

The following is some information which you may find useful if you are thinking about advertising in this newspaper.

It's in our interest that your advertising is successful. We're in this journey together.

In today's increasingly digital world, it may seem old-fashioned to advertise in print newspapers. However, newspaper advertising still packs a powerful punch that can boost your business. Unlike digital ads that can be blocked or skipped, newspaper adverts have a higher chance of being seen and read by the target audience. This makes newspaper advertising a valuable complement to digital marketing efforts, allowing businesses to reach a wider audience and increase brand visibility.

Readers form deep connections with their local newspaper. When they unfold the pages, they engage in an immersive experience. Your advertisement becomes part of that trusted environment.

Moreover, readers spend quality time with newspapers, allowing your message to sink in. The tangible, hands-on nature of print makes it more impactful. Unlike fleeting digital ads, your message sticks around and can be referenced multiple times.

Communities In Towns still prefer Local Newspapers with 71 percent of participants stating that their buying decisions are influenced by newspaper ads.

Coupons / Vouchers can be included in a newspaper advert by businesses to advertise their products or services. Coupons or Vouchers attached to newspapers have been effective in generating sales. Moreover, it is easier to assess the effectiveness of these campaigns because customers can only gain the advantage of these offers by redeeming the coupons.

Broader and Extended Reach. When we talk about digital ads, an average user spends almost 8 seconds on one ad. Honestly, that is a very short time to impress your target audience. However, newspaper advertising gives businesses a better chance to reach their target audience. People spend more time on newspapers because most readers consider newspaper reading as a leisure activity.

Focused Targeting. Newspaper advertising allows businesses to target their audience in a better way. For instance, if you want to target a specific area or town, you can get your ad posted in a local newspaper.

Highly Engaging. Newspapers are famous for their credibility, and readers have more interest in getting reliable information from newspapers. This automatically increases user engagement, thus giving your advert a better chance of getting noticed.

Trust Factor. Yes, social media and other digital ads may have been the latest trend, but more consumers still trust print ads, and is higher than search engine ads.

Action-Oriented. Newspaper ads prompt many consumers to take action. For instance, 30 percent of users, after reading an ad in the newspaper, went on to do further research.

Do The Newspaper Selection Carefully.

Newspaper selection is important for a better reach. Local businesses can attach coupons with a local newspaper to promote their brand locally. To make it short, you need a newspaper that helps you reach your target audience easily and cheaply.

Catchy Ad Design No doubt, people are more conscious about the content you provide in your adverts. However, catchy slogans, attractive imagery, and attention-grabbing headlines are equally important for newspaper advertising. You need to be concise and comprehensive enough at the same time.

Competitor Research Is Important. Your newspaper advertising strategy must include thorough research on your competitor. It may not be wise to target the exact same audience which your competitor is already targeting because it can easily distract people's attention. Therefore, follow your competitors closely and devise your newspaper advertising strategy accordingly.

Front Page Adverts. These adverts really pack a punch and are a fantastic way to get your business noticed. The print run for The Merthyr Tydfil Times will be 5,000, and it will also be available online for free.

3, 6 and 12 Month Campaigns offer you better value for money and can help to make sure your business is relevant.

Newspaper advertising allows businesses to create a sense of urgency and immediacy. By placing time-limited offers or promotions in newspaper ads, companies can encourage readers to take immediate action. This can be particularly effective for driving traffic to physical stores or generating service leads.

If you have any questions regarding advertising in The Merthyr Tydfil Times, just send an email to: editor@merthyr-tydfil.com or phone us on 07508 604948. If we don't answer straight away, we'll phone you back.

Artwork to be supplied as 300ppi PDF or JPEG. All of the above information is a guide only, you should also do your own research.

Some of the above information in this leaflet has been obtained from <https://www.marketingtutor.net/> and <https://inkbotdesign.com/>
No matter what length advertising campaign you decide on, we'll only charge you per month.
Advertisers take sole responsibility for veracity and success of their adverts.

All 5,000 newspapers will be available to residents at strategic locations or posted through letterboxes throughout Merthyr Tydfil.