Specialist Publishing for Local Businesses

Your business. Your audience. Our trusted local publications.

We create high-quality, locally focused content, delivered through specialist niche publications, to help you get noticed by the right people in your community.

Your Business Featured

Be part of trusted, editorial content that puts your business in front of local readers.

Professional & Independent

Researched, fact-checked and written by our editorial team — not automated or ad-driven.

Targeted Local Reach

Connect with people in your area who are already interested in what you do.

Flexible Partnership Options

From a free directory listing to premium feature and expert opportunities.



See your options and find the right fit for your business →

Trail Blaze Local

A Growing International Publishing Network.

Local publications for local people – trusted advice, expert content and complementary businesses, helping communities make better choices and supporting local businesses around the world.

Local knowledge.
Global opportunities.

Same proven model.
Different locations.
Big opportunities.

Renter Insider Sydney



- Local articles and rental advice
- Directory of trusted local businesses
- Regular newsletter
- Expert partners and community

Helping renters in Sydney make better choices.

Home Seller Insider Cambridge



- Local property insights and advice
- Directory of trusted local experts
- Regular newsletter
- Home selling partners and guides

Helping home sellers in Cambridge make smoother moves.

Taste Trail Toronto



- Local food and drink articles
- Directory of restaurants and cafés
- Regular newsletter
- Food and hospitality partners

Helping food lovers in Toronto discover great local places.

Renter Insider Miami



- Local articles and rental advice
- Directory of trusted local businesses
- Regular newsletter
- Expert partners and community

Helping renters in Miami find a better rental life.

Complementary businesses in every location

- Property and Lettings
- Removal Firms and Storage
- Home Services and Trades
- Money Experts and Insurance
- Cafés, Bars and Local Amenities
- Travel and Lifestyle
- Health, Fitness and Wellbeing
- Retail, Food and Local Producers

...and many more relevant businesses

Proven Publishing Model
Works in different cities and countries.

Scalable and Repeatable
Same structure, new locations.

Multiple Opportunities
Property, food, lifestyle, finance and more.

Complementary Businesses
Non-competing partners working together.

Strong Local Audiences
Valuable readers and business prospects.

Real Growth Potential
A network of local brands worldwide.

Be part of the journey

Find Out More →

You Run Your Business.
We Handle the Publishing.



Trail Blaze LOCAL

Local people. Local stories. Real opportunities.

We research, write, design and publish local content that features your business. You get professional, high-quality marketing without the work.

We do the publishing

Research your topics
We find the best local angles and write engaging, factual articles featuring your business.

Create the content
We design the articles, images and ready-to-share social posts for you.

Publish and promote
Your content appears in our local newsletter, website and directory.

Keep it fresh
We continue to create new content each month so your business stays visible.



What you receive

Regular visibility
Your business is featured across articles, newsletters, social media and our directory.

More local awareness
Reach local people who are already interested in what you do.

Professional content
High-quality, credible articles that build trust and show what makes you different.

Ready-to-share social posts
We create social media posts for you to share on your own channels.

No extra work
No writing, no technical knowledge, no meetings and no complicated processes.

No writing required
We handle the research, writing and design.

No routine meetings
A simple, hands-free partnership.

Ready-made content
You get professional articles and social posts to share whenever you wish.

You concentrate on running your business.

We concentrate on making sure you have something worth sharing.

- Local content that works for your business
- Consistent visibility across multiple channels
- A simple, hands-free partnership
- Builds trust and recognition in your local community

Stop Paying Just to Be Seen.
Start Becoming Known.

Trail Blaze LOCAL

A traditional advert buys attention for a short time. A published article becomes a lasting part of the local publication, giving people something useful to read, share and return to.



Local people. Local stories. Real opportunities.

A traditional advert

You pay for space. It gets seen for a while, then it's gone.



- Only seen while you pay for it.
- Limited space for your message.
- Easy to ignore in a busy inbox.
- Disappears when the campaign ends.
- Doesn't build long-term recognition or trust.

A published article

Informative, local content that keeps working for you.



- **Lasting visibility**
  Your article remains in our publication, not just for a few days.
- **Thoughtful, trusted content**
  Useful information that builds credibility and positions you as a local expert.
- **More ways to be discovered**
  Articles, newsletters, directories and social media all work together.
- **People share and return**
  Quality local content gets shared, saved and read again.
- **Builds long-term recognition**
  You become a familiar, trusted part of the local community.

More than an advert. A stronger, longer-lasting presence.

Useful local content. Real people. Real opportunities.

- Articles that showcase your expertise
- Social media posts to share with your audience
- A premium directory listing
- All part of a simple, hands-free partnership

An Advert Disappears.

A Published Article Keeps Working.

Your article is not just a short-term advert. It's useful, independently researched content that attracts readers, gets found in search, appears in our newsletter and remains on the website, continuing to bring you visibility over time.



1 Article Created



We research the industry questions, trends and topics, and create a high-quality, independently written article, featuring your expertise where relevant.

2 Published to the Hub



The article is published on our local website straight away, so it can be read, shared and indexed by Google (indexing and rankings are not guaranteed).

3 Discoverable in Search



People searching for relevant topics can find the article long after it's published, bringing new readers to the website day after day.

4 Featured in the Newsletter



The article may be included in a future newsletter issue, reaching thousands of local subscribers who are looking for trusted advice and recommendations.

5 Ready to Share



You receive ready-to-share social posts (one per article for Featured Partners, two per article for Resident Experts) to share with your customers and followers when it suits you.

6 Lasting Visibility



The article remains on our website, continuing to attract readers, enquiries and new opportunities over time. It becomes part of a growing library of useful local content.

Ongoing Audience
Your article keeps reaching new local readers over time.

Stronger Local Presence
Featured across our website, newsletter and social channels.

Builds Authority
Positions you as a trusted local expert in your field.

More Opportunities
Can lead to new enquiries, customers and partnerships.

Long-Term Value
A useful article keeps working long after the initial promotion.

One Local Publication. Many Audiences.

Complementary businesses share the same local publication with their own customers, clients and followers, helping more people discover useful content and trusted local experts.



A Bigger, More Engaged Local Audience

More Readers
Each partner shares with their own audience, helping to grow the local readership.

More Visibility
Your articles reach new people through multiple trusted local businesses.

Stronger Community
Complementary businesses support each other and the local community.

More Opportunities
A larger, engaged audience leads to more enquiries, customers and partnerships.

Long-Term Growth
As more partners share, the publication becomes an even more valuable local hub for readers and businesses.

Stronger Together

Complementary Businesses. More Readers. Bigger Opportunities.

Different local businesses, one specialist publication – working together to reach the same audience. No direct competition, just more value for readers and more opportunities for everyone.

Restaurants

Feature your menu, special offers and chef stories.



Cafés

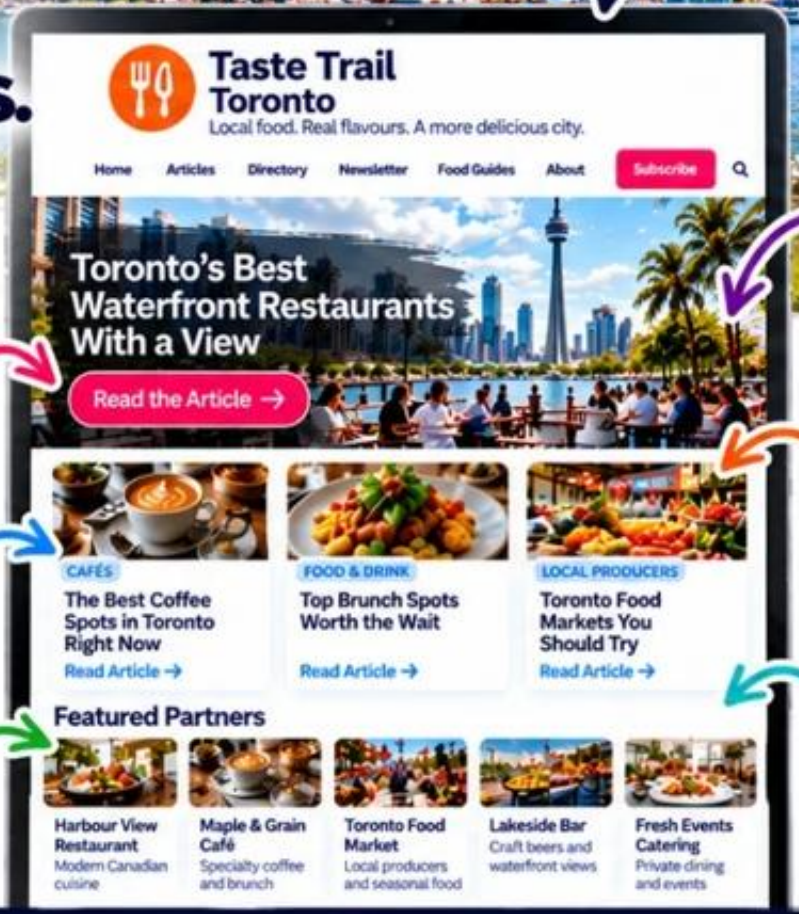
Share your story, opening hours and what makes you special.



Local Producers

Reach new customers with your products and seasonal updates.





A complete local ecosystem for food and hospitality.



Pubs and Bars

Promote events, new drinks and live entertainment.



Events and Experiences

Get the word out about food festivals, tastings and special events.



Catering and Private Dining

Showcase your services for parties, corporate events and special occasions.

This is not traditional advertising.

Your business is featured through independent, editorial-style articles, guides and listings – not simple banner ads.

- **Feature articles** in a trusted local publication
- Reach a motivated, local audience
- Be seen as a trusted local expert
- Enhanced listing in the directory
- Regular newsletter exposure
- Ready-to-share content for your own channels
- Be part of a supportive community of local businesses

One Shared Audience
All partners benefit from a larger, engaged local readership.

More Discovery
Readers find more local businesses in one place.

Complementary, Not Competing
Different businesses, working together for a stronger local scene.

Durable Exposure
Your content stays online and continues to be found long after publication.

If You Don't Secure the Expert Position,

Your Competitor Could.

There is only one Resident Expert in each category. If you don't take the position, another lousiness in your field will. They'll be the recognised local expert, featured in every issue, while you remain just another listing.



Without the Expert Position

You can still have a directory listing.
Your business can be listed and may appear in other relevant articles alongside complementary businesses.

You won't be the recognised expert.
Another business in your category will hold the Resident Expert position, with a dedicated article in every issue.

Less prominence.
You may be featured occasionally on relevant topics, but you won't have the ongoing presence and authority of the Resident Expert.

Your competitor gets the kudos.
They become the go-to expert in your field, building awareness, enquiries and long-term visibility in your local area.

With the Expert Position

Be the recognised local expert.
Your name and expertise are featured in a dedicated, front-and-centre expert article in every issue, positioning you as the go-to expert in your category.

Regular, expert-led coverage.
A substantial article in every newsletter, based on the key questions, trends and topics in your industry.

Two ready-to-download social posts weekly.
We create two branded social media posts every week for you to share with your audience.

Exclusive position in your category.
Only one Resident Expert per category in this local publication. No direct competitors in the expert position.

Build lasting trust and authority.
Ongoing coverage keeps you top of mind, attracts new enquiries and strengthens your reputation over time.

Taste Trail Cambridgeshire

OUR RESIDENT CHEF

Steve's Seasonal Recipe

Our Resident Chef Steve shares a new seasonal recipe, with cooking tips, ingredient ideas and local foodie insights.



Read the Article →

Two social posts every week for you to share.



Once it's taken, it's taken.
The Resident Expert position is exclusive to one business in each category. If you don't secure it, your direct competitors can still have directory listings and may be featured, but they won't hold the expert position.

Stand Out
Be the recognised expert in your field.

Greater Visibility
Your name and expertise in every issue.

Build Trust
Regular expert content keeps you top of mind.

Attract More Enquiries
A stronger local presence helps drive new business.

Long-Term Advantage
Keep ahead of competitors and grow your reputation over time.

UK Partnership Options

Simple, Affordable and Flexible.

Choose the option that's right for your business.
You can start free and upgrade at any time as you get more value.



1 FREE LISTING

Get your business in the directory and start building local visibility.



- Business name and short description
- Contact details and key links
- Appear in the local directory
- Help local people discover your business

£0
Get started for free

2 DIRECTORY ENHANCEMENT

Stand out and show more about your business.



- Larger listing with images
- Opening hours and key details
- Social media and website links
- Show what makes your business special
- Appear in relevant local searches

£97
per month

3 FEATURED PARTNER

Be regularly featured in our local content.



- Four independently researched industry and reader-question articles featuring your business where relevant
- Four ready-to-share social posts
- Featured in our newsletter
- Enhanced directory listing

£197
per month for 2 months
Then £297 per month

4 RESIDENT EXPERT

Become the go-to expert in your category with regular expert content and exclusive positioning in our local publication.



- Four dedicated expert articles each month
- Eight ready-to-share social posts
- Exclusive expert position in your category (in this publication)
- Enhanced directory listing
- Build long-term trust and visibility in the local community

£497
per month

30 days' notice to cancel | Payment in advance each month | No long-term contract

Choose Your Partnership Option >

Your Monthly Partner Promotion Pack.

Ready-Made Content. Ready to Share.

Each month we create four independently researched articles and ready-to-share social posts for you. You simply receive the links and materials to share with your customers, clients and followers when it suits you.



1 4 Articles Each Month



We create four high-quality, independently researched articles each month, covering the key questions, trends and topics in your industry.

2 4 Social Posts (Featured Partner) 8 Social Posts (Resident Expert)



We provide ready-to-share social media posts based on your articles. Featured Partners receive one post per article. Resident Experts receive two posts per article.

3 Easy to Share anytime



You can share the articles and social posts with your customers, clients and followers whenever it suits you. We also provide ready-written captions and hashtags to make sharing even easier.

4 Optional Email Sequence (Resident Experts)



Resident Experts also receive an optional 1–3 message email sequence to introduce their appointment, share their first article and invite customers to subscribe to the newsletter.
You can use these in your own email platform with your endorsement.

5 You See it in the Newsletter



You can see when your articles appear in the newsletter by subscribing yourself. This also gives you a simple way to share the whole newsletter with your audience, for even greater exposure.

Save Time
We create the content, you simply share it.

Reach More People
Useful local content helps you connect with new customers and clients.

Build Authority
Position yourself as a trusted expert in your field.

Drive Enquiries
Great content can lead to new enquiries, customers and opportunities.

Long-Term Value
Your articles remain on the website, continuing to attract readers and generate opportunities over time.

Frequently Asked Questions.

Clear answers. No surprises.

Everything you need to know about how Trail Blaze Local works, what's included and how to get started.



Q1 How much does it cost?

You can start with a free directory listing. Enhanced directory listings are £97/month. Featured Partner is £197/month for the first 2 months, then £297/month. Resident Expert is £497/month.

Q2 What do I get each month?

Featured Partner receives 4 independently researched industry and reader-question articles and 4 ready-to-share social posts. Resident Expert receives 4 dedicated expert articles and 8 ready-to-share social posts, plus an optional email kit.

Q3 Is there a minimum commitment?

No long-term contract. You can cancel with 30 days' notice. We simply ask for payment in advance on a monthly basis.

Q4 Do I need to write the articles?

No. We do all the research, writing, editing and design. We'll only contact you if we need to check a specific fact. There are no routine approval meetings.

Q5 Will I get to approve the content?

No routine approvals are needed. Our editorial team produces independent, fact-checked content. You're welcome to suggest ideas, and we'll always ensure key facts about your business are accurate.

Q6 How much time will it take for me?

Very little. Most partners spend just a few minutes sharing the articles and social posts when they choose. Everything is ready to go.

Q7 Can I share the articles and posts?

Yes. You can share all your articles, social posts and (optional) email content with your own audience — via social media, email, website or in person.

Q8 Will this bring me guaranteed enquiries?

No. We don't guarantee enquiries or sales. Our job is to give you high-quality content, local visibility and the tools to reach and engage more of your own audience.

Q9 Can my competitors also appear?

Your business will be listed in the directory. The Resident Expert position is exclusive within your category in that publication, so if a competitor takes it, you can't.

Q10 How do I get started?

Click the button below to choose your package. We'll get your listing live quickly and start planning your monthly content. It's that simple.

Q11 Which areas do you cover?

We currently publish local and niche newsletters across Cambridgeshire, Peterborough and Norfolk, with more locations and specialist titles in development.

Q12 What happens if I wait?

Each Resident Expert position is limited to one business per category in each local publication. **If your competitor takes it first, you can't.**

Ready to get started?

Choose your package and join today.

View Packages & Join Now →

- High-quality local content.
- Ready-to-share posts and email content.
- Reach new and existing local audiences.
- Build trust, credibility and long-term recognition.

Ready to Grow Your Business Locally?

Join Trail Blaze Local Today.

Get high-quality local exposure, useful content and a stronger online presence — with minimal effort and maximum value.



1 Choose your package

Start with a **free directory listing** or upgrade when you are ready.

Free Directory Listing	Enhanced Directory Listing	Featured Partner	Resident Expert
£0 per month	£97 per month	£197 for first 2 months* Then £297 per month	£497 per month

2 Complete the simple form

Fill in a short online form with your business details and choose your package.



✓ Takes just a few minutes ✓ No sales calls ✓ No technical skills needed

3 We handle the rest

We research, write and design your content. You simply share it when you choose.



Ready to share articles and social posts with images and captions.

Limited opportunities
Only one Resident Expert position per category in each local publication.

Be seen by local people
Our newsletters, directories and social media help more local people discover your business.

Build long-term visibility
Your content continues to attract readers and potential customers over time.

Join a trusted local brand
Be part of a growing network that supports local businesses and stronger local communities.

Secure your position today.

Local exposure. Real opportunities. Lasting value.

Join Now →

- High-quality content, researched and written for you.
- Ready-to-share articles and social posts.
- Reach new and existing local audiences.