



Photo by Brad Neathery

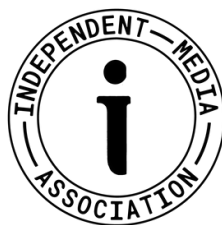
# LEICESTER GAZETTE

Leicestershire's **independent** newspaper | Proud to be a **co-op**

# Media Pack

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# 2024-25



# About Us

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**The *Leicester Gazette* is a local, independent newspaper, free to access for all online and soon in print.**

We cover both Leicester and Leicestershire, making us the largest independent newspaper in the east Midlands by area.

While primarily funded by memberships and grants, we offer **newsletter sponsorships** to local and ethical businesses to help promote their work. Our rates are affordable and great for anyone looking to connect with a local, highly engaged audience.

Our flagship newsletter, **Inside Leicester**, goes out to readers every Monday. It includes a news round-up, an events section, food and drink reviews, and much more. There are three spaces for sponsorship ads: **a dedicated section, a top banner, and a bottom banner**. All sponsors receive a **free 'meet the sponsor' social media post** across all our platforms.

Newsletters have exploded in popularity recently, and we are proud to be a newsletter-first publisher.

**If you have any questions about our newsletter sponsorship, you can email us at [info@leicester.news](mailto:info@leicester.news).**

# Our Audience

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**Professionals or retired professionals** in Leicester and Leicestershire – doctors, lawyers, civil servants, academics and business people.

**Local community groups and non-profits.**

**Multilingual residents** of Leicester and Leicestershire.

**Students** at every major school, college, and university in Leicestershire.

The *Leicester Gazette's* **members and supporters** across the region.

Leicester and Leicestershire **diaspora.**

**Small and medium-sized enterprises (SMEs) and startups** in Leicester and Leicestershire.

People who have **recently moved to Leicester and Leicestershire.**

# Statistics

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With over **75,000 visitors** to our website and **100,000 page views** achieved over the last 18 months, our website, social media channels, and newsletter reach more and more people each and every week. Now is the perfect opportunity for local and ethical businesses to connect with a local, engaged audience that appreciates impactful brands.

We publish **48-50 newsletters per year**, with a two- to four-week break at Christmas. On average, **63 per cent** of subscribers open the email, which is better than the industry standard of around 40 per cent.

Our newsletter is rapidly growing, and now is the time to get your business seen. We have **700-800 subscribers** at the time of writing, with **around five people joining every day**.

We make huge waves on social media. We have an aggregated **1,403 social media followers** and an average **423 social media engagements** per month. Reddit is our most popular platform, and we frequently post on r/Leicester. We have seen **1630 net Reddit post upvotes** in the last 18 months.

Our largest **referral sources** include: Direct, Google, Reddit, Facebook, X (Twitter). We are growing our presence on Fediverse platforms, too.

# About Sponsorship

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**Newsletter sponsorships are an opportunity to connect with mission-driven organisations and groups, and help them showcase their achievements and efforts to the local community.**

## Prices

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### **Newsletter Takeover - £250 per newsletter**

Pay a one-off fee of £250 to get everything below plus artwork and copywriting included.

### **Dedicated Section - £150 per newsletter**

1336x890 image + up to five sentences + linked CTA

### **Top Banner - £30 per 1,000 subscribers**

700x200 'above the fold' banner + link

### **Bottom Banner - £20 per 1,000 subscribers**

700x200 'below the fold' banner + link

### **Social Media Post - Free! (with all sponsorship options)**

1080x1080 image + 280 characters (inc. link)

# Promotional Offers

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To celebrate our early sponsors, businesses that purchase **any** sponsorship option before 1 June 2025 will receive a free 1/8 page ad (worth £150) in our upcoming print edition, set to launch September 2025\*.

\* Date subject to change.

# Discounts

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A limited number of discounts are available on request for charities, social enterprises, campaign groups, NGOs, publishers and educational establishments. Also for series bookings.

# Artwork & Copywriting

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Not all of our clients have ready-to-go artwork and copy. For just **£50**, we will do this for you. No additional fees.

Let's tell your story together

Alison Fraser, 07782 222897 [alison@emsm.org.uk](mailto:alison@emsm.org.uk)

Michael York, 07780 874279 [michael@emsm.org.uk](mailto:michael@emsm.org.uk)

**LEICESTER**  **GAZETTE**  
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All information is correct at time of publication (December 2024). We reserve the right to refuse an advertiser in line with our Ethical Advertising Policy or alter pricing at any time.