



The perfect home for your brand

PRINTWORKS



Contents

Introduction	3
Location	4
The Printworks brand	6
Vital statistics	7
Customers and catchment area	8
Printworks tenants	9
Advertising & partnership opportunities	10
Media locations	13
Available media	14
Contact	20

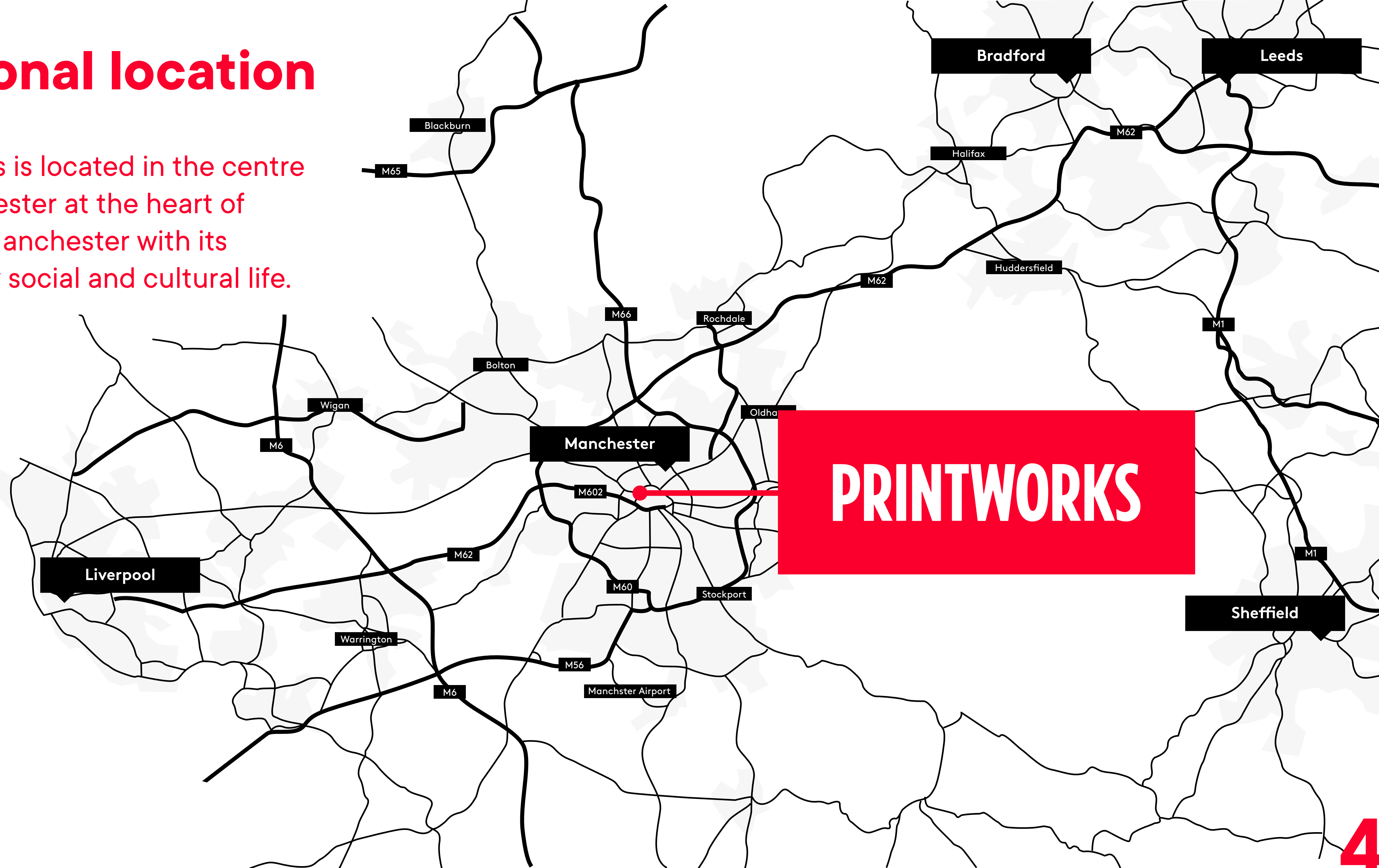
A World of Celebration

Printworks provides many opportunities to bring your brand to life. We're the number one spot in the heart of Manchester for days out with the kids, nights out with your mates and everything in between. With 15 bars, restaurants, and leisure activities for every age, the second-biggest IMAX screen in Europe, plus Europe's largest digital ceiling, Printworks is the ideal place for celebrations.



Regional location

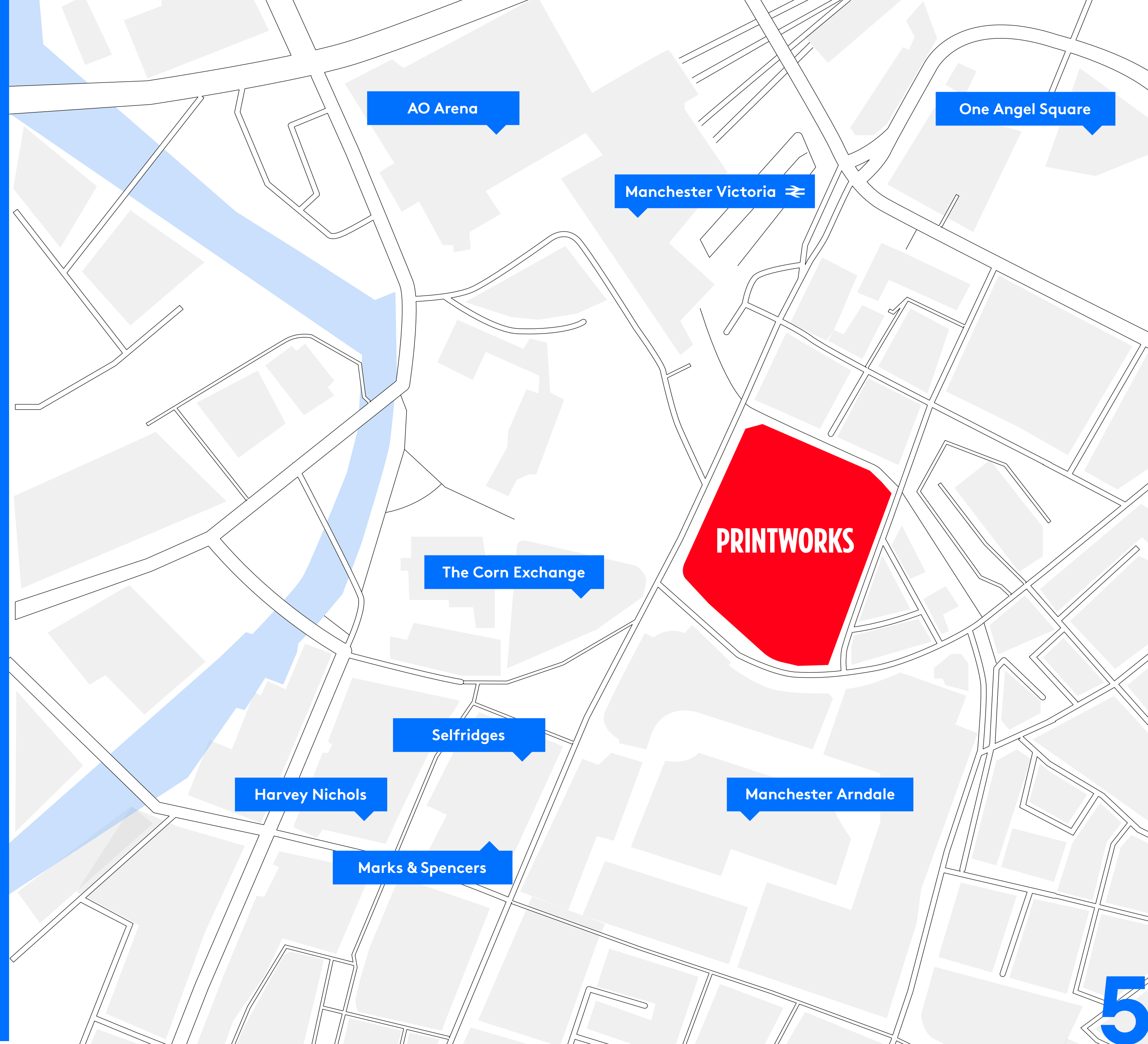
Printworks is located in the centre of Manchester at the heart of Greater Manchester with its legendary social and cultural life.



Located in the heart of Manchester

Printworks is located in the heart of the city centre, making it a focal point for entertainment and leisure activities in Manchester. Situated just a stone's throw away from Manchester Arndale, Selfridges and the AO Manchester Arena.

Location



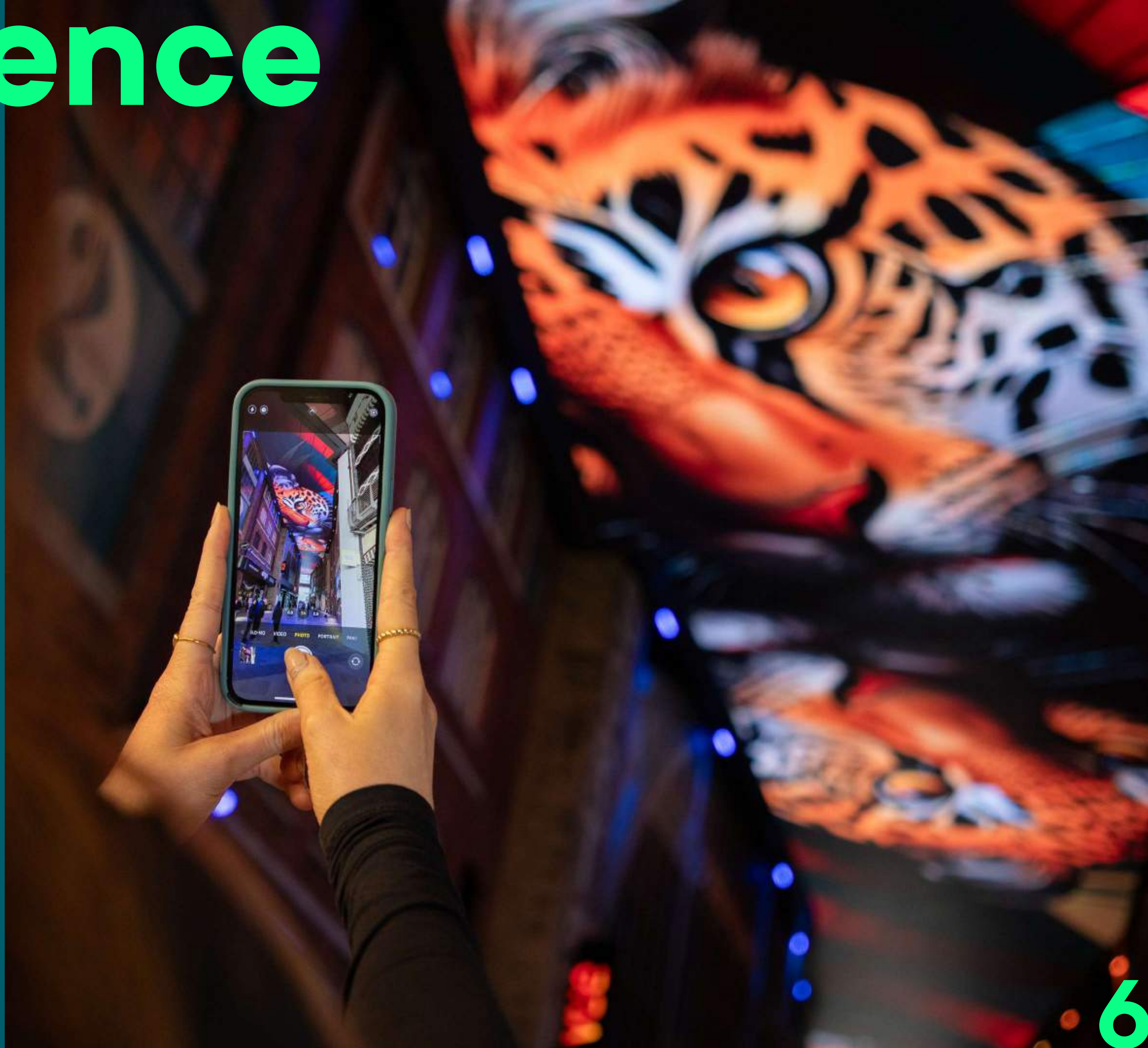
Brand Essence

What we are famous for

Spirit of Celebration

- Radiant and enticing
- Always something happening
- A welcome home from home
- Larger than life
- A loved destination
- A beacon in our city

The Printworks brand

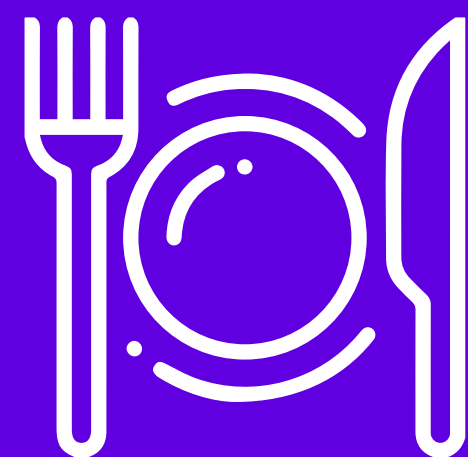


Vital statistics

Printworks is larger than life in every respect. A proud centre of Manchester's social life for over 20 years. Here are just a handful of the extraordinary statistics which define the Printworks experience.

7 Million

Visitors annually &
135,000 visitors weekly



15

Bars &
Restaurants

EUROPE'S LARGEST

Digital Ceiling, covering 900m2

£31.30

Average spend



20 Cinema screens

UK's second largest
IMAX cinema

Catchment and customers

The City Centre catchment in Manchester is prosperous, with a growing number of family and daytime visitors.

1 in 10

visitors return to Printworks every week

86

minute dwell time

64%

who visit Printworks and live within the catchment

+44

NPS score showing strong customer sentiment

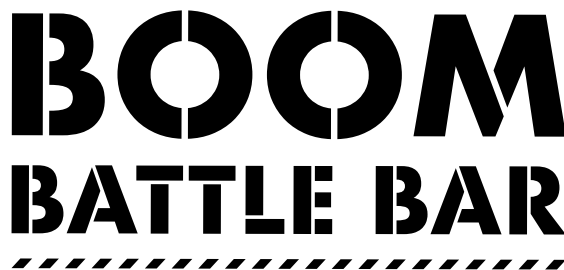
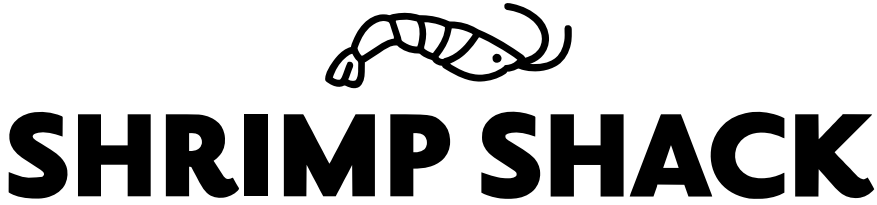
70%

of visitors follow us on at least one social media platform

Tenant living* and families represent our largest share of footfall

*CACI ACORN Classification

Manchester's premier entertainment destination



Advertising & partnership opportunities



Bring your brand to life at Printworks.

Partnering with Printworks Manchester offers a unique opportunity to showcase your brand to a diverse and fun-seeking audience in one of Manchester's most iconic destinations.

We can bring your brand to life by offering the perfect venue for on-screen advertising, film premieres, product launches, sampling and events. We've recently hosted brand events including red carpet world premieres for Amazon Prime and sampling for global fragrance house YSL.

Advertising and partnership opportunities





Live Events

Make your next premiere a show-stopping event at Printworks. Printworks is the ideal destination for film and television premieres, offering a unique combination of scale, atmosphere and security in central Manchester. Home to the UK's second largest and recently refurbished, IMAX cinema, Printworks can provide a fully managed, secure environment with controlled access and dedicated arrangements for high-profile guests and celebrities. We've proudly hosted premieres for major broadcasters and streaming platforms, including Amazon Prime and the BBC.

Get in touch to discover how we can bring your next premiere to life at Printworks.

Advertising and partnership opportunities



Premieres

Media locations

This ground level plan indicates the location of the screens, very large, large and small throughout Printworks.

A. Ceiling Screens

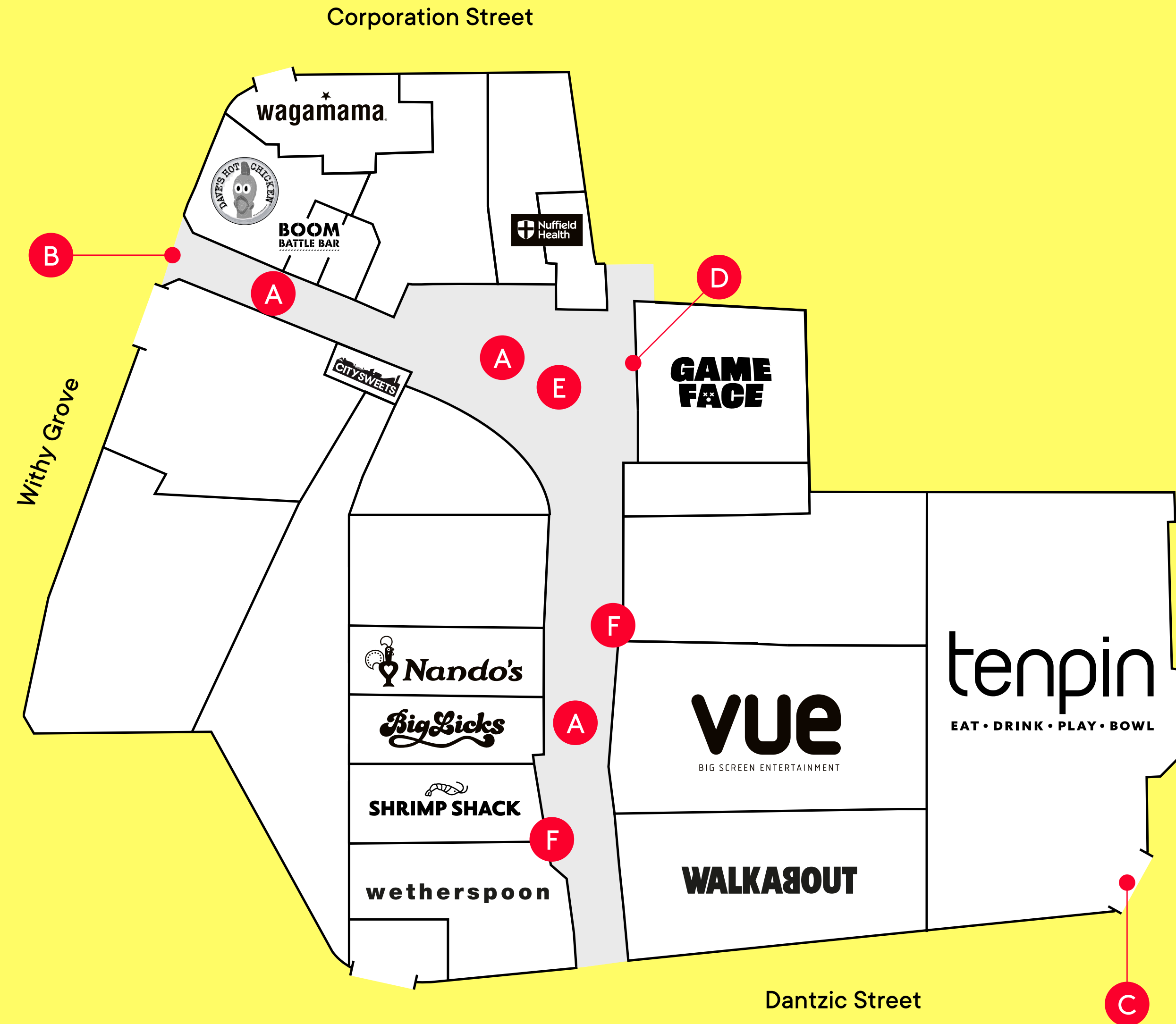
B. Ocean Withy Grove Screen

C. Ocean Dantzic Street Screen

D. Gaming Screen

E. Pump Yard

F. Wayfinding Screens



Available media

The table shown over the next two pages summarises the provision of digital screens, gaming screens and other illuminated signage within Printworks.

	Location	What's the Opportunity	Size	Tech Spec	How do I find out more?
A	Ceiling screens	Europe's largest digital ceiling. A unique space to bring your brand to life.	3 Screens. Unique shapes covering 960m2 in total.	Detailed spec sheet provided upon request.	Contact Ocean Media: info@oceanoutdoor.com +44 (0)20 7292 6161
B	Ocean Withy Grove Screen	Bespoke digital screen at the entrance to Printworks facing Exchange Square.	13975mm(w) x 7915mm(h)	Full motion 2112x1188px	Contact Ocean Media: info@oceanoutdoor.com +44 (0)20 7292 6161
C	Ocean Dantzic Street Screen	Bespoke digital screen above our Dantzic Street Entrance.	6480mm (w) x 7680mm (h)	Subtle motion 972x1152px	Contact Ocean Media: info@oceanoutdoor.com +44 (0)20 7292 6161
D	Gaming Screen	Unique gaming screen in the heart of Printworks, perfect for gaming launches and competitive events.	12800mm(w) x 7200mm(h)	16:9	Contact: enquiries@printworks-manchester.com

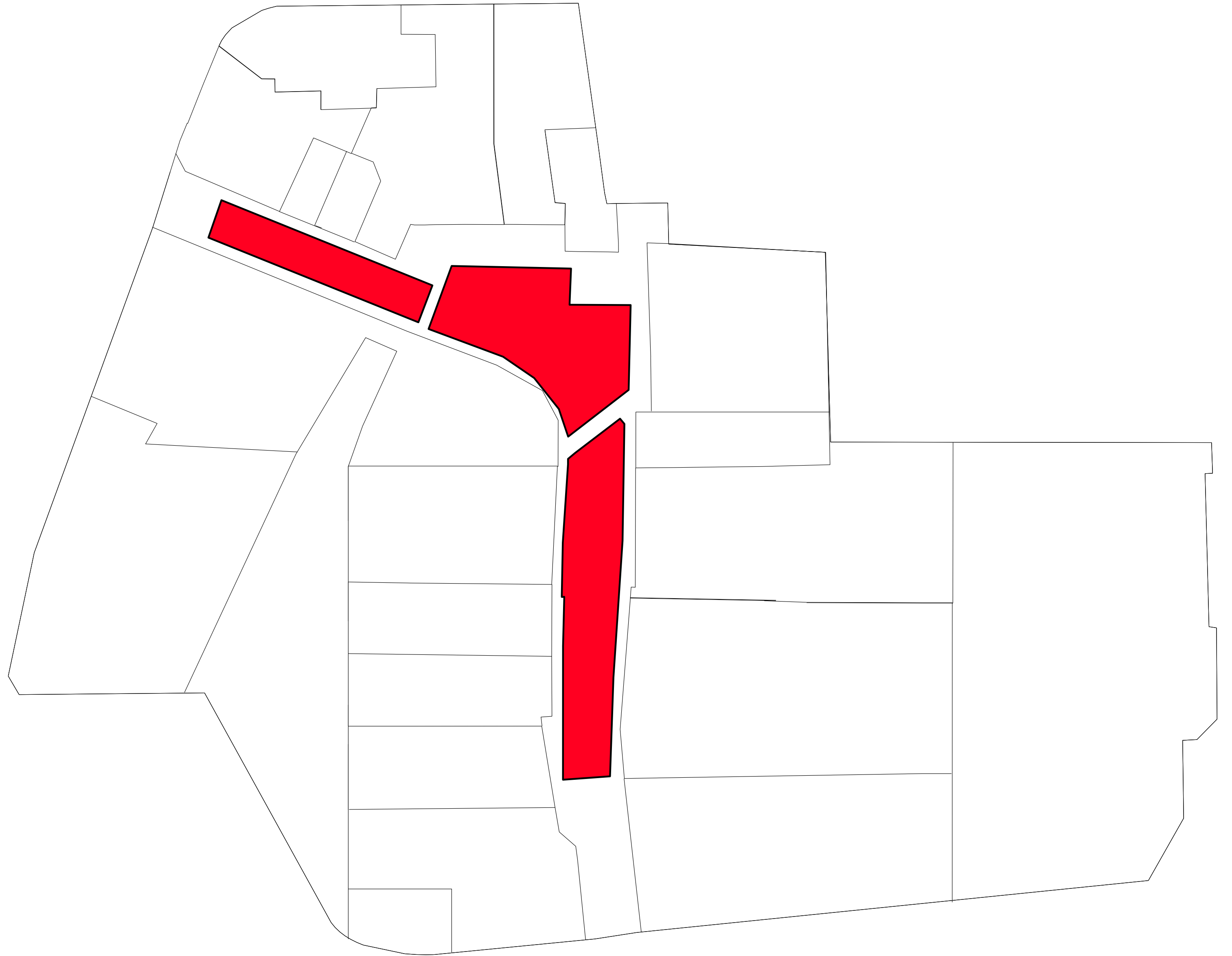
This table shows further provision of digital screens, gaming screens and other illuminated signage within Printworks.

	Location	What's the Opportunity	Size	Tech Spec	How do I find out more?
E	Pump Yard	Our unique indoor “street” is the perfect place to host experiential brand activity, from launches to sampling. It also provides a unique location for filming requirements.	Please contact us with your individual requirements.	The street is fully licensed for entertainment.	Contact: enquiries@printworks-manchester.com
F	Wayfinding Screens	9x wayfinding screens throughout Printworks, let your brand feature as part of the Printworks experience.	700mm(w) x 1230mm(h) 2654 x 4648 pixels	16:9 aspect ratio	Contact: enquiries@printworks-manchester.com
G	Brand domination	Takeover every screen and commercial space within the Printworks to showcase your brand in this unique environment.	Includes all screens (gaming screen on request) plus opportunity to use floorspace in the Pump Yard.	Please see each individual screen/ location for details.	Contact: enquiries@printworks-manchester.com
H	Social Media & Brand partnerships	Reach the Printworks audience through unique brand partnerships across our social media channels including a dedicated Printworks app.	Facebook /Instagram / TikTok and the Printworks app.	Varies by channel	Contact: enquiries@printworks-manchester.com
I	Conference rooms	Meeting space in central Manchester in a unique environment.	50m ² – 110m ² available space (seating 16 - 70 people)	70' 4K TV + HQ projector HDMI, VGA adaptors & cables	Contact: enquiries@printworks-manchester.com

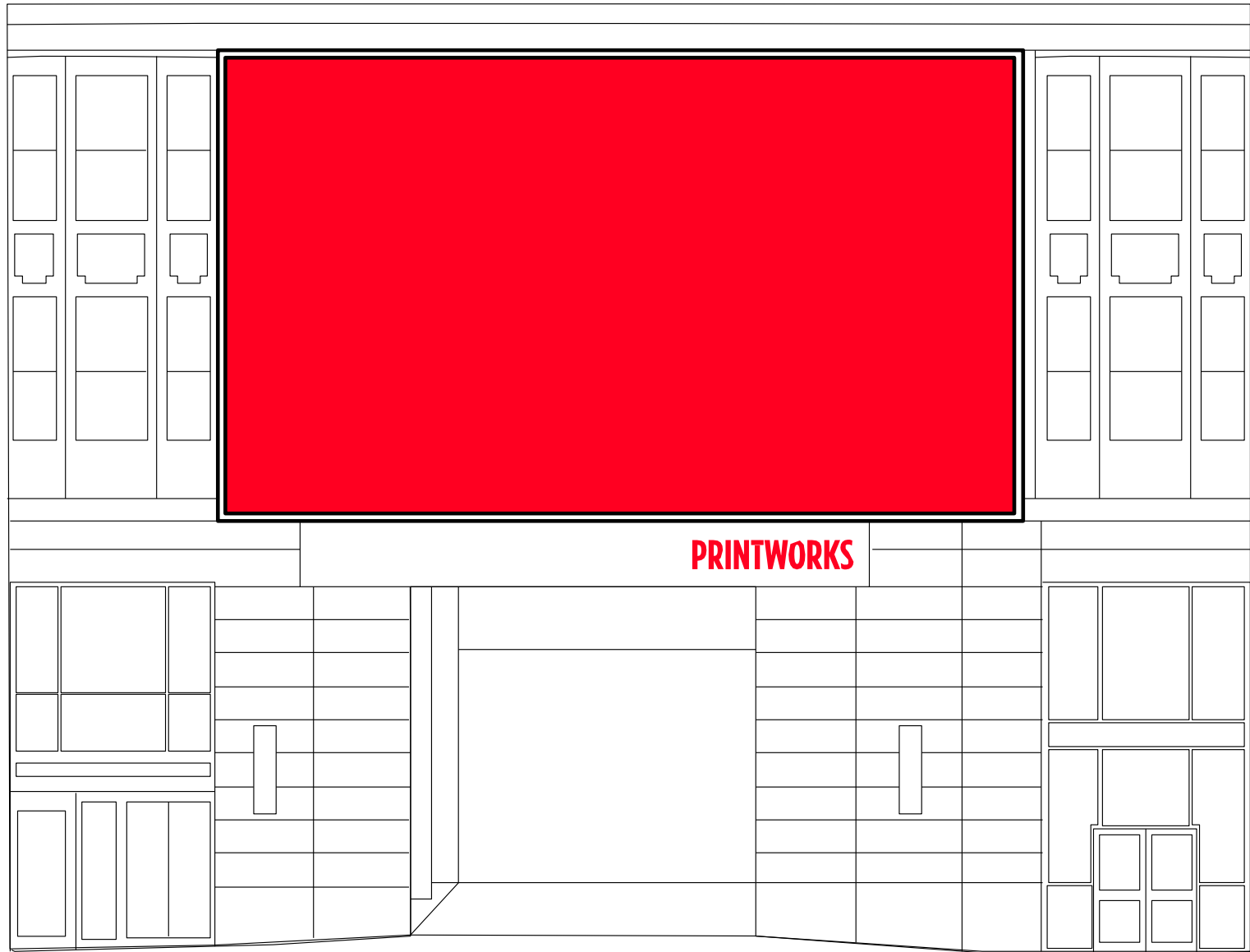
Available media

A. Ceiling screens

Europe's largest digital ceiling.
A unique space to bring your
brand to life.

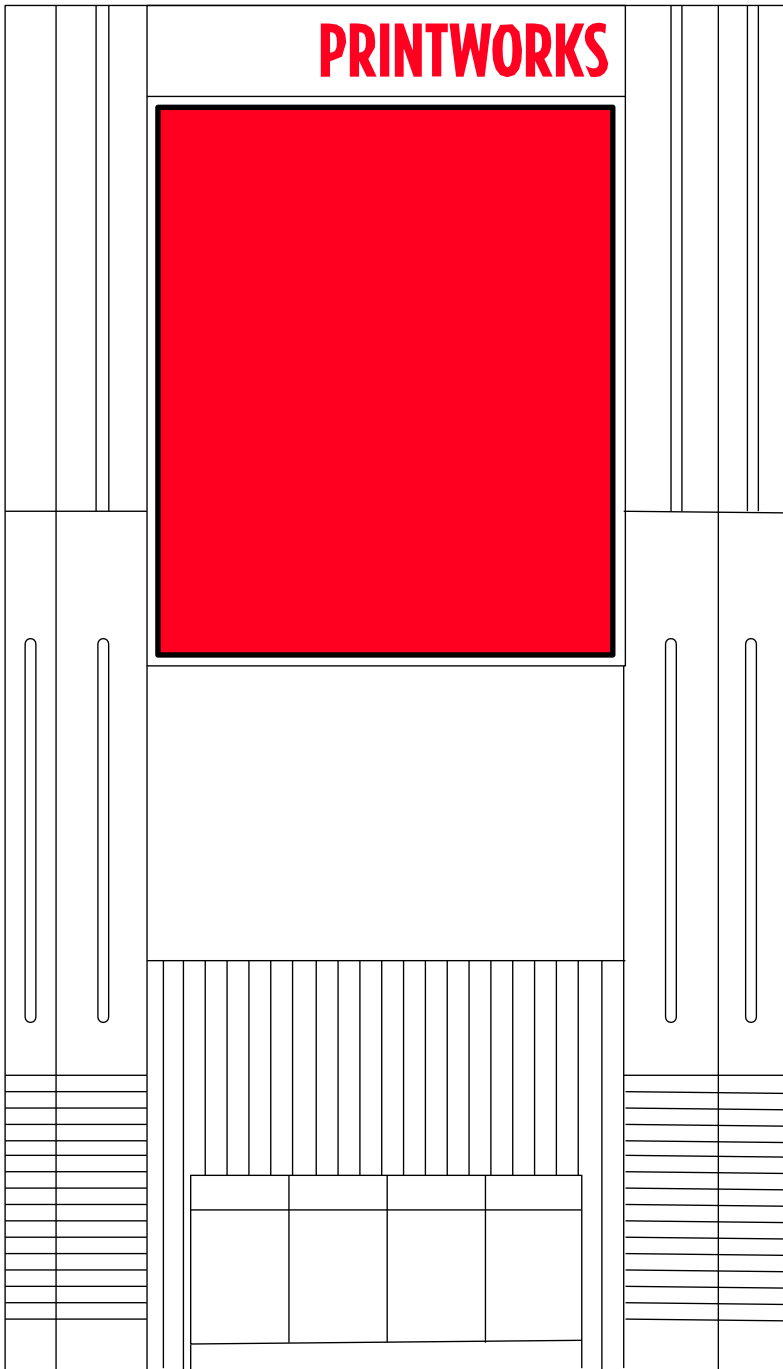


Available media



B. Ocean Withy Grove Screen

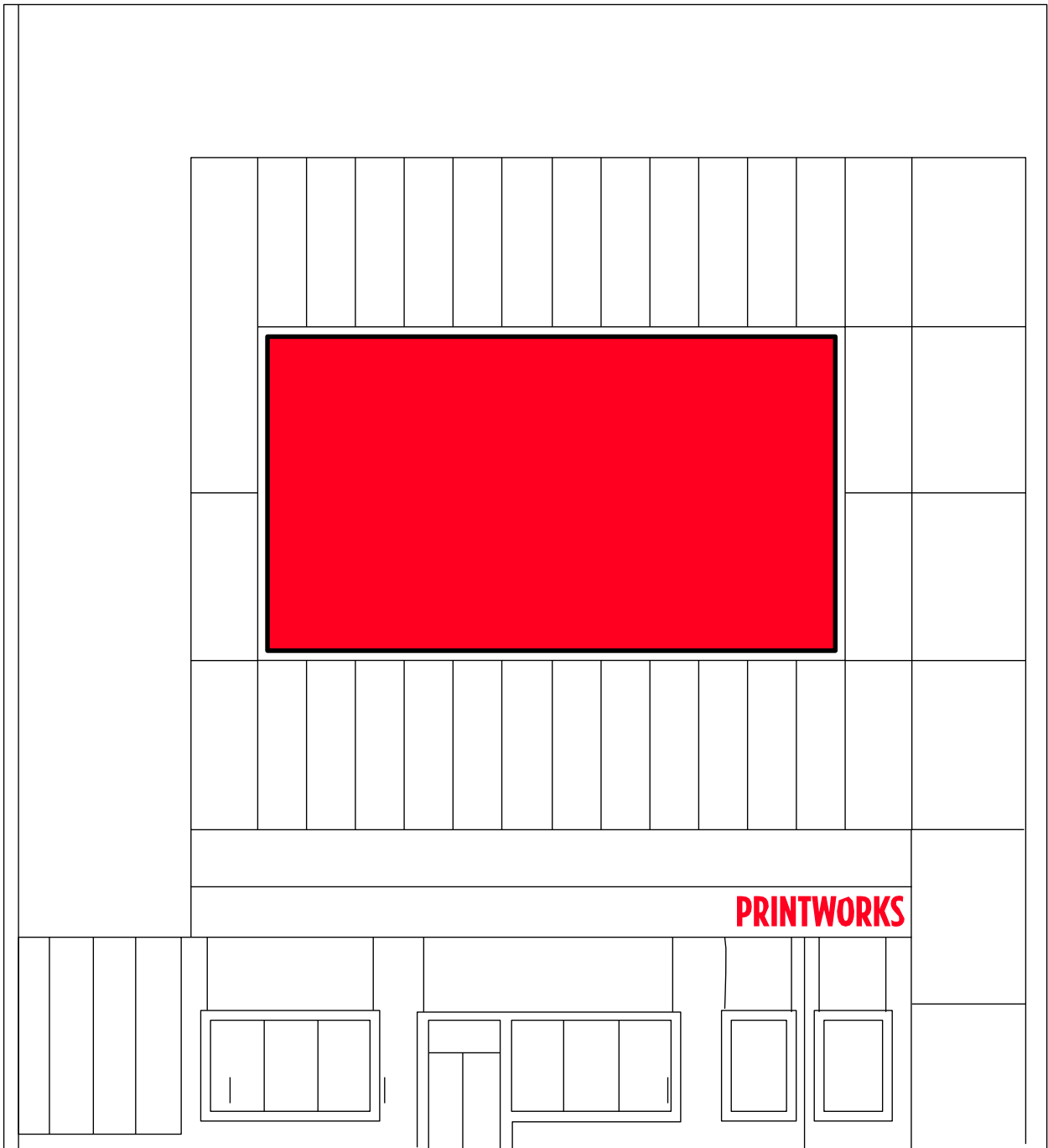
Bespoke digital screen at the entrance to Printworks facing Exchange Square.



C. Ocean Dantzie Street Screen

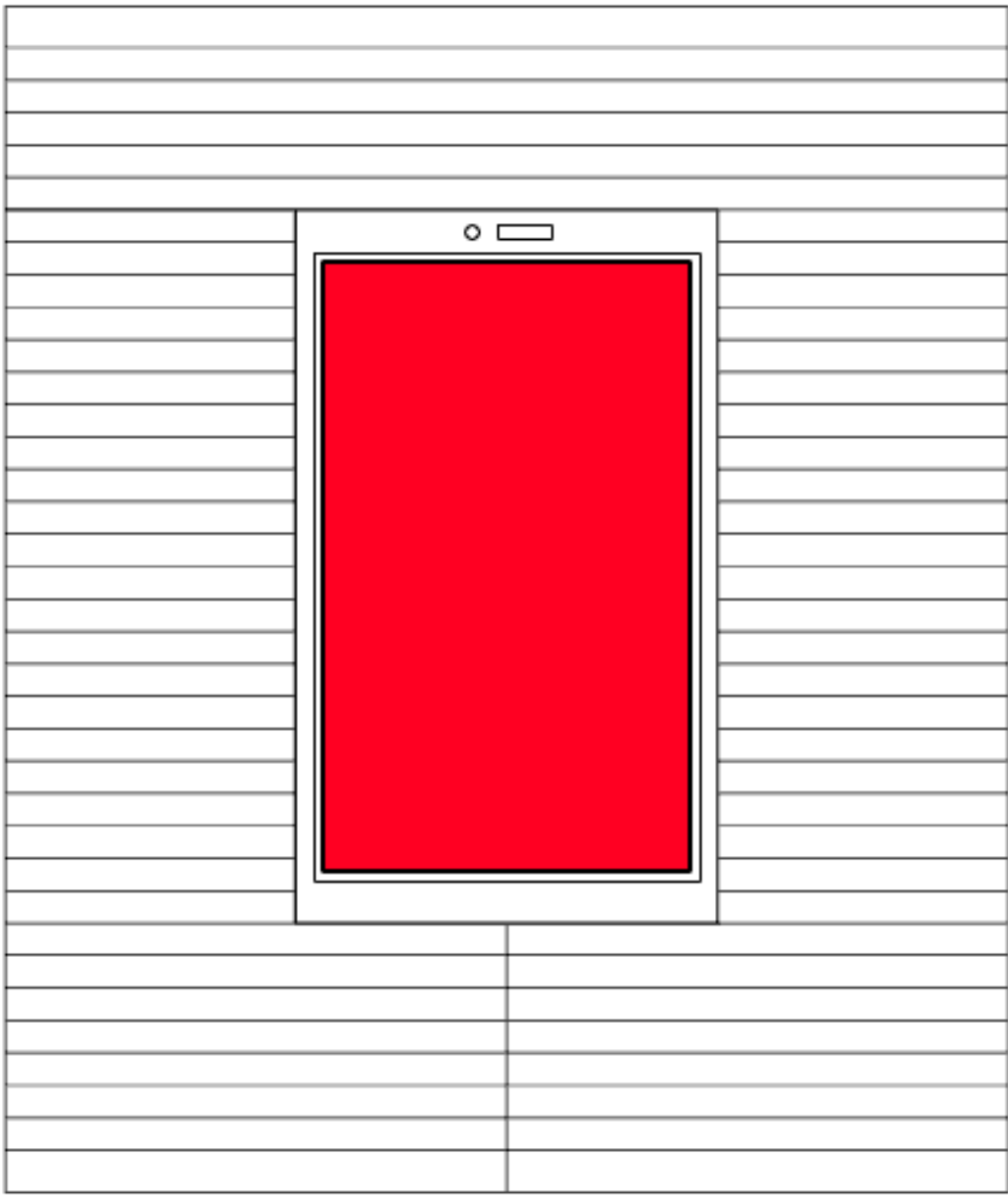
Bespoke digital screen above our Dantzie Street Entrance.

Available media



D. Gaming Screen

Unique gaming screen in the heart of Printworks, perfect for gaming launches and competitive events.



F. Wayfinding Screens

Bespoke digital screen at the entrance to Printworks facing Exchange Square.

Internal wayfinding

In addition to the large screens, interactive directories are throughout the venue, sharing promotions and bespoke media content.



Contact

The team at Printworks are here to support brand owners, event producers and advertisers in the creation of bespoke and state of the art activations in the beating heart of Manchester. We look forward to hearing from you.

If you have any questions please contact the Printworks Manchester team:

T: 0161 829 8000

E: enquiries@printworks-manchester.com