

# THE LEVELLER® GROUP

Publisher of THE LEVELLER® newspaper

## **The changing face of local news**

**Unique and successful.**

**Time you got on board?**

*Contact us at Great Western House, Westover, Langport, TA10 1RB*

*email [levelleradvert@gmail.com](mailto:levelleradvert@gmail.com) [levellereditor@gmail.com](mailto:levellereditor@gmail.com)*



# THE LEVELLER®



## A question for you

You want to advertise in Bridgwater,?

Well there's the Mercury.

You want to advertise in Yeovil?

There is always the Gazette.

But what do you do if you want to advertise in both Bridgwater and Yeovil?

What if you want to sell your product across all of Somerset?

**You've got a choice of just two newspapers:**

3,698\* copies of The Somerset Guardian  
(\*according to their ABC for Dec 2016)

**or**

11,000 + copies of The Levellier Group

**It isn't that hard a decision  
is it?**





**THE LEVELLER®**



## **Let me ask you another question**

**When you take out a series of adverts with a local newspaper which would you prefer?**

1. To have **fewer** readers at the end of the series than you had at the start? Or....
2. To have **more** readers at the end of the series than at the start?

**It isn't very difficult is it?  
Then you need to know this:**

1. Nearly every newspaper in Somerset has a falling circulation.
2. Nearly all have published ABC figures that have fallen every year for 8 years.
3. **ONLY one newspaper can offer you consistently RISING circulation every year for 8 years**
4. **That is The Leveller®**

**If you are not advertising with our newspaper already.....  
....perhaps you should be?**

**It really is an easy decision isn't it?**



# THE LEVELLER®



## It is this simple

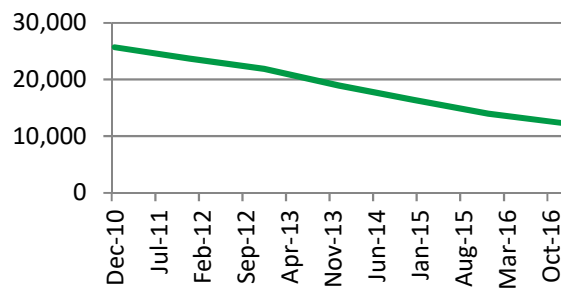
Our newspapers have gone from a circulation of 1,000 copies in 2010

....to over 11,000 by September 2018

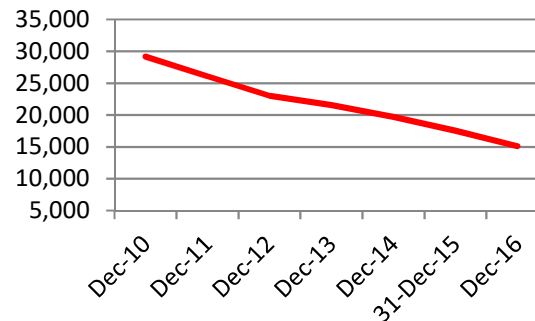
From the smallest in Somerset in 2010 - we're the second biggest today

Let's look at the pictures to make the point more powerfully:

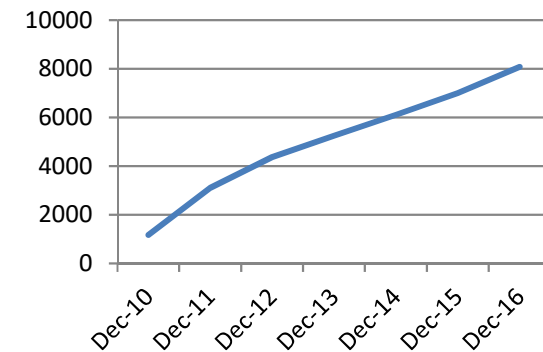
### Somerset County Gazette



### Western Gazette



### Leveller Group Papers



**By the end of 2019 The Leveller® will be the largest newspaper in Somerset**



# THE LEVELLER®



## **So what are we doing so right?**

The Leveller Group Papers are reinventing local news but it is not complicated:

- Free not paid for
- But a proper circulation with figures quoted net of returns
- Size and quality - A4 and high white paper (the paper most people are familiar with)
- Font 10 so you don't need a magnifying glass (its easy on the eye)
- Monthly not weekly (so plenty of news and no trivia)

And as to the content

- The only Somerset newspaper really holding local government to account
- Reflective and informative - not tabloid (don't do what the internet does better)
- Analysis and in depth articles (the sort you'd print off rather than read on screen)
- Real stories, regular exclusives (we are often the only print journalists at the meetings that count)
- Challenging but respected

***In the words of the leader of Somerset County Council “I have every respect for you publication and always enjoying reading it even if I don't always agree with some of the content.”***



# THE LEVELLER®



## But maybe it is easier to illustrate the difference this way:

Headlines showing what our rivals think is news



Headlines showing what we think is news

**FREE!**

The **LEVELLER**  
Leveller Publishing Group, Langport

13th December 2018 Issue no. 95/48

### Scandal of Broadband Failure

The broadband project that all Leveller-led companies this year... it was very expensive. It involved huge amounts, there was in the end... the project has failed for those of those users. It has also left our... comprehensively within the LPA.

Michael Clark will be interviewed by the Somerset Community Foundation 'Surviving Winter' campaign. Please don't miss on page 40.

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North Street, Langport, Somerset, TA10 9RL

Over 11,000 copies sent out monthly



# THE LEVELLER®



## The Leveller is not tabloid

We clearly have an ABC 1 readership.

Again you only have to look at the difference in our content to see why people read our papers....

.... and what type of people read our papers



### A Matter of Choice

Libraries do not have to close, but SCC has chosen to cut their funding. Over the course of the past few months residents of Somerset have had to watch helplessness at the state of Somerset County Council (SCC) finances has deteriorated before their eyes. We have reported extensively on the causes, the current state of the county finances and the cuts being proposed. As it enters the year in these circumstances, the Library Service is at the front of the game to be cut. SCC had undertaken a review of the library service even before the financial redoubts became apparent. That review dated back in July, SCC have now published their recommendations and on 3rd November, Cabinet agreed them. More on the detail and the proposals later. But for now let us take a look at the savings being proposed. Will the proposals save money? SCC certainly need to save money wherever they can. But the total annual saving going into the future from the planned changes to the library service is around £33k. This is according to SCC's own figures.



It is a rare thing to see a Post Office opening, we are far more used to seeing them close. But Kingsbury (Epworth) is breaking the trend! See p14

The Library Service (not actual libraries per se) is something that SCC have to provide. It is a legal obligation. (see p14)

**SEE, TRY & HEAR! FREE EVENT**  
 COME AS LEARN ABOUT THE LATEST HEARING AID TECHNOLOGY

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**SEE PAGE 7 FOR MORE DETAILS**

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- Philosophy
- Outward Bound
- Off to Uni
- HE programme

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Somerset's fastest growing newspaper! Over 11,680 copies out of print.



# THE LEVELLER®



Who advertises with us?



Why not join them?





# THE LEVELLER®



## What our advertisers say about us...

*Yes please we would like to go ahead with the advert again for the next 12 months. It has been very successful for us again.*

**Yeovil Fencing Centre**

*"I would just like to say we have had a brilliant response from our last ad in your magazine"*

**Lee Holmes Garden Machinery, Somerton**

*I do get lots of enquires from people who have seen the advert in the Leveller, I'm really pleased with the response!*

**Somerton Pilates**

*"We have never to my knowledge homed so many cats during July and August. I believe it is to do with the Leveller advertising. We do have a weekly sponsored ad in the Western Gazette for one of our cats looking for a home but it has never brought in the amount of enquiries we are currently having."*

**Cats Protection, Yeovil**

*"It's lovely that it is reaching the right people and also that I was able to help her with the issue she had."*

**Pardoes Solicitors**

*"We feel after 3 years our advertising in the Leveller has had a substantial impact on our business due to the fact it is a local magazine that local people enjoy reading and not to mention also the help and support that Andrew has given us in the wording and designing of our ad."*

**Langport Glass**

## But talk is cheap so.....



# THE LEVELLER®



## What do our advertisers do about it...

**RNAS Yeovil** Air Day - every year for 5 years

**Greenslade Taylor Hunt** Estate Agents and auctioneers - advertised every month for 7 years

**Higos Insurance** - advertised every month for 5 years

**National Trust** - seasonal ads for 3 years

**Pardoes Solicitors** - every issue for 2 years

**Haynes International Motor Museum** - seasonal advertising for 3 years

**Huish Leisure Centre** - regular adverts for 7 years

**Monkton Elm** - advertised every month for 4 years

**Brown & Forrest Smokery** - seasonal adverts every year for 5 years

**John Leach Pottery** - regular monthly ads for 6 years

**Alletsons Solicitors** - every month for 3 years

**English Homes** Estate Agents - advertised every month for 7 years

**Chalmers Accountants** - advertised every month for 7 years

**Langport Glass** - advertised every month for 6 years

**Somerton Windows** - advertised every month for 7 years

**Shires Garage** - advertised every month for 6 years

**Our advertisers stay with us because advertising with us works!**



**THE LEVELLER®**



**To sum up: why advertise with us?**

- ✓ Loyal readership
- ✓ Growing readership
- ✓ People like to associate with success
- ✓ ABCI readership

**and**

- ✓ Excellent value rates
- ✓ Multi media: we offer social media and online advertising too
- ✓ Discounts off ratecard for series

**Our success is not an accident so find out more.....**



# THE LEVELLER®



## Scandal of Broadband Failure

The broadband project that J&J Somerset has completed does even 3 and very expensive. It involved huge subsidies, there was to be said only with savings in the reader groups. Connecting Devon and Somerset (CDS) was a project to spend £16m to bring superfast broadband to 95% of our county and neighbouring Devon. Somerset County Council contributed £1m and all in all over £20m of the cost came from state support. That was your team.

Recent figures produced by the House of Commons show that the project has fallen far short of these credits. It has also left our county at the bottom of the league when it comes to online competitiveness under the LSC.

How has been ripped off? And is anyone going to be held to account? At the moment the answers to these questions appear to be "yes" and "no" in that order.

But that let us step back in time. In January 2015 CDS established an aim to have superfast broadband in place in January 2018. CDS aimed to bring superfast broadband to 95% of premises in the area covered by the Connecting Devon and Somerset programme. This means that most schools and businesses in Devon and Somerset will have broadband speeds of over 24Mbps by the end of 2018. (See p14)



To get a ratecard and find out more about advertising with us please contact:

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07973 758728

website: [www.Leveller.Live](http://www.Leveller.Live)

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- Chess
- Art
- ITC
- Preparatory



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Try something different - join a growing newspaper