



Gazette At the *heart* of the
community since 1878

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

basingstokegazette.co.uk

LOCALiQ

Reach a bigger local audience than ever before.



Gazette At the *heart* of the community since **1878**

basingstokegazette.co.uk



15.9k

Facebook followers



11.2k

Twitter followers

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

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

Did you know?

We can reach up to...

53%

of residents across core local markets

localiq.co.uk **LOCALiQ**

Key circulation areas and coverage.

- Alton
- Andover
- Andover Rural
- Basingstoke
- Chorley Adlington
- Fleet
- Hook
- Kingsclere Tadley
- Newbury
- Twyford
- Winchester



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.

157,715

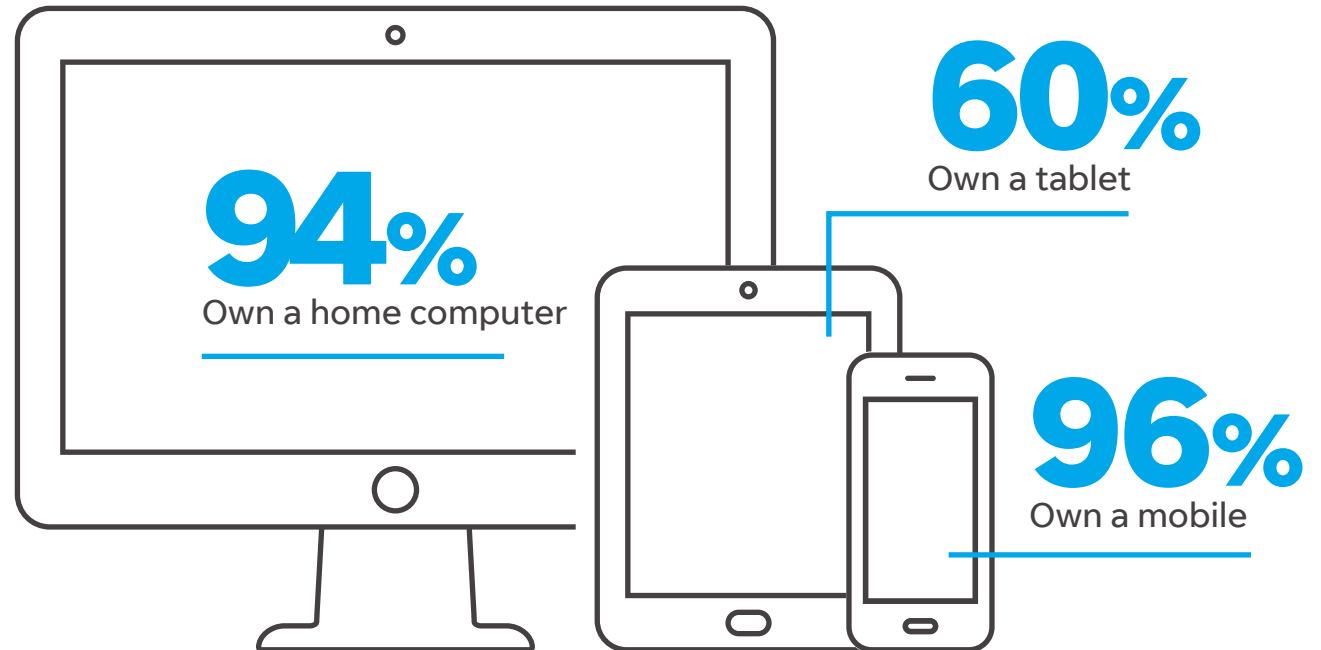
Unique Browsers
Per Month

1,114,753

Monthly Page
Impressions

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

**Source: TGI/Experian Ltd 2018 - based on % of households



Total audience.

Across the South West 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 Basingstoke Gazette 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 Jan-Jun 2018 (monthly) average unique browsers/page impressions. Print reader audience based on JICREG Oct 2018

Gazette At the *heart* of the community since 1878
basingstokegazette.co.uk

312k+

Print reader audience

32m+

Page impressions per month

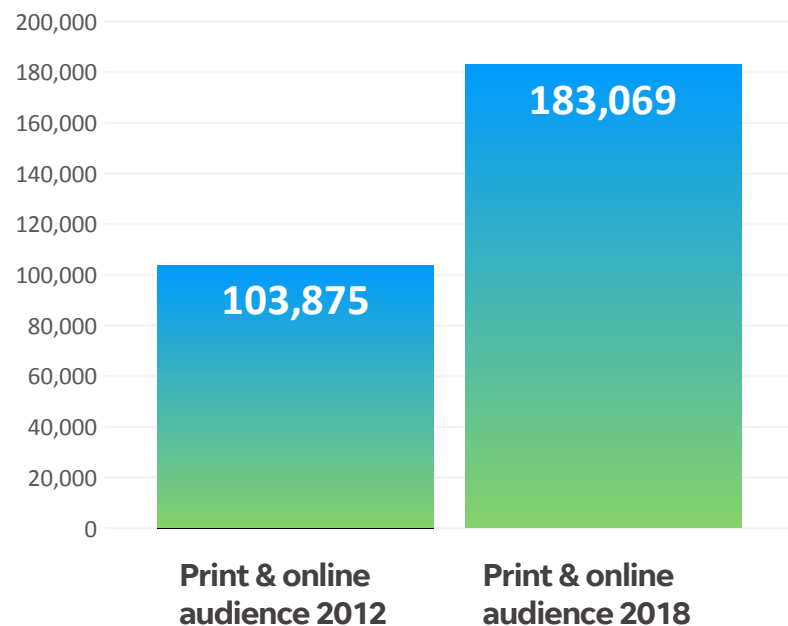
3.5m+

Unique browsers per month

localiq.co.uk **LOCALiQ**

Gazette At the *heart* of the community since 1878

Combined print and online audience:



Source: Publisher's Statement 2012 v 2018 Print & Online Audience

Reaching new heights

76%

Combined audience growth
over the last 6 years.

Audience data:

25,354

Total weekly readership

7,204

Sold weekly

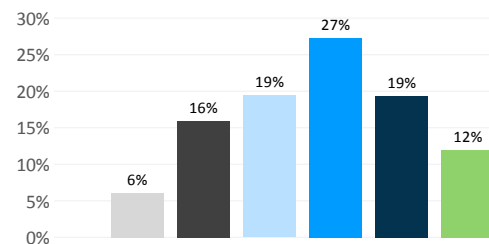
1,114,753

Monthly page impressions

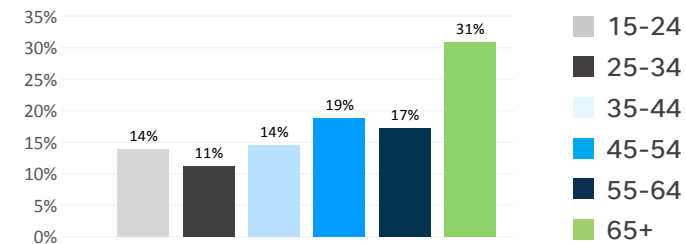
157,715

Monthly unique browsers

Age profile:

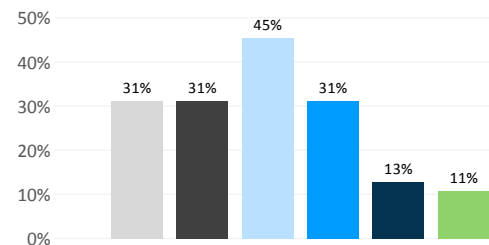


Online

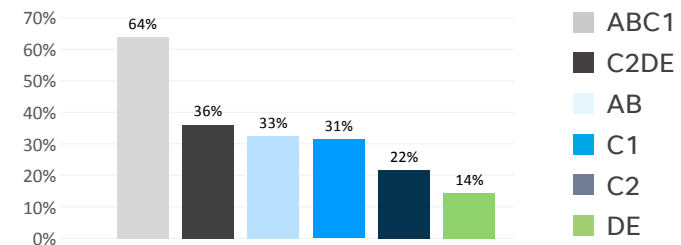


Print

Socio-economic profile:



Online



Print

Source: Monthly Page Impressions/Unique browsers Jan-Jun 2018, Age/Socio pr

ta as July 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.

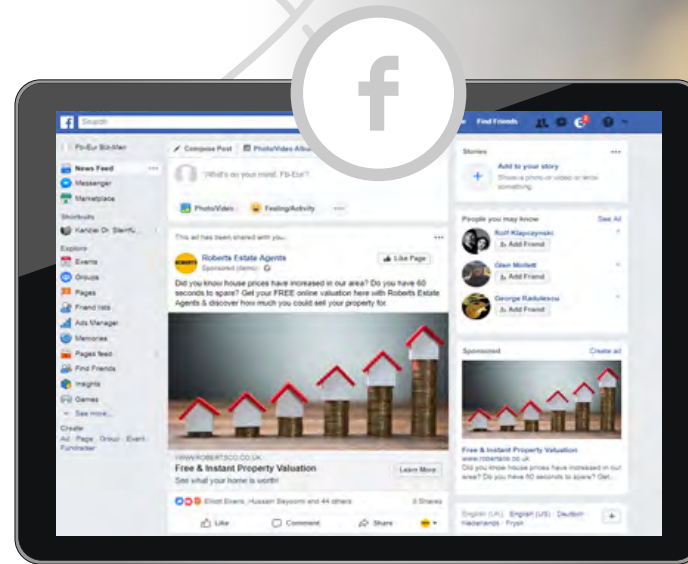
With best-practice ad-creative, detailed audience targeting options, and expert campaign management, your advertising program reaches the right target audience, drives measurable results, and meets your unique business goals.

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"-cer 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...

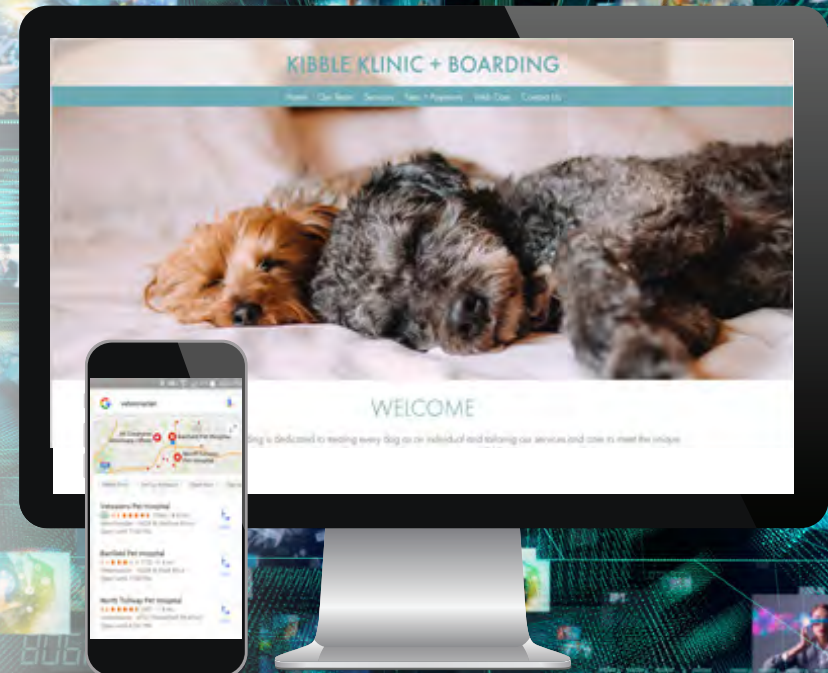
Drive more visits to your website from organic search

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.

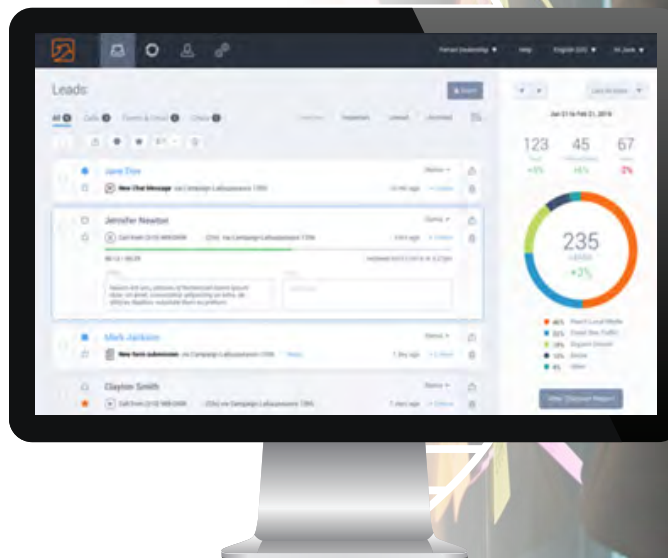
Key Benefits...

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:

News



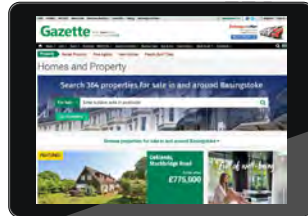
Sport



Community



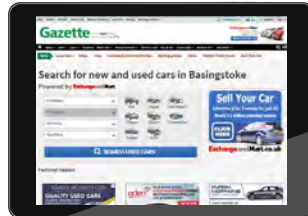
Homes



Jobs



Motors



Print:

Homes



Jobs



Motors

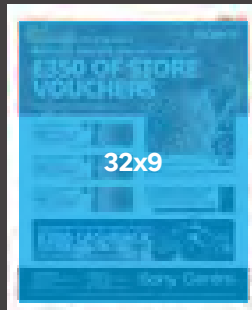


Ad-Specification.

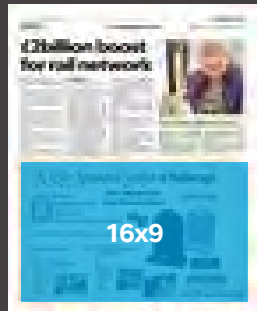
Print:



Front Page
50mm x 259mm



Full Page
320mm x 259mm



Half Page Landscape
160mm x 259mm



Quarter Page
160mm x 114mm

Online:



Desktop Skin

Size: 1280 x 960 x 106
File Formats: GIF
Max File Size: 100KB



MPU

Dimensions: 300 x 250
Expandable: 500 x 300
File Formats: GIF, HTML5
Max File Size: 40KB



Leaderboard

Dimensions: 728 x 90
Expandable: 728 x 300
File Formats: GIF, HTML5
Max File Size: 40KB



Billboard

Dimensions: 960 x 250
File Formats: GIF, HTML5
Max File Size: 60KB

Niche magazine publications.

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

Living

Monthly: 116 pages
8k copies



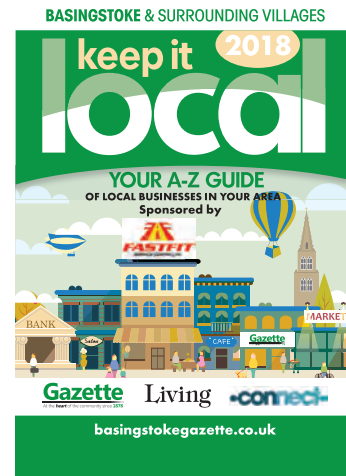
Living magazines are upmarket regional lifestyle magazines.

They celebrate the most interesting local homes to covet, operties 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.

Keep It Local

Annually: 40 pages
12k copies



The Keep It Local Magazine showcases stunning generic content which is compiled with readers in mind.

This A5 magazine has exceptional production values and is printed on a higher grade paper. Editorial is based on a tion each month.

Distribution is pinpointed via mosaic pr o ensure that its delivered through the letterboxes of the reader o any given geographical area.



Make your recruitment mission possible...

Welcome to sw1jobs.com, your local recruitment solution for the South West. Reaching a combined print and digital audience of 600,000* people per month, sw1jobs 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 55,800 visits
to sw1jobs.com.**



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

Recruitment Advertising sw1jobs.com

t: 01256 337407 e: recruiters@sw1jobs.com

Source: *JICREG Online 2018 **Applications (internal metrics) August 2018. ***Omniure August 2018



localiq.co.uk **LOCALiQ**

Get in touch.

localiq.co.uk **LOCALiQ**

Gazette

At the **heart** of the community since **1878**

For further information on how you can be involved with The Basingstoke Gazette contact us below:

basingstokegazette.co.uk



Advertising Manager

Rob Gooding

t: 01722 426558

e: rob.gooding@localiq.co.uk

Advertising Inquiries

e: bas.adverts@localiq.co.uk

Recruitment

sw1jobs.com

t: 01256 337407

e: servicedesk@sw1jobs.com