



SOUTHPORT & MERSEY REPORTER

YOUR LOCAL VOICE,
YOUR TRUSTED
MEDIA PARTNER

ADVERTISING KIT

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REPORTER.COM

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About Us

We are the UK's first online-only newspaper, proudly serving Southport and the Merseyside community since 2000.

For over two decades, we've been offering free, independent weekly coverage of news and events that matter most to the people who live, work, and care about this region.

From breaking news and local politics to arts, culture, and events, we cover the full spectrum of community life.

As a publisher deeply rooted in the community, we work hand-in-hand with local businesses, charities, and tourism initiatives to help them reach their audience and grow.

We are fully regulated by IMPRESS, the UK's independent press regulator, and all our journalists follow the NUJ Code of Conduct, giving our readers and advertisers confidence in our integrity, transparency, and professionalism.

UK Patent Office Reg. No. 2292469.





Mission and Values

➔ Mission

Our mission is simple: to deliver honest, timely, and impactful news that keeps our local community informed and empowered.

➔ Values

As an independent, community-focused online newspaper, we are deeply committed to the values of transparency, integrity, and responsible journalism.

Our Media Platforms



Southport Reporter

Over 1.2K

Average Daily Page Views

Accredited and officially recognised free local online newspaper, providing a weekly independent coverage of Merseyside news & events.



Mersey Reporter

Over 1.6K

Average Daily Page Views

Instant announcements and quick read news bites, covering issues that affect the Liverpool City Region.



Social Media Channels

Over 10K

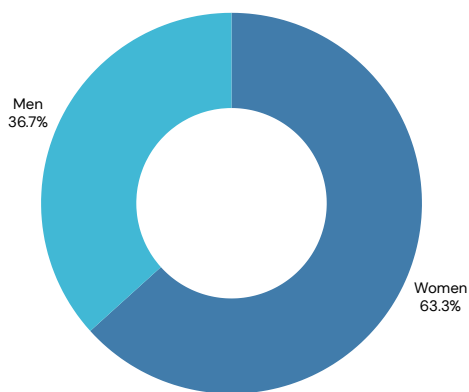
Total Follower Count

Facebook
Twitter
LinkedIn
YouTube

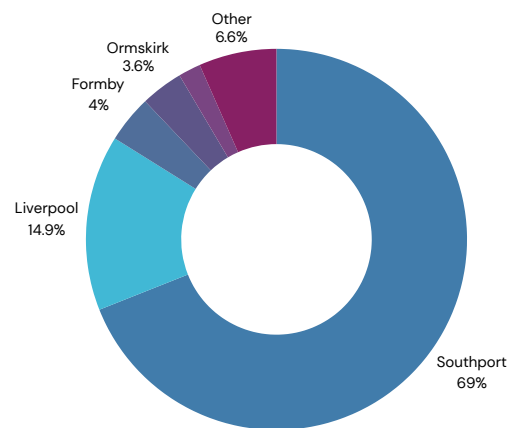
Nextdoor
Mastodon

Audience Demographics

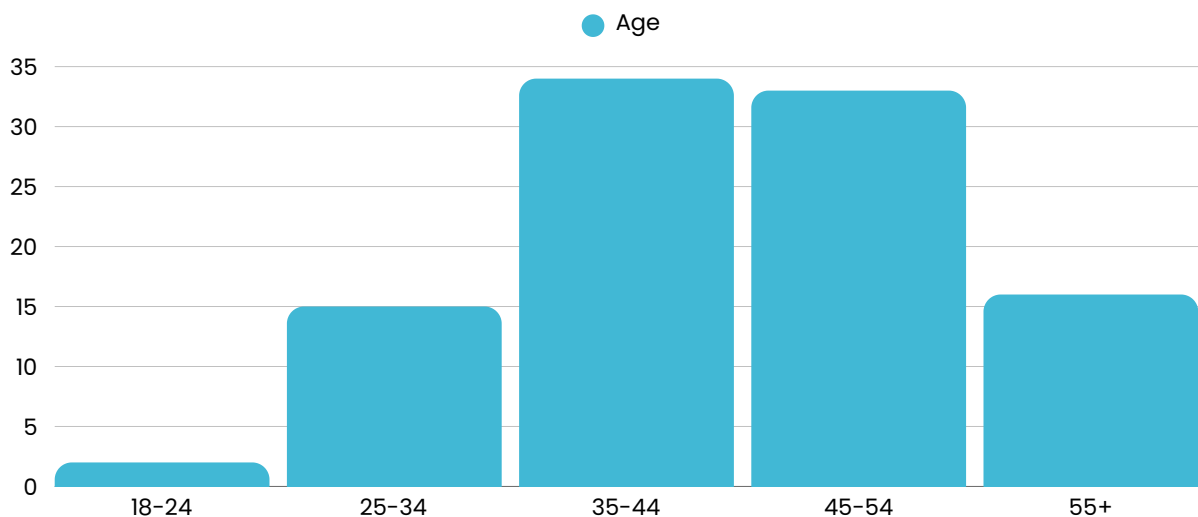
Gender



Location



Age Range



Audience Demographics

Income Level

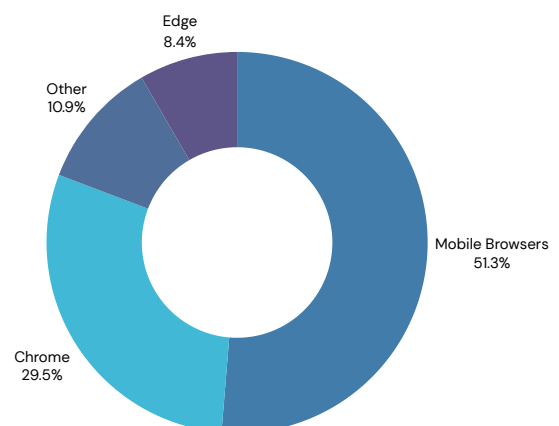
Extrapolating from our audience viewing figures and interaction with the news items, we expect the average income to be around

32K – 40K p.a.

Interests

- ➔ Community News
- ➔ Local Businesses
- ➔ Events & Lifestyle, Family Activities
- ➔ Tourism & Culture
- ➔ Food

Device Usage



Why Advertise with Us?

➔ Hyperlocal Reach

As a local online newspaper dedicated to Southport and surrounding areas, we attract thousands of engaged local readers every week — connecting businesses directly with their community.

➔ Targeted Advertising

Most of our readers are loyal Southport residents who actively support local businesses. When you advertise with us, you're not casting a wide net — you're speaking directly to the people most likely to become your loyal customers.



➔ Trusted Since 2000

Established over two decades ago, our readers trust us to keep them informed, making them more receptive to businesses that advertise with us.

➔ Digital-First Advantage

As a fully online publication, we offer flexibility and real-time visibility for your ads—perfect for targeting mobile, desktop, and social media readers.

➔ Affordable and Flexible Ad Packages

We offer tailored advertising options, including instalment plans, to suit your budget and business goals.

Client Testimonials



Tony Higginson
Owner of Formby Books

"This local online newspaper does more than anyone else to see and support their communities and assist businesses too. They are brilliant and only a click away."



Marcus Croman
Owner of Holistic Realignment and Physica

"I have used Merseyside and Southport reporter for various things over the years from Web design, Photography, advertising and marketing and have always found them exceptionally helpful and knowledgeable."



Peter Bailey
Owner of PB Photography

"Very helpful and have assisted me with the rebranding of my photographic business. They have shown me which roads to take for my website and educated me on the route I need to follow in order to assist with going forward with my business - something I would not have thought I would get via a newspaper business."



Ken Ward
Chairman Formby Royal British Legion

"Southport & Mersey Reporter gives accurate local information with superb photographs. we are particularly pleased with its` coverage over many years of the local Remembrance events in Formby and Southport sometimes in appalling weather."

Advertising Packages

➔ Recommended Business Package

An exclusive 1-year marketing package designed to help your business shine

£800 /year

- Dedicated, Professionally Designed Page
- Social Media Exposure
- Stunning Professional Photography
- Compelling, Expert Copywriting
- Free Occasional Updates
- Customer Reviews
- Full Access to Photos
- A flexible 12-month instalment plan available.

➔ Rotation Banner & Link

A simple, effective way to drive traffic to your website or social media.

£249 /year

- Eye-Catching Banner Design
- Flexible Formats
- Clickable Link
- Affordable, Year-Round Exposure
- Free Occasional Updates

➔ Featured Sponsorship Package

A powerful way to secure prime ad placement on key pages of our website.

£1,499 /year

- Prominent, Fixed Banner Placement
- Premium Exposure for the Year
- Long-Term Visibility
- Multiple Page Exposure

➔ Business Promo Video Package

A custom-made video advert designed specifically for you!

Custom Pricing

- Tailored Video Production
- Multi-Platform Exposure
- High-Quality Stills and Presentations
- Fully Customisable

➔ Webcam Sponsorship

Boost Your Business Visibility 24/7 with our Fixed Location Webcams, featuring 2 high-traffic, live-streamed camera feeds

£15 /month

- Your Logo Placement on the Webcam Images
- Consistent Exposure Throughout the Day
- Multi-Platform Exposure
- Mentions on Our Social Media Channels

Next Steps

*Ready to grow your business with us?
Here's how to get started:*

➔ Request an Advert Package

- Get detailed information on our Ad Package we currently offer to our clients.

➔ Book a Consultation

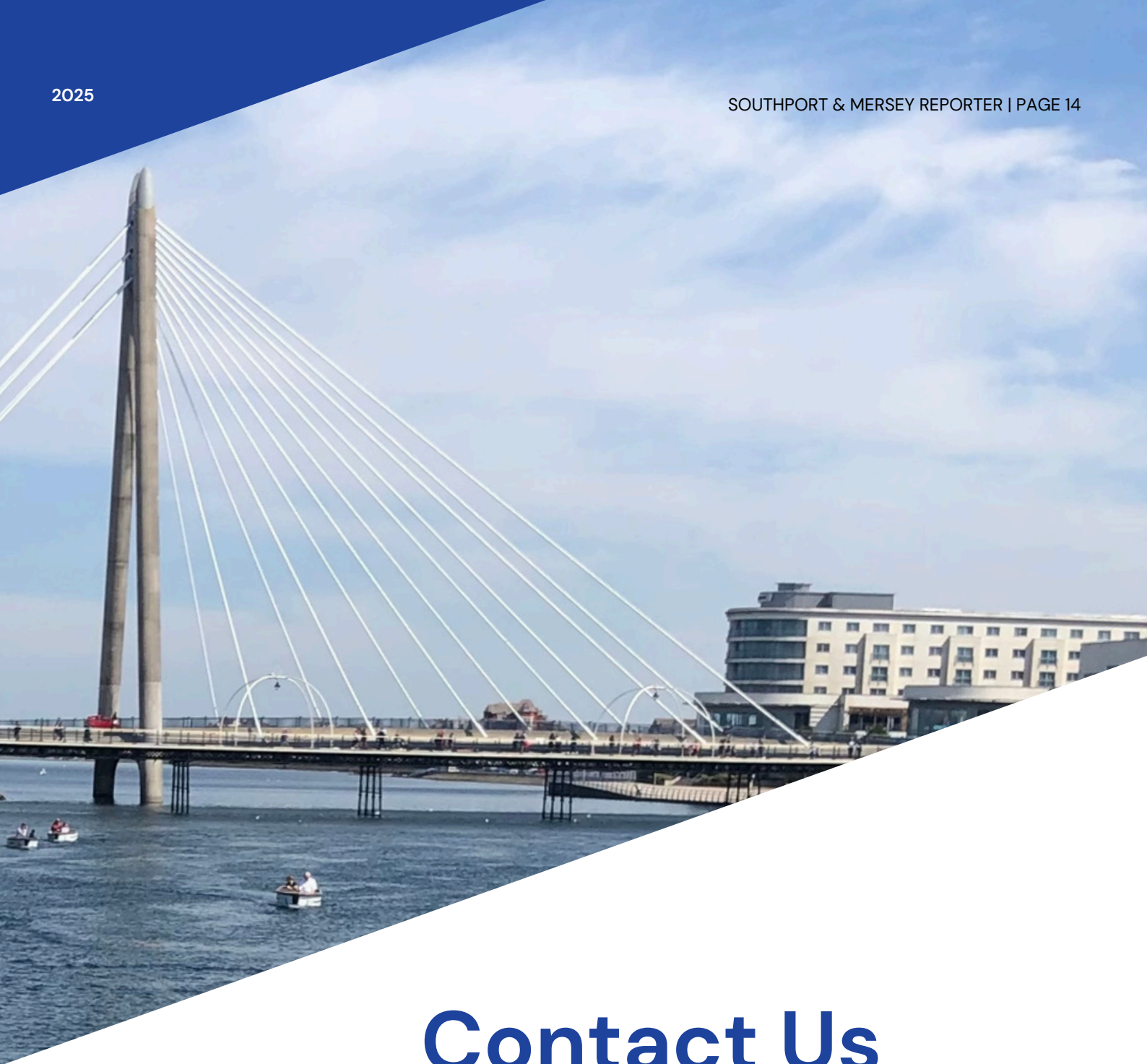
- Let's discuss your goals and tailor a strategy that fits your needs.

➔ Secure Your Spot

- Choose your Ad Package and start reaching Southport's most engaged audience.

Join the businesses already growing with Southport & Mersey Reporter.

Let's make your brand a local favourite!



Contact Us



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www.merseyreporter.com



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