

BAG THING

--- What is BagThing? ---

BagThing is a targeted marketing and distribution network based in Manchester, which helps artists, labels, promoters and venues to get their promotional material to the right people. We distribute our individually stamped packs containing that month's flyers into shops, bars, pubs, arts venues and cafes across the city. Put simply, BagThing is a widely respected, easily accessible and always up-to-date guide to the best venues and events in the city. We will be actively promoting for you – putting your flyers directly into the hands of your target audience.

Since its conception in October 2010, BagThing has grown from strength to strength. We now offer flyer and poster distribution as well as online promotion, and, through our dedicated street team of over 20 members, we are able to offer a comprehensive marketing service for a range of gigs and events. We currently promote events for national promoters alongside independent promoters and venues.

Our A3 poster distribution service gives your event a presence in many of the bars, cafes and shops throughout Manchester city centre and the South Manchester suburbs. Our website and social media presence helps to spread the word about your event online. The professional street team works across Manchester to deliver your flyers into the hands of potential customers through street flyering, intro and exit flyering at gigs and events, as well as shop and house drops.

--- Why are we doing this? ---

BagThing was born out of the desire to put an end to high costs for small print runs and to streamline the marketing side of gig and event promotion. We have experience as promoters ourselves and work closely with many other promoters locally and nationally. We work to make promotion easier, cheaper and more efficient, enabling us all to concentrate on what we do best – promoting great events!

--- How does it work? ---

Each month you supply us with designs for your upcoming event. We then send them to print, receive delivery and distribute them in our unique packs through our extensive network. Alternatively, the flyers can be supplied pre-printed and we will add them to our packs. There is more detailed information on our distribution network below.

Flyer Pack Distribution:

We distribute 5,000 BagThing packs every month. These are distributed by stocking information racks in shops, cafes, venues and bars throughout Manchester City Centre and Greater Manchester as a whole. In our experience this is a great method of getting your flyers into the hands of customers who regularly attend gigs. [Click here](#) for a full list of stockists across the Greater Manchester area.

Alongside distribution, we offer a printing service for both flyers and posters so that all you need to do is provide us with the design. Equally, if you already have your promotional material printed and you would just like it distributing then we can facilitate this.

We also feature 5 events a month printed on the front of the bags. We offer this exclusive promotional boost for only £20 per event when you have a flyer within the bag. Or £100 to take the entire front and produce a customized front cover. With 5,000 bags distributed every month, the placement of your event on the front of the pack can be very effective.

Poster Distribution:

We also provide a poster distribution service around Manchester City Centre, Oxford Road Corridor, Fallowfield, Withington, Didsbury, Levenshulme, Heaton Moor, Stockport, Hulme, Chorlton and more (see full list of locations below). All posters are distributed around popular hotspots throughout Greater Manchester over the course of 1 month. We take photographs of all our distribution and send each client sample shots after the completion of the job. [Click here](#) for some sample shots of recent campaigns we've worked on. [Click here](#) for a full list of our poster locations across the Greater Manchester area.

Street Team Distribution:

We currently operate and manage a 20-strong professional street team. The purpose of the street team is to provide venues and promoters with a flexible and professional team of promotional staff who can represent their brand and distribute individual leaflets on the street.

If you would like to have some experienced staff distributing your flyers at a certain Manchester location and at a certain time then we can accommodate this. We provide the council passes required to flyer legally so all you need to do is provide the leaflets and we will do the rest.

We also offer targeted intro/exit flyering of gigs for specific events, so if you wish to target a particular event with your flyers then this is the ideal service. We also offer a 'Shop Drop' service whereby we distribute individual flyers throughout all the major shop/bar/cafes locations in Manchester city centre and South Manchester, which can provide the vital extra promotional push for your event.

Finally we also offer a 'House Drop' service around locations in the South Manchester. This involves posting leaflets through letterboxes of a specific targeted area. Each member of staff can distribute two leaflets per shift so the cost can be split over a number of events.

**The prices for these services are listed in the Price List section (page 6).*

- - - Online Promotion - - -

BagThing is growing. Already offering leading Greater Manchester services across physical marketing (including postering and flyering) throughout the region, you can now support your events by boosting their online presence throughout our established online platforms. In 2016, we redesigned and re-launched our website as a hub for cultural events news, reviews, interviews, listings, competitions and more. We now attract **up to 60,000 impressions across our platforms per month**. We're building a community of music lovers and gig-goers across the Manchester area, with a constantly growing reach across all our online platforms. Between Facebook and Twitter alone, we now reach **up to 60,000 users in Greater Manchester** each month. Take advantage of our growing mail subscribers, who receive original event news and weekly newsletters. Using a network of journalists and photographers, we preview and review the most exciting shows across the Manchester Area, from the biggest names on the live circuit to budding local musicians. Get in touch for more information on how we can help your promotion, campaign or reach, with one of our unique promotional packages.

Online Package Options:

Membership Pro - £100 per month

A month-long partnership including:

- // One of five placements on our website promo banners
- // Weekly News feature (150 words minimum) + social media shares via Facebook, Twitter & Instagram
- // One featured news item on mailer per week

Membership Lite - £50 per month

A two week partnership including:

- // One of five placements on our website promo banners
- // News feature (150 words min) + weekly social media shares (FB & Twitter)
- // News feature on weekly mailer (week agreed based on availability)

Event Campaign Booster With Mail Shot - £40

- // Original preview, competition or news copy (150 words min) promoted via our social media platforms
- // Further weekly social media shares for following three weeks
- // Original bespoke news story sent to our email subscribers

Event Campaign Booster - £30

- // Original preview, competition or news copy (150 words min) promoted via our social media platforms
- // Further weekly social media shares for following three weeks

Banners-only - £20 per week OR £60 per month

- // Your promotional event banner featured across the BagThing website

For more information on how to take advantage of our packages, please contact Dan Ashcroft at bagdaddy@bagthing.co.uk or Rich Holmes at content@bagthing.co.uk. Find us online @bagthing or on www.bagthing.co.uk

- - - Additional Services - - -

Apartment Drops:

Further to our existing services, we now offer a comprehensive direct mail solution to get news of your events into the right hands. Delivered professionally, this exciting new service allows you to get your flyers on the doorstep of over 12,000 apartments in Manchester. Safe in the knowledge that your leaflets are being delivered by experienced professionals, we report back on each campaign, so you can see when and where your marketing is being delivered for peace of mind. Please see below for a breakdown of the different demographics we can target. You can select one area or a combination of all three.

Area 1 // Manchester is home to a huge number of young, enthusiastic graduates and young professionals, along with an ever increasing student population. This zone targets this demographic.

Area 2 // This looks at the 25-35 age group; the settled young professionals who are eager to enjoy what Manchester has to offer with its array of gigs, festivals and bars, with plenty of disposable income in their pockets.

Area 3 // These are the some of the finer residences our city centre has to offer, with top-end flats spread across the city centre occupied with residents who enjoy fine restaurants and bars in around areas such as Deansgate and Spinningfields.

Prices:

Single Zone	Two Zones	All Zones
£220+VAT	£400+VAT	£580+VAT
4000 Flyers	8000 Flyers	12000 Flyers

Large Scale Outdoor Posters:

We've teamed up with City Centre Posters to expand our service allowing us to offer a large scale, outdoor postering service to ensure all your marketing needs are met, delivering a service more tailored to your needs.

Expanding our services to include authorised poster space across city centres, these new spots creating successful and credible city centre advertising, whilst helping control illegal fly-posting. This partnership with City Centre Posters gives us access to 26 brilliant large scale poster spots across Manchester with high numbers of passing traffic, giving you the chance to ensure your event is seen by thousands of local people. To advertise your event in one of these spots, prices start from a minimum of two weeks coverage for £70 +VAT. Please get in touch for more details. We can also quote prices for production of 60x40 posters. Please enquire for further details. See a full list of outdoor poster sites [HERE](#)

Bespoke & Outside Greater Manchester Jobs:

If you are interested in any services not already mentioned then please get in touch and we can explore options. We are always interested and excited to undertake unique jobs and are happy to accommodate client's needs. Equally, if you are looking for distribution in other UK cities, please contact us to discuss options as we have links across the country.

- - - BagThing Price List - - -

Flyer Print & Distribution Bundle Prices

Order	Size	Cost
5,000	A6	£190+VAT
	DL	£220+VAT
	A5	£270+VAT
2 nd Item (10% Discount)	A6	£170+VAT
	DL	£200+VAT
	A5	£240+VAT

Flyer Distribution Prices

Order	A6	DL	A5	Brochure
5,000	£120+VAT	£135+VAT	£150+VAT	£175+VAT
2,500	£80+VAT	£90+VAT	£100+VAT	£120+VAT
1,000	£50+VAT	£55+VAT	£60+VAT	£75+VAT
Less than 1,000	Contact for a quote	Contact for a quote	Contact for a quote	Contact for a quote

Poster Print & Distribution Bundle Prices

Order	Price
50	£60.00+VAT
100	£120.00+VAT

Poster Distribution Prices

Order	Price
50	£50.00+VAT
100	£100.00+VAT

Street Team Distribution Prices

Type	8am-8pm	8pm-12am	12am-8am
Street Flyering	£15.00+VAT/Hour	£15.00+VAT/Hour	£20.00+VAT/Hour
Shop Drop (City Centre)	£30.00+VAT	N/A	N/A
House Drop	£15.00+VAT/Hour	N/A	N/A
Intro/Exit Flyering Event (1 Hour)	£15.00+VAT/Hour	£15.00+VAT/Hour	£20.00+VAT/Hour

- - - Testimonials - - -

"Our venues (Albert Hall, The Deaf Institute & Gorilla) produce over 400 Gigs a year and another 250 Club Events and with this in mind we seek the best in promotion / distribution. For over 5 years we have worked closely with Bag Thing all growing in the market place together. An essential tool for all events including Indie Bands, DJs, Cult Film Events, Comedy and much much more! An essential working relationship and event knowledge from Dan Ashcroft and his excellent team. Highly recommended!" // Ade Dovey (Live Programming Manager), Trof <http://www.alberthallmanchester.com/>

"The service at Bagthing is both personal and comprehensive. Their great local knowledge and willingness to go above and beyond are the main reasons that we've used them to help promote our concerts in Manchester successfully for years. " // Ben Ryles, DHP Family www.dhpfamily.com

"We would highly recommend using Bag Thing, their fantastic distribution service has been vital for us when we have shows in Manchester. They're friendly, quick to respond and very helpful in the planning stages of a poster/flyer campaign" // Leon Sherman, Metropolis Music www.metropolismusic.com

"We have tried employing our own promo staff and have over the years used other companies but Bagthing are so good, professional, accountable and reliable that it would be crazy to contemplate not using them now. From booking the staff, the job itself to the post-job reports with photos / reports from the flyering teams it's a terrific service. We pass clients of ours on all the time and they are always very happy with the work too so a big thumbs up from 'Team Ruby Lounge'." // David Hollins (Director), The Ruby Lounge www.therubylounge.com

"We really love BagThing - they're very flexible, helpful and respond quickly to all our requests, even the stranger ones! It's a great way to reach new audiences in alternative venues and to be seen in all the trendy places across Manchester. Highly recommended!" // Royal Northern College of Music www.rncm.ac.uk

"BagThing's street team staff were brilliant and we would highly recommend their services to anyone!" Margaret London www.margaretlondon.com

"I've been using BagThing since its launch and find it to be a highly effective and valuable way of getting word out about my shows." Chris Horkan, Hey! Manchester www.heymanchester.com

"BagThing is a very smart idea, run in a very accommodating way. You can't always control every aspect of running an event, and sometimes you just don't want to turn out to flyer on a Tuesday night in the rain. This is why BagThing exists, and it does very well. Plus, people like bags; they think free things are inside!" Dave Bassinder, Underachievers Please Try Harder <http://www.underachieversclub.co.uk/>

- - - Contact Us - - -

If you have any questions, suggestions or requests, please contact us straight away:

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