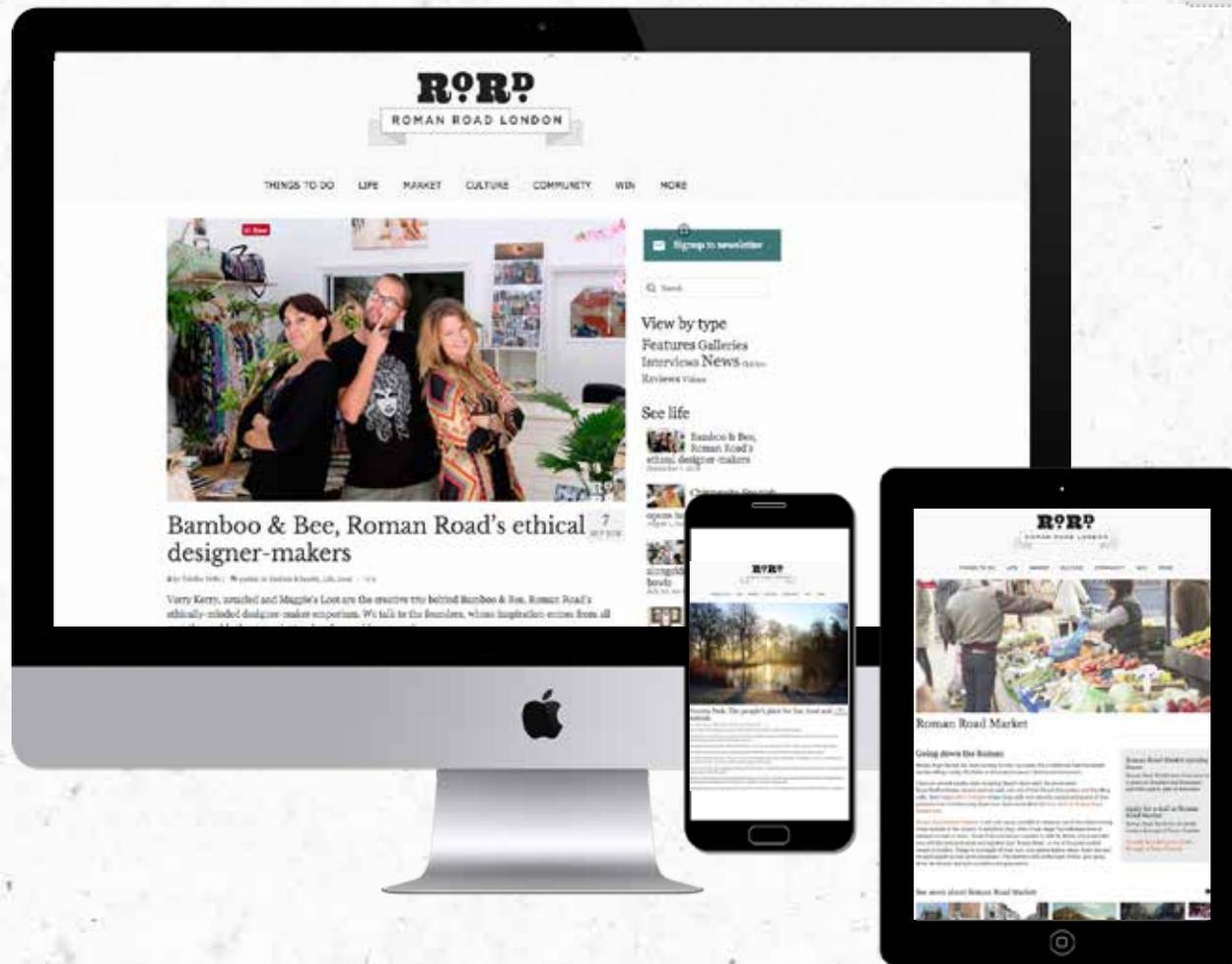


# RORP

ROMAN ROAD LONDON

## Media Pack 2019





# A NEIGHBOURHOOD MAGAZINE

We are a daily news & culture online magazine that covers arts, culture, heritage, shopping, local campaigns and things to do in Roman Road and its surrounding neighbourhoods.

Our target reader lives in Bow, Globe Town, Bethnal Green East, Victoria Park, Old Ford, Fish Island and Mile End, but our coverage is more extensive. We cover news and events throughout East London, and our cultural and heritage content reaches people across London and further afield.

We are a multimedia publication. We publish daily on our **website** and send out a weekly **newsletter** to our subscribers. We will soon be in **print** too. We run **social media** campaigns on Facebook, Twitter and Instagram to help grow our audience of local residents and destination visitors.



# CHAMPIONING LOCAL COMMUNITY

Roman Road LDN is published by **Social Streets C.I.C**, a not-for-profit media company whose mission is to increase participation in local community. We publish local magazines, run digital training programmes, and offer digital marketing services, all targeted for small businesses in the local community.

We are passionate about the high street and believe it is a vital community space that provides opportunities and wellbeing to the community. For decades high streets have been struggling in the face of changing shopping habits, yet local people still want to have exciting places to eat, drink, shop and socialise in their neighbourhood.

So we work day in day out to grow local audiences and connect them to the most exciting and inspiring things in their local area.

A photograph of a pub interior. In the foreground, a pool table is partially visible. In the background, there is a dartboard on the wall, a chalkboard with text, and a laptop on a table. The text "INDEPENDENT TRUSTED JOURNALISM" is overlaid in large yellow letters on a semi-transparent blue and orange background.

# INDEPENDENT TRUSTED JOURNALISM

Roman Road LDN is an independent organisation with editorial integrity, not a mouthpiece for a corporate or municipal body.

We are a band of passionate people who pound the pavements and write from the heart, not a content marketing agency hired to create bland, promotional content.

We produce high quality written, visual and video content written by media professionals who are committed to bringing excellence to local community.

We have a background in community development, leading on projects that work with local schools, art groups and cultural organisations.

Our content is read and respected not just locally but citywide and nationwide too.



## OUR READERS ARE LOCAL AND LOVE LOCAL

Our core readership are the 40,000 people local to Bow, Mile End, Fish Island and Globe Town. But with 96,000 unique users in 2018, we know our reader extends throughout East London.

Our readers are aged 25-45 and place value on cultural capital, arts and heritage, living in a multicultural city, the East End's pioneering spirit, and being part of an active and engaged community.

Our readers love their community: they believe in supporting local independent shops, caring for the environment, and getting to know their neighbours. They like to be on first name terms with shop owners, to know the best kept secrets about the area, and to be able to tell their friends and family about them.



# THE NO.1 LOCAL MARKETING RESOURCE

**Why partner with us?** We work tirelessly to grow our network of **local** people for you. Our community-led methods and projects mean we reach people that most other publications can't.

We are **digital experts** and can help your business reach local people on all major platforms including the web, Facebook, Instagram and Twitter.

Our newsletter has very high **open rates** far above industry average (35% vs 21%)

We invest in SEO and Roman Road LDN **ranks first page** for multiple terms associated with Roman Road London and has a strong MOZ ranking of 46.

Our **branding** is influential with people who care about supporting local businesses and living a more meaningful, ethical and sustainable life.

# Website analytics



**20,000 unique users pm**

↑ 20% MoM

At least ten thousand people visit our website every month - and most of them live locally.

Nearly half of those people find the website when they search for something on the Internet. That's because our website ranks well on Google. The rest of our readers find us on our popular social media channels.



**35,000 page views pm**

↑ 20% MoM

Data shows our readers are particularly interested in green issues, arts & culture, wellbeing & fitness, food and finding bargains.

Our readers are actively researching: things to do and places to visit, accommodation, property, jobs, cooking home decoration and women's fashion.

# Social media insights



**3,500 followers**

↑ 4% MoM

Our Facebook posts reach about 30,000 local people per month.

About 6,000 of these readers are actively engaged, liking, sharing and commenting our posts.

An individual post is usually seen by 4,000 to 6,000 people.



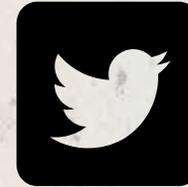
**3,200 followers**

↑ 7% MoM

Our Instagram posts reach 6,500 readers every month.

What do they like to see?

Shops, landmarks, streets, sunsets, parks, nature, local legends and heritage.



**6,000 followers**

↑ 2% MoM

Our Twitter posts gain 80,900 impressions per month.

About 1500 readers engagement and they are most interested in local news, events, music festivals, comedy, tech, politics - and dogs!

# Reader testimonials

78%

readers said they felt proud about their neighbourhood as a result of our content 'often or very often'.

"It improves the community spirit by showing off what there is in the community and being proud of it. A lot of the content in the magazine shows the hidden aspects of the community that would have gone un-noticed. We're constantly bombarded with bad news (vandalism, littering, anti-social behaviour etc) and compared to other community magazines I've seen, this one offers something different. It shows the positive of our community and behind all of that, there is positivity and people working to help one another."

*Reader view*

66%

readers said that they had been encouraged to find out more about a subject raised on the website 'often or very often'.

"At a time when the national and international media bombard as with negativity toward each other. it is this type of positive local journalism that brings out the best in a community and its people."

*Reader view*

"What I love most about the magazine is learning about my new community and feeling part of something meaningful as I am starting my new family"

*Reader view*

53%

readers said that they had been prompted to discuss the content of the website others 'often, or very often'.

"Since we moved to the area, it's been a newsletter my husband and I often chat about - the shop profiles, community stories and history sections. I have learnt about the Suffragette history here and heard about things I want to get involved with." *Reader view*

"I love finding out interesting things that I didn't realise were so close to me. I think you guys are doing a great job. I've found myself on so many similar mailing lists in the past, and bin them almost instantly. I really enjoy reading yours!"

*Reader view*