



Romsey Advertiser

**The smarter way to connect
with your customers.**

romseyadvertiser.co.uk

LOCALiQ

Reach a bigger local audience than ever before.



Romsey Advertiser

romseyadvertiser.co.uk



1.4k

Facebook followers



471

Twitter followers

ONLINE | MOBILE | SOCIAL MEDIA | PRINT | EVENTS | LEAFLETS

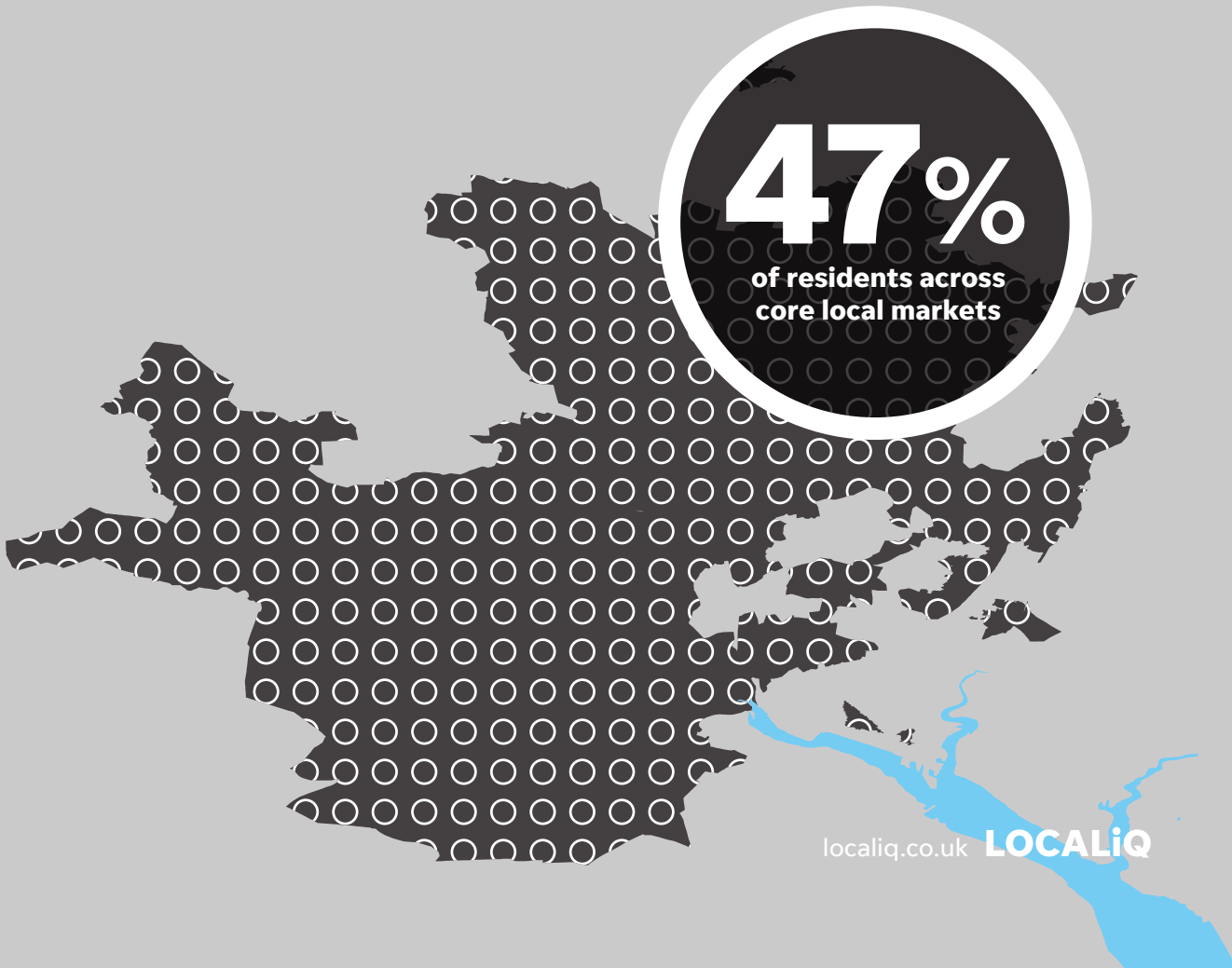
Source: Social media followers as at August 2019, Telmar data Sept 2018

Did you know?

We can reach up to...

47%

of residents across
core local markets



localiq.co.uk **LOCALiQ**

Key circulation areas and coverage.

- Andover
- Eastleigh
- Lyndhurst
- Romsey
- Salisbury Rural
- Southampton
- Stockbridge Rural Area
- Totton
- Winchester
- Winchester Rural



Digital audience.

Our incredible range of digital solutions positions your business in front of those people who are likely to buy.

Tracking a viewer's previous browsing history, we deliver your message to those individuals who have recently been looking at content related to your products or services. This means you could increase your chances of enquiry by up to six times.

15k

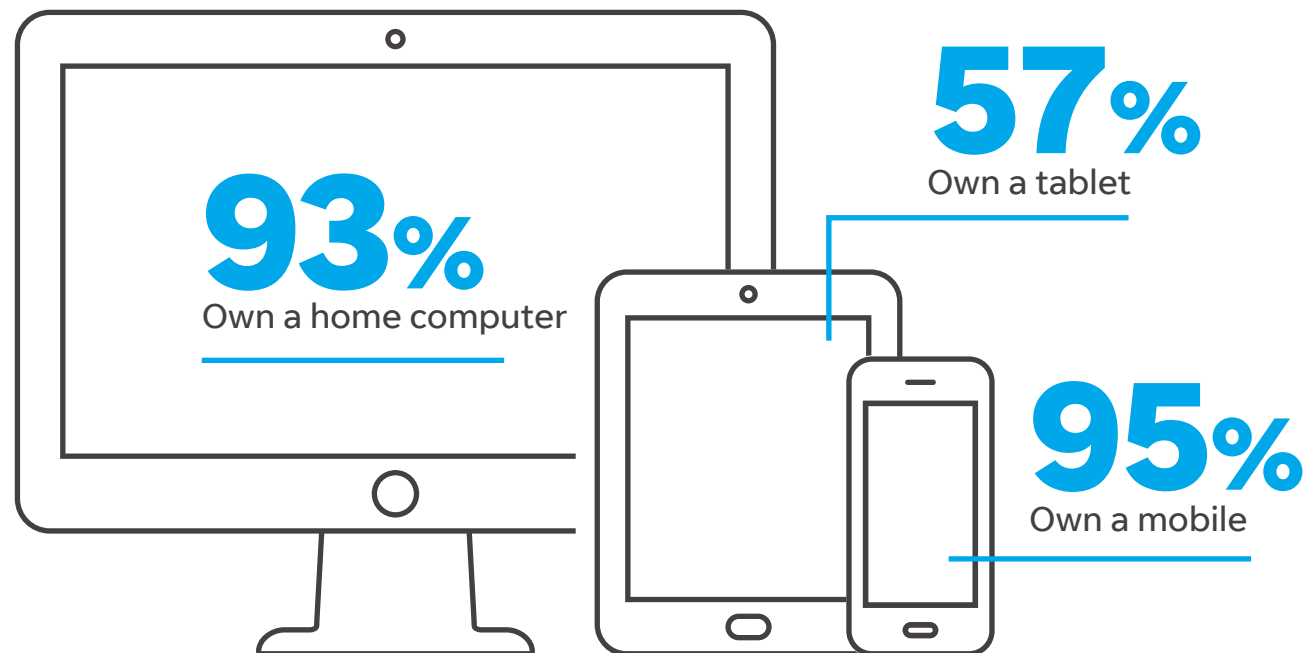
Unique Browsers
Per Month

57k

Monthly Page
Impressions

*Source: ABC/Adobe Analytics Jul-Dec 2018 (monthly) average unique browsers/page impressions.

**Source: TGI/Experian Ltd 2019 - based on % of households



Total audience.

Across the South East region we can expose your business to this extensive audience...

Every week we put hundreds of local businesses into the hands of thousands of prospective customers.

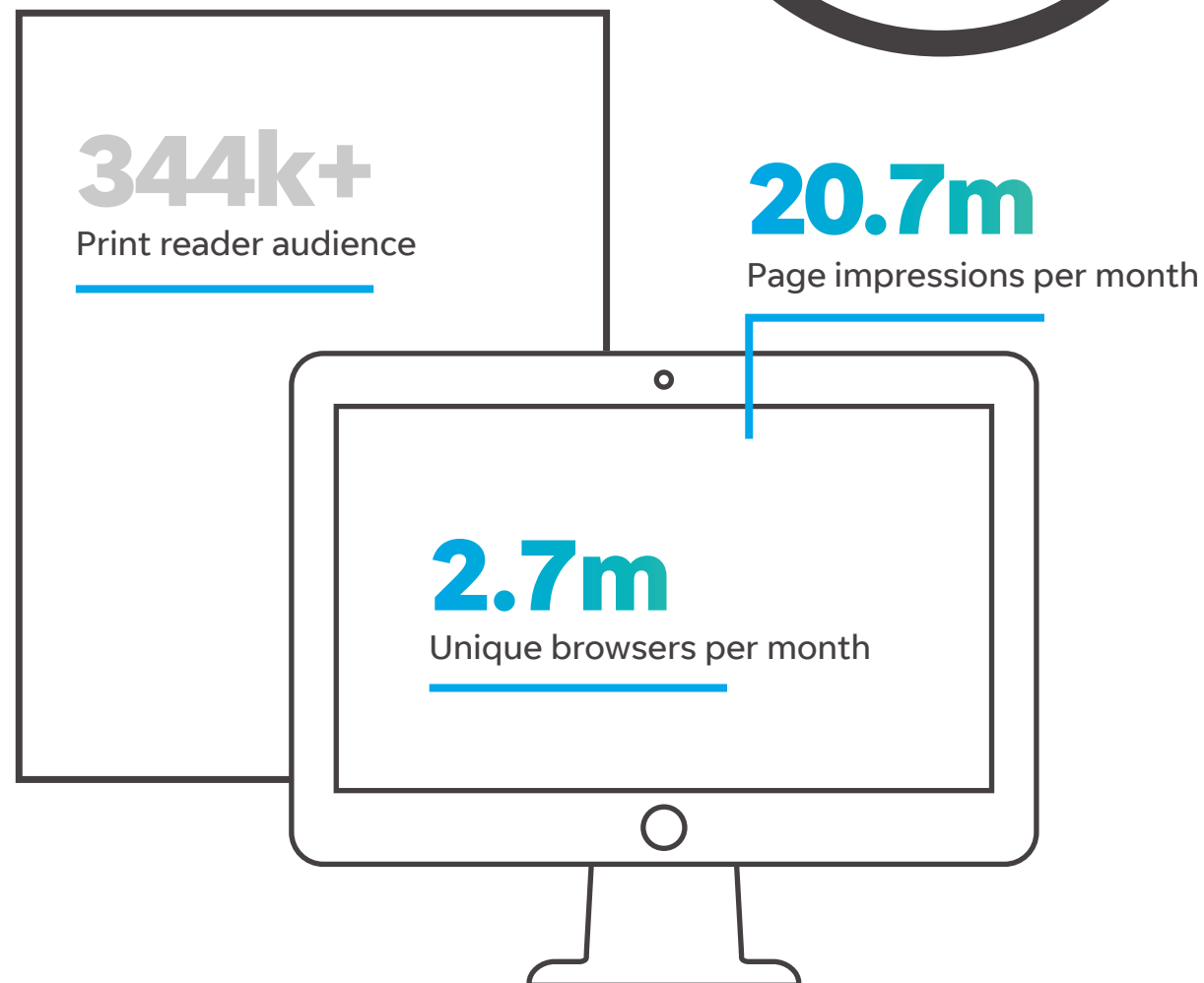
Our fully integrated marketing campaigns are uniquely developed to meet your marketing requirements.

The Romsey Advertiser utilises all departments of Newsquest Media Group Ltd to map strategies for meeting your objective.

Our agile, ever-evolving digital capabilities engage your desired demographics with targeted online marketing campaigns and content.

It's our responsibility to ensure that content is king - for both ourselves and our clients.

Source: ABC/Adobe Analytics Jul-Dec 2018 (monthly) average unique browsers/page impressions. Print reader audience based on JICREG Jul-Dec 2018



Audience data:

12509

Total weekly
readership

4349

Sold weekly

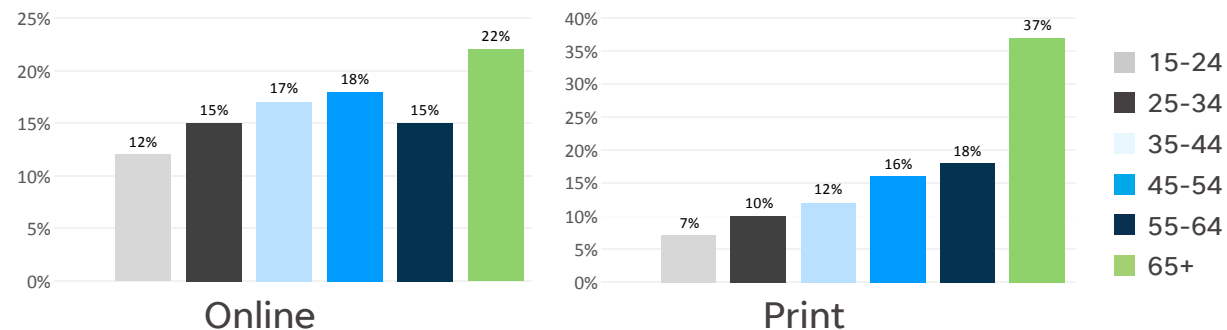
56795

Monthly page
impressions

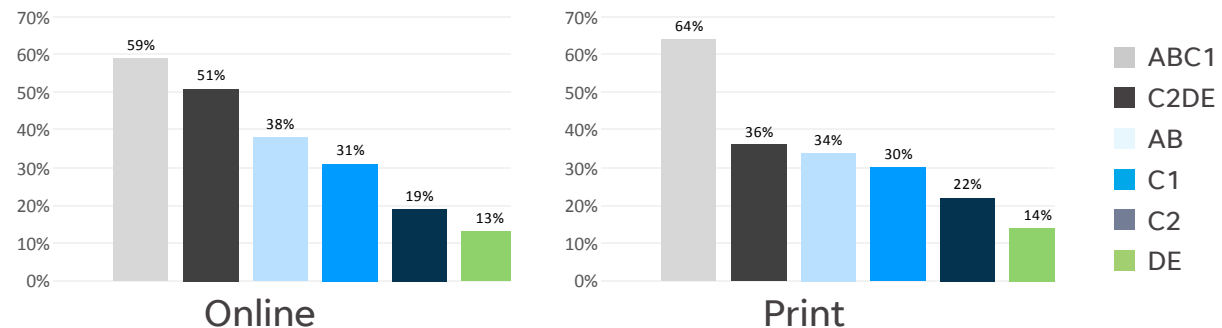
15214

Monthly unique
browsers

Age profile:



Socio-economic profile:



Source: Monthly Page Impressions/Unique browsers Jul-Dec 2018, Age/Socio profiles - JICREG data as Jul-Dec 2018.

Search Engine Advertising.

Reach more consumers who are ready to buy.

- Drive leads from local searchers on desktop, tablet and mobile
- Expand your reach across all major search engines – not just Google
- Get a low cost per lead and high ROI through conversion optimisation
- Get ROI transparency including cost per lead details

Conversion Based Optimisation:

- Optimising based on conversions such as phone calls, emails and tracked web events
- Increasing ROI by using the Bing and Google Publisher
- Our Automation evaluates campaigns for both Pacing and Conversion Based Optimisation, and will make any necessary changes to bids to accommodate pacing and optimal ROI
- Focusing the budget on converting keywords to maintain competitiveness and reduces non converting keywords



Social Advertising: Facebook & Instagram

Put the world's leading social media sites to work for your business with a powerful, local advertising program on Facebook and Instagram.

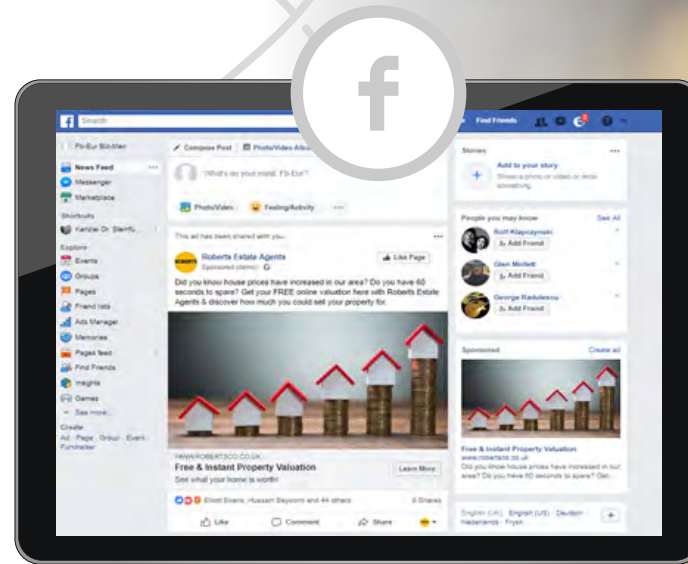
With best-practice ad-creative, detailed audience targeting options, and expert campaign management, your advertising program reaches the right target audience, drives measurable results, and meets your unique business goals.

Key Benefits...

Generate cost-effective brand awareness, engagement, and leads through Facebook & Instagram

Meet your business goals with creative ads, calls to action, and detailed targeting capabilities

Get personal campaign management and optimised results from Facebook "Blueprint"-certified campaign experts



Search Engine Optimisation.

A customisable SEO solution ideal for businesses who want to boost local presence and be found for relevant searches. Our consultative, locally-focused approach means we help establish your goals, then optimise your website so you get found in local search results.

Key Benefits...

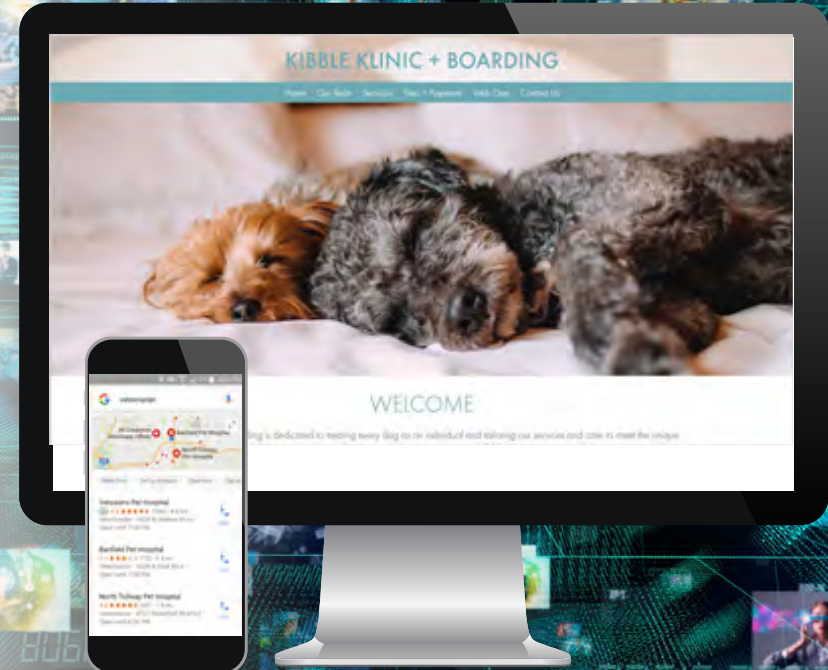
Drive more visits to your website from organic search

Build a local presence that improves search engine visibility

See ongoing work and the results we deliver through monthly reporting

Below is a representative list of the SEO activities:

- Directory listings & recommendation gathering
- Publication of all business locations in 50+ U.K. directories (including Google My Business, various news outlets and automotive GPS systems)
- Optimisation and maintenance of all NAP (name, address, tele) details
- Monthly performance reporting
- Keyword research
- Search engine optimised content



Sites.

Get found, get more contacts and turn them into customers

A website that attracts web and mobile visitors so they contact you.
Conversion and user friendly designs to turn website contact into customers.

Offering a range of custom digital solutions for SMB's: Elite, Ecommerce and Custom

Prices from:

- Rental: £249 / month
- £1999 up front + £59 monthly hosting fees
- Ecommerce: offering simple and highly-effective Ecommerce functionality as an add on to our "Elite" site offering. Prices from £2,599.
- Bespoke: Multiple site, detailed custom functionality, our Bespoke sites include solutions that are individually built for the site based upon your requests.

NB: Costs are subject to VAT charged at standard rate

Elite: beautiful and functional sites for small businesses, built on a best-in-class web platform.



Lead Management, Marketing Automation and Analytics.

Our LOCALiQ marketing software helps businesses track their leads and turn them into customers.

With easy-to-use lead management, marketing automation, and analytics tools, we help you make the most of every opportunity to grow your business.

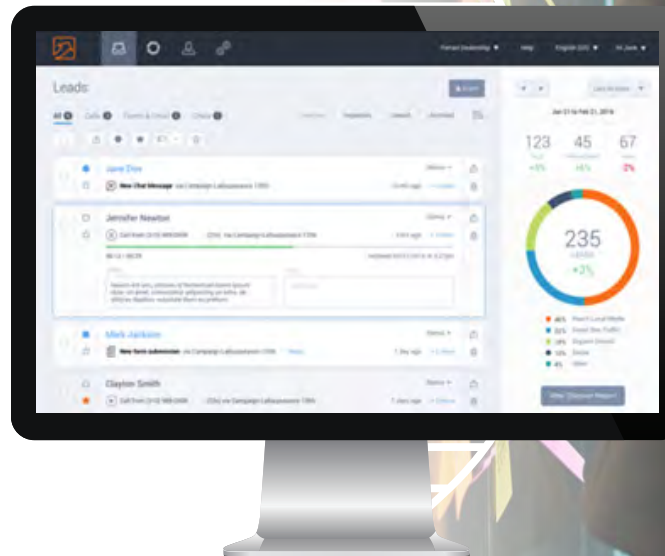
Key Benefits...

Lead inbox keeps you up-to-date with the latest leads and customer prospects contacting your business

CRM helps you build customer contacts over time and manage your customer.

Built-in email marketing software allows you to construct complex and sophisticated email marketing campaigns to your customer base.

Analysing ROI: our technology gives you insights into which marketing channels are working for you, and gives you insights to understand the customer journey.



Key platforms.

Online:

Whats On



Sport



Education



Homes



Jobs



Motors



Print:

Homes



Jobs



Motors



What's On

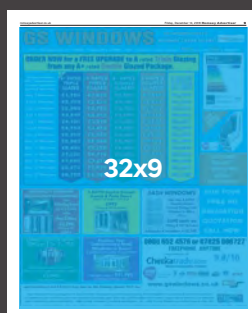


Ad-Specification.

Print:



Front Page
50mm x 259mm



Full Page
320mm x 259mm



Half Page Landscape
160mm x 259mm



Quarter Page
160mm x 114mm

Online:



Desktop Skin

Standard Skin Dimensions: 1280 x 970 x 106

Thick Skin Dimensions: 1280 x 970 x 250

(As shown on diagram)

File Formats: GIF

Max File Size: 100KB



MPU

Dimensions: 300 x 250

Double Height: 300 x 600

File Formats: GIF, HTML5

Max File Size: 40KB / 60KB



Leaderboard

Dimensions: 728 x 90

File Formats: GIF, HTML5

Max File Size: 40KB



Billboard

Dimensions: 970 x 250

File Formats: GIF, HTML5

Max File Size: 60KB

Niche magazine publications.

We publish three upmarket lifestyle magazine brands, each highly targeted and carefully crafted to resonate with affluent readerships.

Living Hampshire

Monthly: 148 pages
16k copies



Living magazines are upmarket regional lifestyle magazines.

They celebrate the most interesting local homes to covet and the finest properties and estates to buy. They review the best places to eat, sleep and play and focus on sumptuous goods from local, luxury retailers.

We maximise response for advertisers by distributing Living through a highly targeted, controlled free distribution network; where outlets are handpicked for their clientele and upmarket brand values.

Hampshire Business

Monthly: 64 pages
3.5k copies



This luxury magazine showcases stunning generic content which is compiled with the most discerning readers in mind.

This A4 magazine has exceptional production values and is printed on a higher grade paper.

Distribution is pinpointed via mosaic profiling, to ensure that its delivered through the letterboxes of the top 5% of the wealthiest homes in any given geographical area.

Prime

Bimonthly: 64 pages
8k copies



Prime is a market specific magazine(s) aimed at people aged 60+ who are wealthy retirees.

Using targeted free controlled distribution, Prime has the content and design of a nationally-published title but with localised advertising.

Each edition features travel, celebrity interviews alongside health, lifestyle and culture features.

Prime is published 6 times a year.



Make your recruitment mission possible...

Welcome to se1jobs.com, your local recruitment solution for the South East. Reaching a combined print and digital audience of 3.3m* people per month, se1jobs gives you unique access to both active and passive candidates in your area.

Our strong local publishing network allows us to reach candidates other job boards can't. With over 100 years experience working with local businesses, we understand your needs and can make your recruitment mission possible.



8 applications
on average per
vacancy.*



Over 50.6k visits
to se1jobs.com.**



Reach both active and
passive jobseekers
through our strong
publishing network.***

Recruitment Advertising se1jobs.com

Source: *JICREG Online 2018 **Applications (internal metrics) Q1 2019. ***Omniture 2019



Get in touch.

localiq.co.uk **LOCALiQ**

Romsey Advertiser

For further information on how you can be involved with Romsey Advertiser contact us below:

romseyadvertiser.co.uk



Head of Sales

Jason Tuck

e: jason.tuck@localiq.co.uk

Advertising Inquiries

e: dailyecho.advertising@localiq.co.uk

Motors Multimedia Sales Account Manager

Jay Dominey

e: jay.dominey@localiq.co.uk

Recruitment

e: se1jobs.com