

NEWSQUEST

Media Group

NEWSQUEST Media Group

Who we are at-a glance

- Wholly owned subsidiary of **Gannett Inc**
- Leading regional media business in the UK.
- **2,000 FTEs.**
- Our local news brands now reach **> 75% local population.**
- Publisher of **25 daily news brands and 130 weeklies**
- Monthly digital audience of **55m visitors and 250 PV pcm**
- **Digital** now **> 50%** of total ad revenues
- **Local Solutions** is the engine room of our growth
- Fast-growing **DMS business**
- Paywalls on 65 of 150 sites
- Industry-leading Margin



Diversifying into a Local Digital Agency

Morgan Stevenson

Digital Transformations Director

NEWSQUEST

Media Group

LOCALiQ

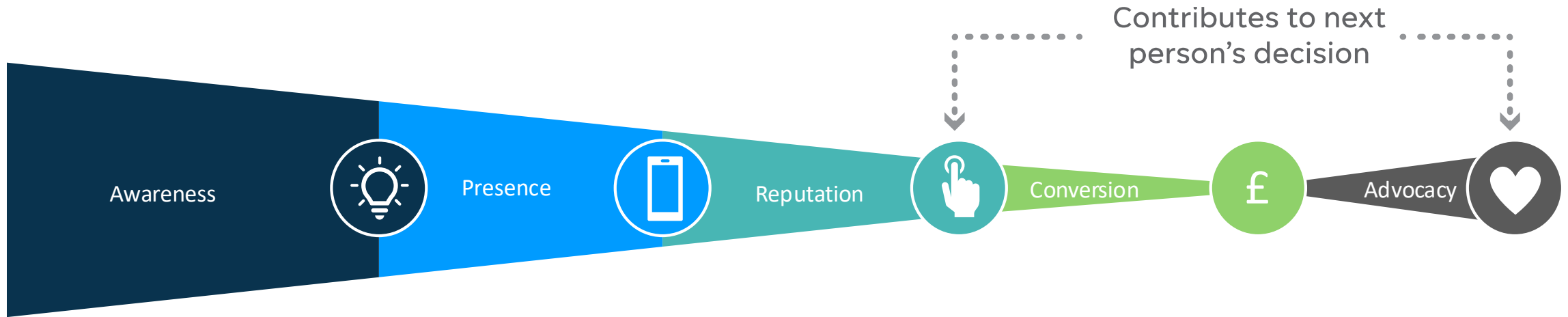
Diversifying into a Local Digital Agency

Aligns with long-term goals of a developing sustainable business model

Borrell Data - US Market Share	2016	2018	2022	2026 Projection
ONLINE ADVERTISING (Total share)	50%	59%	69%	74%
Online Video	13%	13%	18%	21%
Online Display (e.g. News site display)	22%	22%	21%	21%
Targeted Display (e.g. Facebook and Audience Project)	18%	19%	20%	20%
General Paid Search (e.g. Google ppc)	26%	27%	23%	20%
Listings Paid Search (e.g. Cars.com, Indeed)	14%	15%	15%	15%
Online Audio	1%	1%	1%	1%
ROS Display	5%	3%	2%	1%
Online Proximity Marketing	0%	0%	0%	0%
Newspapers (offline)	18%	16%	10%	9%

Diversifying into a Local Digital Agency

You need multiply tactics to support all customers marketing needs



Interest & Awareness

- Newspaper/Magazine
- Online display advertising
- Social/search advertising
- Email/text marketing
- YouTube/video ads
- Loyalty programs
- Television
- Billboard
- Radio
- Word of mouth

Identification

- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

Research

- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

Purchase

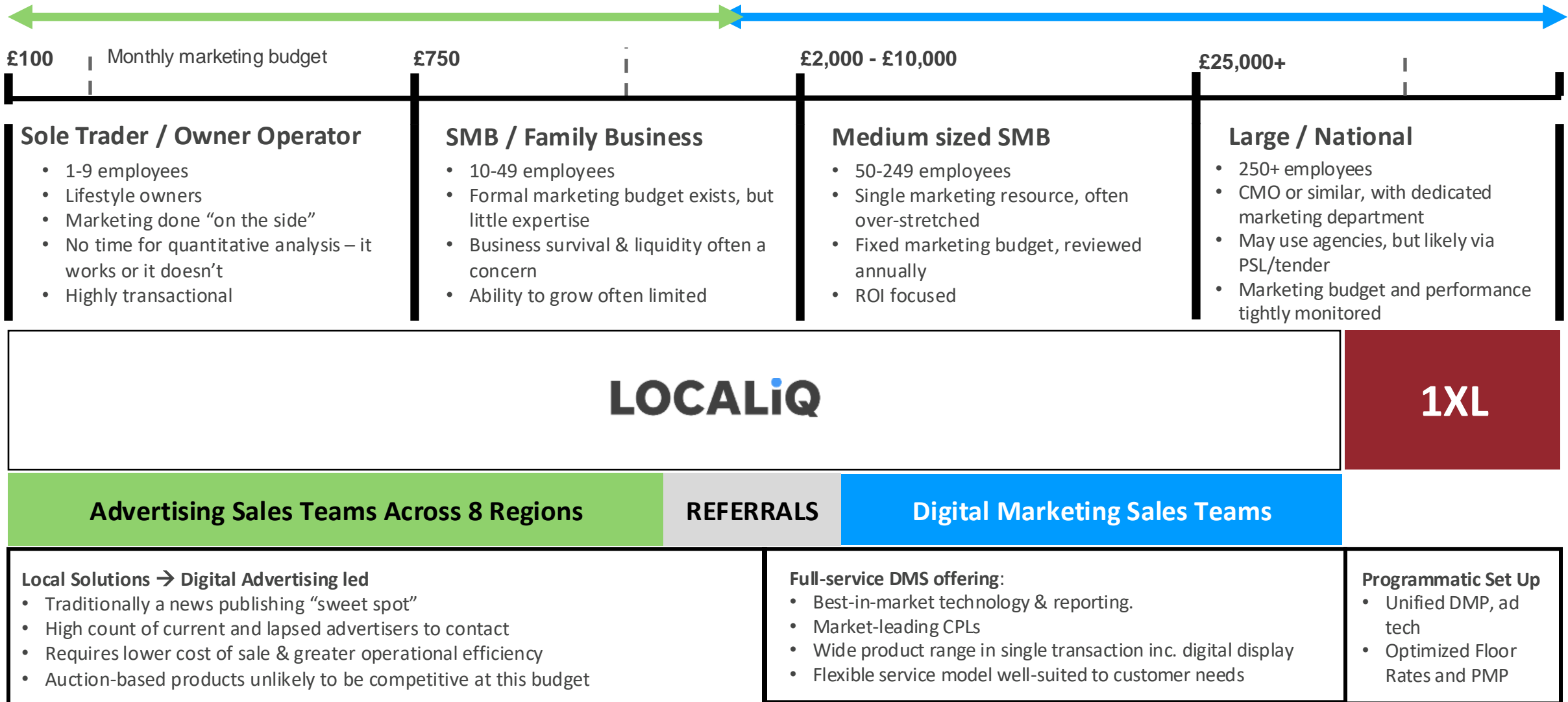
- Website
- Online booking
- Purchase via app
- Shopping Ads
- In-store purchase

Experience

- Post-purchase expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth

Diversifying into a Local Digital Agency

Evolve your sales structure “carefully”



Diversifying into a Local Digital Agency

Extend your solution offering built around your owned and operated

We reach **84%*** of adults in Bolton every month.



If you want people in Bolton to know, advertise with...

The Bolton News

theboltonnews.co.uk

To advertise call 01925 596444 or email: salesnorthwest-northwales@localiq.co.uk

LOCALiQ localiq.co.uk
PART OF NEWSQUEST MEDIA GROUP

Source:*JICREG/E-Telmar Oct 2021 based on 4 inserts in print and 4 weeks online – Bolton.

Diversifying into a Local Digital Agency

Look to build ‘SMART’ packages blending the best of solutions

Print




HOUSE OF HEARING

One of the UK's oldest hearing care centres has arrived in Stockton Heath!

GET IN TOUCH TO HEAR ABOUT OUR INTRODUCTORY LAUNCH OFFER

We provide comprehensive hearing health assessments and an ENT nurse-led wax removal service.

Book your wax removal appointment or free hearing health assessment today by calling us on 01925 699 126

84A London Road, Stockton Heath houseofhearing.co.uk  

Online Display



OPENING
Monday 15 November

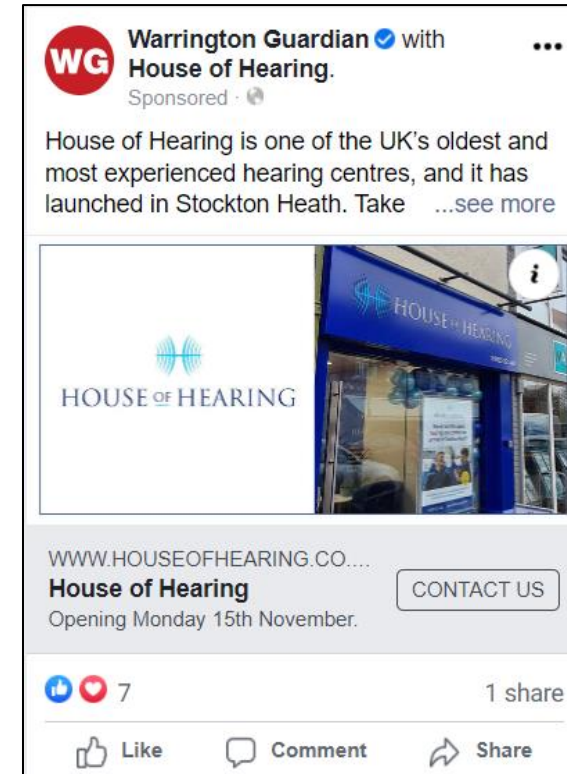

HOUSE OF HEARING




One of the UK's oldest and most experienced audiology services is coming to Stockton Heath


INTRODUCTORY LAUNCH OFFER
Up to £200 off your hearing aids
Please quote 'Launch Advert' when booking


FIND OUT MORE


Facebook “News brand”







WG Warrington Guardian  with **House of Hearing.**  Sponsored · 

House of Hearing is one of the UK's oldest and most experienced hearing centres, and it has launched in Stockton Heath. Take  ...see more


HOUSE OF HEARING

WWW.HOUSEOFHEARING.CO...
House of Hearing 
Opening Monday 15th November.

  7 1 share

 Like  Comment  Share

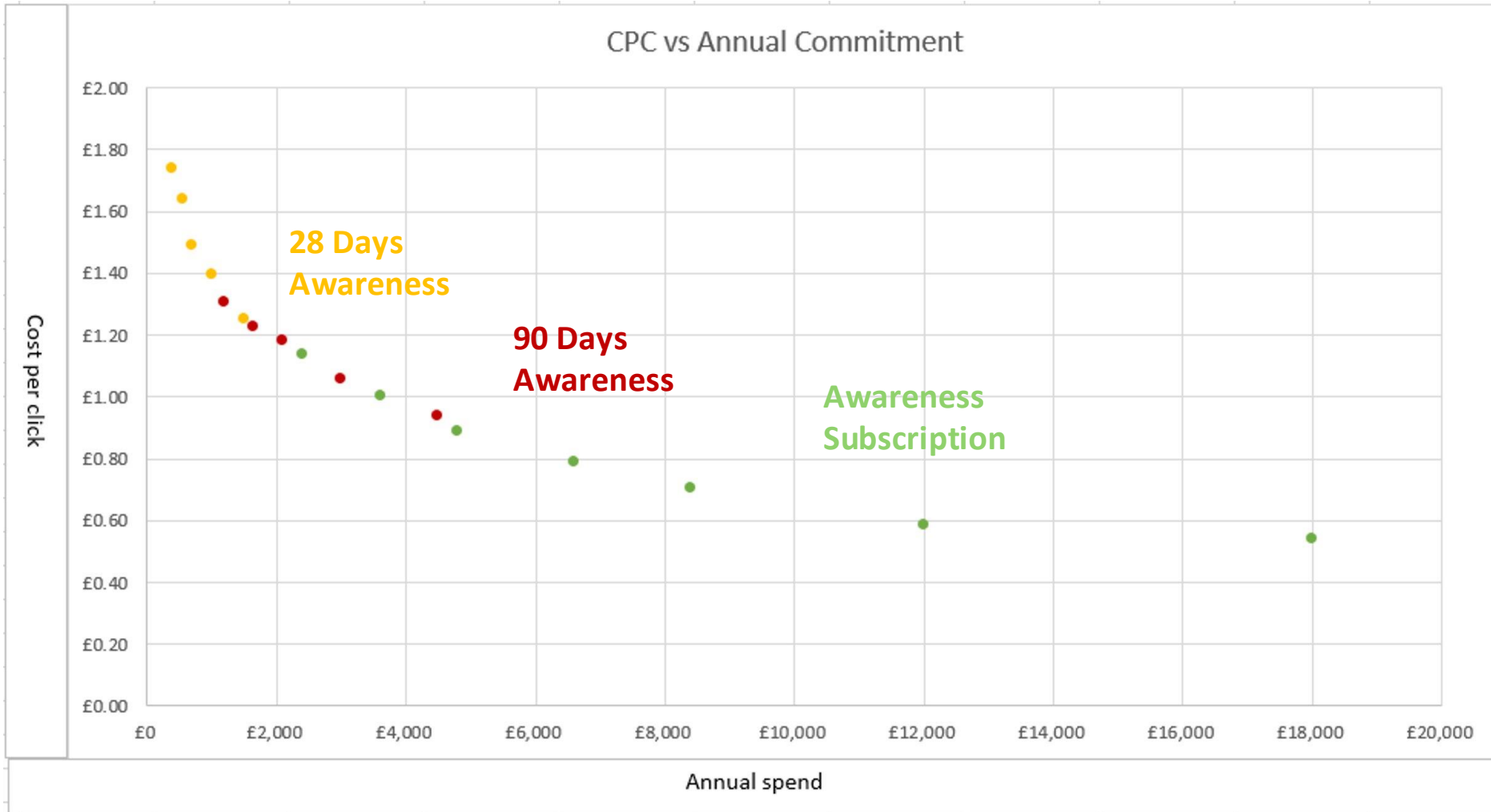
Diversifying into a Local Digital Agency

Look to build ‘SMART’ packages blending the best of solutions

Ingredients		Recipes		
		28 Day	90 Day	Subscription
Display				
	Essential – Little targeting	MID - HIGH	MID - HIGH	MID - HIGH
	Enhanced - Predetermined Audience and GEO	MID - HIGH	HIGH - HIGHEST	HIGH - HIGHEST
	Bespoke – Optimised by Expert	NONE	LOW- MID	HIGH - HIGHEST
Facebook				
	Enhanced - Predetermined Audience and GEO	LOW - MID	MID - HIGH	MID - HIGH
	Bespoke – Optimised by Expert	NONE	LOW - MID	HIGH - HIGHEST
Margins		74-86%	76-82%	72-78%

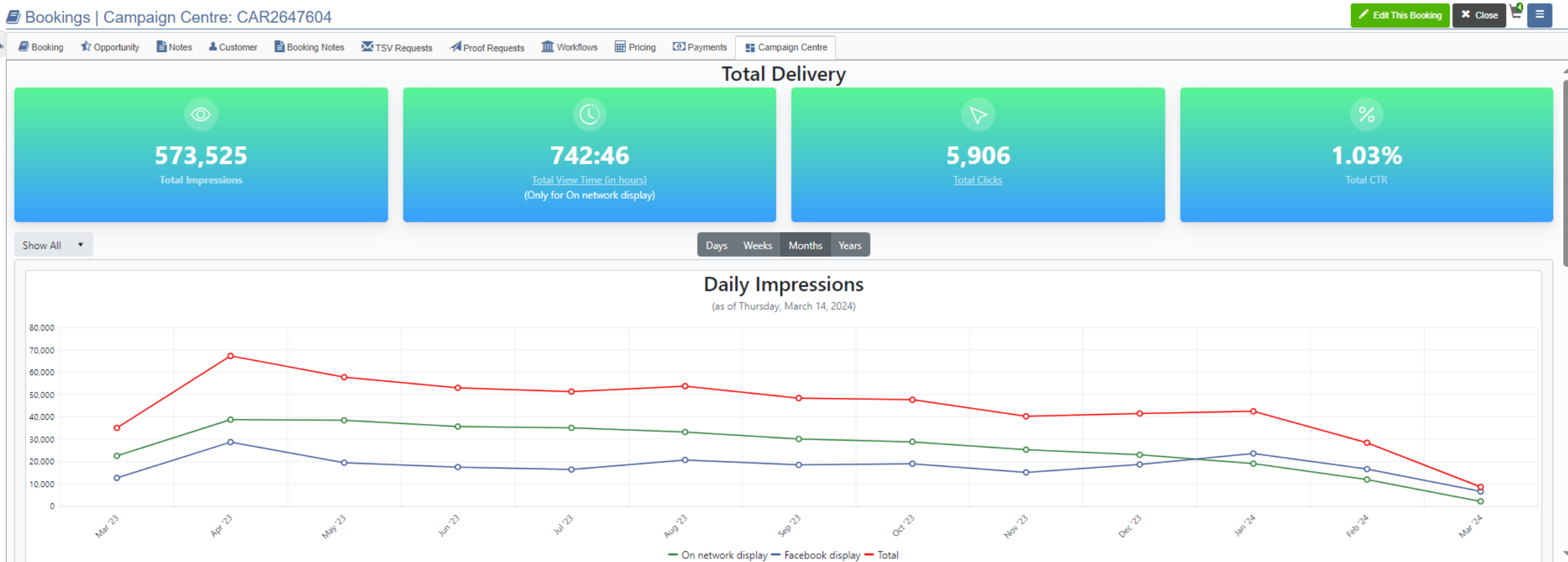
Diversifying into a Local Digital Agency

Build **INCREDIBLE** value to drive **LONG-TERM** commitment



Diversifying into a Local Digital Agency

Make it easy to share and advise on results for packaged solutions



Diversifying into a Local Digital Agency

Video/Animation production is a powerful way to enhance response

Pictures
0.46%
CTR

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Ben Hodgson cars are a local independent family run business whose commitment focus is to sell and buy quality used...

Finance Your Dream Car [Contact us](#)

27 1 comment 5 shares

Like Comment Share

Animation
1.81%
CTR

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BEN HODGSON CARS
BUY A QUALITY USED CAR FROM BEN HODGSON

benhodgsoncars.co.uk
Buy your Dream car from Ben Hodgson Cars [Learn more](#)

36 1 comment 10 shares

Like Comment Share

Video
2.26%
CTR

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Want to see some more of the cars we have to offer? Visit our website now or book an appointment with our expert

benhodgsoncars.co.uk
Ben Hodgson Cars [Learn more](#)

60 14 comments 5 shares

Like Comment Share

Summary

- Aligns with long-term goals of a developing sustainable business model.
- Evolve your sales structure “carefully”.
- Extend your solution offering built around your owned and operated.
- Look to build ‘SMART’ packages blending the best of solutions.
- Build INCREDIBLE value to drive LONG-TERM commitment.
- Make it easy to share and advise on results for packaged solutions.
- Video/Animation production is a powerful way to enhance response.

Thank You

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