

LOCALiQ PROMOTIONS



**DRIVE
AWARENESS**

**GROW
YOUR
AUDIENCE**

**BUILD
YOUR
PRESENCE**

**We offer all the
solutions you need to
reach local customers.**

The marketing partner businesses trust to drive their success, offering the most comprehensive and industry leading solutions to deliver results, now including **free of charge promotional activity**.

Get in touch:
nqpromotions@newsquest.co.uk

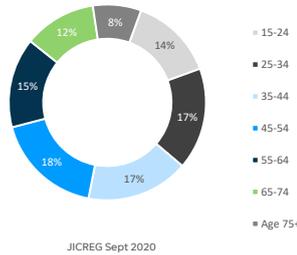
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COMMUNITY.

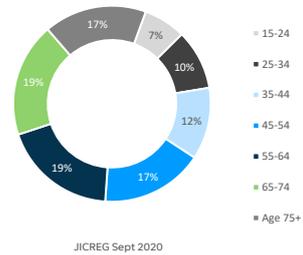
We know your community like no one else.

With a dedicated marketing and promotions team LOCALiQ Promotions can offer various opportunities with our trusted local brands to help you enhance your inprint, online and social media activity.

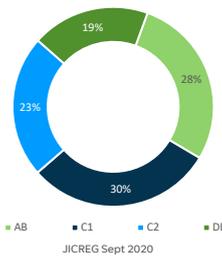
Digital National Readership by Age



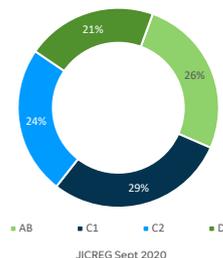
Average National Issue Readership by Age



Digital National Readership by Social Grade



Average National Issue Readership by Social Grade



READER OFFERS

COMPETITIONS

SAMPLING

22

Paid for daily newspapers.

93

Paid for weekly newspapers.

6

Million readers in print across the UK.

200

websites.

30

million unique browsers.

213

million page views every month.

6.2

million followers across social media platforms.

The smarter way to connect with your customers.

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OUR DAILY BRANDS.

Dorset & Hampshire.

DAILY ECHO

Dorset**ECHO**

SOUTHERN
Daily Echo
Est. 1888

Midlands.

Oxford Mail

Swindon Advertiser

Worcester News

SOUTH WALES
Argus

North East & Cumbria

News & Star

The Mail

Telegraph & Argus

The Northern Echo

THE PRESS

North West.

The
Bolton News

LANCASHIRE
Telegraph

the**Leader**

Scotland.

Glasgow Times
Evening

GREENOCK
Telegraph
www.greenocktelegraph.co.uk

The Herald

THE NATIONAL
THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND

South East.

The Argus
theargus.co.uk

Echo

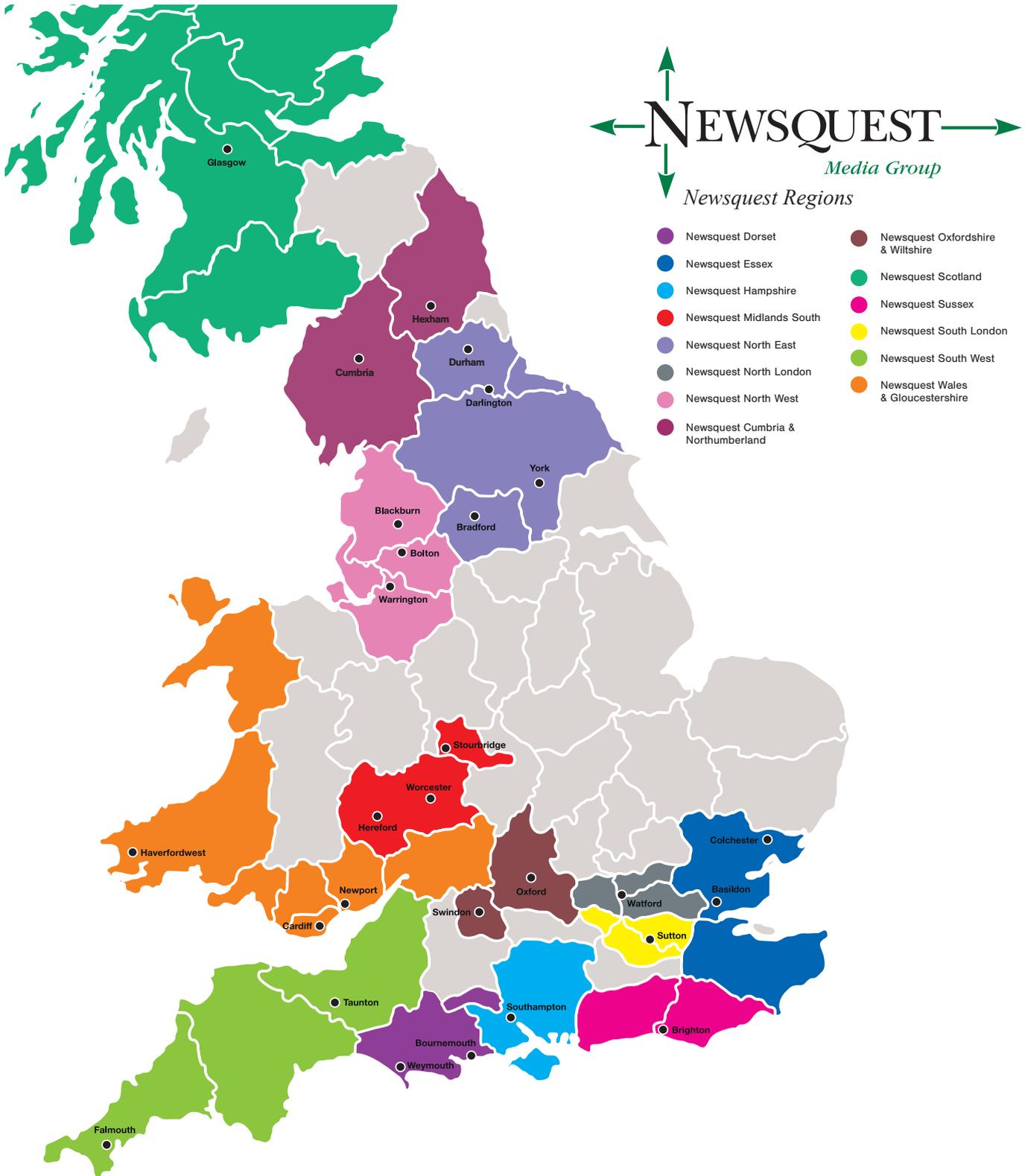
Daily
Gazette

Weekly brands available on request

The smarter way to connect
with your customers.

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NEWSQUEST PRINT COVERAGE.



The smarter way to connect
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PROMOTIONAL ACTIVITY.



Reader Offers and competitions

Reader offers and competitions are a highly measurable and engaging way to grow your business.

You decide the exclusive offer or competition you want to run a for our audience and the trusted brands that you would like to publish with.

Product sampling

Product sampling presents your product direct to your target market. If you have a new product to launch or would like to raise brand awareness then we will provide you with a simple yet effective sampling campaign. We can offer multimedia coverage across our trusted brands along with 1 for 1 sampling activity at some of the most well attended events across the country and our network of local retail outlets.

The smarter way to connect with your customers.

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PROMOTIONAL CAMPAIGN.



Decide the activity you would like to arrange.

You simply supply 150 words, image, logo, any redemption instructions and terms & conditions. We will then create artwork for your approval. The campaign of multimedia activity** can last from one day to multiple weeks depending on the scale of the promotion, a full coverage plan will be provided and may include:

-  **Promotional advert in print / online**
-  **Social media promotion**
-  **Retail presence throughout the target area**
-  **Posters / leaflets distributed through our network of local retailers**
-  **Comprehensive report of sampling activity**
-  **Front page flashes**
-  **Editorial in print / online**
-  **Dedicated promotions staff**

Client feedback

“Greatly impressed!”

“Excellent coverage.”

“Fantastic service.”

“Professional & effortless.”

*Competition prizes or offers must past promotion validation and be considered of value to our audience.

**The campaign of multimedia activity will be tailored to suit the promotion.

The smarter way to connect
with your customers.



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