

NantwichNews



Media Pack 2017

The latest facts, figures and advertising prices on South Cheshire's leading local news platform



Audience growth in 2016

At **NantwichNews**, we believe in transparency.

So, we are keen to share with you all the key facts and figures about our success over the last 12 months – and our exciting plans for growth in 2017.

All our facts and figures are supported by our rigorous Google Analytics records, which we are always happy to provide to advertisers as evidence of our massive, active and growing audience reach.

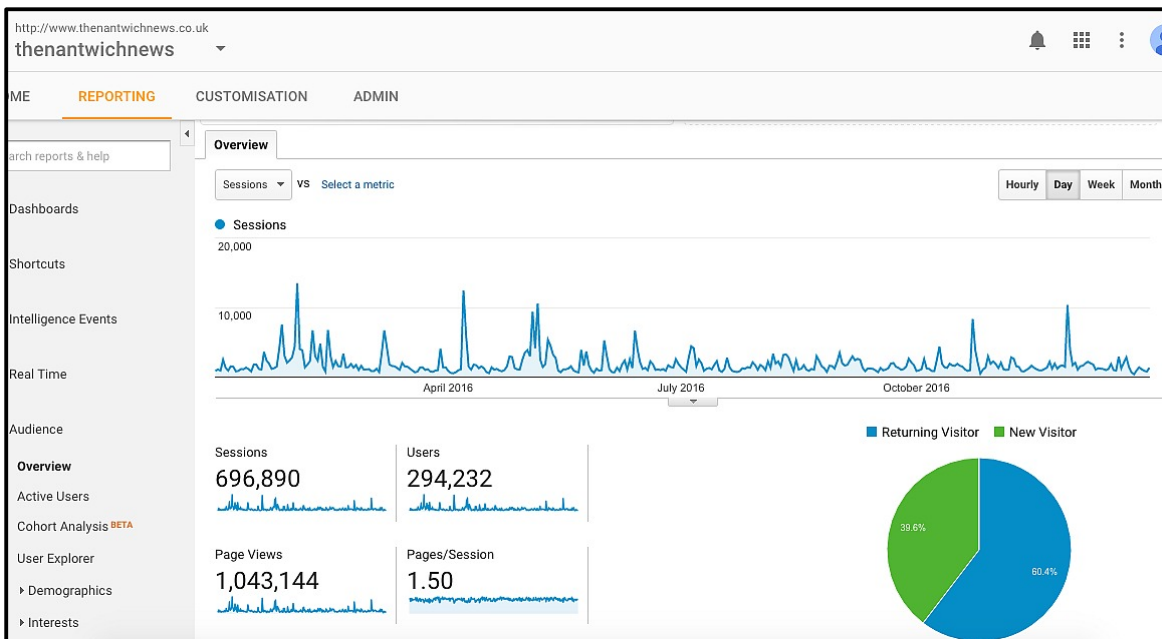
Audience Facts

Page views increased in 2016 by almost 15% compared to 2015, breaking the magic ONE MILLION views barrier.

Unique users also increased in 2016 by 14%, rising to more than 294,000, with almost 700,000 individual sessions.

Returning users also grew breaking the 60% barrier, rising from 57% in 2015. An excellent sign of increasing loyalty and how we retain our audience

Figure 1 (below) is evidence of our audience for 2016.



(fig. 1)

Mobile Audience

Our mobile audience continues to grow, thanks to our screen-friendly design which means there is no need for a costly 'App' version for our site.

Mobile phone audience grew in 2016. 57% (400,000) of visits were made via a smartphone - rising from 51% in 2015.

Tablet audience also grew, with 151,000 visits made from a Tablet (22%).

Desktop/pc audience continues to be strong, registering 147,000 (21%) visits.

Figure 2 (below) demonstrates our mobile audience.

Primary Dimension: Device Category						
Plot Rows		Secondary dimension		Sort Type: Default		
Device Category	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Page	
	696,890 % of Total: 100.00% (696,890)	39.62% Avg for View: 39.61% (0.03%)	276,117 % of Total: 100.03% (276,021)	77.44% Avg for View: 77.44% (0.00%)	Avg fo	
1. mobile	399,095 (57.27%)	39.76%	158,677 (57.47%)	85.22%		
2. tablet	150,986 (21.67%)	33.61%	50,741 (18.38%)	70.11%		
3. desktop	146,809 (21.07%)	45.43%	66,699 (24.16%)	63.84%		

(fig.2)

Social Audience

By the start of 2017, we had recruited 7,217 followers on our Twitter channel @nantwichnews – and rising (figure 3, below).

We increased our Facebook group membership to 5,381 members – another massive increase on the previous year. This audience is rising every day.

More than 350,000 visits to the site in 2016 were referrals from our social media channels.

(fig.3)



What's new for 2017

New Directory

In 2016, we introduced a new **Listings panel** on our homepage.

This allows local organisations (charities etc.) to list their events for **FREE**.

It has proved extremely popular, with hundreds of events posted. This will continue to be offered.

In 2017, we are launching our new **Directory page** for local businesses and traders (*fig 4, below*).

It enables business people to set up their page, add pictures, contacts, social media links, location maps, reviews and updates.

It also allows registered businesses to upload to TWO feature panels on the page.

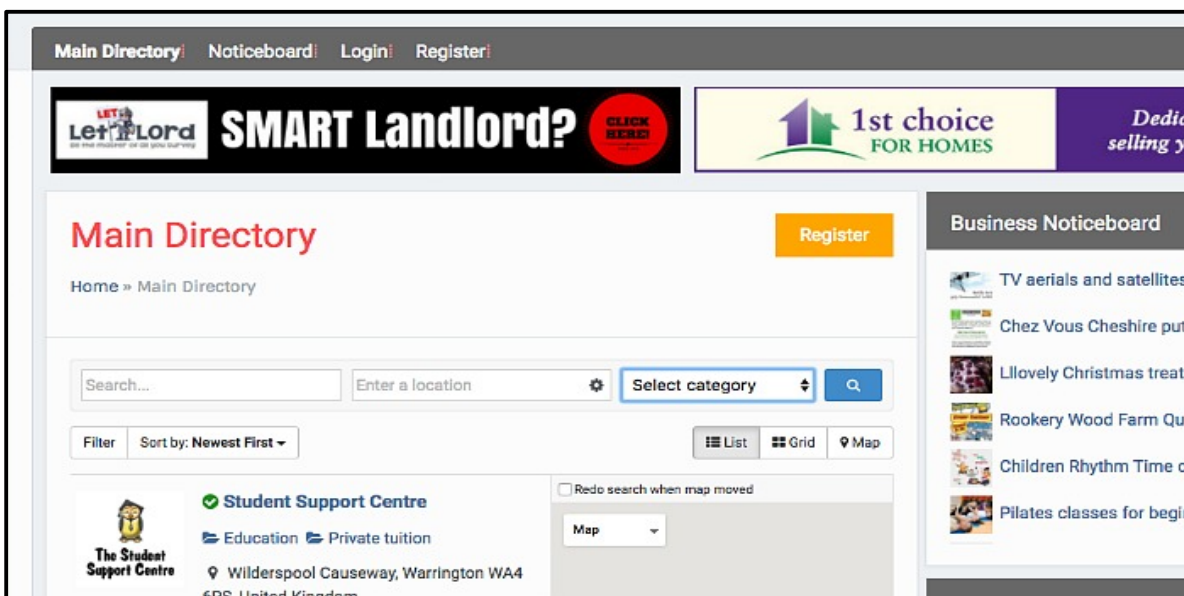
They can publish latest **job vacancies** they have and **latest announcements** about their business.

Businesses who buy banner advertising with **Nantwichnews** enjoy a free Directory listing.

There will be a small annual fee to set up each registered business, just £2.50 a month.

Once the fee is paid, the page will be live and accessible for 12 months.

All newly registered businesses will be promoted via **Nantwichnews** Facebook and Twitter channels.



(fig.4)

All businesses who register on our new Directory page or purchase banner advertising on **Nantwichnews** will also be offered special discounted advertising with our media partner, **The Cat FM** (*see overleaf for details*).

New Partnerships

We are launching a new media partnership with **The Cat FM** – South Cheshire’s only dedicated FM radio station.

This partnership will benefit all local businesses, offering exceptional opportunities to advertise to the widest possible audience on all media platforms.

The Cat FM reaches thousands of listeners across South Cheshire every day, broadcasting 24 hours a day on **107.9FM**.

Advertisers with **Nantwichnews** will be offered special deals by **The Cat FM** on radio airtime advertising, discounted by as much as 30%, and be given free advertising online space on **The Cat FM** website.

Businesses who register on our new **Directory** page will also be offered similar discounted on-air advertising as well as free space on **The Cat FM** website.

Advertisers will also benefit from extensive social media promotion from both **Nantwichnews** and **The Cat FM**.

Both organisations will be teaming up regularly through the year to promote local business brands at events and festivals in South Cheshire.

**More details on these great deals can be provided on request.*

Nantwich News

In association with 

Businesses who register with Nantwich News Directory to be offered 30% discount on 3 months Cat 107.9fm on-air advertising:

<http://thenantwichnews.co.uk/directory/>

Call 07906492664
editor@thenantwichnews.co.uk

**Limited on air advertising slots available. Cat T&C's apply.*



Local Radio for Crewe & Nantwich

For local business advertising in Crewe and Nantwich on FM Community Radio

Contact sales@thisisthecat.com

*Your community,
your station*





Advertising rate card 2017

We offer the **biggest reach** and **best value** digital advertising in the region.

Advertising online to more than 290,000 unique visitors will BOOST your brand and presence in Cheshire.

Direct click-throughs are a bonus with online advertising. More important is your brand.

Long-term digital advertising ensures your message is seen every day by our users - your customers.

Our readers live, work, visit or have strong links to Nantwich and the surrounding area.

Like us, they are dedicated to local services – and WANT what you have on offer.

Choose from a wide range of banner sizes and shapes to suit your needs.

You provide the artwork and we'll link it to a webpage, social media or promotional pdf of your choice.

Artwork in jpeg or png files can be used, or GIF files if the banner has animation.

Advert spaces are available on our homepage slider panels, right-hand homepage panel, at the top and foot of story pages, on our Directory Page, and as a 'pinned' banner on our Facebook group (5,000+ members)

All our banner slots work very effectively on mobile devices.

Below is our 2017 rate card:

Advert type	One month	Three months	Six months	12 months
Homepage				
470x70 Masthead	90	225	360	600
470x70 Slider	75	195	310	480
250x500 side banner	90	225	360	600
250x250 side banner	65	170	270	420
250x125 side banner	50	130	220	350
125x125 side banner	35	85	150	230
Story page				
500x100 page top	70	175	300	460
500x100 page footer	60	150	260	400
Social media				
*Facebook banner	70	175	N/A	N/A

**Facebook banner available for one month or three month periods, only*



Terms & Conditions

Please note

- 1. All prices (in pounds) on condition that all artwork is supplied in correct format, size and dimensions by advertiser.*
- 2. There is an additional charge (£10 minimum) for any significant design or alteration works carried out by NantwichNews which is agreed in advance with the advertiser.*
- 3. During the agreed advertising period, advertisers may request to change or amend their advert artwork.*
- 4. Changes will take effect within good time, usually within 48 hours, once an amendment request has been received in writing, providing new artwork is supplied in good time.*
- 5. Adverts go "live" on NantwichNews once invoice is settled, or by prior agreement with individual advertisers.*
- 6. Invoices are sent by email, and can be settled by BACs or cheque. All details will be enclosed on your invoice.*
- 7. Advertising revenue is used to fund site development, hosting, domain costs and general expenses.*
- 8. For a full breakdown, please refer to our Terms and Conditions of Supply on the site.*
- 9. Advertising rates will be reviewed regularly and are subject to change.*