
Spotlight
PETERBOROUGH
CAMBRIDGESHIRE
NORFOLK
Be the Business
Everyone's Talking About!
A unique opportunity to showcase your business across our award-winning local media platforms.
Your business seen across print, digital and social!
LOCAL BUSINESSES BRIGHTER LIVES
Spotlight
People Places Businesses
Spotlight
Local Stories Bigger Connections
Spotlight
Great Businesses Stronger Communities
Spotlight Hub
ARTICLES DIRECTORY NEWSLETTERS EVENTS ARCHIVE
EAT DRINK EXPLORE
HEALTH WELLBEING LIFESTYLE
PETS SERVICES CARE
HOME PROPERTY GARDEN
Spotlight
ARTICLES
DIRECTORY
NEWSLETTERS
EVENTS
ARCHIVE
REAL PEOPLE REAL STORIES REAL RESULTS
More Customers
Stronger Brand
Trusted Reputation
A Thriving Local Business
SUPPORT LOCAL
LOCAL COMMUNITIES BRIGHTER FUTURES
Let's Grow Together!

Trail Blaze Local

Three Local Publications. Real Local Audiences.

We already reach thousands of local people each week across Peterborough, Cambridgeshire and Norfolk – and your business can be part of that audience.

Peterborough Spotlight



2,000
weekly email subscribers

2,300
social followers

Cambridgeshire Spotlight



1,100
weekly email subscribers

2,300
social followers

Norfolk Spotlight



300
weekly email subscribers

700
social followers

Local People
Real readers who live and work here

Local Trust
Content they know and rely on

Real Engagement
High open rates and active social media

Great Opportunities
A proven platform to showcase local businesses

4

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.



12

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

Four Weeks. Four Chances to Be Remembered.

Our Featured Partner package gives your business consistent exposure across our newsletter, social media and directory – for **one month** (every month if you continue).

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



WEEK 1
FEATURED ARTICLE IN OUR NEWSLETTER

Cambridgeshire Spotlight



Why This Cambridge Café Has Locals Coming Back Again and Again

Read the Full Article

A full article about your business, shared with thousands of local readers.

WEEK 2
SOCIAL MEDIA SPOTLIGHT

Cambridgeshire Spotlight
2h ·

Behind the scenes at one of Cambridge's favourite cafés ☕ Find out what makes them so special 👇



128 24 comments

A dedicated post on our social media channels to reach even more local people.

WEEK 3
ANOTHER ARTICLE IN OUR NEWSLETTER

Cambridgeshire Spotlight



Five Great Reasons to Visit This Cambridge Café This Autumn

Read the Full Article

A second feature article with fresh ideas, tips or seasonal topics.

WEEK 4
SOCIAL MEDIA SPOTLIGHT

Cambridgeshire Spotlight
2h ·

Have you tried their new autumn menu? 🍁 Here's a taste of what locals are loving...



96 12 comments

A second social post to keep your business in front of new local customers.

PLUS AN ENHANCED DIRECTORY LISTING ALL MONTH



- 4 Featured Articles (one per week)
- 4 Social Media Posts (one per week)
- Enhanced Directory Listing (all month)
- Wider Local Visibility and Recognition
- More People Discover Your Business
- Build Trust and Attract New Customers

One Package. A Bigger Local Presence.

Next Destination?

Join a Growing Local Network

Peterborough is just the start. Trail Blaze Local is expanding across Cambridgeshire, Norfolk and specialist niche newsletters – giving your business even more opportunities to reach new local audiences.

More Local Audiences
Reach new readers in neighbouring areas and specialist communities.

More Opportunities
Be featured in multiple newsletters and on our local websites and social media.

Grow With Us
As our network grows, your business can be part of more local stories and features.

A Bigger Local Impact
Help support and celebrate thriving local communities across the region.



Fresh Content Brings Them Back Week After Week

THIS WEEK



Where to eat for under £40

Local insights, real prices and honest recommendations.

NEXT WEEK



Best places for a family day out

Ideas, tips and local favourites to make the most of your weekend.

AND AFTER



Local business spotlight

Meet the people, discover new places and support your local area.

New reasons to return every week.

One Story. Several Places to Be Seen.

We turn your business story into engaging articles, newsletters and social media posts across our local platforms – all working together to get you noticed.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



ONE STORY MULTIPLE BENEFITS

- ✓ Featured on Spotlight Hub
- ✓ Included in our weekly newsletters
- ✓ Shared on our social media channels
- ✓ Reaches new local readers
- ✓ Brings people back to your business

More Visibility
More Customers
A Stronger Local Brand

10

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.

Choose The Package That Works For Your Business.

Three simple options. All include professionally researched and written content by our team – so you get high-quality local marketing without the extra work.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



BASIC LISTING

£97 /month

Get your business listed in our local directory and be part of the Trail Blaze Local network.



The Coffee Corner
Café & Coffee Shop
★★★★★ (86 reviews)
01223 123456
Cambridge, CB1 1AB
View website

- Business listing in our local directory
- Key contact details and link to your website
- Helps local people find and contact you

A simple, affordable way to get your business in front of more local people.

MOST POPULAR

FEATURED PARTNER

£297 /month

A complete monthly package with regular exposure across all our channels.





Featured article in our newsletter | Social media post each week | Enhanced directory listing

- 4 article features (one per week)
- 4 weekly newsletter positions
- 4 social media posts
- Enhanced directory listing (all month)

Four weeks. Four chances to be remembered.

RESIDENT EXPERT

£497 /month

Become the go-to expert in your category with regular features and a growing library of content.





Feature articles in our newsletter | Social media posts each week | Premium directory listing with expert badge

- 4 in-depth expert articles (one per week)
- 4 weekly newsletter positions
- 4 social media posts
- Premium directory listing with "Local Expert" badge
- Build a long-term library of content

Be the recognised local expert more people trust and contact.

Reach more local people | Build visibility and trust | More enquiries and customers | Long-term value | All content created, published and promoted by our team

Local Stories. Real Customers. Real Results.

Two Ways to Get Started.
Choose What Suits Your Business.

Start with an enhanced listing, or get the full Featured Partner package at our special introductory price for your first two months.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



ENHANCED LISTING

£97 /month

Get your business listed in our local directory and be part of the Trail Blaze Local network.



The Coffee Corner
Café & Coffee Shop
★★★★★ (86 reviews)
01223 123456
Cambridge, CB1 1AB
View website

- ✓ Business listing in our directory
- ✓ Key contact details and link to your website
- ✓ Photos and short description
- ✓ Help local people find and contact you

A simple, affordable way to increase your local visibility.

INTRODUCTORY OFFER

First 2 months only

£197 /month

Then £297/month from month 3

Get the full Featured Partner package at a special introductory price.

- 4 article Features (one per week)
- 4 newsletter positions (one per week)
- 4 social media posts (linked to your articles)
- Enhanced directory listing (included all month)

Just £100 more than an enhanced listing – and a lot more exposure for your business.

WHAT YOU GET EACH MONTH



1 Article Feature Per Week
We research and write a high-quality article about your business or your area of expertise.



1 Newsletter Position Per Week
Your article is featured in our weekly newsletter, sent to thousands of local readers.

1 Social Media Post Per Week
We share your article on our social channels to reach even more local people.



Enhanced Directory Listing
Your business listing with photos, contact details, link to your website and more.

Four weeks. Four chances every month to be seen by more local people.

- Reach more local people
- Build visibility and awareness
- Attract more enquiries
- Be part of a trusted local network
- Simple, transparent pricing
- Upgrade after 2 months to £297/month

Local Stories. Real Customers. Real Results.

You Don't Need the Crown to Get Noticed.
But There's Only One Crown!

Becoming a Resident Expert is optional. You can still get fantastic exposure as a Featured Partner – but only one business per category can hold the exclusive expert position.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



FEATURED PARTNER

Get featured regularly across our articles, newsletters, social media and directory.

- 4 article features per month
- 4 newsletter positions per month
- 4 social media posts per month
- Enhanced directory listing (included)

£197 /month for your first 2 months

Then £297/month from month 3

Be seen. Be remembered. Get more local customers.

RESIDENT EXPERT

Become the recognised expert in your category and locality with exclusive positioning.

- All Featured Partner benefits
- Exclusive expert position in your category (one per area)
- Regular in-depth expert articles
- Priority newsletter and social media placement
- Dedicated expert badge in the directory
- Build a long-term library of content

£497 /month

Own the expert position. Be the first name people think of.



More local visibility · Reach new customers · Build trust and enquiries · Flexible options to suit your goals · One exclusive expert per category

Local Stories. Real Customers. Real Results.

If You Don't Take the Expert Position, Someone Else Could!



Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.

Only One Expert Per Category in Each Location.

- Your business becomes the go-to expert in your category.
- You get exclusive expert positioning across articles, newsletters, social media and the directory.
- You're the first business people think of when they need what you offer.
- Once the position is taken, other businesses in the same category can only be Featured Partners.

If this is your category, why let a competitor take the crown?

- Be the recognised local expert
- Build long-term visibility
- Attract more customers
- Stand out from competitors
- Only one expert per category

Local Stories. Real Customers. Real Results.

Be The Local Expert People Turn To. In Your Area.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.

As the Resident Expert for Estate Agents in our area, we're the first name people think of when they're looking to sell or buy locally.

Our articles, newsletter features and social posts bring a steady stream of local home movers to us.



How Featured Partners and Resident Experts Work for Estate Agents

- Reach active home movers with local articles, newsletters and social media posts.
- Build trust and visibility in your area.
- Showcase your expertise with helpful, local content.
- As a Resident Expert, you get exclusive positioning in your category in that location.

FEATURED PARTNER

Appear regularly across our articles, newsletters, social media and directory. A great way to build your local presence and attract more buyers and sellers.

£197 /month
for your first 2 months

Then £297/month from month 3

RESIDENT EXPERT

Become the recognised estate agent expert in your area with exclusive positioning, regular in-depth articles and priority promotion across all our channels.

£497 /month

"Local expertise builds local trust – and local trust wins more business.

Reach more local home movers
Increase your visibility
Generate more enquiries
Stand out from other agents
Be the recognised local expert

Local Stories. Real Customers. Real Results.

Whatever Your Business, There's a Story Worth Telling.

We turn real local businesses into interesting articles, newsletter features and social media posts that people actually want to read.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.

ESTATE AGENT



What £300,000 Really Buys in Peterborough Right Now

A local estate agent explains which areas offer the best value – and where buyers are missing a trick.

MORTGAGE ADVISER



First-Time Buyer? 5 Mortgage Questions You Should Ask

A local mortgage adviser shares the questions that most buyers don't think to ask.

ACCOUNTANT



Self-Employed in Cambridgeshire? 5 Tax Mistakes to Avoid

A local accountant explains the common pitfalls and how to keep more of what you earn.

RESTAURANT / CAFÉ



Behind the Menu: How This Peterborough Café Sources Local

We go behind the scenes at a popular local café to see how they use local suppliers and seasonal ingredients.

HAIR & BEAUTY



The Hair Trends Peterborough Will Be Asking For This Season

A local salon shares the styles, colours and treatments that are in demand right now.

TRADES & HOME SERVICES



How to Get Your Home Ready for Winter (Before It Costs You)

A local heating engineer shares the key checks that can prevent expensive problems.

PET CARE



How to Keep Your Dog Happy on Winter Walks in Norfolk

A local dog trainer shares simple tips to keep your dog healthy, safe and entertained this season.

HEALTH & WELLBEING



5 Simple Ways to Boost Your Energy This Autumn

A local fitness expert shares practical tips to feel healthier, stronger and more focused.

FOOD & DRINK SUPPLIER



How to Choose the Right Wine for a Cosy Night In

A local wine specialist shares easy tips for picking the perfect bottle – without the jargon.

PROFESSIONAL SERVICES



Wills, Power of Attorney and Why It Matters Now

A local legal expert explains how to protect your family and avoid common mistakes.

Any Business. Any Industry. Local People Love a Good Story.

- Build your local profile
- Reach new customers
- Showcase your expertise
- Position yourself as a trusted local business
- All through engaging, shareable content

- Real local stories
- More visibility in your area
- Reach new customers
- Build trust and credibility
- Position yourself as the local expert
- Content shared across multiple channels

Local Stories. Real Customers. Real Results.

Your Business. One Story. Everywhere.

We turn your expertise into engaging local content and share it across multiple channels.

You get high-quality, locally relevant content that builds your profile, reaches new customers and keeps you front of mind in your local area.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.



LOCAL ARTICLE

Five Simple Ways This Peterborough Café Keeps Locals Coming Back



From seasonal ingredients to a loyal local team, we look at how The Garden Room has become a favourite meeting spot.

NEWSLETTER



SOCIAL MEDIA



DIRECTORY LISTING



The Garden Room

Café & Restaurant

A friendly local café serving seasonal food, great coffee and a warm welcome in the heart of Peterborough.

View Listing

Peterborough | 01733 123456 | thegardenroom.co.uk

ONGOING PROMOTION



What's On The Menu This Autumn At The Garden Room



Why Locals Say This Is The Best Brunch In Town



Meet The Team Behind The Friendly Faces

Your Story, Our Channels

Local articles
Engaging, informative stories that showcase your expertise.

Newsletters
Featured in front of thousands of local readers.

Social media
Shared on Facebook, Instagram and other local channels.

Directory listing
Enhanced profile in our local business directory.

Ongoing promotion
Regular features to keep your business visible.

More than an advert. It's a complete, hands-free content and promotion system designed for local businesses.

- Tell your story to local people
- Build visibility and recognition
- Attract more customers
- Strengthen your reputation
- Consistent promotion across multiple channels

Ready When You Are.
We Do the Heavy Lifting.

Trail Blaze Local
LOCAL STORIES. REAL PEOPLE. BRIGHTER BUSINESSES.

I get great local content, more visibility and new customers...

...without having to write it, design it or chase it up.

Local Business Local People Real Results.

Simple Joining Process

1. **Choose your package**
   Select the option that suits your business and location.
2. **Check availability**
   Secure your position in your chosen local area.
3. **Make the first payment**
   Confirm your place and get started. No lengthy contracts.
4. **We take it from there**
   We research, write, design, publish and promote your content across all channels.

You focus on your business.
We keep you in the spotlight!



- Local stories about real businesses
- Greater visibility in your area
- More local customers
- A trusted local presence
- Consistent promotion across multiple channels

Join today and let us tell your story.

Simple, Fair Terms

A Straightforward Partnership

Our packages are designed to be simple, fair and great value – with clear terms and no long contracts.

Simple Packages
Choose the level that suits your business.

Clear Terms
No long contracts or hidden extras.

Ongoing Support
We're here to help you get the most from your partnership.

Great Value
A cost-effective way to reach real local audiences.



Our Partnership Terms

Minimum commitment
2 months

Cancellation notice
30 days' notice after the initial 2 months

Recurring payments
Payments are taken 30 days in advance

No long contracts
After the initial 2 months, you're free to continue or cancel with 30 days' notice.

A flexible, low-risk way to grow your local presence.

Your Questions Answered

Quick Answers to the Things Businesses Ask Us Most

Simple, clear answers – so you know exactly how it works.



How does it work?

We research and write articles about your business, feature you in our newsletters and promote you on social media. You get more visibility, more local customers and no extra work.

How much does it cost?

Packages start at £97/month for an enhanced listing, **£197/month** (introductory offer for months 1–2) and £297/month from month 3 for Featured, or £497/month for Resident Expert.

What's the minimum commitment?

All paid packages have a **2-month minimum commitment.** After that, you can cancel with **30 days' notice.**

How do payments work?

Payments are taken by recurring card payment, **30 days in advance.**

Do I need to provide content?

No. We do the research, writing and promotion. You only need to let us know about anything we can't verify, and you're welcome to suggest ideas at any time.

Will I need meetings or approvals?

No. This is a hands-free publishing partnership. We don't need routine meetings or article approvals. We'll contact you only if we need to check specific facts.

Can I choose what you write about?

Our editorial team chooses topics based on what's interesting and useful to local readers. You're welcome to suggest ideas, but you don't control the facts, opinions or headlines.

Can I upgrade or change later?

Yes. You can start with any package and upgrade as your business grows. There's no long contract – just the 2-month minimum on paid packages.

How do I get started?

Just choose your package on our new **Spotlight joining page,** complete your details and set up recurring payment. We'll take it from there.

Choose your package and join today

Visit our new Spotlight joining page to see the options, ask questions and get started.

Choose Your Package

Get Seen. Get Connected. Grow Your Local Business.

Simple, affordable packages designed to showcase your business across our website, newsletters and social media – with no long contracts and a straightforward joining process.



Free Directory Listing

- Standard business listing
- Key details and contact information
- Listed on our website directory

Free

A great way to get started and be part of our local directory.

Enhanced Directory Listing

- Enhanced business listing
- Bigger profile with image and description
- Shown in relevant categories
- Build local visibility

£97/month

A boosted listing to help more local people find your business.

Featured Partner

- 4 articles about your business each month
- 4 positions in our newsletters each month
- 4 social media posts each month
- Enhanced directory listing

£197/month for months 1–2

Then £297/month from month 3

Resident Expert

- Exclusive in your category (per locality)
- 4 in-depth articles each month
- 4 dedicated newsletter positions each month
- 2 social media posts per week
- Enhanced directory listing

£497/month

Position your business as the go-to local expert.

Choose your package and join today

Visit our new Spotlight joining page

See full details, choose your package,

Resident Expert places are exclusive. Secure yours before a competitor does.

Reach local people
Get your business in front of real local readers.

Build connections
Be part of your local community.

Grow your business
Turn awareness into new customers.

Great value
A cost-effective way to make a bigger impact locally.