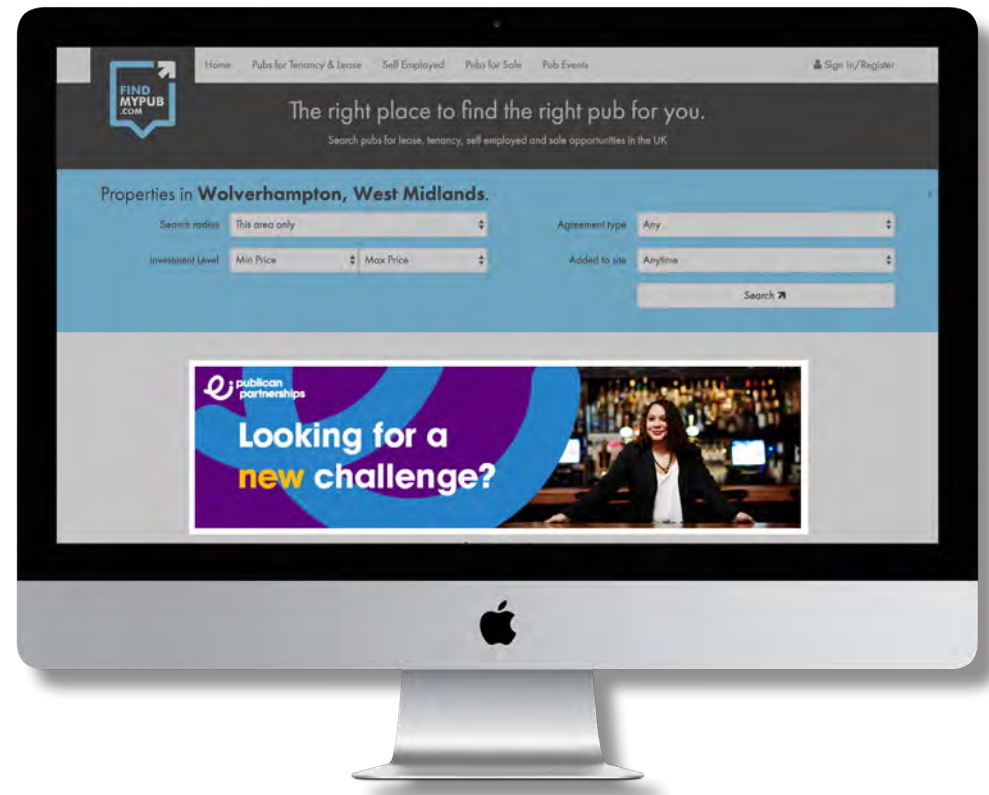
SEARCH BANNER

THE SEARCH IS OVER

55,000 VISITORS A MONTH • 250,000 SEARCHES PER MONTH • REGIONAL TARGETING

- ➔ Appear where every search starts
- ➔ Prime visibility
- ➔ Drive more leads
- ➔ Actively looking candidates
- ➔ Promote your event, site or brand

	1 week	2 week	3 week	4 week
Regional	£350	£630	£840	£980
National	£1,500	£2,700	£3,600	£4,200



EMAIL BANNER

YOUR BRAND, DELIVERED DIRECTLY

SEEN BY EVERY ENQUIRY CANDIDATE • 400+ ENQUIRIES PER WEEK • BRAND TO INBOX

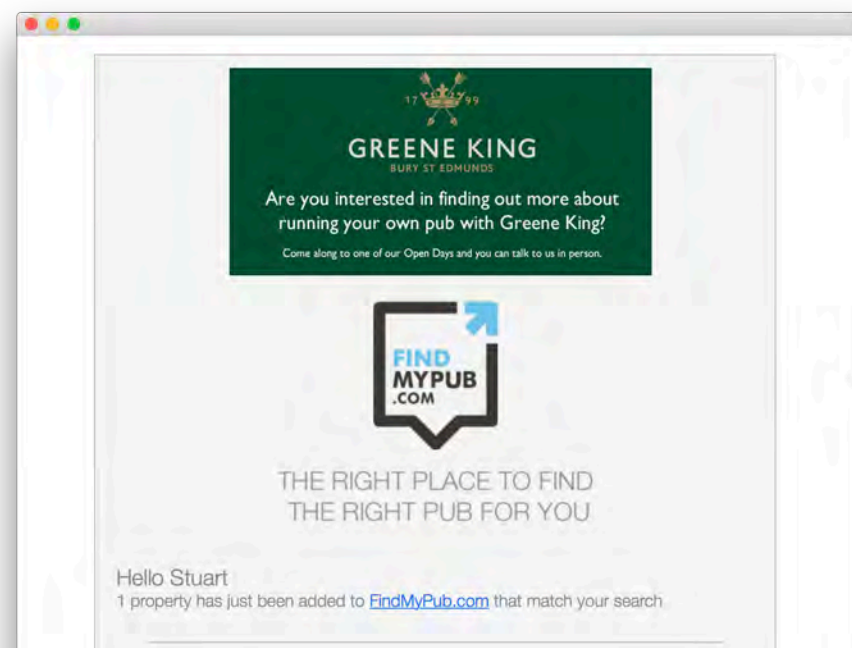
➔ Prime position on all automated emails, including enquiry confirmation emails and property alert emails

➔ A highlighted advert to grab attention that leads directly to your page on FindMyPub.com

➔ Exposure to engaged candidates that are searching for opportunities

	1 week	2 week	3 week	4 week
Email Banner	£200	£360	£480	£560

Price includes: Banner design



PUB COMPANY OF THE MONTH

SHOUT ABOUT YOUR BRAND

PREMIUM HOMEPAGE BANNER • 284,000 PAGE VIEWS PER MONTH • NATIONAL COVERAGE

- ➔ Strong brand promotion
- ➔ A page on the website with your copy and design
- ➔ A banner on the homepage and sidebar of other pages
- ➔ Bespoke national eshot and social media activity on Facebook, Instagram, LinkedIn and Twitter
- ➔ List your prime opportunities

	1 month
Pub Company of the Month	£1,500



EVENT LISTING

WE HAVE EVERY EVENTUALITY COVERED

ONLINE BOOKING SYSTEM • INCREASE ATTENDEES

- ➔ Online advert detailing your event
- ➔ Booking system for your attendees
- ➔ Social media coverage on Facebook, Instagram, LinkedIn and Twitter

	Flat price
Event Listing	£75



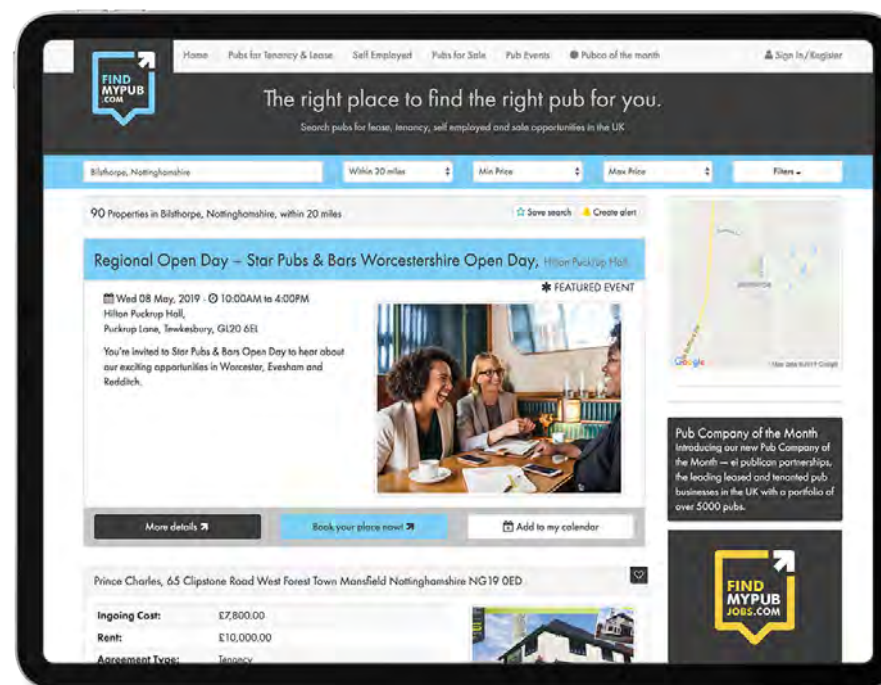
EVENT PREMIUM LISTING

HOST YOUR PREMIUM EVENT

ONLINE BOOKING SYSTEM • REGIONALLY TARGETED • PRIME PLACEMENT

- ➔ A highlighted advert to grab the attention of website visitors
- ➔ Target your region with an advert at the top of county search results
- ➔ Social media coverage on Facebook, Instagram, LinkedIn and Twitter

	1 week	2 week	3 week	4 week
Event Premium Listing	£175	£315	£420	£490



EVENT OF THE WEEK

SHOWCASE YOUR EVENT

ONLINE BOOKING SYSTEM • INCREASE ATTENDEES • STAND OUT FROM THE CROWD

- ➔ Prime position on the FindMyPub.com homepage and events page
- ➔ A highlighted advert to grab the attention of website visitors
- ➔ Social media coverage on Facebook, Instagram, LinkedIn and Twitter

	1 week	2 week	3 week	4 week
Event of the Week	£250	£450	£600	£700



**CANDIDATE
ATTRACTION
THROUGH [FINDMYPUB.COM](https://findmypub.com)**

STANDARD SOCIAL MEDIA POST

PUBS ARE SOCIAL, SO ARE WE!

REACH OUR CANDIDATE AUDIENCE • PROMOTE YOUR BRAND • STAY ENGAGED

- ➔ Impactful design and creative
- ➔ Targeted to our social audience
- ➔ Stay in-front of your prospects

	1 week	2 week	3 week	4 week
Standard post	£75	£135	£180	£210

Price includes: Social media coverage on Facebook, Instagram, LinkedIn & Twitter



SOCIAL BOOSTS

TARGETING TO SKYROCKET YOUR LEADS

SIGNIFICANT UK WIDE REACH • HIGHLY TARGETED • CANDIDATES READY TO ENGAGE

WANT TO REACH EVEN MORE CANDIDATES?

With our Facebook boost option, we can put you in front of tens of thousands of potential candidates matching your locations, demographic & brand. We profile and build a highly targeted audience for maximum impact.

Boost options can be used for the following adverts:

- Standard Post
- Carousel Advert
- Video Showcase Advert



	1 week	2 week	3 week	4 week
Boosted post	£POA	£POA	£POA	£POA

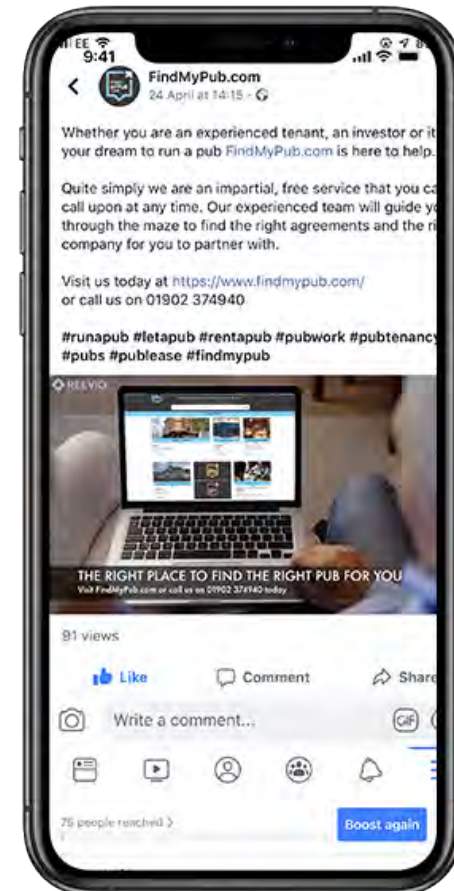
VIDEO SHOWCASE ADVERT

MOMENTUM IN MOTION

MOVE PEOPLE WITH MOTION • VISUALLY ENGAGING • FRAMED FOR IMPACT

- ➔ Video design
- ➔ Visually impactful
- ➔ Promote more than just a standard post
- ➔ Get your message across quickly

	1 week	2 week	3 week	4 week
Video	£500	£900	£1,200	£1,400



SOCIAL CAROUSEL ADVERT

MORE THAN JUST A PUB

SUPER-CHARGE ENGAGEMENT • PROMOTE MULTIPLE PUBS • GENERATE MORE LEADS

- ➔ Interactive Ad format
- ➔ Display a single site or up to 10 pubs at once
- ➔ Greater interaction

	1 week	2 week	3 week	4 week
Social Carousel Advert	£350	£630	£840	£980



SHOWCASE VIDEO

MOVE PEOPLE WITH E-MOTION

MOMENTUM WITH MOTION • VISUALLY ENGAGING • FRAMED FOR IMPACT

WANT TO INCREASE ENGAGEMENT, LEADS AND SHOWCASE YOUR PROPERTY?

Well now you can with our new showcase videos, it's momentum in motion as we call it and takes your existing photos to the next level.

Think of it as an interactive slideshow, with moving imagery and property feature copy in a bite sized 30 second video.

A picture paints a thousand words so with our new showcase videos you can get the message across quickly and effectively helping your listings gain more traction.

	Flat Price
Showcase Video	£250



EMAIL MARKETING

DELIVER YOUR MESSAGE TO THOUSANDS OF ACTIVE PUB SEEKERS

TARGET ENGAGED PROSPECTS • DRIVE MORE LEADS • PROMOTE YOUR BRAND • FULL DELIVERY MANAGEMENT

ESHOT – NATIONAL – SUPPLIED DESIGN

- Email delivered to our targeted national database

ESHOT – NATIONAL – IN-HOUSE DESIGN

- Professionally designed email designed for maximum impact delivered to our targeted national database

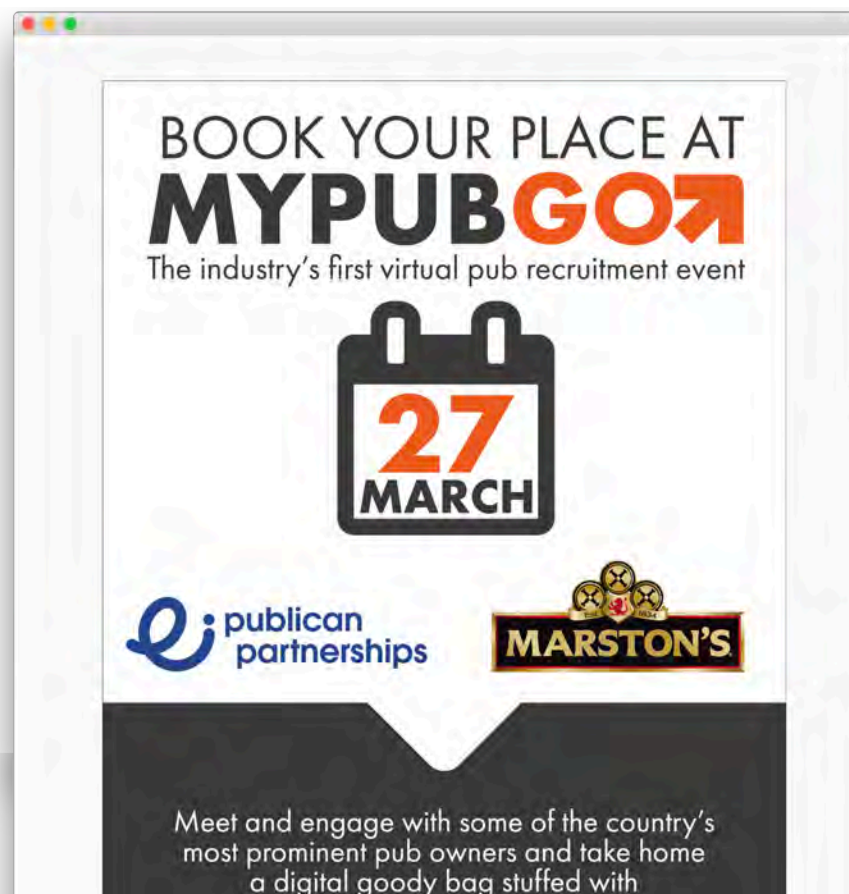
ESHOT – REGIONAL

- Our in-house eshot delivered to our targeted segmented database

ESHOT – PERSONALISED

- In-house designed email sent to a targeted audience in our database

	1 week	2 week	3 week	4 week
National eshot – Supplied design	£1,200	£2,160	£2,880	£3,360
National eshot – In-house design	£1,800	£3,240	£4,320	£5,040
Regional	£500	£900	£1,200	£1,400
Personalised	£350	£630	£840	£980



IN-HOUSE REGIONAL NEWSLETTER

TAKING TARGETING TO ANOTHER LEVEL

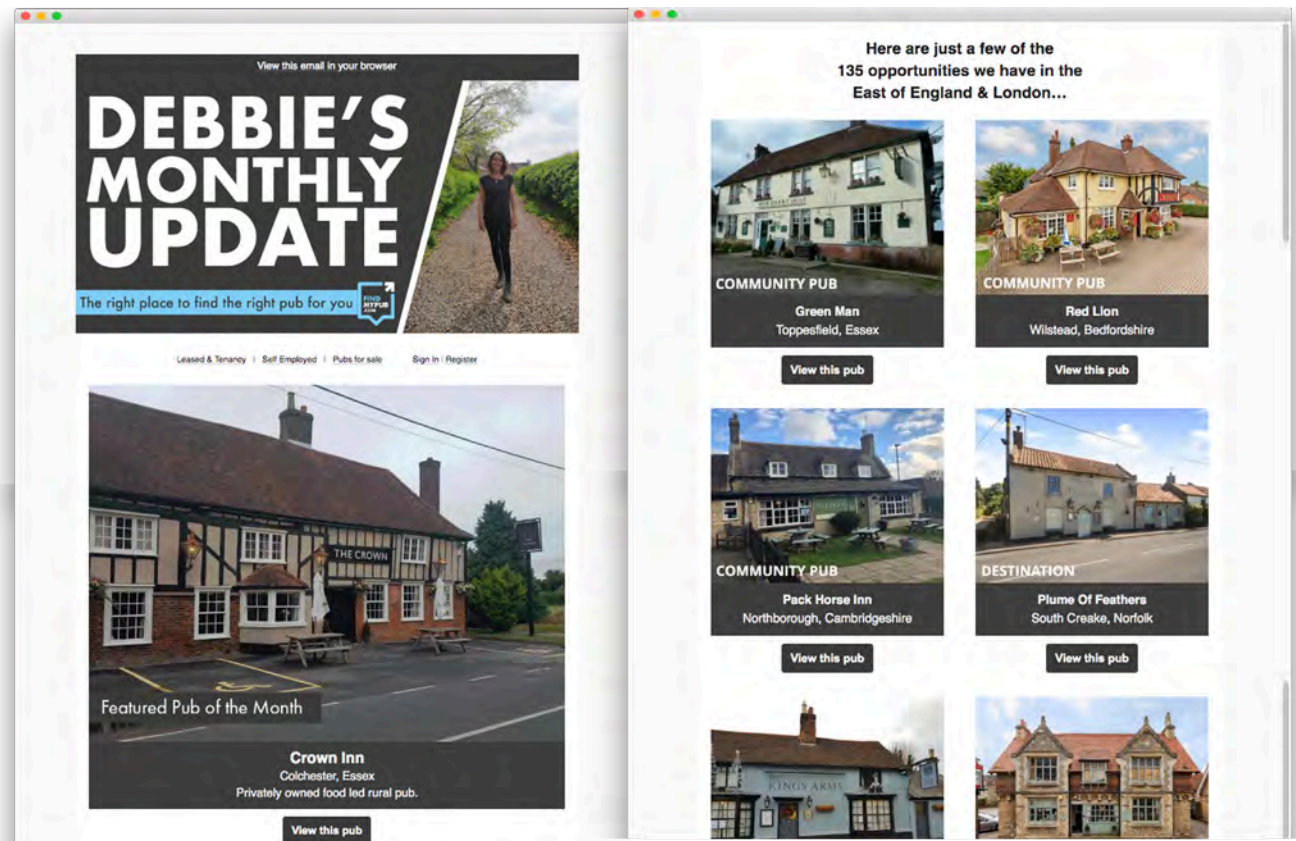
YOUR REGION MONTHLY • HIGHLY TARGETED • PERSONAL APPROACH FROM OUR REGIONAL RECRUITMENT CONSULTANTS

FEATURED PUB OF THE MONTH

- Your pub in prime position on our highly targeted regional newsletter
- Featured as an animated GIF displaying your pubs best images
- Links directly through to your advert on FindMyPub.com

BE A TOP 6 PUB PICK

- Feature your pub in a list of opportunities on our highly targeted newsletter
- Links directly through to your advert on FindMyPub.com



	Flat Price
Featured Pub of the Month	£250
Pub Picks	£100

TARGETED ACTIVITY

IT'S JUST A CALL AWAY

MATCH THE RIGHT CANDIDATE • PROACTIVE PROFILING • LET US SELL YOU

- ➔ Fully screened leads
- ➔ Generate leads for your vacancy or event
- ➔ Access the full database segmented to your requirements
- ➔ Our unique Candidate Match tool means that we only contact candidates that perfectly match your pub requirements

	Flat Price
Targeted Activity (up to 80 calls)	£450
Targeted Activity (Candidate Match)	£300



MARKETING BUNDLES



HALF A PINT PACKAGE

Eshot - Regional
Targeted Activity (up to 80 calls)
Social share

£920



PINT PACKAGE

Eshot - Regional
Targeted Activity (up to 80 calls)
Social Share
Search banner - Regional

£1,160



PITCHER PACKAGE

Eshot - Regional
Targeted Activity (up to 80 calls)
Social Share
Search banner - Regional
Email banner
Direct Mail*
Carousel Boost*

£1,260

*POA for these items

**MARKETING
SERVICES
FROM [FINDMYPUB.COM](https://findmypub.com)**

OUR DESIGN SERVICES

MARKETING BY DESIGN

PASSIONATE • CREATIVE • INNOVATIVE

Our in-house design team are on hand to assist for all your design & print requirements.

Whether you need impactful brochures, striking flyers or even something a little more funky, we can turn our hand to deliver bespoke solutions for you.

We also can help with direct mail, print and distribution as well as managing your to-let boards so you don't have too!

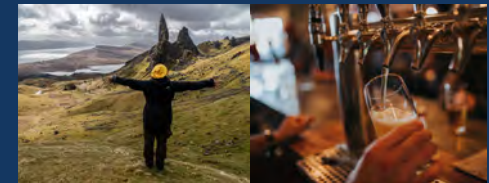
That's one less thing to worry about.

Talk to us today on 01902 374940 and see what we can do for you.



The pub company that thinks differently

We pride ourselves on great people,
great pubs and great propositions.



THINK SCOTLAND. THINK HAWTHORN.

Hawthorn Leisure is a multi-award winning pub company that owns and operates over 600 leased and managed pubs across England, Scotland and Wales. From traditional to contemporary, community or town centre, our portfolio provides us with a unique selection of interesting and diverse businesses that we are extremely proud of.

Our edgy energetic spirit means we think differently to other pub companies. This, in addition to our other values, make it happen, think different "the crazy ones", winning together and respect, have ensured a reputation for great people, great pubs and great propositions.

TO LET BOARDS

LET US LET YOU

DESIGN • INSTALLATION • MANAGEMENT

- ➔ Fully managed design and installation service
- ➔ Generate more enquiries
- ➔ Seamless service

	Flat Price
To Let Boards	£POA



 **HAWTHORN
LEISURE**

COULD YOU
RUN THIS PUB?

TO LET

Call us now on
01902 376078
to find out more



BEER & MORE LTD



Help us make your
local great again

TO LET



Call us now on **01902 376077**
to find out more

INDUSTRY FIRSTS

LAUNCHED BY [FINDMYPUB.COM](https://findmypub.com)

RECRUITMENT... IT'S IN OUR DNA

DISCOVER, DRIVE AND DEFINE YOUR POSITION WITHIN THE MARKETPLACE



PUB REPORTS

This feature enables you to review your own pub's activity and performance.

Using the reports you can view the performance of all your pubs advertised on our website.



TRIGGER POINTS

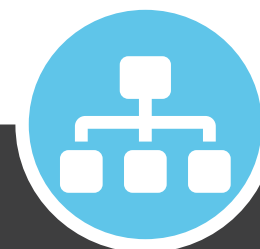
This indicator compares the performance of your individual pubs against similar properties within each county by agreement type.



COUNTY DATA

View the financial averages and county split of all of the pubs advertised on FindMyPub.com.

This tool shows the rental demographic by segment type and by agreement type.



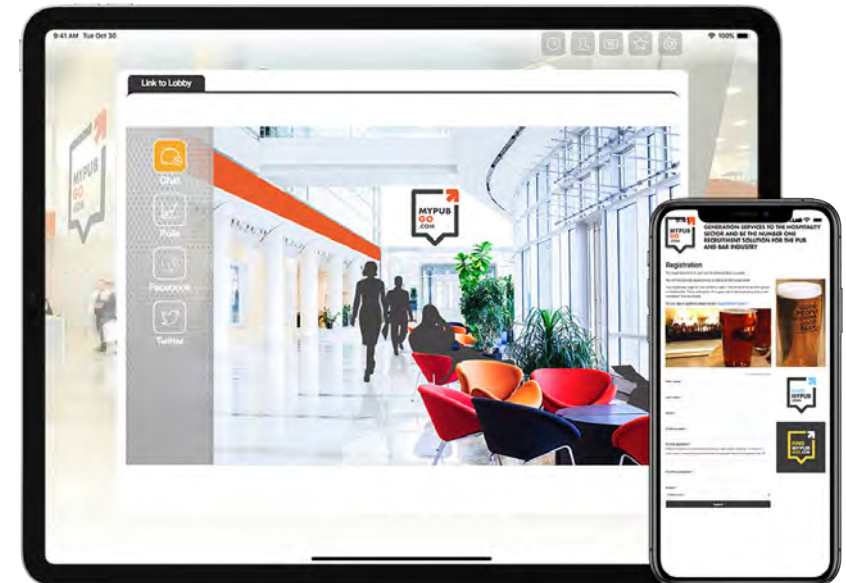
MYPUBMATCH

The industry's first pub matching solution takes the search out of finding the perfect candidate for your pubs, by presenting you with only candidates that match your requirements.

THE INDUSTRY'S FIRST ONLINE PUB RECRUITMENT EVENT

NATIONAL PRESENCE • MATCH CANDIDATES • LIVE CHATS • ACCESS ATTENDEE INFORMATION

- Easy communication with any other visitor via instant live chat, email or social media
- Ability to upload any video material you may have
- Tracks where delegates have downloaded information during the event
- Allows for business card exchange with any other event attendee or booth staff
- Users can build their own 'buddy' list of other visitors or booth staff at the event
- View other users LinkedIn profiles, Facebook or read and contribute to their Twitter feed
- Users can add content from around the event into their own event bag for downloading later
- As an exhibitor you will have access to attendee information (level of data given dependent on package purchased)





SPEAK TO US TODAY ON 01902 374940