

itmatters2me.co.uk



*Digital Media
Solutions for the **Hyper**
Local Market*

Digital

MEDIA
SOLUTIONS FOR
THE HYPER
LOCAL MARKET

In the space of a year itmatters2me.co.uk (IM2M) covers all 179 Wards in Suffolk (which are our Communities) with a population of approximately 710,000.

Within 2 years itmatters2me.co.uk will cover the East of England and the whole of the United Kingdom in five years with a predicted daily use of 5 million impressions.



What IS 'HYPER LOCAL'?

Launched in 2007 itmatters2me has achieved what local and national newspapers have been struggling to attain for years. That's to develop an affordable advertising portal for the Hyper-Local market place.

Hyper Local is the industry term for that section of local community news coverage that is not viable or cost effective to print and distribute. Where current local newspapers do exist the cost to any advertiser is high and the outcome questionable. IM2M allows the advertiser to target their local client base and where appropriate into all neighbouring communities. IM2M provides this at a fraction of the price and with a quantifiable outcome (see page 4 for comparisons).

But itmatters2me allows readers to do far more than they can with print. Users can find their Ofsted local schools and NHS services; receive a text alert about their local football team, contact their local Councillor or MP, the weather; click on the local business page to find their local tradesman. Put up their own news article or organisation, blog or create a forum to get community opinion on the new Tesco Store planning application that could ruin their high street; chat with the subject of a story to itmatters2me local web master or District manager reporter.

For the first time it gives any advertiser trading anywhere in the UK the opportunity to cover their local area at an affordable cost and contribute to their community.

Banner advertisement covering Suffolk.



Suffolk Sheds

Click here to see our range of Timber Buildings, Summer Houses & Sheds
Telephone 01206 298975

Cost per annum £250

Page views 5413.
Click through to web site; 48
(last 3 months)

Why

ADVERTISE IN YOUR LOCAL COMMUNITIES, COUNCIL DISTRICTS AND COUNTY?

- Revenue share with each Community. We give back 20% of your advert to The Suffolk Foundation, a registered charity dedicated to improving the quality of life for the people of Suffolk.
- For the first time itmatters2me gives any advertiser trading anywhere in the UK the opportunity to cover their local area at an affordable cost and contribute to their community.
- According to Federation of Small Businesses nearly half of small businesses that use the Internet to advertise their firm increase turnover by one fifth.
- We cover every Post Code in the UK so you can plan your advertising spend to any area or just in your community.
- Massive savings compared to traditional magazine/newspaper and covers a wider area.
- Advertising for local businesses only. You get the high profile spots.
- More and more people buy on-line and search on-line from what's on locally to their local plumber.
- Dedicated Manager for every Community in your District to help you plan your advertising campaign for you to generate more business to your advertisement to make sure your website is kept fresh and lively.
- Supported by District and County Councils.
- The only Nationally Branded fully interactive Community web site linking 11350 Ward based communities.
- Provable outcome. We supply you with your advertisement statistics including the number of page hits and clicks through to your web site.
- 10 million people in the UK currently have broadband with 5.2 million connections in homes across the UK. In September 2008 alone one million households joined up and Broadband is getting faster and bigger (source BBC).

Bromley & Fitch
50 THE HIGH STREET
HADLEIGH SUFFOLK

*Surveyors
of Natural
Stones,
Ceramics &
Mosaics*

01473 829339

Tower
advertisement
covering
Suffolk.

Cost per annum £300

Page views 49399.

Click through to web site; 65 (last 10 months)

Advertising

COST COMPARISON FACTS

Compare the cost to advertise with newsprint or itmatters2me

Average cost to cover half your district with local ads in Magazines per month	£2813
Cost to cover ALL of your district with a Local ad in IM2M per month	£4
Average cost to cover half of Suffolk by local ads in Magazines per year	£67,512
Cost to cover ALL of Suffolk with a Banner ad in IM2M per year.	£250

Research Sources.

Households and offices from National Statistics

Local magazines print run
(Many more not included).

Hadleigh Community News
(5000 printed)

Sudbury, Melford & Lavenham Community News
(5000 printed)

East Bergholt Parish magazine
(1300 printed)

Greater Ipswich magazines
(5315 printed). Capel St Mary, Copdock, Washbrook, Bentley & Tattingstone, Shotley, Chelmondiston, Woolverstone, Sproughton & Burstall.

Banner advertisement covering covering the Districts of Babergh, Ipswich, Mid Suffolk & Suffolk Coastal.



Made for Life

Cost per annum £250

Page views **5455**.
Click through to web site; **36**
(last 3 months)

Advertising

& PROMOTING WITH
ITMATTERS2ME
.CO.UK

HIGHLIGHTS:

20% of the cost of your ad goes to a charity within your County.

The Suffolk Foundation is a registered charity that supports local community groups and projects, which make a genuine difference to the lives of Suffolk people. They manage itmatters2me funds on behalf of individuals, companies, trusts and public agencies, acting as the vital link between local donors and local needs - connecting people who care with causes that matter.

- Mailing to 250,000 households and offices throughout Suffolk.
- You have the choice to target your potential customers from just your Community, District or County.
- TV and Radio Campaign.
- Possible TV adverts
- Adding several more channels to the website to increase traffic.
- Promotional Public Relations.
- Organise events and competitions.
- Weekly Email to all members on news items and special offers.
- Internet marketing and profiling to reach more of our audience.

Banner advertisement covering Suffolk.

Wolsey Volkswagen

See us at Sproughton Ipswich. Click logo to go to our website.



Cost per annum £250

Page views 5598.

Click through to web site; 74
(last 3 months)

ADVERTISING &
PROMOTING WITH
ITMATTERS2ME
.CO.UK



- Population of Suffolk 710,000
- 250,000 Homes and offices
- Seven District Councils with 179 Electoral Wards (IM2M Communities).

	Population
Babergh District Council.	87000
Forest Heath District Council	62000
Ipswich Borough Council	121000
Mid Suffolk District Council	92000
St Edmundsbury Borough Council.	102000
Suffolk Coastal District Council.	122000
Waveney District Council.	117000

BANNER, TOWER & SKYSCRAPER ADVERTISING IN SUFFOLK

EAST BERGHOLT POST OFFICE & STORE

A Budgens supplied village Supermarket & Post Office.

Serving the local community with fresh produce and a full range of Post Office services

Winner of National Village Store of the Year

Tel: 01206 298239
Fax: 01206 299987
Email: alecgreg.gardner@btconnect.com

Banner Advertisement

To advertise for one year with a Banner Ad in your County will cost £250

Tower Advertisement

To advertise for one year with a Tower Ad in your County will cost £300

Skyscraper Advertisement

To advertise for one year with a Tower Ad in your County will cost £350

Bromley & Fitch
50 THE HIGH STREET
HADLEIGH SUFFOLK

Purveyors of Natural Stones, Ceramics & Mosaics

01473 829339

Skyscraper Ad
470(W)x125(D) pixels

Tower Ad
250(W)x125(D) pixels

MILSON HOTELS & RESTAURANTS

The finest places to eat. drink. stay.

Banner Ad 80(W)x537(D) pixels

Local

COMMUNITY BOX ADS

Map of Babergh District Council showing their 27 Wards/IM2M communities. There are six other Districts in Suffolk making a total of 179 Wards/Communities.



Michael J Byles Plumbing & Heating

Specialist in oil boilers,
installations, maintenance
& servicing
General plumbing &
heating work also
undertaken

01206 822225

07717 012433

michaeljbyles@aol.com

Local Single Box Ad

To advertise for one year with a Single Ad in your County
will cost £35.00

Local Double Box Ad

To advertise for one year with a Double Ad in your County
will cost £60.00

Production per ad £18.00

C. S. GARDEN MACHINERY

All sales, service &
repairs, new & used
machines

Unit 9, Brantham Mill
Industrial Estate, Brantham
CO11 1QT

Phone - 01206 390 380

Mobile - 07711 077 661

Double Box Ad
139(W)x304(D) pixels

Single Box Ad
139(W)x150(D) pixels

ItMatters2me Ltd

6 Market Place, Hadleigh, Suffolk
IP7 5DN

Telephone: 01473 356350/1

Mobile: 07887 743 184 or 07718 911 482

Enquiries: info@itmatters2me.co.uk

Sales: sales@itmatters2me.co.uk

Website: www.itmatters2me.co.uk

ItMatters2me Limited. Company
number 62702

