

# Live Experience 2011 Tours

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**LIVE**  
EXPERIENCE

## Age 13 – 25

Target 25 +

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These tours are perfect if you are looking to target a group within the 13 – 25 age bracket... PAGE 1 OF 2

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	16,000	14,500	10,000	5,000	6,500	4,000
<b>ADELE</b>	N/A	N/A	N/A	N/A	N/A	N/A	5TH SEPT	N/A	4TH SEPT
<b>JESSIE J</b>	N/A	N/A	N/A	N/A	N/A	N/A	3RD NOV	23RD OCT	27TH OCT
<b>KATY PERRY</b>	27TH OCT	31ST OCT	8TH, 12TH & 19TH OCT	26TH OCT	N/A	5TH NOV	N/A	N/A	N/A
<b>RIHANNA</b>	16TH OCT & 27TH NOV	9TH OCT & 21ST & 28TH NOV & 2ND DEC	17TH NOV	N/A	15TH OCT & 18TH & 29TH NOV	22ND NOV	N/A	N/A	N/A
<b>KATY B</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	30TH OCT	2ND NOV
<b>TINIE TEMPAH</b>	1ST NOV	7TH NOV	N/A	N/A	6TH NOV	11TH NOV	N/A	5TH NOV	N/A

## Age 13 – 25

Target 25 +

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These tours are perfect if you are looking to target a group within the 13 – 25 age bracket... PAGE 2 OF 2

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	16,000	14,500	10,000	5,000	6,500	4,000
<b>BRUNO MARS</b>	N/A	N/A	N/A	N/A	N/A	1ST NOV	N/A	N/A	N/A
<b>BRITNEY SPEARS</b>	3RD NOV	6TH NOV	5TH NOV	N/A	30TH OCTOBER	N/A	N/A	N/A	N/A
<b>THE SATURDAYS</b>	10TH DEC	9TH DEC	15TH DEC	N/A	8TH DEC	12TH DEC	6TH DEC	2ND DEC	N/A
<b>EXAMPLE</b>	N/A	N/A	N/A	N/A	N/A	N/A	14TH DEC	N/A	23RD NOV
<b>X FACTOR 2012</b>	19TH MARCH 2012	25th FEB 2012	21ST MARH 2012	N/A	25TH MARCH 2012	29TH FEB 2012	N/A	N/A	N/A
<b>OLLY MURS</b>	24TH FEB 2012	18TH FEB 2012	1ST & 12TH FEB 2012	10TH FEB 2012	N/A	13TH FEB 2012	7TH FEB 2012	15TH FEB 2012	N/A
<b>THE WANTED</b>	25TH FEB 2012	17TH FEB 2012	18TH FEB 2012	N/A	1ST MARCH 2012	15TH FEB 2012	20TH FEB 2012	2ND MARCH 2012	N/A
<b>DIVERSITY</b>	30TH MARCH 2012	9TH APRIL 2012	31ST MARCH & 8TH April 2012	N/A	7TH APRIL 2012	3RD APRIL 2012	1ST APRIL 2012	5TH APRIL 2012	N/A

Looking for an older, affluent audience?

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## Age 25+

If you are looking to target a 25+ audience then these tours are ideal...

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	14,500	16,000	10,000	5,000	6,500	4,000
<b>CHRIS DE BURGH</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7TH OCT	N/A
<b>THE HURTS</b>	N/A	N/A	N/A	N/A	N/A	N/A	2ND NOV	N/A	N/A
<b>WILL YOUNG</b>	N/A	N/A	N/A	N/A	N/A	N/A	17TH NOV	28TH OCT	25TH NOV
<b>THE MAGIC OF MOTOWN</b>	N/A	N/A	N/A	N/A	N/A	N/A	26TH NOV	N/A	N/A
<b>GEORGE MICHAEL</b>	3RD DEC	12TH & 13TH DEC	2ND DEC	N/A	9TH & 10TH DEC	N/A	N/A	N/A	N/A
<b>DURAN DURAN</b>	17TH DEC	16TH DEC	8TH & 14TH DEC	N/A	2ND DEC	6TH DEC	30TH NOV	1ST DEC	N/A
<b>THE OSMONDS</b>	N/A	N/A	N/A	N/A	N/A	N/A	5TH MAY 2012	6TH MAY 2012	11TH MARCH 2012
<b>KASABIAN</b>	8TH DEC	7TH DEC	10TH DEC	6TH DEC	N/A	2ND & 3RD DEC	28TH NOV	N/A	N/A

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## Older, Affluent

If you are looking to target an older audience with a higher disposable income we recommend the below events...

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	<b>11,000</b>	<b>16,000</b>	<b>12,500</b>	<b>14,500</b>	<b>16,000</b>	<b>10,000</b>	<b>5,000</b>	<b>6,500</b>	<b>4,000</b>
<b>DOLLY PARTON</b>	10TH SEPT	N/A	12TH SEPT	N/A	2ND SEPT	22ND AUG	N/A	6TH SEPT	
<b>JOE BONAMASSA</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	19TH OCT
<b>JOE BONAMASSA</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31ST OCT
<b>CLIFF RICHARD</b>	28TH OCT	17TH OCT	N/A	N/A	22ND & 23RD OCT	15TH OCT	N/A	N/A	N/A
<b>ENGELBERT HUMPERDINK</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	29TH OCT	N/A
<b>THREE PHANTOMS</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	18TH & 19TH DEC
<b>JOHN BARROWMAN</b>	N/A	N/A	N/A	N/A	N/A	N/A	20TH NOV	18TH NOV	21ST NOV
<b>JOOLS HOLLAND &amp; HIS RHYTHM &amp; BLUES ORCHESTRA</b>	N/A	N/A	N/A	17TH DEC	N/A	N/A	10TH DEC	18TH DEC	9TH DEC
<b>LOUIS CLARKS HOOKED ON CLASSICS</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22ND DEC	N/A
<b>ALFIE BOE</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21ST JAN 2012	N/A
<b>CIRQUE DU SOLEIL - ALEGRIA</b>	N/A	4TH TO 7TH APRIL 2012	N/A	18TH APRIL TO 22ND APRIL 2012	N/A	N/A	N/A	N/A	N/A

## Comedy

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Reach a wide target audience with these great comedy events...

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	<b>11,000</b>	<b>16,000</b>	<b>12,500</b>	<b>14,500</b>	<b>16,000</b>	<b>10,000</b>	<b>5,000</b>	<b>6,500</b>	<b>4,000</b>
<b>JIMMY CARR</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10TH SEPT	
<b>PETER KAY</b>	N/A	27TH SEPT - 1ST OCT 4TH - 8TH OCT 11TH - 15TH OCT 18TH - 21ST OCT	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>JASON MANFORD</b>	9TH NOV	16TH NOV	19TH OCT	26TH OCT	26TH OCT	24TH OCT	N/A	N/A	N/A
<b>MILTON JONES</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6TH OCT
<b>MICHAEL MCINTYRE</b>	9TH - 12TH NOV	24TH - 29TH OCT	10TH - 13TH OCT	17TH - 22ND SEPT	N/A	3RD - 8TH SEPT	N/A	N/A	N/A
<b>LEE EVANS</b>	21ST - 23RD OCT	9TH - 10TH NOV	6TH - 8TH OCT	22ND - 25TH SEPT	N/A	8TH - 12TH SEPT	1ST SEPT - 6TH SEPT	24TH - 29TH AUG	16TH - 20TH AUG
<b>ALAN CARR</b>	29TH - 30TH OCT	16TH - 17TH SEPT	14TH - 15TH OCT	1ST - 2ND OCT	N/A	4TH & 5TH AUG	11TH - 14TH SEPT	23RD - 26TH SEPT	27TH AUG
<b>PADDY MCGUINNESS</b>	15TH OCT	29TH OCT	13TH OCT	6TH OCT	N/A	14TH OCT	N/A	N/A	N/A
<b>REGINALD D HUNTER</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	5TH NOV
<b>STEPHEN MERCHANT</b>	N/A	N/A	N/A	N/A	N/A	N/A	19TH NOV	25TH NOV	3RD NOV
<b>BILL BAILEY</b>	2ND NOV	22ND NOV	4TH NOV	N/A	1ST NOV	24TH NOV	9TH NOV	29TH NOV	6TH & 7TH NOV
<b>ED BYRNE</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	9TH NOV
<b>RUSSEL HOWARD</b>	N/A	15TH DEC	N/A	N/A	14TH DEC	N/A	N/A	N/A	N/A
<b>MICHAEL MCINTYRE</b>	9TH - 12TH NOV 2012	24TH - 29TH OCT 2012	10TH - 13TH OCT 2012	17TH - 22ND SEPT 2012	N/A	3RD - 8TH SEPT	N/A	N/A	N/A

## Rock

Create brand association with these acts to reach a rockier audience...

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	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	14,000	16,500	10,000	5,000	6,500	4,000
<b>BOB DYLAN</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14TH OCT	N/A
<b>THE SPECIALS</b>	N/A	N/A	N/A	N/A	N/A	N/A	25TH OCT	27TH OCT	23RD OCT
<b>ARCTIC MONKEYS</b>	5TH NOV	2ND NOV	N/A	N/A	4TH NOV	28TH OCT	N/A	N/A	N/A
<b>INCUBUS</b>	N/A	N/A	N/A	N/A	N/A	7TH NOV	N/A	N/A	N/A
<b>EVANESCENCE</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10TH NOV
<b>THE DAMNED</b>	N/A	N/A	N/A	N/A	N/A	N/A	13TH NOV	N/A	N/A
<b>MOTORHEAD</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14TH NOV
<b>RED HOT CHILLI PEPPERS</b>	N/A	14TH & 15TH NOV	17TH NOV	N/A	19TH & 20TH NOV	N/A	N/A	N/A	N/A
<b>ALTER BRIGE</b>	26TH NOV	24TH NOV	N/A	N/A	22ND NOV	N/A	N/A	N/A	N/A

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Create brand association with these acts to reach a rockier audience...

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	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	14,000	16,500	10,000	5,000	6,500	4,000
<b>DEEP PURPLE</b>	N/A	29TH NOV	N/A	N/A	27TH NOV	N/A	N/A	N/A	N/A
<b>BRYAN ADAMS</b>	N/A	N/A	1ST DEC	N/A	N/A	29TH NOV	7TH DEC	5TH DEC	N/A
<b>URIAH HEEP</b>	N/A	N/A	N/A	N/A	N/A	N/A	3RD DEC	N/A	N/A
<b>STATUS QUO, ROY WOOD &amp; KIM WILDE</b>	16TH DEC	N/A	4TH DEC	N/A	3RD DEC	7TH DEC	9TH DEC	13TH DEC	14TH DEC
<b>DEFENDERS OF THE FAITH 111</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	8TH DEC
<b>MACHINE HEAD, BRING ME THE HORIZON, DEVILDRIVER, DARKEST HOUR</b>	N/A	6TH DEC	N/A	4TH DEC	N/A	N/A	N/A	N/A	N/A
<b>THE CLASSIC ROCK SHOW</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17TH JAN 2012
<b>THIN LIZZY</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31ST JAN 2012
<b>RAMMSTEIN</b>	29TH FEB 2012	1ST MARCH 2012	N/A	N/A	25TH FEB 2012	2ND MARCH 2012			
<b>CHRIS REA</b>	31ST MARCH 2012	N/A	N/A	1ST APRIL 2012	N/A	N/A	22ND MARCH 2012	20TH MARCH 2012	4TH APRIL 2012
<b>AUSTRALIAN PINK FLOYD</b>	N/A	N/A	N/A	21ST MARCH 2011	N/A	N/A	20TH MARCH 2012	15TH MARCH 2012	27TH MARCH 2012
<b>BRITISH PINK FLOYD</b>	N/A	N/A	N/A	N/A	N/A	N/A	26TH MAY 2012	N/A	N/A
<b>BLINK 182</b>	19TH JUNE 2012	15TH JUNE 2012	17TH JUNE 2012	7TH & 16TH JUNE 2012	N/A	11TH JULY 2012	N/A	N/A	N/A

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## Sporting

Reach a wide range of sports fans at the following events...

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHA	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
CAPACITY PER EVENT	11,000	16,000	12,500	14,500	16,000	10,000	5,000	6,500	4,000
BULLSEYE	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21ST OCT
QUESTION OF SPORT	N/A	4TH NOV	N/A	9TH NOV	N/A	N/A	18TH NOV	16TH NOV	20TH NOV
WWWE RAW	N/A	N/A	6TH NOV	N/A	N/A	9TH NOV	N/A	N/A	N/A

## Family

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These events are ideal if you are looking to target families...

	METRO RADIO ARENA NEWCASTLE	MANCHESTER MEN ARENA	MOTORPOINT ARENA SHEFFIELD	NIA ARENA BIRMINGHAM	LG ARENA BIRMINGHAM	CAPITAL FM ARENA NOTTINGHAM	BRIGHTON CENTRE	BIC BOURNEMOUTH	PLYMOUTH PAVILIONS
<b>CAPACITY PER EVENT</b>	11,000	16,000	12,500	14,500	16,000	10,000	5,000	6,500	4,000
<b>BEN 10 MONSTER TRUCKS</b>	N/A	N/A	N/A	17TH & 18TH SEPT	N/A	N/A	N/A	N/A	N/A
<b>THE JUNGLE BOOK</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	12TH - 15TH OCT
<b>DISNEY ON ICE - WORLDS OF FANTASY</b>	4TH - 9TH OCT	N/A	8TH - 13TH NOV	2ND - 6TH NOV	N/A	17TH NOV - 20TH NOV	N/A	N/A	N/A
<b>LORD OF THE DANCE</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	28TH - 31ST DEC	N/A
<b>HOLIDAY ON ICE - TROPICANA</b>	N/A	N/A	N/A	N/A	N/A	N/A	13TH & 14TH JAN	N/A	N/A