Specialist Local Publications
for US Business Owners

Reach more *local customers* across the USA

Be featured in our specialist local publications that connect your business with the people in your area who use your products and services.

- **Real local audiences.**
- **Genuine business opportunities.**
- **Trusted, relevant content.**



Property and home services
Pets and pet care
Food, drink and lifestyle
Finance and money advice
Business services
Automotive and transport
Health and wellness
Trades and home services
Shopping and retail
Shopping and retail
Travel and attractions

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.

US partner opportunities

The Seller Insider
thesellerinsider.com



LOCAL EXPERT ARTICLES

- Latest articles
- Local directory
- Newsletter

Specialist local publication
Articles • directory • newsletter

Property Investor Insider
propertyinvestorinsider.com



LOCAL EXPERT ARTICLES

- Latest articles
- Local directory
- Newsletter

Specialist local publication
Articles • directory • newsletter

Local Health Pulse
localhealthpulse.com



LOCAL EXPERT ARTICLES

- Latest articles
- Local directory
- Newsletter

Specialist local publication
Articles • directory • newsletter

Smart Wealth Brief
smartwealthbrief.com



LOCAL EXPERT ARTICLES

- Latest articles
- Local directory
- Newsletter

Specialist local publication
Articles • directory • newsletter

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 Produces

...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 →

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

You run your business. We handle the publishing.

We research, write and publish interesting, useful and relevant articles that feature your business in our specialist local publications.

- No articles for you to write.
- No routine meetings or approvals.
- We use your website and public sources.
- You focus on running your business.

1 We research

Our team finds interesting topics and local information relevant to your business and your area.



2 We write

We create easy-to-read, engaging articles that showcase your business in a natural and trustworthy way.



3 We publish

Your article is featured in our newsletter, on the local hub and in relevant directories, with a link to your website.



4 You get exposure

Your business reaches our local audience on multiple channels, plus you get ready-to-share social posts to use on your own channels.



Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

Your business doesn't disappear after one email.

It lives on our local hubs.

Every article, expert feature and business listing is published on a dedicated local hub, where people can keep discovering your business long after the newsletter is sent.

- **Lasting online exposure.**
- **Found by new local readers.**
- **Always available to share.**

Dedicated local hub for each publication



Featured in our newsletters



Also includes a business directory and local guides



Homes and real estate

Property investment

Food and drink

Health and wellness

Dental care

Finance and money advice

Automotive and transport

Shopping and retail

Trades and home services

Travel and attractions

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.

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS FOR US BUSINESS OWNERS

One Local Publication. Many Audiences.

When complementary businesses feature in the same local publication, they bring their own customers and followers with them.

It's a simple way to grow your readership, build local awareness and reach more people in your community.

Local businesses bring their audiences



Local Health Pulse
Healthcare & wellbeing
Reaches 12,000+ patients and followers



The Seller Insider
Property & home
Reaches 8,500+ buyers and followers



Smart Wealth Brief
Finance & investment
Reaches 10,000+ readers and followers



Smile Dentist News
Dental care
Reaches 7,500+ patients and followers



Property Investor Insider
Property & investment
Reaches 9,000+ investors and followers



More businesses. More audiences. A bigger local reach.

More people discover your publication



Your customers
People who already love what you do.



Their customers
New people who follow and support their business.



Local communities
Residents, families and local groups.



Online followers
Social media audiences and digital communities.



New audiences
People searching, browsing and discovering local content.

Homes and real estate

Property investment

Food and drink

Health and wellness

Dental care

Finance and money advice

Automotive and transport

Shopping and retail

Trades and home services

Travel and attractions

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS FOR US BUSINESS OWNERS

Stronger together.

Complementary businesses. More readers. Bigger opportunities.

When non-competing businesses work together in the same local publication, they introduce their own customers and followers. That helps grow a bigger, more engaged local audience for everyone.

Different businesses. A shared audience.



Real Estate Agents

Reach buyers, sellers and homeowners.



Mortgage & Finance

Reach homeowners and prospective buyers.



Health & Wellness

Reach local patients and their families.



Restaurants & Cafés

Reach local diners and regulars.





Shops & Retail

Reach local shoppers and loyal customers.



Pet Services

Reach pet owners and local families.

A bigger, more engaged audience for all partners.



Trades & Home Services

Reach local homeowners and property owners.

A publishing partnership does more than an advert.

Traditional advertising



- Seen once, then forgotten.
- Limited reach.
- No search visibility.
- No lasting value.
- You're just another ad.

Our publishing partnership



- A high-quality article about your business.
- Shared with a wider, relevant audience.
- Can be found in search.
- Stays on the local hub for months and years.
- Positions you as a trusted local expert.

Homes and real estate

Property investment

Food and drink

Health and wellness

Dental care

Finance and money advice

Automotive and transport

Shopping and retail

Trades and home services

Travel and attractions

Trail Blaze Local

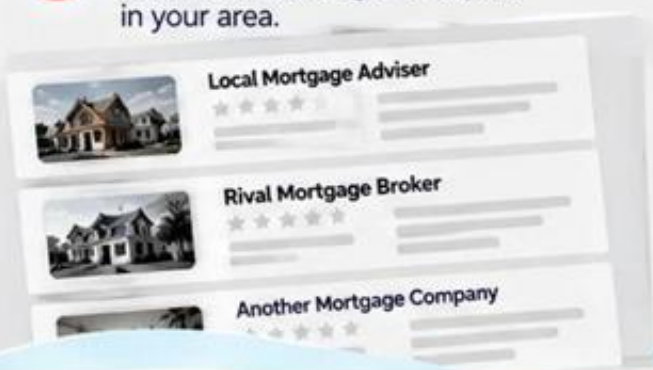
SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

If you don't secure the expert position, your competitor could.

Be the local expert in your field.

Without the Resident Expert position

- You appear alongside other businesses in the same category.
- Limited or no dedicated articles about your business.
- Less visibility in newsletters, directories and on social media.
- Your competitors can feature their expertise instead.
- You miss the opportunity to be seen as the go-to expert in your area.





With the Resident Expert position

- Dedicated expert articles featuring your knowledge and advice.
- Regular visibility in newsletters, directories and on social media.
- Positioned as the trusted local expert in your category.
- Ready-to-share content to help you reach more of your own customers.
- Category exclusivity – only one Resident Expert per category per local publication hub.

Build trust.
Attract more customers.
Stay ahead of the competition.

ONE PAID RESIDENT EXPERT PER CATEGORY PER LOCAL HUB

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

Partnership Options

Simple options. Real visibility. More local customers.

1. Free Listing

Get started. Be found.

$0
Always free

- Business listing in our local directory
- Key details: contact, website, location and description
- Appear in relevant searches on our website
- A great way to get started and be found by local people



Your Business Name Here

Your details
Your website
Your location

2. Directory Enhancement

Stand out in the directory.

$197 / month

- Enhanced directory listing with larger profile
- More photos, logos and details
- Priority placement in your category
- Direct link to your website
- Helps you get noticed by more local customers



Riverside Café

Local Café & Restaurant

Website Location

List my business

3. Featured Partner

Regular exposure across our channels.

$347 / month
for the first 2 months

- **$347/mo for 2 months; then $497/mo**
- 4 researched industry-question articles
- 4 posts ready for YOU to share
- Newsletter placements + directory

LOCAL BUSINESS SPOTLIGHT

Why locals keep coming back





Become a featured partner

4. Resident Expert

The only expert in your category.

$797 / month

- The only Resident Expert in your category per local publication hub.
- Regular expert articles featuring your knowledge and advice
- Maximum visibility in newsletters, directory and on social media
- Build trust, attract more customers and stay ahead of your competitors

LOCAL EXPERT ADVICE

What first-time buyers need to know in 2026



LOCAL MORTGAGE EXPERT

Secure my expert position

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions

Trail Blaze Local
SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

What You Get Each Month

Done for you. Ready to use.

As a Featured Partner or Resident Expert, we research and write your articles and create ready-to-share social media posts, so you get maximum visibility with minimal effort. You simply share the content with your own audience.





How much deposit do you really need in 2026?
Ready to share



Fixed vs variable rates in today's market
Ready to share



Common mortgage myths – and the truth
Ready to share



Finding the right neighbourhood for your budget
Ready to share

A month of ready-to-use content includes:

1. **4 researched articles** per month
2. **4 ready-to-share posts** Featured Partner
3. **8 ready-to-share posts** Resident Expert
4. **Newsletter placement** as part of your package
5. **Enhanced directory listing** with business details
6. **Content for your channels** prepared for you to share

READY TO SHARE
WITHOUT THE WORKLOAD

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
T — **Trades and** home services
V — **Travel and** attractions

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

Frequently Asked Questions

Clear answers about your expert position.

What's the difference between the options?

All options include a listing in our local directory. Directory Enhancement and Featured Partner give you more visibility and regular articles. Resident Expert includes dedicated expert articles, more social posts and category exclusivity (only one paid Resident Expert per category per local publication hub).

How many articles and social posts do I get?

- **Featured Partner:**
  4 researched industry-question articles per month
  + 4 ready-to-share social posts.
- **Resident Expert:**
  4 dedicated expert articles per month (centred on your expertise)
  + 8 ready-to-share social posts.

Do I get exclusivity in my category?

Yes — with the Resident Expert option. We only have **one paid Resident Expert per category per local publication hub,** so you are the go-to expert in your field. Other businesses can still have a directory listing or be featured in general articles, but there is **only one Resident Expert position in each category.**



Do I need to create the content?

No. We research and write the articles for you, based on your expertise, website and publicly available information. You simply review for any essential factual corrections (if needed) and share the ready-to-use social media posts with your own audience.

Where will my business be featured?

- In our local newsletters.
- On our website and local directory.
- In ready-to-share social media posts you can use on your own channels.
- For Resident Experts, a recurring expert position in every issue.

What are the payment terms and commitment?

- Monthly payment by card.
- No long-term contract.
- You can cancel with 30 days' notice.
- We focus on delivering ongoing value each month, so most partners stay with us.

Is there a guarantee?

We are confident you'll see value from your partnership. If it's not right for you, you can cancel at any time with 30 days' notice. There are no long-term contracts and no hidden fees.

Editorial is publisher-led; factual clarification only when needed.

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS FOR US BUSINESS OWNERS

Be the go-to expert in your local area.

Simple. Affordable. Effective.

Choose Your Business Partnership and Get Started This Month

Local people are actively searching for trusted information and recommendations. Partner with Trail Blaze Local to showcase your expertise, reach more local customers and grow your business with minimal effort.

Directory Partner

Get listed and be found.

- Enhanced directory listing with photo, logo and details
- Included in relevant articles where appropriate
- Found by people searching for local businesses

$197
per month

Join as a Directory Partner >

Featured Partner

Regular articles and social media posts.

- 4 researched industry-question articles per month
- 4 ready-to-share social media posts
- Featured in our newsletters
- Enhanced directory listing

$347/mo
first 2 months
then $497/mo

Join as a Featured Partner >

Resident Expert

Be the go-to expert in your category.

- The only paid expert in your category per area
- 4 dedicated expert articles per month
- 8 ready-to-share social media posts
- Recurring expert position in every issue
- Featured expert in the directory

$797
per month

Join as a Resident Expert >

What happens next?

1. Choose your option
Pick the partnership that suits your business.

2. Quick and easy setup
We'll get your listing and content plan underway

3. Begin publishing
We prepare your listing and schedule content for your local hub.

No long-term contract
You can cancel at any time with 30 days' notice.

Secure your position now >
Be the go-to expert in your local area.

ONE PAID RESIDENT EXPERT PER CATEGORY, PER LOCAL HUB

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions