



This is an unprecedented time for everyone, and its impact is being felt across everyone's lives, no matter who you are, where you are, or what you do.

We know some of those most affected is the the local business community, and we want to help you in any way we can. You're the lifeblood of your towns and cities, both as service providers and employers, and we must do all we can to support you.

We were astonished with the response of our '**Supporting Local Business**' campaign, with 000's of businesses taking advantage of our exclusive service offers. So it seems fitting that we go one step further with our new initiative **#IAmOpen**.

With trading restrictions changing every day, consumers are confused as to what businesses are allowed or not allowed to trade.

The **#IAmOpen** campaign helps support local businesses to market themselves effectively in challenging conditions with free services and low cost options, letting business tell their local communities on their status.



Jim Brinkley
Director
Reach plc | Regionals





OUR PROMISE

Continue to support the local businesses of the UK through the COVID19 crisis, and to keep the backbone of the British economy going.

#IAmOpen



OUR SUPPORT

We have provided more than **£2.8 million worth of advertising savings** to more than 2,000 UK businesses through our #IAmOpen initiative.

#IAmOpen



#IAmOpen

2 FOR 1*

PRINT ADVERTISING

NEW CUSTOMERS ONLY

Reach

Terms and conditions: New customers only. Media must commence by Sun 27 Sep 2020.





#IAmOpen



Print advertising in our trusted and respected newspaper publications help you reach and engage with local, regional and national audiences.

Local newspaper brands have a proud heritage of being welcomed into peoples homes and being apart of the fabric of everyday life.

At Reach, we publish many of the UK's biggest and best-known newsbrands. From the big city presence of the Manchester Evening News, Birmingham Mail, Liverpool Echo and Bristol Post, to our county-wide websites like Essex Live, Gloucestershire Live, Somerset Live and their local sister titles.

Print advertising in our trusted and respected newspapers will help you to tap into these audiences.

Advertising in print still remains one of the best ways of reaching your target audience, whether it be for branding, maintaining front-of-mind positioning, or helping with tactical campaign messages.

From full-page ads that make a bold statement to smaller ads that grab the attention with an eye-catching creative, we have advertising solutions for every budget.

Reach

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#IAmOpen

OFFERS

A SUITE OF EXCLUSIVE OFFERS ON
OUR PRODUCTS AND SERVICES

NEW & EXISTING CUSTOMERS

Reach

*Terms and conditions: New and existing customers. Available between Fri 28 Aug 2020 and Sun 27 Sep 2020 only.





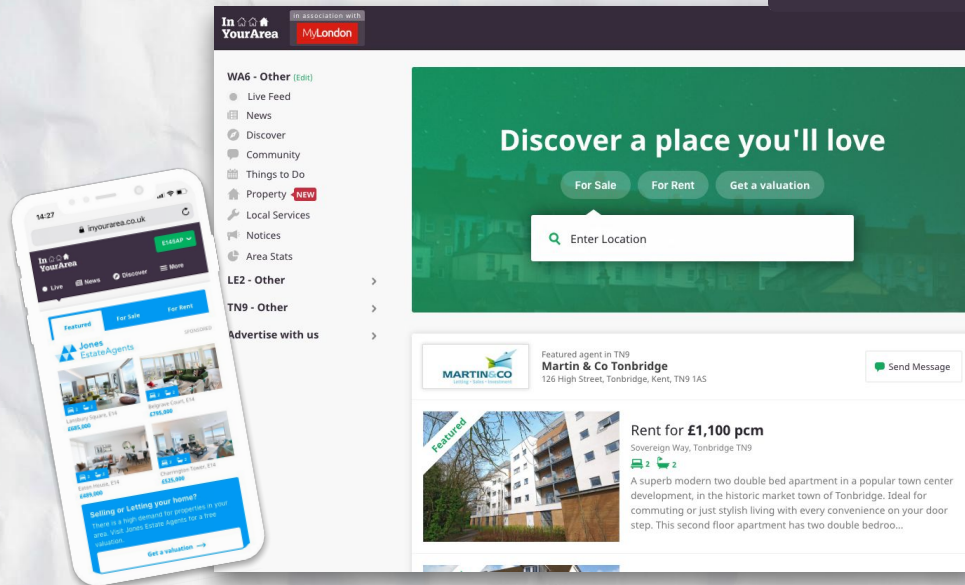
#IAmOpen

In   
YourArea

50%
OFF

PROPERTY | £250 £125pcm + VAT

- ▶ **InYourArea.co.uk** Property card sponsorship for a postcode region e.g WD6
- ▶ Featured properties
- ▶ Sponsor feature on **InYourArea.co.uk** email newsletter
- ▶ **FREE Montage Video** created from stills, with captions



Reach

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#IAmOpen

#IAmOpen Widget Sponsorship

Onboarded Users **1,600,000**
In the last 30 days

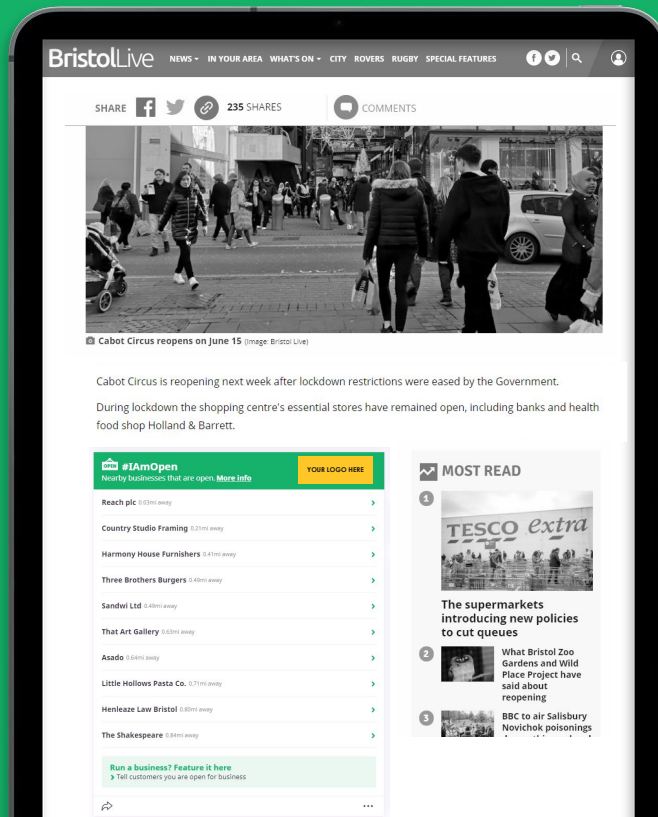
Promote your services to local users by
sponsoring InYourArea's #IAmOpen widget.

We understand that reaching your target audience is now
more important than ever.

We're offering a unique opportunity to sponsor the
InYourArea #IAmOpen widget that appears in every user's
feed.

Through this opportunity, we're able to ensure that you
feature prominently to our users in a simple, direct and
cost effective manner.

Reach



regional sponsor
£3,500 pcm
30 mile radius

national sponsor
£15,000 pcm
UK wide

In   
YourArea



Funeral Notices Widget Sponsorship

Feed Views 950,000+
Onboarded Users 7,000+

Promote your services to local users by sponsoring InYourArea's Funeral Notices widget, dedicated to supporting funeral services.

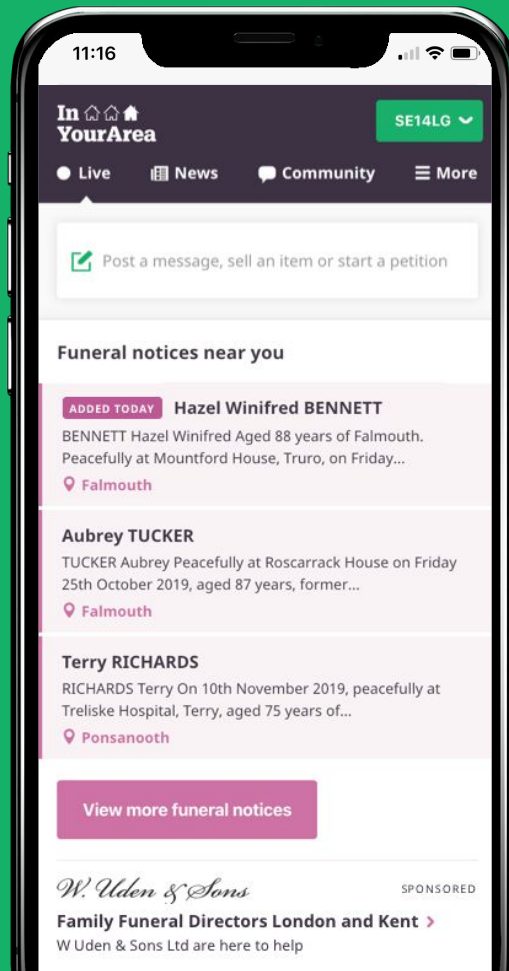
We understand that reaching your target audience is now more important than ever.

We're offering a unique opportunity to sponsor the InYourArea Funeral Notices widget that features across our network of 60+ news websites.

Through this opportunity, we're able to ensure that you feature prominently to our users in a simple, direct and costeffective manner.

* Excluding regional sponsorship

Reach



#IAmOpen

regional sponsor
£2,500 pcm
30 mile radius

national sponsor
£5,000 pcm
UK wide*

In 
YourArea



#IAmOpen

Covid19 Widget Sponsorship

As COVID19 continues to spread, it's more important than ever we keep on top of how this is developing both nationally, as well as in our local communities.

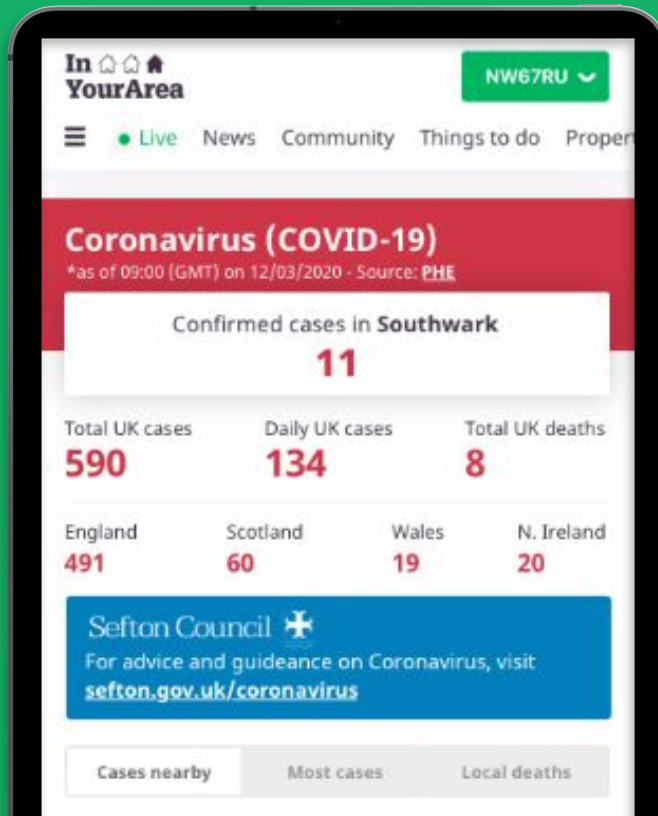
At InYourArea, we now include the latest stats for your area (based on the postcode entered), as well as national statistics for England, Scotland, Wales & Northern Ireland.

This information is delivered both through the InYourArea feed, as well as via widgets within relevant news stories across the Reach network and is proving incredibly popular with our users across both platforms, in fact, the Coronavirus card is the second most viewed content on InYourArea, second only to local news.

From this, we can infer that this content is incredibly valuable to our users in the current social climate and is providing real value to the communities we serve.

Full details [available here](#)

Reach



regional sponsor

£3,500 pcm

30 mile radius

national sponsor

£15,000 pcm

UK wide*

InYourArea



HERE TO **SUPPORT** YOU.

We want to support you in any way we are able, so to take advantage of any, or all, of these ideas, please speak to your local advertising account manager, or go to:

local.reachsolutions.co.uk/iamopen

Share your details with us and we'll be back in touch immediately to support you.

#IAmOpen

**BACKING LOCAL
BUSINESSES**

#IAmOpen

