
Local Businesses Deserve the Spotlight
Real stories. Real people. Real opportunities.
Spotlight
PETERBOROUGH • CAMBRIDGESHIRE • NORFOLK

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Three Local Publications

One powerful opportunity for your business.




3
More Than Advertising
Be part of something bigger.
Get your business in front of local people
Build trust and credibility
Reach new customers across multiple channels
Be part of a growing local community
A long-term opportunity for your business
Spotlight
CAFÉ

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Telling the Stories That Matter Locally

Real local content that people want to read, share and talk about.

Local news
What's happening where you live.

Local business stories
Real people. Real businesses.

Food and drink
Great places to eat and drink locally.

Homes and property
Local insight for buyers, sellers and tenants.

Pets
Tips, advice and local pet-friendly places.

Events and things to do
What's on this week and beyond.

Community life
The people and stories that make our area special.



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Trusted Content That Works for Your Business

Your business featured across multiple channels, all working together.

In-depth articles
Showcase your expertise and story.

Digital newsletters
Reach thousands of local readers.

Social media posts
Get extra exposure across our local channels.

Directory listing
Be easy to find in our local directory with a direct link to your business.

A complete package
Consistent, high-quality content that builds trust and drives new customers.



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Reach Local Readers Across Multiple Channels

Your content appears where local people already spend their time.

Digital newsletters
Delivered to thousands of local subscribers each week.

Social media
Shared with local people on Facebook and Instagram.

Website and directories
Your business featured in our local directories and articles.

Local community
Reach engaged readers who live, work and spend locally.

Lasting visibility
Your content keeps working beyond the initial send.



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Local Visibility Builds Real Customers

Your business stays in front of people until they are ready.



Repeated, helpful visibility builds familiarity, trust and real customers.

8

Be the Local Resident Expert

One recognised expert per business category in each location.



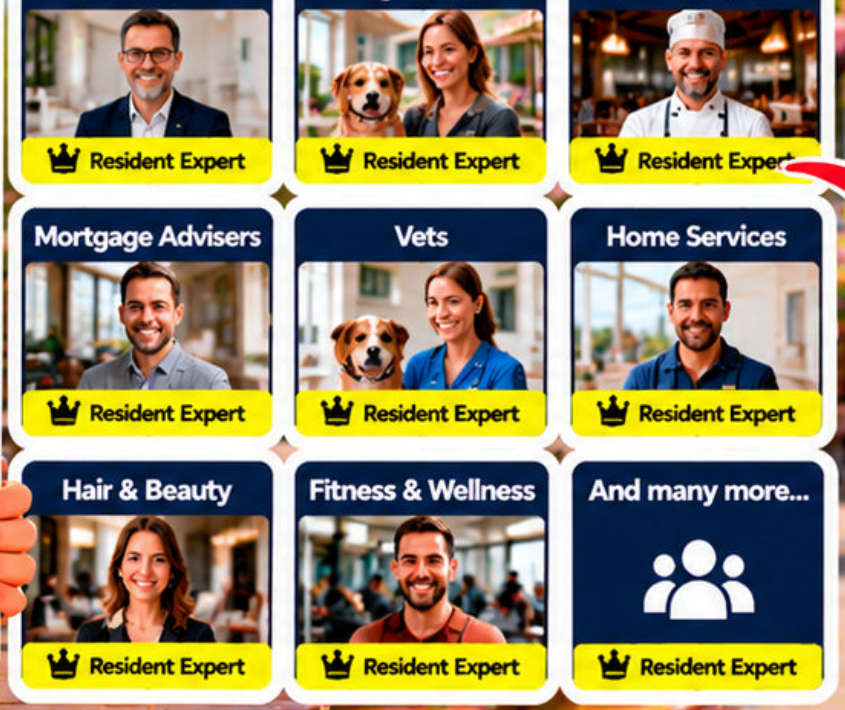
Estate Agents



Resident Expert

- Featured in articles
- Included in newsletters
- Shared on social media
- Prominent in directory
- Seen as the local expert

Accountants	Dog Trainers	Restaurants
Mortgage Advisers	Vets	Home Services
Hair & Beauty	Fitness & Wellness	And many more...



If you don't take it...

...your competitor might.



Competitor
Resident Expert

Stand out
Be the go-to expert in your category.

Build trust
Be recognised by local readers and customers.

Generate enquiries
Consistent visibility brings new business.

Limited availability
Only one Resident Expert per category in each location.

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Unlike an Advert, a Good Article Keeps Working

Most adverts are quickly forgotten. Spotlight content stays visible, searchable and shareable.



Longer lifespan
Your article can be found weeks, months and years later.

Repeated visibility
Readers can see and share your content many times.

Discoverable
People can find you through search and our directories.

Better value
One well-written article keeps working for your business.

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We Make It Easy
You Focus on Your Business

We handle the research, writing, design and publishing. You get the results.



1. We find the story
Our local team researches relevant, interesting topics.

2. We write and design it
Engaging, easy-to-read content with great visuals.

3. We publish everywhere
Your article goes into newsletters, social media and our directories.

4. We promote it
We share it with local readers and help it get noticed.

5. You get the enquiries
More local awareness, more visits, more customers.

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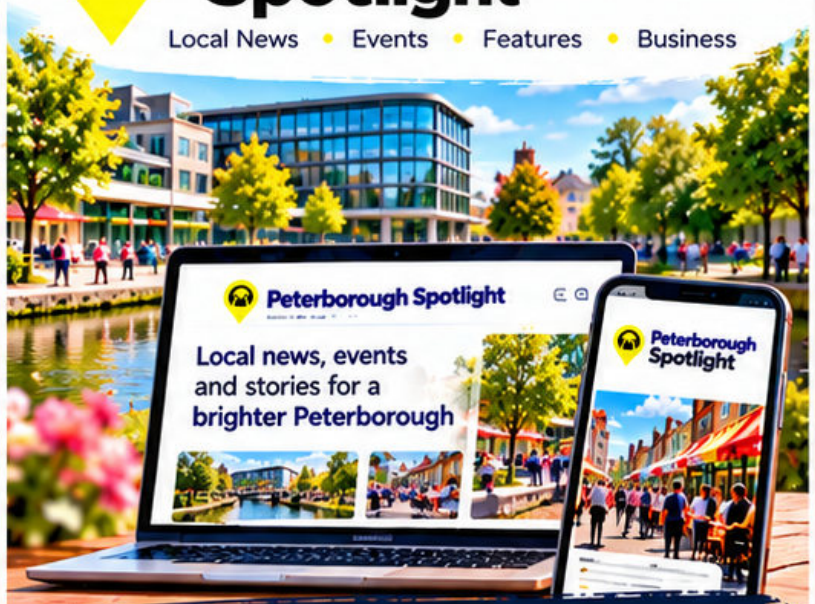
This Isn't Just an Idea. Spotlight Is Already Here.

Three local digital publications. Real audiences. Growing opportunities.



Peterborough Spotlight

Local News • Events • Features • Business



2,300+ subscribers

2,300+ Facebook followers

Cambridgeshire Spotlight

Local News • Events • Features • Business



800+ subscribers

2,200 Facebook followers

Norfolk Spotlight

Local News • Events • Features • Business



300 subscribers

700+ Facebook followers

Audience figures as at 1 September 2026.

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Different Ways to Get Involved

Choose the level that's right for your business.

All options include local visibility and genuine local readers.



Directory Listing

Be found in our local directory.



- Business details
- Link to your website
- Appear in relevant searches

Enhanced Listing

Stand out with a richer listing.



- Larger profile
- Photos and description
- More ways for readers to get in touch

Featured Opportunity

Get extra visibility through articles and social media.



- Features in our articles
- Shared on social media
- Link from our newsletters
- Builds your profile as a local expert

Resident Expert

Be the recognised expert in your category.



One Resident Expert per business category in each location.

- Ongoing articles and advice
- Prominent visibility in newsletters and social media
- Positioned as the go-to local expert
- Builds long-term trust with readers

More Visibility → More Engagement → Bigger Opportunities

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Ready to Put Your Business in the Spotlight?

Secure your listing, upgrade or Resident Expert position today before a competitor takes it.



YES
I WANT TO KNOW MORE AND SECURE MY PLACE

NO
NOT INTERESTED RIGHT NOW