

Canarian Weekly

media pack



at home



at work



in the bar



online



via app

Canarian Weekly
is an EmCan
Media company



Why Newspaper?

Newspapers are.... **convenient**

Readers are offered a variety of platforms to choose from which to receive their news and advertising content. Readers highly value the ability to consume newspapers in the format that is most convenient to them.

trusted

Readers build a solid relationship with the newspaper connecting residents to their community and become like a print version of friends and family. Just as friends and family "won't steer you wrong", readers feel the same about their beloved paper.

creative

Combining text with well-designed newspaper adverts, engages your customers on many levels, emotional and intellectual.

flexible

Newspapers offer enormous flexibility in content, placement and frequency. They are a 'rapid response' medium as you can refine your message or change your whole campaign quickly

retentive

Can easily keep content close by for future reference. Print ads also have a way of 'going viral' in that a newspaper can end up in a location and will be read by many, many people over the course of the week.

detailed

Newspaper adverts have the ability to communicate lengthy, complex or detailed information and descriptions.

reputation building

Readers believe that a newspaper won't do business with companies that are untrustworthy. By advertising with a trusted local newspaper that has a loyal readership, you can build a positive reputation in the community simply through this association

engaging

Readers are highly engaged with newspapers in print, on line, on smart phones and tablets because they value the news, advertising and local coverage.

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10 reasons to advertise in a local newspaper

1. Local newspapers are read by the majority of the community
2. Most readers turn to their community newspaper for news before turning to other media
3. Local newspaper readers spend considerable time with their paper
4. Readers rate the quality of writing in local papers very high
5. Local newspaper readers trust their newspaper
6. Local newspaper readers find their newspaper easy to use
7. Local newspapers connect with their readers
8. Local newspapers understand their readers
9. Local newspapers rely on newspaper advertising
10. Local newspaper readers prefer newspapers, not TV or internet adverts.

Why Canarian Weekly?

Canarian Weekly has been published since 1997 and contains a wide range of English language articles to a potential audience of over 100,000 adults on Tenerife.

Canarian Weekly has maintained its position as the first choice for island residents by continuing to provide relevant, informative, and truly local news for the people on the island.

We pride ourselves on our local news content, unrivalled by other publications, as we have the ability to keep right up to date via our sister company Oasis Fm.

We live the life of our readers. Our sales team, contributors, journalists and staff all live on the island and are knowledgeable and passionate about island issues.

Canarian Weekly

Advertising in Canarian Weekly

The Sales Team at Canarian Weekly believes in the 'Consultative Sell' which means that your campaign could be made up from these different aspects of Newspaper advertising.

Commercial space

We first complete a full 'fact find' to enable us to understand the needs and objectives of the client no matter what size business they may be.

We'll develop a strategy including ideas to help achieve these objectives. We will then recommend what size commercial will be needed to achieve the results. Commercials can be 4 modules, 8 modules, quarter, page, half page, full page, L-shaped, wrap around, coupon....there are many options.

Our research helps us to identify accurately, audience reading habits to achieve more for the clients advertising spend and make the campaign more effective.

Long term

Success needs time to build; continued success needs to be maintained. Often, the time between 'deciding to buy' and actually buying can be weeks or even months depending on the product. It is vital to reach people early within their 'buying cycle' so that you can get on their 'mental shopping list'. People need to buy all year round, not just when you decide to advertise.

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Short term

Although newspapers have deadlines, they can be an advantage. You can kick start your campaign quickly as there is a definite delivery time when the newspaper comes out. So, if you are having an event or sale you can advertise it days/weeks leading up to and during your promotion, creating an urgency for readers.

Commercial design

The sales team work closely with our in-house designers to ensure your commercial is produced to the best standards possible. What you put in a commercial is just as important as where it is placed and how many issues you have it in. It is important to have your logo or a strong image, easy contact details, and a clear message, as this is giving readers the first impression of your business.

Research shows that simple clean adverts work best, as 'cluttered' adverts tend not to be read as much. What you want in your advert will define what size is best for your business.

Sponsorship/placement

Your company can become an integral part of the **Canarian Weekly** by sponsoring either a section or feature. Sponsorship is an association of a newspaper feature like the Good Food Guide, sports pages, or entertainment section. We can create great advert designs that naturally link your brand to the feature, giving you more exposure and credibility.



Canarian Weekly

Canarianweekly.com

Canarian Weekly has one of the most comprehensive and visited websites on the Island. The website allows visitors to access the latest local and national news first, as well as finding out about activity in the community. Your website can benefit from the thousands of visitors that visit our site each week by placing banner adverts linking to your own site on key sections.

Client service

Once the campaign is on-air we will be in touch at regular intervals to track progress with you.

**THE MOST IMPORTANT THING IN ADVERTISING IS WHAT YOU SAY,
TIMES HOW MANY TIMES YOU SAY IT.**

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