

# Why advertise in local media?

Advertising in local media can connect you with local audiences. Well known national brands have tried & failed to replicate the relationship with the community that local newspaper brands have already established.

The Newspaper Society commissioned TNS Media to conduct research investigating the link between local print and online including an initial qualitative study followed by in-market brand tests across the UK:

- 35% of people agree that local media is relevant to knowing about the institutions, services & facilities in their local area\*
- Local media is an important source in making people feel part of their local community according to 35% of people\*
- Advertising is more relevant in local media with 47% of people stating it as such, compared to just 26% stating the same for commercial radio\*\*
- Over half agree that advertising in local newspapers & their associated websites sparks ideas that they act upon \*\*

