

# Media Pack 2018

Facts  
Figures  
Prices



## Our audience ...and your audience

In 2017 - the facts speak for themselves

### Growth

- 1 million+ page views
- 680,000+ site visits
- 285,000+ unique readers

### Acquisition

- 49% social media
- 34% organic search
- 17% direct

### Mobile

- 60% mobile phone
- 20% tablet
- 20% desktop

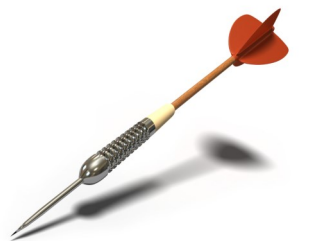
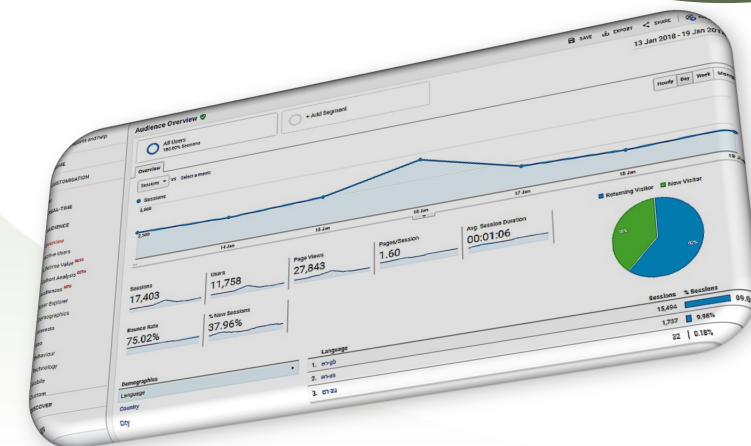
### Demographic

- 58% female
- 42% male

Mobile

Social

Local



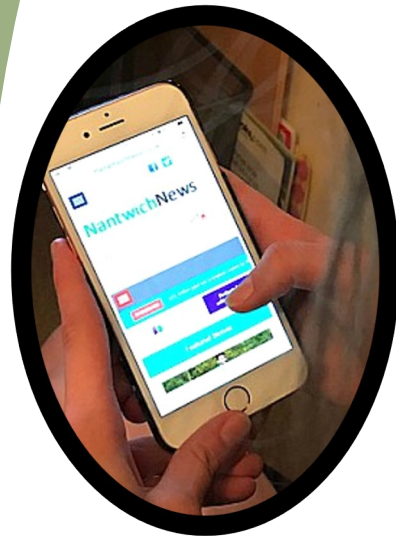
# Our social audience working for you

More than 15,000 followers on our Facebook, twitter and Instagram

27% growth in Facebook audience to 7,300+

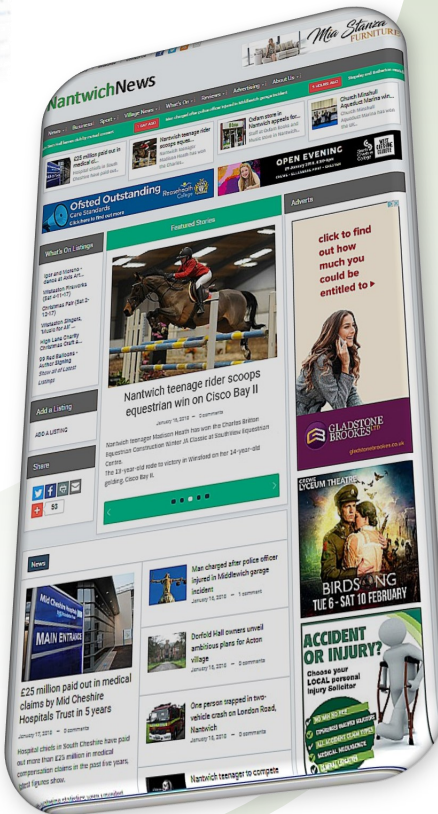
11% growth in Twitter audience to 8,000+

330,000 site visits from social media



# Our directory page working for you

- Full listing page
- Extensive bio
- Pictures, social media
- Contacts, maps
- Customer reviews
- Job vacancies
- Announcements
- Free listing with ad



# Advertising with us will work for you

- Biggest reach, best value
- Seen on EVERY page
- Direct clickthroughs
- Long-term presence
- Local audience
- Free directory listing
- Choice of banners
- Interactive
- Mobile-friendly
- New biz discounts

# Our 2018 rate card\*

Email sales@thenantwichnews.co.uk or call 07906 492664 to discuss bespoke packages to suit your business

Advert size	3 months	6 months	12 months
Masthead banner	£225	£360	£600
Homepage slider	£195	£310	£480
Homepage side Large	£225	£360	£600
Homepage side medium	£170	£270	£420
Homepage side small	£130	£220	£350
Post page header/footer	£150	£260	£400

\*See our website for full terms and conditions