



SOUTHERN
Daily Echo

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

dailyecho.co.uk

LOCALiQ

Reach a bigger local audience than ever before.



SOUTHERN
Daily Echo

dailyecho.co.uk



145k

Facebook followers



91.3k

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...

70%

of residents across
core local markets



localiq.co.uk **LOCALiQ**

Key circulation areas and coverage.

- Alresford • Bishop's Waltham Rural Area
- Brockenhurst • Christchurch
- Eastleigh • Fareham
- Fawley • Gosport
- Hamble Bursledon • Hedge End
- Hythe (Hants) • Lymington
- Lyndhurst • Portchester
- Ringwood • Romsey
- Southampton • Stockbridge Rural Area
- Totton • Winchester
- Winchester Rural



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 Southern Daily Echo 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

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344k

Print reader audience

20.7m

Page impressions per month

2.7m

Unique browsers per month

localiq.co.uk **LOCALiQ**

Audience data:

32,284

Total daily readership

12,954

Sold daily

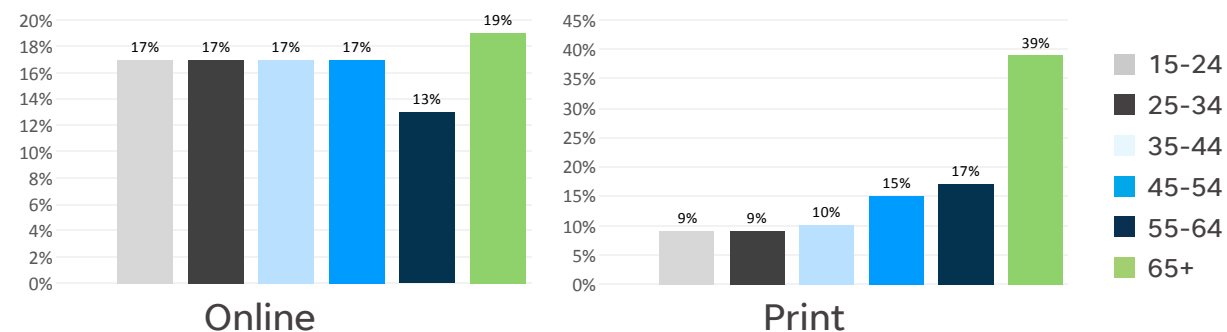
6,364,596

Monthly page impressions

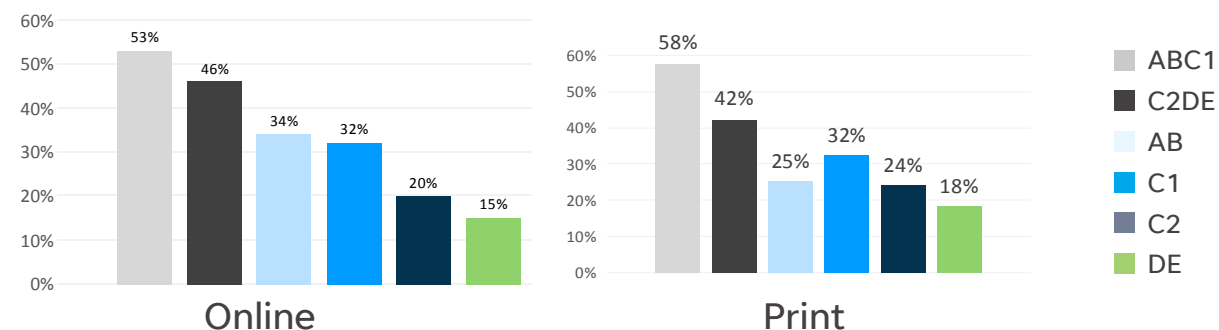
843,107

Monthly unique browsers

Age profile:



Socio-economic profile:



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

Telmar Data.

Make sure your brand is etched on people's minds.

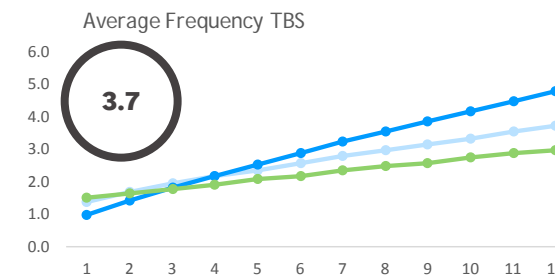
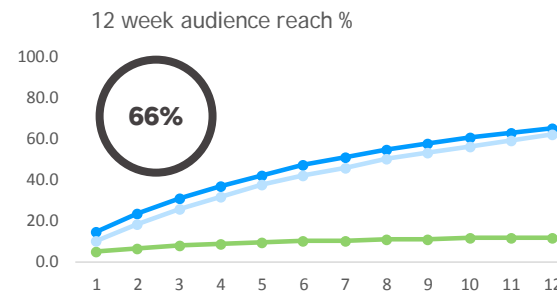
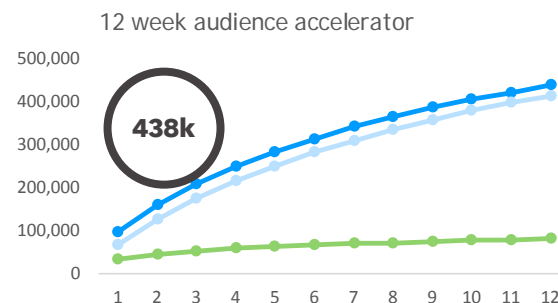
Advertising repetition is essential for consumer response.

Opposite are example 'Lightweight' and 'Heavyweight' advertising campaigns showing audience acceleration.

Digital & Print —●—
Print —●—
Digital —●—

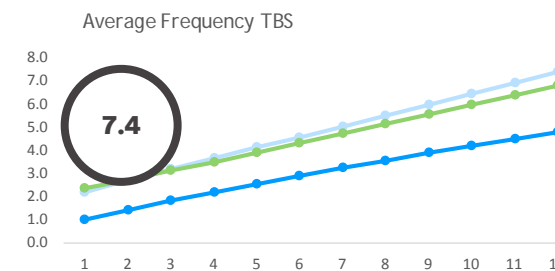
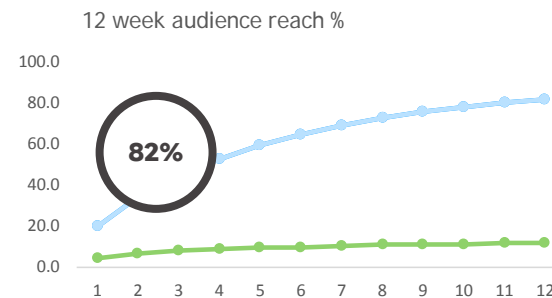
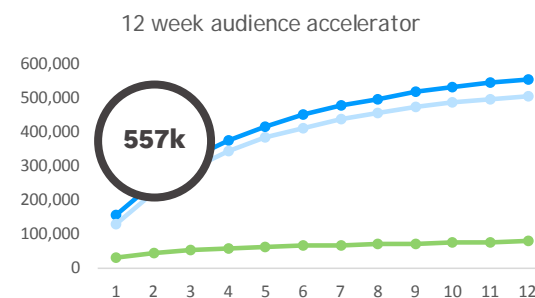
Lightweight campaign:

Based on 1 insert per week in print (Quarter Page) + 10% digital inventory



Heavyweight campaign:

Based on 1 insert per week in print (Full Page or DPS) + 30% digital inventory



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.

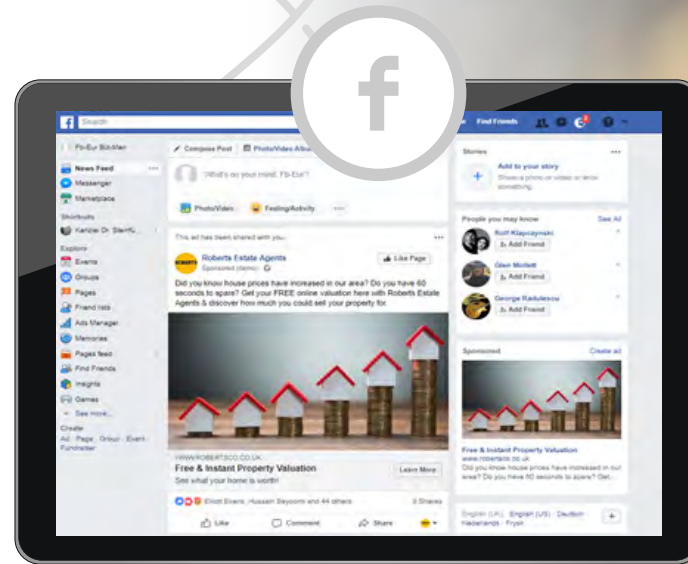
With best-practice ad-creative, detailed audience targeting options, and expert campaign management, your advertising program reaches the right target audience, drives measurable results, and meets your unique business goals.

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...

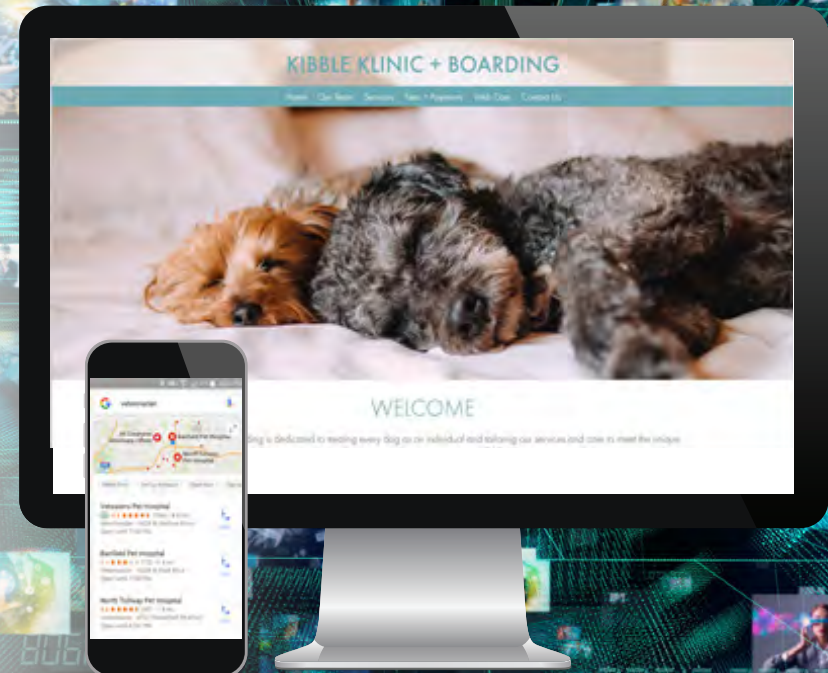
Drive more visits to your website from organic search

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.

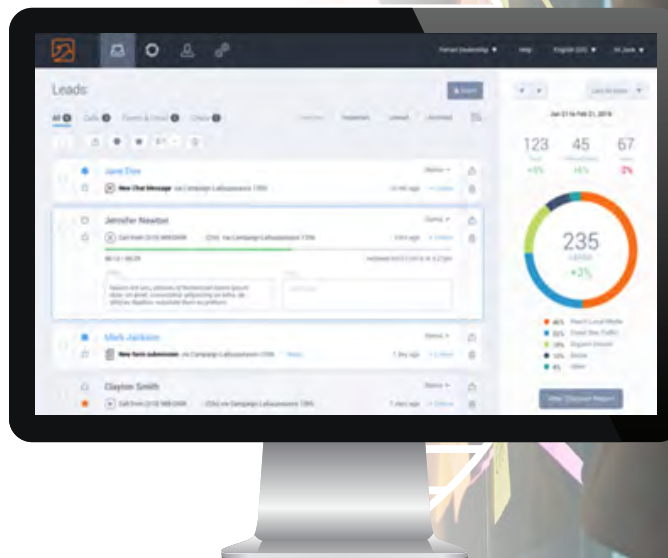
Key Benefits...

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:

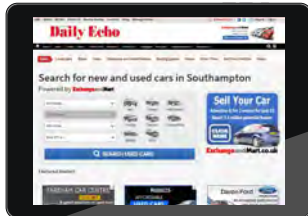
Homes



Jobs



Motors



News



Jobs



What's On



Print:

Homes



Jobs



Motors



What's On

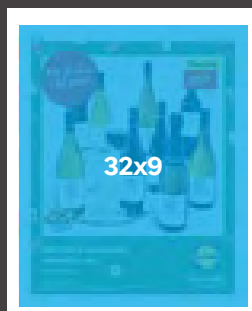


Ad-Specification.

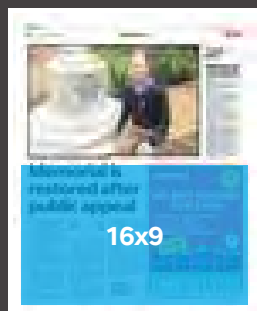
Print:



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

**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.

Business Magazine

**Monthly: 64 pages
3.5k copies**



Hampshire Business is designed to be your monthly business bible and ensure you are well informed on all business news in the region.

With a new clean design and glossy look, we have further enhanced it with more business coverage across wider industry sectors.

Since its launch in August 2000, this magazine continues to deliver great business news, be even more agenda setting and opinion forming than ever before.

At the centre of every monthly edition will be a 'special report' to highlight major industry sectors and industrial challenges relevant to Hampshire.

Our current distribution ensures that Hampshire Business is delivered to the top businesses across the County, based on their revenue turnover and headcount.

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 West. 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
e: recruiters@se1jobs.com

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



Get in touch.

localiq.co.uk **LOCALiQ**

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Daily Echo

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For further information on how you can be involved with Southern Daily Echo contact us below:



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