trail blaze
LOCAL

Specialist Digital Publications That Get Your Business Noticed.

Real People.
Real Communities.
Real Results.

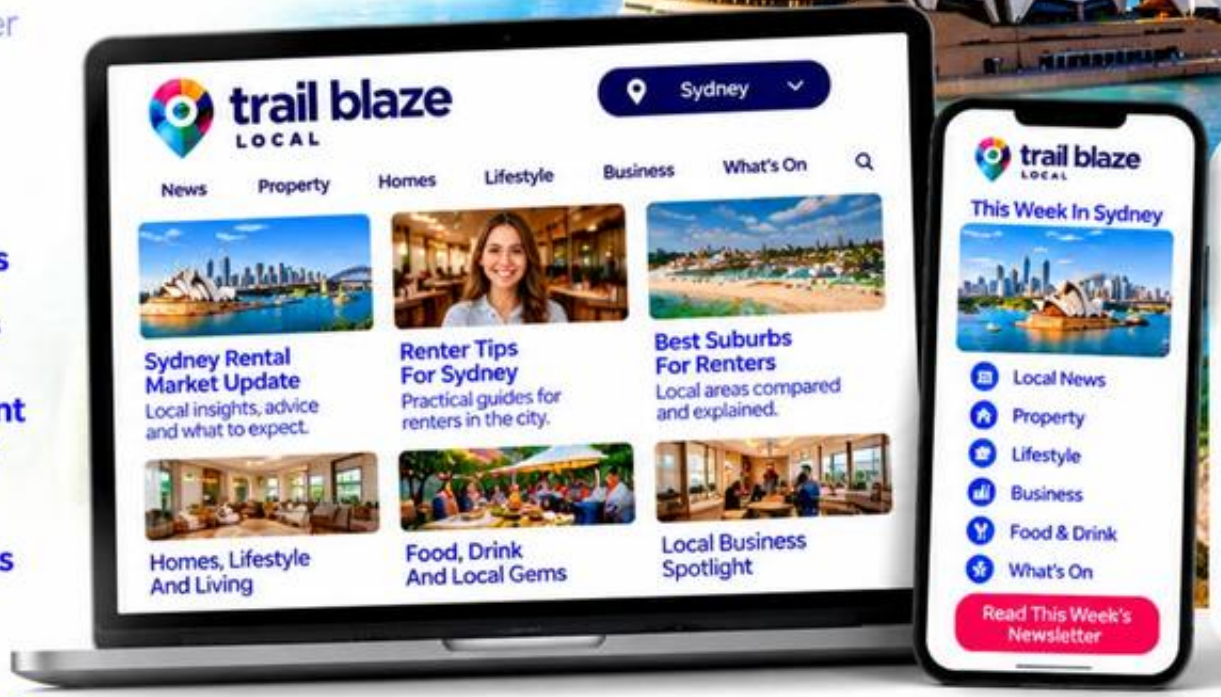
Our local publications bring together news, lifestyle, property, business and community content — giving local businesses the visibility they need to reach the right people.

Local and Engaged Audiences
People who live in the area and actively look for local news, events and recommendations.

Quality, Researched Content
Helpful and independent articles that get read, shared and found in search and AI.

Multiple Content Categories
From homes and lifestyle to business, food & drink and what's on.

Your Business In The Right Place
Be part of a trusted local publication that people return to every week.



Publication Types & Topics

- Local news and community stories
- Property, homes and rental advice
- Lifestyle, food & drink and what's on
- Business features and expert advice
- Directories to help people find local services
- All designed to get your business noticed

I Want To Know More →

More Local Customers
Reach people who live and work in your area.

Build Trust and Credibility
Be associated with valuable, independent local content.

Long-Term Visibility
Articles get indexed and keep working for your business.

Stand Out Locally
Be recognised as a key business in your community.

Be Part Of Something Bigger
Support local people, local businesses and stronger communities.

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LOCAL



Real Opportunities Across Australia.

Same proven model. Different local markets.

Our specialist publications can be launched in any Australian location, from major cities to regional areas, giving local businesses a cost-effective way to be found, trusted and chosen by more local customers.

Local Focus
Content that's relevant to the people who live and work in your area.

Proven Publishing Model
The same approach works across cities, suburbs and regional locations.

Opportunities For All Types Of Businesses
From retail and hospitality to professional services, property and lifestyle.

Scalable Across Australia
We can launch specialist publications in new locations as opportunities grow.

Melbourne

taste trail MELBOURNE



Local Food, Drink And Experiences

Restaurants, cafés, bars, producers and food events across Melbourne.

- Researched articles
- Local newsletter
- Directory listings
- Shareable social content



Brisbane

renter insider BRISBANE



Renter News And Local Insights

Helpful content for renters, landlords and property professionals in Brisbane.

- Researched articles
- Local newsletter
- Directory listings
- Shareable social content



Perth

local pet insider PERTH



Pets, People And Local Services

Vets, trainers, groomers, pet-friendly places and local pet news in Perth.

- Researched articles
- Local newsletter
- Directory listings
- Shareable social content



Adelaide

home seller insider ADELAIDE



Home Selling And Property News

Local property insights, market updates and practical advice for home sellers in Adelaide.

- Researched articles
- Local newsletter
- Directory listings
- Shareable social content



We Can Launch Publications In:



- Major cities and metropolitan areas
- Growing regional centres
- Niche publications for specific industries
- The same publishing model everywhere
- No need for you to manage content

I Want To Know More →

More Local Customers
Be found by people who live and work in your area.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

Growth Opportunities
Support the launch of new publications as demand grows in more locations.

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LOCAL



Stronger Together.

Complementary Businesses. Greater Opportunities.

Our specialist publications bring together non-competing local businesses, so you can all benefit from high-quality content, more local visibility and increased customer interest.

Shared Audience
Reach more local people who are interested in food, drink and great local experiences in your area.

More Local Exposure
Featured together in articles, newsletters, directories and social posts.

Build Trust
Useful, independent content positions you and other local businesses as trusted experts.

Support The Local Food And Drink Scene
Be part of a thriving local community that encourages people to eat, drink and shop local.

A Stronger Local Scene With Taste Trail Sydney


Restaurants and Cafés


Coffee Shops and Bakeries


Local Producers and Food Shops


Pubs, Bars and Wineries


Food Experiences and Hospitality

1 Research Articles (Each Month)



Best Waterfront Dining In Sydney – Where The Views Match The Food

We create independently researched articles about local places, produce, experiences and trends.

2 Featured In The Local Newsletter



- New openings and reviews
- Seasonal food and drink
- Local producers and markets
- Events and things to try

Your business can be featured in our local newsletter, reaching people who love eating and drinking in Sydney.

3 Enhanced Directory Listing



Sample Business Listing

★★★★★

Café, restaurant and local food and drink businesses with key details, images and links.

View Listing →

A dedicated directory helps local people find your business when they are looking for places to eat, drink and visit.

4 Ready-To-Share Social Content



We provide ready-to-share social posts with engaging images and copy, so you can easily share the content with your own audience.

A Better Way For Local Food And Drink Businesses

- Relevant, independently researched content
- Featured in the local newsletter
- Enhanced directory listing
- Ready-to-share social posts
- Work alongside complementary businesses
- No meetings or approvals
- You focus on your business
- 30-day notice for flexibility

I Want To Know More →

More Customers
Reach people who are actively looking for places to eat, drink and explore.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

A Stronger Local Scene
Help showcase and support the vibrant food and drink community in Sydney.

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What Your Business Gets Each Month.

We create useful, independently researched content about your industry and local area, giving you regular exposure in our publication, newsletter, directory and social channels.

More Local Exposure
Be seen by people who live and work in your area and are actively looking for local information.

Trusted, Independent Content
Helpful articles that position you as a local expert without paid advertising.

Multiple Ways To Be Found
Your business appears in articles, newsletters, directories and social posts.

Long-Term Visibility
Articles get indexed and keep working for your business, so you gain visibility beyond the newsletter.

1 Research Articles (4 per month)

renter insider SYDNEY



5 Things To Check Before You Sign A Rental Agreement

- 4 researched articles about your industry
- Answer common local questions
- Position you as a trusted local expert

Useful content that people want to read.

2 Newsletter Feature (Each month)

renter insider SYDNEY



This Week In Sydney

The latest rental market updates, suburb spotlights and expert advice for renters.

Read This Week's Newsletter →

- Featured in our local newsletter
- Reaches local subscribers who are interested in your industry
- Links to your article and directory listing

Regular exposure to a local and engaged audience.

3 Directory Listing (Enhanced or Included)



Sample Letting Agent
Directory Listing

- Enhanced directory listing (with Featured and Expert)
- Key business details, images and links
- Helps local people find you when they are looking for rental services

Be found when people search for local services.

4 Ready-To-Share Social Content (Each month)

Renter Insider Sydney
2h ·

Thinking about renting in Sydney? Here are 5 things to check before you sign a rental agreement.



Like Comment Share

- Ready-to-share posts with images and copy
- You share on your own social channels
- Helps you reach more local people with minimal effort

Save time with ready-to-use social posts.

A Complete Monthly Package

- 4 researched articles per month
- Featured in the local newsletter
- Enhanced directory listing (Featured and Expert)
- Ready-to-share social posts
- Relevant, local and independent content
- No meetings or approvals
- You focus on your business
- 30-day notice for flexibility

I Want To Know More →

More Local Customers
Reach people who live and work in your area.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get indexed and keep working for your business.

Be Part Of Something Bigger
Support local people and stronger communities.

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How We Publish And Distribute Your Content.



We create useful, independently researched articles about your industry and publish them across our local publication, newsletter and social channels – so more local people discover your business.

Reach More Local People
Your content is seen by people who live and work in your area and are actively looking for local information.

Increase Your Visibility
Be featured in our publication, newsletter and social channels without paid advertising.

Build Trust and Credibility
Helpful, independent content positions you as a trusted local expert.

Drive More Opportunities
More enquiries, stronger relationships and long-term business growth.

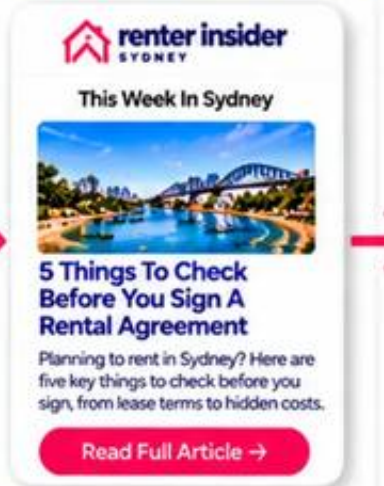
1 Published On The Local Hub



Your article is published on the relevant local publication (e.g. Sydney Renter Insider), where it is indexed and can be found on Google and AI searches.

Your Article On The Local Hub

2 Featured In The Local Newsletter



Your article is featured in our local newsletter, sent to local subscribers who are interested in the same topics.

Featured In The Local Newsletter

3 Ready-To-Share Social Posts



We provide ready-to-share social posts with images and suggested copy, so you can easily share the article with your own audience.

Ready-To-Share Social Content

A Simple, Effective Process

- Independently researched content
- Published on the local hub
- Featured in the local newsletter
- Ready-to-share social posts
- More local visibility and enquiries
- No meetings or approvals
- You focus on your business
- We do the research, writing and design

I Want To Know More →

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Why Local Businesses Choose Trail Blaze Local.



Join a growing number of local businesses who use our specialist publications to reach more local people, build credibility and create new opportunities.

Reach Local People
Get in front of an engaged local audience in your area.

Increase Your Visibility
Be featured in articles, newsletters, directories and social posts.

Build Trust and Credibility
Independent, researched content positions you as a trusted local business.

Generate Opportunities
Attract more enquiries, leads and repeat customers over time.

1 Local People Discover You



- Your business featured in researched articles
- Shown in our local newsletter
- Included in our directory
- Shared on social media

More local people see and learn about your business.

2 Build Trust With Your Audience



- Helpful, independent content
- Answers common local questions
- Positions you as a trusted expert
- Builds long-term credibility

People trust businesses that provide useful, local information.

3 Get Enquiries and New Customers



- People find you when they need your services
- Directory listing with key details
- Direct enquiries to your business
- More opportunities over time

Turn local interest into real enquiries and customers.

4 Grow Your Business Over The Long Term



- Long-term online visibility
- Articles get indexed and found in search and AI
- Continued exposure in newsletters and social media
- Helps you stay top of mind in your local area

A sustainable way to grow your business locally.

A Smarter Way To Market Locally

- Reach an engaged local audience
- Build trust with helpful content
- Increase your online visibility
- Generate more enquiries
- No meetings, no approvals
- Hands-free – we do the work
- 30-day notice for flexibility

I Want To Know More →

More Local Customers
Reach people who live and work in your area.

Greater Credibility
Be associated with independent, trusted local content.

Long-Term Visibility
Articles get indexed and keep working for your business.

Stand Out Locally
Be recognised as a key business in your community.

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Australia:
A Thriving Market For Local Business.

Great Local Businesses.
Stronger Local Communities.

Australians love supporting local businesses and staying connected to what's happening in their community. Our local publications bring the two together, with helpful, trusted and engaging content.

A Large and Active Audience
Australians are highly engaged online and actively look for local news, events and recommendations.

Business-Friendly Communities
Local businesses are at the heart of Australia's towns and cities.

Diverse and Growing Markets
From major cities to regional areas, there are opportunities across every sector.

A Strong Culture of Local Support
Australians value independent businesses and are proud to support them.



Opportunities Across Australia

- Vibrant city communities
- Growing regional areas
- A wide range of business sectors
- Local content people want to read
- A growing demand for trusted local information

I Want To Know More →

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Packages And Pricing.

Flexible options for Australian businesses.

A simple, affordable way to get your business featured in a trusted local publication, with no meetings, no ongoing work for you, and real, long-term benefits.

All Packages Include Local Reach
Be found by more local people who are actively looking for your products or services.

No Meetings
We research and create everything. You simply receive your content.

Great Value
A cost-effective alternative to traditional marketing and paid advertising.

Build Long-Term Visibility
Articles get discovered in search and AI, helping your business stay visible over time.

Directory Listing

FREE



- Basic business listing in the local directory
- Business name, description and key details
- Link to your website
- Be found in local search and AI
- Option to upgrade at any time

Get Listed Free →

Enhanced Directory Listing

A$247 /month



- Enhanced directory listing with images and links
- More detailed business information
- Priority placement in the directory
- Be found in local search and AI
- Option to upgrade at any time

Choose Enhanced →

Introductory Offer

Featured Partner

A$497 /month
for the first 2 months
then A$697/month



- 4 researched articles per month
- Featured in the local newsletter
- Enhanced directory listing included
- Ready-to-share social posts (1 per week)
- Help more local people discover your business

Choose Featured →

Resident Expert

A$997 /month



- 4 researched articles per month
- Featured in the local newsletter
- Enhanced directory listing included
- Ready-to-share social posts (8 per month)
- **Exclusive paid category position**
  No competing Featured Partners or Resident Experts in your category within this local publication.
- Maximum local visibility and long-term credibility

Choose Expert →

All Packages Include

- Independently researched content
- Marketing on autopilot
- Directory listing (enhanced or above)
- Newsletter exposure (from Featured)
- Ready-to-share social posts (from Featured)
- Long-term SEO and AI visibility
- No meetings or approvals
- 30-day notice for flexibility

Why Upgrade?

- More visibility
- Reach more local customers
- Position your business as a local expert
- Build trust and credibility
- A long-term, cost-effective alternative to traditional advertising

More Local Customers
Be found by people who live and work in your area.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

A Stronger Local Community
Help support a vibrant local economy and the businesses that make it special.

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Secure Your Resident Expert Position

Real People.
Real Communities.
Real Results.

Put Your Expertise In Front Of Real People In Your Local Community.

Be recognised as the go-to expert in your field, build trust and attract more of the right customers — without the time and cost of traditional marketing.

Professionally written articles that get you noticed — and keep you top of mind.



Exclusive Position
No competing businesses in your category within the same local publication.

Build Long-Term Trust
Share helpful, professionally written articles that showcase your expertise.

Greater Local Visibility
Feature in our newsletter, directory and on social media.

Consistent, Hands-Free Marketing
We research, write and publish — with minimal input from you.



"We've seen a noticeable increase in enquiries since becoming a Resident Expert."
Local Business Owner, Sydney

Limited Positions In Each Category

Your competitor can secure this position before you do. **Once it's taken, it's no longer available** to another business in your category within this local publication.

- Be the recognised local expert
- Stand out from your competitors
- Reach more local customers
- Get long-term visibility and results

I Want To Secure My Position →

I Want To Know More →



Real Local People
Reach the right audience in your community

Trusted Content
Build authority with helpful, expert articles

Lasting Results
Get long-term visibility beyond paid ads

Be Part Of Something Bigger
Support your local community and local businesses

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Frequently Asked Questions.



Straight answers about how it works, what you get and how to get started.

1 What is Trail Blaze Local?

We are an independent publisher of local digital publications. We research and write useful articles, feature local businesses, and share the content with local people through our newsletter, website and partner channels.

2 How does it work for my business?

We research and write articles about your industry, not adverts about your business. Your business is featured in the newsletter, on our website and in the local directory, helping more local people discover you. There's no work for you and no need to approve articles.

3 What packages are available?

We offer an Enhanced Directory Listing (A$247/month), a Featured Partner (A$497/month for the first two months, then A$697/month) and a Resident Expert (A$997/month). All paid packages include a directory listing, researched articles and social media posts.

4 What is the difference between Featured Partner and Resident Expert?

A Featured Partner gives you high visiblity with researched articles and social posts. A Resident Expert gives you the top position in your category, with greater visibility and exclusivity. Once the Resident Expert position is sold, we cannot offer any competing Featured Partner or Resident Expert positions in that category within this local publication.

5 Can other businesses in my category still be included?

If you're a Resident Expert, no other businesses in the same category can be offered a Featured Partner or Resident Expert position. They may still appear in the free directory or in independent editorial articles if relevant, but there will be no competing paid partnership positions in your category.

6 How long does it take to get started?

Once you sign up and payment is processed, we'll onboard your business and start creating your content. You'll usually see your first articles and social posts within a few weeks, and your business will then be featured in upcoming newsletters.

7 Is there a contract or long-term commitment?

No long-term contract. You can cancel at any time with 30 days' notice if it's not the right fit for your business. We just ask for payment in advance each month to keep your content live and included in upcoming issues.

8 How do I get started?

Simply choose the package that suits your business and complete the short online form. We'll take care of the rest. If you're not sure which package is right for you, you can start with a Featured Partner and upgrade later.

More Local Customers
Be found by people who live and work in your area.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

A Stronger Local Community
Help support a vibrant local economy and the businesses that make it special.

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LOCAL

Your Questions Answered.



Practical answers to the questions local businesses ask most often.

1 Who writes the articles about my business?



Our team researches and writes all of the articles. We use your website, public sources and industry information to create useful, accurate and engaging content. No meetings, no approvals and no work required from you.

2 Where will my business be featured?



Your business will be featured in our local newsletter, on our website, in the enhanced directory and through ready-to-share social media posts. This helps more local people discover your business online and in their inbox.

3 Do you post on my social media for me?



We provide four ready-to-share social media posts each month for Featured Partners and eight for Resident Experts. You simply copy, paste and share them on your own social media channels. We don't post directly to your accounts.

4 What are the main benefits of being a Resident Expert?



You become the go-to business in your category, with greater visibility, an exclusive position and eight social media posts each month. Once the Resident Expert position is sold, **we cannot offer any competing Featured Partner or Resident Expert positions in that category.**

5 Can complementary businesses also join?



Yes. We welcome complementary businesses in the same category, such as a dog trainer and a pet groomer, because they serve different needs. The exclusivity applies only to **competing paid partnership positions** within the same category.

6 Can I share the articles and what happens next?



Yes. You're encouraged to share the articles and social posts with your own clients, email list and social audience. The more you share, the more local people discover your business. Your articles are also published on our website and indexed, helping you attract interest over time.

More Local Customers
Be found by people who live and work in your area.

Greater Credibility
Be associated with useful, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

A Stronger Local Community
Help support a vibrant local economy and the businesses that make it special.

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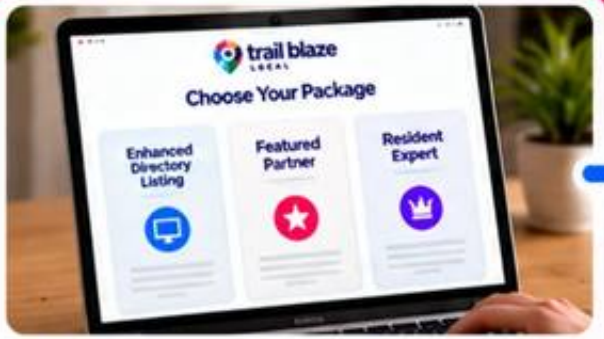
Getting Started Is Simple.

Four easy steps. We do the work. You get the benefits.

1 Choose Your Package



Select the package that suits your business – Enhanced Directory Listing, Featured Partner or Resident Expert.

2 Complete the Online Form



Tell us about your business, choose your main category and complete the short online form. It only takes a few minutes.

3 We Create Your Content



Our team researches and writes your articles, creates your social media posts and sets everything up for you. No meetings. No approvals needed.

4 Get Featured And Grow



Your business is featured in our local newsletter, on our website, in the directory and through ready-to-share social posts — helping you reach more local customers and build long-term visibility.

Get Started Today

It only takes a few minutes.

No Meetings
We handle the work.

Quick And Easy
Simple online form.

Real Local Exposure
Reach more local customers.

A Stronger Local Community
Help support a vibrant Adelaide and local area.

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Secure Your Position In Australia Today.



Be seen. Be trusted. Reach more local customers.

Enhanced Directory Listing
A$247/month

- Prominent listing in our local business directory
- Business description, images and key details
- Helps more local people find your business online
- A great first step to build your local visibility

Featured Partner
A$497/month for first 2 months
then A$697/month

- Four publisher-researched articles each month
- Four ready-to-share social media posts
- Featured in our newsletter and on our website
- Enhanced directory listing included
- 30 days' notice to cancel

Resident Expert
A$997/month

- The go-to business in your category
- Four publisher-researched articles each month
- Eight ready-to-share social media posts
- Featured in our newsletter and on our website
- Enhanced directory listing included
- Exclusive paid category position – no competing Featured Partner or Resident Expert positions

Limited Resident Expert Positions.

Only one Resident Expert per category in each local publication.

Once the Resident Expert position is sold, we cannot offer any competing Featured Partner or Resident Expert positions in that category.

Don't Let A Competitor Take Your Category.

If you wait, a competing business could secure the Resident Expert position before you.

Get Started Now
It only takes a few minutes.

More Local Customers
Be found by people who live and work in your area.

Greater Credibility
Be associated with trusted, independent local content.

Long-Term Visibility
Articles get discovered in search and AI, keeping your business visible.

A Stronger Local Community
Help support vibrant local communities across Australia.

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Across Australia
Local Partners.
Real Opportunities.
Real Results.

Be The Local Expert In Your Area.

Join businesses across Australia and reach more local customers.



- More Local Customers
- Greater Credibility
- Long-Term Visibility
- A Stronger Local Community

Featured Partner

A$497/month for first 2 months then A$697/month

- Four publisher-researched articles each month
- Four ready-to-share social media posts
- Featured in our newsletter and on our website
- Enhanced directory listing included
- 30 days' notice to cancel

Resident Expert

A$997/month

- The go-to business in your category
- Four publisher-researched articles each month
- Eight ready-to-share social media posts
- Featured in our newsletter and on our website
- Enhanced directory listing included
- **Exclusive paid category position** – no competing Featured Partner or Resident Expert positions.

Only One Resident Expert Per Category

When it's sold, we cannot offer any competing Featured Partner or Resident Expert positions in that category within your local publication.



Secure Your Position Today

Before Your Competitors Take The Opportunity.

Tell Us About Your Business

It only takes a few minutes.