

The Northern Niche

ADVERTORIAL PACKAGE 2018



The Northern Niche is an online lifestyle and business blog. Born out of Teesside we are developing it as a platform to share positive voices and news stories from across the whole of Northern England.

4,000+
unique
visitors

Visitors
from top
Northern
cities

Feature
In Our
Newsletter

After a period of positive growth we are now in the position to offer our advertorial package. It has been designed to create unique, entry level advertising opportunities for Northern brands and businesses. An 'as we grow you grow' proposition. We believe in supporting Northern business and so do our readers.

All of our advertorials will be supported through our social media accounts; Facebook, Facebook Groups, Instagram, Instagram Stories, Twitter and LinkedIn where we have a growing following.

Above all, we have engagement. This is what helps to generate new business and raises brand awareness for your products, services and events.

COMBINED FOLLOWERS

The Northern Niche understands the power of social media and the positive effects it can have on brand awareness and creating a loyal audience.



3.6 k



1.9k



800



1000

Total Reach March 2018 135.5K

JUST
£75.00

Advertorial Feature Posts

Our cost effective advertorials are priced at just £75.00.

Get in touch if you want to benefit from cost effective, highly targeted advertising:
hi@thenorthernniche.co.uk

Who You Will Be Working With

We are a mum and son team with a passion for shouting loud and proud about the North, its people and its places.



Sharon has had a career in digital marketing for almost 13 years and has won several awards. She currently sits on the Tees Valley Digital Industry Board and is a Northern Power Women ambassador as well as the creator of the #ThisNorthernGirlCan campaign.



Declan is a Newcastle University graduate who loves burying his head in data analysis and championing for gender balance and LGBTQ fairness.

They work together in their social media and digital strategy business, [The Social Gene](#).