The smarter way to connect with your customers.

falmouthpacket.co.uk
Our vision.
Be the marketing partner businesses trust to drive their success.

The name is new – but we’ve been a part of your community for generations.

LOCALiQ is the name for all that Newsquest does today, from trusted local newspapers and websites to digital marketing services that can help you reach new customers as you’ve never been able to reach them before.

LOCALiQ is the name that brings together your trusted local news brand with the smartest digital marketing around.

It hasn’t replaced the name of your local Newsquest newspaper and its website, but it encompasses all the things that we can offer besides.

Those services include online advertising and best-in-class digital marketing, backed by a huge amount of data gathered from our 1.5 million local campaigns and 30 million monthly users.

Put our experts to work for you and we believe you’re hiring the best marketing partner a business can have.

Source: Publisher’s Statement 2018
The journey your local customer takes is complex, but your marketing doesn’t have to be. Let us put our intelligence to work for you.

LOCALiQ offers all the solutions you need to reach local customers:

• Build your presence
• Drive awareness and leads
• Grow your audience and connect
• Manage your leads and customers
• Know what works

We know your community like no one else. No matter your goals, we can get you there.

Source: Publisher’s Statement 2018
Why multimedia?

To align with changing consumer behaviour and ensure you stay ahead of the competition, our company has evolved from solely print to multimedia solutions.

We provide integrated solutions that take the best of both digital and print advertising to help you reach the right audience.

People engage with newsbrands across multiple devices every day; reinforce your message across multiple platforms for a more effective campaign.

5 reasons to add digital...

Mobile.
Reach an audience on the go, when they are making purchasing decisions.

Innovative.
Eye-catching creative solutions designed to prompt user response.

Brand build.
Build your brand in a responsive environment.

Engaging.
Digital advertising allows users to respond and interact with your brand.

Reach.
Reach a bigger audience and access a wide range of demographics online.

LOCALiQ
The intelligent way to reach local consumers.
Local marketing is no longer about any one marketing tactic.

It’s about knowing local.
Reach a bigger local audience than ever before.

WHY CHOOSE THE PACKET SERIES?

In the ever-changing world of media, The Packet Series remains key to the area that it serves. It is a powerful force for our loyal followers seeking trusted local news content all day long. Whether reading their morning print copy on the train, checking our social media channels at lunchtime or browsing our up-to-the-minute website in the evening – we’re here for our readers 24/7. It is a title which appeals to a diverse demographic and will continue to attract an audience that has the disposable income to invest in your goods and services; a target audience perfect for your business.

EXPLORING THE POWER OF LOCAL MEDIA...

The Packet Series celebrates the best of a proud region; sport, entertainment, leisure, retail, property, motors, jobs and much more. It is the ultimate daily print and 24/7 online guide to what is happening right here, right now. Concise, relevant and engaging, brought to local readers through online, social media and print – giving advertisers a true multimedia approach to their marketing campaign. Our marketing opportunities encompass the very best of our cutting-edge digital marketing services portfolio, traditional print advertising and consultative approach to ensuring we deliver a truly well structured marketing campaign for you.
Reach a bigger local audience than ever before.

falmouthpacket.co.uk

Facebook followers 5,569
Twitter followers 9,796

Source: Social media followers as at Nov 2018, Telmar data Sept 2018

Did you know?
We can reach up to...

41% of residents across core local markets

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Rugby club suffers blow

FALMOUTH Rugby Club’s chairman says it is now in a “precarious position” after plans to build homes were rejected. It is the latest setback in a saga over land usage that has lasted more than a decade.

The plans to build 226 homes in Menehay Fields just off Bickland Water Road have been rejected on appeal by the Secretary of State. Chairman James Instance says that the club is now in a “precarious situation” with a £200,000 debt from the land purchase.

He said: “We will have to look at what options to repay our debt. At the moment I don’t know what they are.

“We feel that we have been hamstrung at every stage as we attempted to improve and develop ourselves. What we have to do now is have quite a serious discussion with the board at the club to try and identify a way forward.”

Councillor for Budock Water John Bastin welcomed the decision, saying: “We worked for a long time to keep that barrier between Falmouth and Budock, here we are with a final outcome which is really reassuring that there is some justice in the world.

“We would have lost the interface between Budock and Falmouth.

“It’s absolutely vital that Budock keeps its integrity.”

Read the full story on page 6.

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Wednesday October 24, 2018

Established 1858 -

Green light for 528-bed scheme: page 2
Key circulation areas and coverage.

- Camborne
- Falmouth
- Falmouth Rural
- Helston
- Helston Rural
- Penryn
- Penzance
- Penzance Rural
- Redruth
- St Ives Hayle
- Truro
- Truro Rural
Digital audience.

Our incredible range of digital solutions positions your business in front of those people who are likely to buy.

Tracking a viewer's previous browsing history, we deliver your message to those individuals who have recently been looking at content related to your products or services. This means you could increase your chances of enquiry by up to six times.

112,325

Unique Browsers Per Month

513,872

Monthly Page Impressions

93%

Own a home computer

58%

Own a tablet

92%

Own a mobile

*Source: ABC/Adobe Analytics Jan-Jun 2018 (monthly) average unique browsers/page impressions.

**Source: TGI/Experian Ltd 2018 - based on % of households
Across the South West region we can expose your business to this extensive audience...

Every week we put hundreds of local businesses into the hands of thousands of prospective customers.

Our fully integrated marketing campaigns are uniquely developed to meet your marketing requirements.

The Falmouth and Helston Packet utilises all departments of Newsquest Media Group Ltd to map strategies for meeting your objective.

Our agile, ever-evolving digital capabilities engage your desired demographics with targeted online marketing campaigns and content.

It’s our responsibility to ensure that content is king - for both ourselves and our clients.

Source: ABC/Adobe Analytics Jan-Jun 2018 (monthly) average unique browsers/page impressions. Print reader audience based on JICREG Oct 2018
Audience data:

- Total weekly readership: 28,360
- Weekly circulation: 17,766
- Monthly page impressions: 513,872
- Monthly unique browsers: 112,325

Age profile:

- Online:
  - 15-24: 7%
  - 25-34: 14%
  - 35-44: 15%
  - 45-54: 25%
  - 55-64: 21%
  - 65+: 17%

- Print:
  - 15-24: 11%
  - 25-34: 9%
  - 35-44: 10%
  - 45-54: 16%
  - 55-64: 18%
  - 65+: 38%

Socio-economic profile:

- Online:
  - ABC1: 30%
  - C2DE: 32%
  - AB: 40%
  - C1: 28%
  - C2: 16%
  - DE: 16%

- Print:
  - ABC1: 55%
  - C2DE: 45%
  - AB: 27%
  - C1: 27%
  - C2: 26%
  - DE: 19%

Search Engine Advertising.

Reach more consumers who are ready to buy.

• Drive leads from local searchers on desktop, tablet and mobile
• Expand your reach across all major search engines – not just Google
• Get a low cost per lead and high ROI through conversion optimisation
• Get ROI transparency including cost per lead details

Conversion Based Optimisation:

• Optimising based on conversions such as phone calls, emails and tracked web events
• Increasing ROI by using the Bing and Google Publisher
• Our Automation evaluates campaigns for both Pacing and Conversion Based Optimisation and will make any necessary changes to bids to accommodate pacing and optimal ROI
• Focusing the budget on converting keywords to maintain competitiveness and reduces non converting keywords
Social Advertising: Facebook & Instagram

Put the world’s leading social media sites to work for your business with a powerful, local advertising program on Facebook and Instagram.

With best-practice ad-creative, detailed audience targeting options, and expert campaign management, your advertising program reaches the right target audience, drives measurable results, and meets your unique business goals.

Key Benefits...

- Generate cost-effective brand awareness, engagement, and leads through Facebook & Instagram
- Meet your business goals with creative ads, calls to action, and detailed targeting capabilities
- Get personal campaign management and optimised results from Facebook "Blueprint"-certified campaign experts
A customisable SEO solution ideal for businesses who want to boost local presence and be found for relevant searches. Our consultative, locally-focused approach means we help establish your goals, then optimise your website so you get found in local search results.

Below is a representative list of the SEO activities:

- Directory listings & recommendation gathering
- Publication of all business locations in 50+ U.K. directories (including Google My Business, various news outlets and automotive GPS systems)
- Optimisation and maintenance of all NAP (name, address, tele) details
- Monthly performance reporting
- Keyword research
- Search engine optimised content

Key Benefits...

Drive more visits to your website from organic search
Build a local presence that improves search engine visibility
See ongoing work and the results we deliver through monthly reporting

Search Engine Optimisation.

Drive more visits to your website from organic search
Build a local presence that improves search engine visibility
See ongoing work and the results we deliver through monthly reporting
Get found, get more contacts and turn them into customers

A website that attracts web and mobile visitors so they contact you. Conversion and user friendly designs to turn website contact into customers.

Offering a range of custom digital solutions for SMB's: Elite, Ecommerce and Custom

Prices from:

- Rental: £249 / month
- £1999 up front + £59 monthly hosting fees
- Ecommerce: offering simple and highly-effective Ecommerce functionality as an add on to our “Elite” site offering. Prices from £2,599.
- Bespoke: Multiple site, detailed custom functionality, our Bespoke sites include solutions that are individually built for the site based upon your requests.

NB: Costs are subject to VAT charged at standard rate
Lead Management, Marketing Automation and Analytics.

Our LOCALiQ marketing software helps businesses track their leads and turn them into customers.

With easy-to-use lead management, marketing automation, and analytics tools, we help you make the most of every opportunity to grow your business.

Key Benefits...

- Lead inbox keeps you up-to-date with the latest leads and customer prospects contacting your business.
- CRM helps you build customer contacts over time and manage your customer.
- Built-in email marketing software allows you to construct complex and sophisticated email marketing campaigns to your customer base.
- Analysing ROI: our technology gives you insights into which marketing channels are working for you, and gives you insights to understand the customer journey.
This is the Abarth 695C Rivale, it's now a hardcore hot hatchback. Under the tiny bonnet lies a tiny four-cylinder, which produces an impressive 178bhp. Put to the ground through a five-speed manual, it's capable of 0-60mph in 6.5 seconds. Take off is fairly rapid, performative. The car is loud enough in stand mode, but flick it into Sport mode, and you'll be met by lots of turbo lag. Again, it's far from refined, but the front wheels struggle to put it down to the road.

The five-speed gearbox is ideal. It's the business. It's the Akrapovic exhaust system. It's loud enough in stand mode, but its action is a little spongy. Of course, this car isn't in its element on a winding road, it's an absolute hothead. It's pretty rubbish. It's noisy, but its action is a little spongy. Long squabs help alleviate the sense of silly fun will get under your skin, and they'll find it infuriating. Leather interior. It's perhaps lucky what it needs now is a makeover intractable soft-top roof and a Nappa leather interior. It's the business. It's the business. It's the business.

The Alfa Romeo Giulia Ti has a sporty image, but in reality, it's a really fun touch and makes you want to go again. The leather interior is comfortable. It tends to skip over bumps, but keep your foot planted and follow the power kicks and you'll be met by lots of turbolag. The five-speed gearbox is ideal. It's the business. Under the tiny bonnet lies a tiny four-cylinder, which produces an impressive 178bhp. Put to the ground through a five-speed manual, it's capable of 0-60mph in 6.5 seconds. Take off is fairly rapid, performative.
By Marco Ferrari

The barn at Antron Farm, between Truro and Austell, was one of three premises that were damaged during the fire. A Green bank, on the site of the fire, was one of the places that were damaged.

A further appliance from Tolvaddon attended, also in attendance were the water carriers and Tolvaddon attended, also in attendance were the water carriers for the rescuers who were called by fire. The police were called by fire who were called by fire and the police were called by fire. The police were called by fire.

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Niche publications.

We publish two upmarket lifestyle magazine brands, along with a specialist farming publication each highly targeted and carefully crafted to resonate with affluent readerships.

Small Holder

Every 14 weeks
(13 editions): 76-100 pages
3k copies

This magazine showcases stunning generic content which is compiled with readers in mind.

This A4 magazine has exceptional production values.

Prime

Monthly: 52 pages
5k copies

Prime is a market specific magazine(s) aimed at people aged 60+ who are wealthy retirees.

Using targeted free controlled distribution, Prime has the content and design of a nationally-published title but with localised advertising.

Each edition features travel, celebrity interviews alongside health, lifestyle and culture features.

Prime is published 6 times a year.

South West Farmer

Monthly: 48 pages
13k copies

The specialist publication for keeping up to date with farming issues in the region.
Welcome to sw1jobs.com, your local recruitment solution for the South West. Reaching a combined print and digital audience of 600,000* people per month, sw1jobs gives you unique access to both active and passive candidates in your area.

Our strong local publishing network allows us to reach candidates other job boards can't. With over 100 years experience working with local businesses, we understand your needs and can make your recruitment mission possible.

9 applications on average per vacancy.*

Over 467,000 visits to sw1jobs.com.**

Reach both active and passive jobseekers through our strong publishing network.***

Source: *JICREG Online 2018 **Applications (internal metrics) August 2018. ***Omniture August 2018

Recruitment Advertising sw1jobs.com
e: servicedesk@sw1jobs.com

localiq.co.uk LOCALiQ
We provide a full service, working with our clients every step of the way.

**Plan.**
Getting your leaflets to your target audience by targeting the people most likely to be interested in your products and services.

**Print & design.**
Bringing your vision to life without the hassle of dealing with more than one company.

**Delivery.**
We deliver your message to your potential customers in their homes and online. We execute targeted door drop and online campaigns via one of our trusted partners or on our trusted websites.

**Research.**
Post campaign analysis that can help you fine tune your next campaign.

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**38%**
38% of leaflets via door drop are kept for at least a few days and 13% are kept for a week or more.

**59%**
59% of consumers said they visited a website to find out more after receiving a door drop.

**48%**
48% of consumers either visited a shop, sent for information, or bought a product having received a leaflet through their letterbox.

**92%**
92% of people read the door drops delivered to their home.

(Source: DMA)

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**Sales rates:**
Rates start from £28 per 1000 but are dependent on size & weight.

**Minimum Booking:** 5,000 copies

**Contact us:**
**t:** 0845 1999 830  
**e:** localsales@zoominleaflets.co.uk

zoominleaflets.co.uk
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"We feel that we have been hamstrung at every stage as we attempted to improve and develop ourselves. What we have to do now is have quite a serious discussion with the board at the club to try and identify a way forward."

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