

B BEST OF BRITANNIA **B**
1893 FUTURE PROOF



Welcome to East Anglia's
best loved
local media
brands



From our beautiful coastlines to bustling market towns, East Anglia is a fantastic place to live and work and no one serves the region with more passion and dedication than Archant, the name behind the most popular local news brands and magazines.

We know that **BOB** stands up for UK manufacturing, promoting local products and local suppliers. The aim to re-establish the “Made in Britain” stamp as a mark of pride and quality British manufacturing is one we fully support. All of our newspapers are printed locally and distributed nationally by our hardworking Norfolk team.

We’re the trusted voice of East Anglia and one of the UK’s top five regional newspaper publishers...

...Our incredible portfolio of Resident Magazines, Lifestyle Magazines and popular News brands are produced here in the UK, keeping our focus close to home. We offer unique coverage and a diverse target audience, not to mention our fastest growing local media, Mustard TV which can bring your brand to life like no other medium can.

From our discerning Resident readers with a love of the finer things in life, to our digitally savvy, hardworking readers looking for their news on the go – we can help **BOB** celebrate British design and manufacturing across the region.

Archant East Anglia – Working harder for you





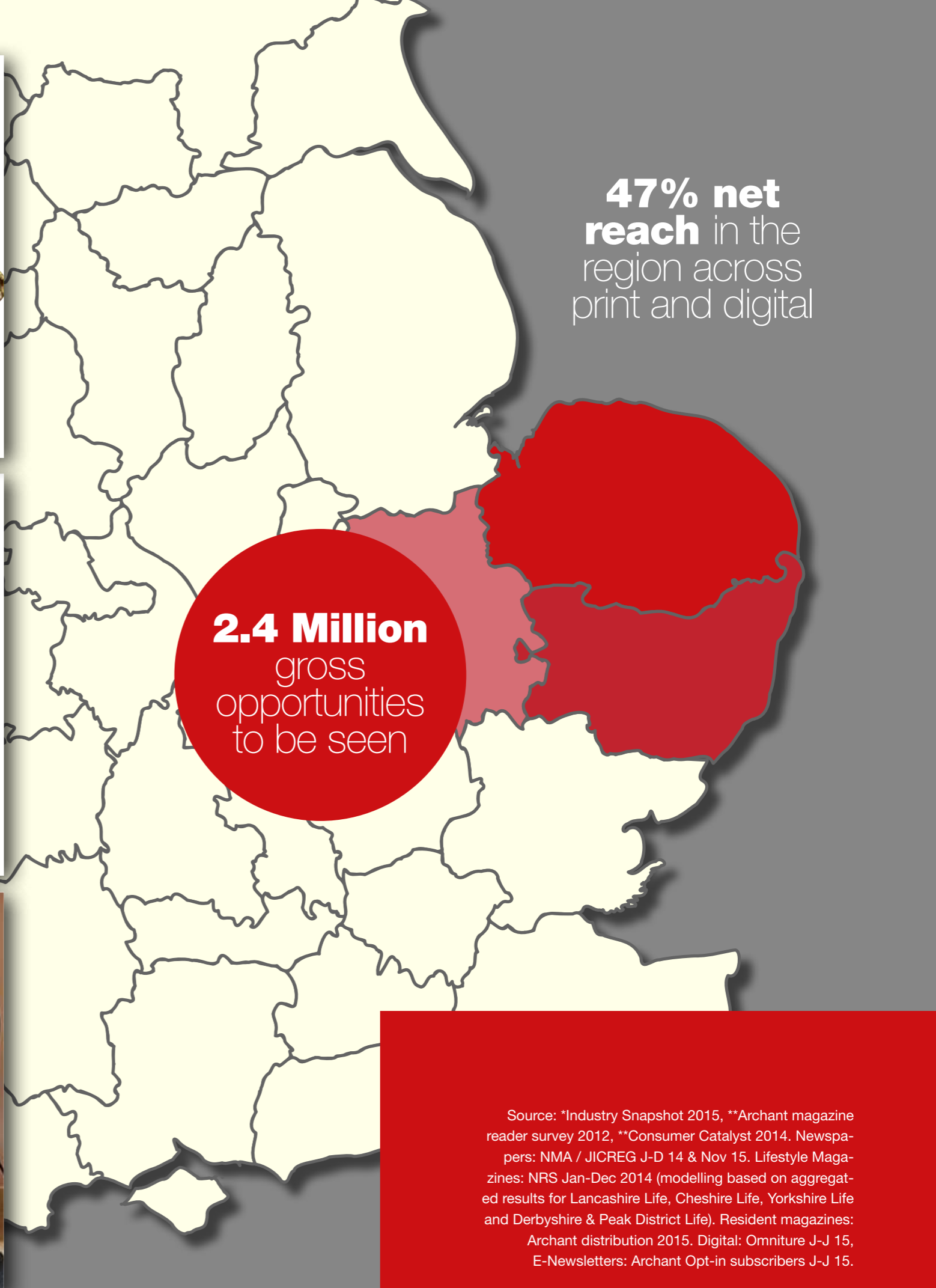
Local media is the
most trusted
source of
information

OUR AUDIENCE

- Our publications reach affluent and active family audiences across the region. From independent hard-working professionals in Cambridge, to fun-loving families of four in Lowestoft – we can spread your message across the county to reach your chosen target audience.
- More than half of our readers are aged 35 plus, the demographic that holds the majority of Britain's wealth; they are well settled in their family homes with non-dependant children and they are actively looking for the finest fashions, the best home décor ideas and the most luxurious dining experiences.
- They are typically affluent ABC1 consumers with money to spend – the kind of people who prefer local produce and have the money available to support their local businesses and suppliers.
- They are trendsetters with discerning tastes, often looking for the very best merchandise and manufacturers – the kind of audience that would attend

a **BOB** Event looking for new and inspiring British Products to share with their friends and family.

- Our readers are very community orientated, they recently helped raise over £330,000 for the EDP flood appeal, helping local families and businesses get back on their feet after the 2013 tidal surge. We also helped them raise money for their loved ones with coverage of charity Skydives and sponsored walks for Sport Relief – We have a loyal, community relationship with our readers; they know we stand up for localness and can provide them with the most important local news and information.
- Local Media is the most trusted source of information*
- 95% of our readers actively support local businesses**
- 94% agree it's worth paying extra for quality goods**
- 92% of people spend their money within 10 miles of their home **



Source: *Industry Snapshot 2015, **Archant magazine reader survey 2012, **Consumer Catalyst 2014. Newspapers: NMA / JICREG J-D 14 & Nov 15. Lifestyle Magazines: NRS Jan-Dec 2014 (modelling based on aggregated results for Lancashire Life, Cheshire Life, Yorkshire Life and Derbyshire & Peak District Life). Resident magazines: Archant distribution 2015. Digital: Omniture J-J 15, E-Newsletters: Archant Opt-in subscribers J-J 15.

A LITTLE CAN GO A LONG WAY...

...with print advertising in our **Resident Magazines**, Life magazines and all our newspapers across the region. Capture the attention of the most affluent consumers in our five fabulous **Resident magazines**.

From Sudbury to Sheringham, our Resident magazines are the ideal way to reach East Anglia's elite market. Jam packed with the very best in bespoke interior design ideas, high-end designer fashion pieces and expensive holiday destinations – The Resident is the perfect brand in which to promote your BOB event.

With 65% of local readers saying adverts help them make buying decisions, we can help you place your message directly through the front doors of these carefully selected ABC1 households.

Our **Lifestyle magazines** reach family audiences from all across the region.

You can place your message in all six Lifestyle magazines to reach highly populated areas including Norfolk, Suffolk, Hertfordshire and Essex – Giving your **BOB** event the widest target audience possible.

Full of high quality images, featuring local stories, practical gardening tips and

inspiring home décor ideas; there are few other magazines that truly showcase the rich heritage, beautiful towns and coastal scenes across the region.

Advertise in our award winning **newspapers** across the region ... and start reaping the benefits today!

Our 29 well-established titles are packed full of the very latest in local news, superb sports articles, thought-provoking business issues and interesting events. Reaching a staggering 1.5 million readers from Cromer to Colchester in print alone - you can match your brand with our local engaging content for unrivalled results.

With 55% of people relying on local newspapers to keep them informed, your **BOB** event will be seen by our loyal readers, more than half of which are ABC1 and are always looking for the very best in local products and services.

There is no one better at placing your brand directly into the hands of potential affluent consumers. This once-in-a-lifetime opportunity will allow you to share your message with our loyal readers across our beautiful countryside setting of East Anglia.





Over 72,600 **Resident** opportunities to be seen



Over 330,000 **Lifestyle Magazine** opportunities to be seen



Over 1,1 Million **Newspaper** opportunities to be seen



Source – Consumer Catalyst – Facts & Figures
 – TGI 2015. Newspapers: NMA / JICREG J-D 14 & Nov 15. Lifestyle Magazines: NRS Jan-Dec 2014 (modelling based on aggregated results for Lancashire Life, Cheshire Life, Yorkshire Life and Derbyshire & Peak District Life). Resident magazines: Archant distribution 2015

Over **400,000** people regularly connect with our social media sites



WE DON'T JUST DO PRINT...

...You can be seen on PC's, tablets and mobile phone devices across the region. With over 830,000 opportunities to be seen online – you can reach a wider, more digitally savvy audience.

There has never been a better time to advertise with Archant online, our readers tend to interact with digital devices at least six times per day – constantly reinforcing your message. We can help you reach new and local consumers within our growing online audience.

ADDED VALUE

Over 400,000 people regularly connect with our Resident, Lifestyle and News brand social media sites – helping us reach a younger, more connected audience. We can spread your message across Facebook, Twitter and other popular social networking sites - Promoting your **BOB** event to the World Wide Web!

On top of our print and digital solutions, Mustard TV is dedicated to showcasing the best Norfolk has to offer, keeping audiences up to date with the biggest stories from local news and sport - delivering high quality local programming to a potential 236,000 viewers.

Let us help you by placing your message directly into the hands of our readers.

HOW WE CAN HELP

- ✓ Digital Publications
- ✓ Social Media posts
- ✓ E-Newsletters to local readers and businesses
- ✓ Mustard TV





Digital OTS

836,762 opportunities
to be seen online

  **Social media**
401,174 Twitter
followers &
Facebook Likes

 **Mustard TV**
236,000
average viewers

Source – Mustard TV - Otherlines TV Research 2015.
Aftenposten 2014, Digital: Omniture J-J 15,
E-Newsletters: Archant Opt-in subscribers J-J 15,
Social Media: Twitter and Facebook Followers Jan 2016



WHY SHOULD I BUY

We can offer you a detailed and engaging marketing campaign sharing your message with the largest possible audience...

- ✓ Get the biggest brand impact with us - We have **over 2.4 million** loyal, local readers across East Anglia
- ✓ Affluent & active audience – Our readers are typically **aged 35+ and are ABC1** consumers who have the money to buy high quality, local goods
- ✓ We are the most trusted - Local media is **four times more trusted** to provide relevant information about the local area
- ✓ We are reassuring – **88%** of consumers know that if something is advertised in local media, it will be available to purchase locally
- ✓ We are an action media – More consumers take action after seeing an advert in local media
- ✓ Unrivalled coverage – Our brands cover the whole of East Anglia from the Cromer Coastline, all the way to St Albans Cathedral in Hertfordshire
- ✓ Multiple Platforms – We offer cross platform advertising online, on social media, in print and on TV to help you reach more people in more places, more often.

MARKETING CAMPAIGN TESTIMONIALS

“Aleks Jewellers of Norwich sell an average of 2/3 platinum rings per week. After a 6 week creative campaign across the Eastern Daily Press and Norwich Evening News, this increased to 16 ring sales in one week.” – **Aleks Jewellers of Norwich**

“As a result of my recent campaigns in the Advertiser and Evening News, I would say we notice a 20%-22% increase in foot fall in the days following our advert placement with you.” – **Ali Gharjar, Esquire Menswear**

“Business was really quiet until we started our ad campaign e - email enquiries have gone from zero to 10 a week, and we now have so much work we are thinking of employing extra staff!” – **Unique Interiors**

“Our brand awareness has increased as we have seen an uplift in enquiries directly resulting in additional orders for high value products and services. We have been advertising in the EDP now for 4 months every week which has seen a 20% up turn in business compared to this time last year” – **Mike Cooper, Grays Furniture**

Source: Consumer Catalyst 2014, NMA/JICREG J-D 14 & Nov 15, Omniture J-J 15, Archant Opt-in Subscribers J-J 15.



INVESTMENT OPTIONS

OPTION 1

- ✓ 16 x weekly Double Page Spreads across both the EDP & EADT
- ✓ 12 x Double Page Spreads across Norwich, Ipswich, Havering & Royal Coast Resident Magazines
- ✓ 12 x fashion spreads across the EDP & EADT weekend editions
- ✓ 9 x Double Page Spreads across the EDP Norfolk Mag, EADT Suffolk Mag & Hertfordshire Life
- ✓ 1.5 Million Page Impressions (MPU & Banners Ads)
- ✓ 48 page A5 magazine – full content, design, proof & print*
- ✓ Total Page Spreads = 49 Double Pages
- ✓ 14 week ad campaign – worth £140,000

Total Investment: £30,000

OPTION 2

- ✓ 12 x weekly Double Page Spreads across both the EDP & EADT
- ✓ 12 x Double Page Spreads across Norwich, Ipswich, Havering & Royal Coast Resident Magazines
- ✓ 12 x weekly fashion spreads in the EDP & EADT weekend editions
- ✓ 9 x Double Page Spreads in the EDP Norfolk Mag, EADT Suffolk Mag & Hertfordshire Life
- ✓ 1 million Page Impressions (MPU & Banner Ads)
- ✓ 48 page A5 magazine – inc. full content, design, proof & print*
- ✓ Total Page Spreads = 45 Double Pages
- ✓ 10 week ad campaign – worth £110,000

Total Investment: £25,000

OPTION 3

- ✓ 8 x weekly Double Page Spreads across both the EDP & EADT
- ✓ 8 x Double Page Spreads across Norwich, Ipswich, Havering & Royal Coast Resident Magazines
- ✓ 8 x weekly fashion spreads in the EDP & EADT weekend editions
- ✓ 3 x Double Page Spreads in the EDP Norfolk Mag, EADT Suffolk Mag & Hertfordshire Life
- ✓ 1 million Page Impressions (MPU & Banner Ads)
- ✓ 48 page A5 magazine – inc. full content, design, proof & print*
- ✓ Total Page Spreads = 27 Double Pages
- ✓ 8 week ad campaign – worth £90,000

Total Investment: £18,000

All prices subject to VAT

*(*10,000 copies – Archant to retain a 50% share of A5 magazine advertising income)*



“ A **brilliant campaign** that captures the imagination of your readers and which is making a real difference ”

SONIA CHANDSURE
Marketing Manager for Marie Curie



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