

VISITMACCLESFIELD

2026 MEDIA PACK



VISITMACCLESFIELD

INTRODUCTION

Founded in November 2015, we're celebrating our 10th anniversary!

Proudly championing our town as Macclesfield's 'Official' online Town Guide. Our website attracts over 92K+ VISITS, VIEWING 390K+ PAGES over 2025. Visitors are ACTIVELY seeking POSITIVE information on local events, things to do, places to eat, drink, shop and stay.

The MAJORITY of website visitors and social media followers live in Macclesfield and East Cheshire. Over JANUARY 2026 our Facebook content reach exceeded 105K+ views!

Our key goals for 2026 include;

- Increase engagement with our high street, hospitality and independent businesses.
- Boost community spirit and health & wellbeing by encouraging engagement with local events and activities.
- Raise the profile of Macclesfield regionally and nationally.

Website Visitor Age Demographic

18-24 8.74%. / 25-34 20.92% / 35-44 26.92% / 45-54 20.9% / 55-64 12.92% / 65+ 9.6%

Gender

62% Female. 38% Male
International 13%

Geographical

Macclesfield 52%. Within 15 Miles 35%. National &

A narrowboat is seen from behind, moving along a canal. The water is slightly rippled, and the banks are lined with dense green trees and foliage. The boat has a white hull with blue and red accents.

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2026 TOWN GUIDE & PASSPORT

To mark our anniversary, we are excited to announce the release of the new '2026 Macclesfield Town Guide & Passport'.

We originally published the 2015/2016 Town Guide, to promote our launch in November 2015. As the only town guide to be published in decades, it was a fantastic success and firmly establish our website SEO position as Macclesfield's 'Official' online town guide.

25K copies of the pocket-sized guide will be published and distributed across SK10 & SK11 households, public spaces and Town Centre businesses. Our aim won't be just to INSPIRE engagement but to encourage PARTICIPATION! Readers will be invited to JOIN IN with a fun challenge to keep the guide over 2026 and earn passport points, ticking off a bucket list of Macclesfield experiences, activities and events over the year!

The new town guide will also promote our High Street and hospitality businesses at a critical time when they URGENTLY need support. It will also encourage engagement with indoor & outdoor activities and local events, boosting community spirit and the health and wellbeing of residents and visitors.

Visiting experiences, activities, events and businesses featured within the guide will earn points by checking in, taking pictures and sharing on social media. At the end of 2026, participants can total up their points to earn a leaderboard position and 'Maxonian Status' on our scoreboard for fun! In December 2026, all participants will be invited to enter a FREE prize draw to win fabulous prizes, donated by local businesses.



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TOWN GUIDE EDITORIAL

Editorial will focus on the unique aspects which makes our town such a happy and amazing place to live, work and visit. Draft content includes;

- Be Inspired (Indoor Activities) - Double Page Feature
- Explore (Outdoor Activities) – Double Page Feature
- Love Your High Street
- Coffee Life (Independents)
- Treacle Market / 2026 Macclesfield Events
- Town Centre Map
- Real Ale Trail / Night Life (Pubs, Bars & Live Music)
- A Taste Of Macclesfield (Restaurants)
- Sport & Community
- Accommodation

Editorial will highlight activities and businesses to engage with and EARN PASSPORT POINTS! Readers will also be encouraged to follow a 'CALL TO ACTION' to find more information on the Visit Macclesfield website via a URL or QR code.

The Town Guide will be a DL pocket sized publication with 24 to 32 pages (based on sponsorship support). Over half the guide will be editorial and remaining pages sponsor adverts. We want to attract local businesses and include loyalty discounts to help attract more footfall to business premises or calls to trade businesses.

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WEBSITE EDITORIAL

The Visit Macclesfield website attracts visitors organically through top SEO positions from articles and listings. Our sponsors uniquely benefit from visitors seeing their banner adverts (with website links) next to all the POSITIVE aspects of Macclesfield life!

There will be a major update of editorial and listings over Spring 2026, to compliment the release of the new Town Guide. Editorial within the guide will include a CALL TO ACTION (via URL or QR code), to seek more information on the website.

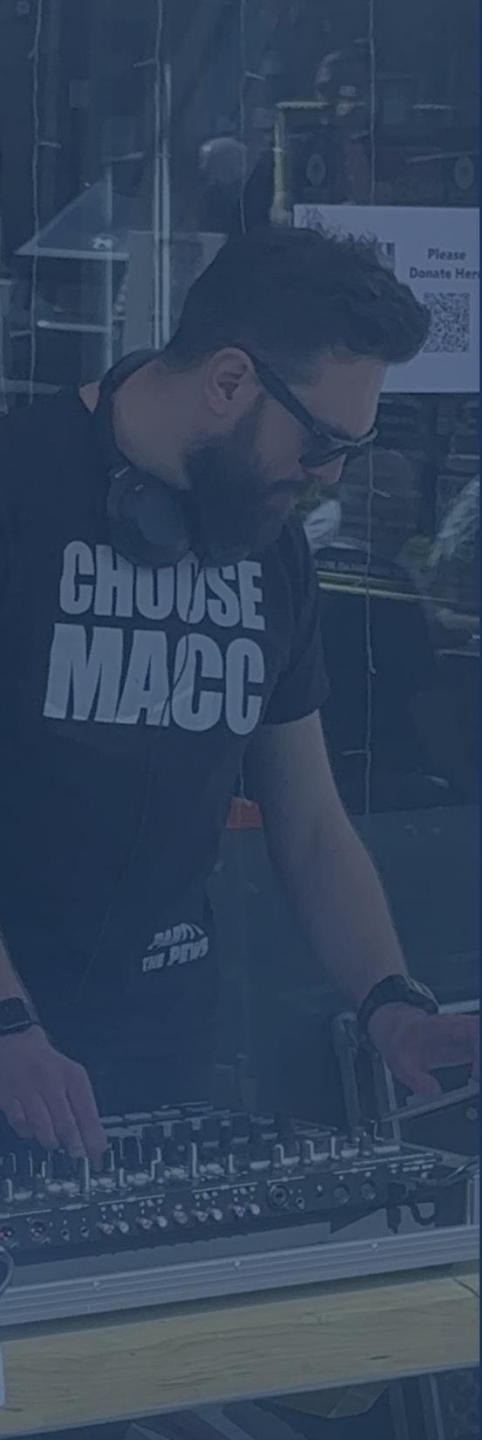
Our website traffic increases significantly from March onwards, when we start promoting outdoor activities and local major events. Events this year include;

Treacle Market (monthly), Macclesfield FC Fixtures , Cinemac Cinema Listings (fortnightly), Chinese & Lunar New Year Parade, Easter In Macclesfield, Macclesfield Beer Festival, Bollington Beer Festival, 1261 Festival & Parade, Macclesfield In May Festival, Just So Festival, Cheshire Fest, MaccPow Comic Art Festival, Nature Needs You, Spooky Saturday, Step Into Christmas, Twilight Market, 2027 Lantern Parade.

We will also be supporting more local and regional events as they are announced over the coming months.

The impact of the guide and social media promotion is expected to help attract over 130K+ website visits and 500K+ page views over 2026.





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SPONSORSHIP

Visit Macclesfield is an independent project, proudly championing all the positive aspects of our town for over a decade! Our running costs are supported by sponsorship.

This covers the expenses of maintaining and updating the Visit Macclesfield website, as well as initiatives like the new Town Guide. This year, sponsorship will also help purchase essential IT equipment needed to produce more social media content and a major update to the website.

Sponsors can be very proud supporting their town. At the same time advertise their business across Macclesfield at a fraction of the cost compared to radio, newspaper or online advertising.

Your support will also help raise the profile of more local charities, community groups, events and boost the health and wellbeing of residents and visitors throughout 2026.

This is a unique opportunity to create an association with all the **POSITIVE** aspects of Macclesfield life over 2026. Sponsorships package includes both an advert in the new publication and promotion across the Visit Macclesfield website throughout 2026!

Availability is limited to ensure maximum exposure for sponsors.

A young man with dark hair is shown in profile, singing into a microphone. The image is dark and serves as a background for the left side of the page.

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MAIN SPONSOR PACKAGE

2026 MAIN SPONSOR PACKAGE - £2995

Champion your town and place your business and brand at the heart of everything wonderful about Macclesfield! This is a unique opportunity to make your business a household name across the town and be promoted as the main sponsor of “Visit Macclesfield”. Create an association with all the positive aspect of Macclesfield life over 2026, featured in the Town Guide and across the Visit Macclesfield website until January 2027.

The Main Sponsor package includes;

- COMPANY Logo and main sponsor acknowledgement on the front and footers throughout the guide
- PREMIUM FULL PAGE advert in the Town Guide inner first page
- COMPANY banner placement at the top of every website page (Until Jan 2027)
- FRONT PAGE fixed banner advert on the Visit Macclesfield website
- COMPANY Logo and main sponsor acknowledgement on our socials and video reel productions

20K copies of the Town Guide will be distributed to households across SK10 & SK11.

5K copies distributed across Macclesfield town centre.

Readers will be encouraged to keep the guide until the end of 2026.

The Visit Macclesfield website is projected to attract over 130K+ visits / 500K page views over 2026.

Create a brand association with every positive aspect of Macclesfield life, which we feature in the town guide, our website and socials. The estimated commercial value of this exposure exceeds £20K+!!

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GOLD SPONSORSHIP PACKAGE

GOLD SPONSORSHIP PACKAGE – £995

Make your business and brand a household name and create an association with all the POSITIVE aspects of Macclesfield life over 2026. Ideal for hospitality businesses, services and tradespeople wanting to connect with a local residence and visitors.

The Gold Package includes;

- FULL PAGE advert in the Town Guide
- FRONT page fixed banner advert on the Visit Macclesfield website
- WEBSITE BANNER advert (with website link) appearing on rotation cross premium placements (before and after) - all listing across the Visit Macclesfield website
- FEATURED listings on relevant business categories - prioritising your business listing on searches

20K copies of the Town Guide will be distributed to households across SK10 & SK11.

5K copies distributed across Macclesfield town centre.

Readers will be encouraged to keep the guide until the end of 2026.

The Visit Macclesfield website is projected to attract over 130K+ visits / 500K page views over 2026.

Readers will be encouraged to keep the guide until the end of 2026. This means your advert will have a longer shelf life than a one-off advert in a weekly or monthly newspaper/publication. Your banner advert on the website will create a brand association with all the positive aspects of Macclesfield life until the end of 2026. The estimated commercial value of this exposure is over £10K!



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SILVER SPONSORSHIP PACKAGE

SILVER SPONSORSHIP PACKAGE – £495

Promote your business to visitors and residents across Macclesfield. Reach a large target audience actively seeking local hospitality businesses, services and tradespeople. Create a brand association with all the POSITIVE aspects of Macclesfield life over 2026.

The SILVER Package includes;

- HALF PAGE advert in the Town Guide
- WEBSITE BANNER advert (with web link) on rotation next to all listings across all website
- FEATURED listings on business categories - prioritising you on searches, category listings and front-page listings

20K copies of the Town Guide will be distributed to households across SK10 & SK11.

5K copies distributed across Macclesfield town centre.

Readers will be encouraged to keep the guide until the end of 2026.

The Visit Macclesfield website is projected to attract over 130K+ visits / 500k+ page views over 2026.

Readers will be encouraged to keep the guide until the end of 2026. This means your advert will have a longer shelf life than a one-off advert in a weekly or monthly newspaper/publication. Your banner advert on the website will be viewed by thousands of visitors every month looking at listings associated with all the positive aspects of Macclesfield life until the end of 2026. The estimated commercial value of this exposure is over £5K!

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BRONZE SPONSORSHIP PACKAGE

BRONZE SPONSORSHIP PACKAGE – £295

Promote your business to visitors and residents across Macclesfield. Reach a large target audience reading the town guide and visiting our website **ACTIVELY** seeking local hospitality businesses, services and trade people!

Bronze sponsors can advertise an exclusively loyalty discount or offer, redeemable by showing or mentioning the Town Guide. This will increase footfall to business premises or phone calls to trade businesses.

The BRONZE Package includes;

- **QUARTER-PAGE** advert in the Town Guide next to editorial feature (promoting a discount or offer)
- **FEATURED** listings on your business category - prioritising your business listings on searches
- **BONUS** website banner and premium listing across the MacclesfieldDirectory.co.uk, which will be promoted in the town guide

20K copies of the Town Guide will be distributed to households across SK10 & SK11.

5K copies distributed across Macclesfield Town Centre.

Readers will be encouraged to keep the guide until the end of 2026.

The Visit Macclesfield website is projected to attract over 130K+ visits /500K page views over 2026.

Readers will be encouraged to keep the guide until the end of 2026. This means your advert will have a longer shelf life until 31/1/2027. The estimated commercial value of this exposure is over £2K!



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TOWN GUIDE DISTRIBUTION

The Town Guide will be directly distributed through letterboxes across 20,000 Macclesfield SK10 & SK11 households from April/May 2026.

The distribution will be handled by Macclesfield Leaflet Distribution using GPS tracking and bodycams to check distributions is being carried out professionally and as instructed. This means we can give sponsors the reassurance guides will reach their destination.

Our guide will be distributed with 4 separate leaflets. This offers an additional opportunity to run a leaflet campaign alongside sponsorship within the guide.

Sponsors will receive an exclusive discount with the following rates;

- Leaflets Design - £75
- Leaflet Printing (A5, Double Side, Full Colour) 10K £180 / 20K £350
- Distribution - £500 10,000 Households / £950 20,000 Households

Leaflet campaigns continue to be a very COST EFFECTIVE and reliable advertising medium. DIRECTLY promote your business to 20K Macclesfield households. Include a special offer and 'a call to action' to visit your business, phone or browse your website.

Maximise local brand recognition & trust. When potential customers see your leaflet, guide advert and banner adverts across the Visit Macclesfield website, it creates a compounded impact and even better ROI.



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SPONSORSHIP ENQUIRIES

Please contact Keith Townley for details of sponsorship availability.

The deadline to receive artwork will be 31st March 2026.

Visit Macclesfield
Silk House,
Park Green,
Macclesfield,
Cheshire SK11 7QJ.

www.visitmacclesfield.co.uk

Keith Townley T/A Business Support Services
info@visitmacclesfield.co.uk

Tel: 01625 682842
Mobile: 07581 411450