

# ADVERTISE WITH THE EPSOM & EWELL TIMES

12 October 2026

## Reach local people. Support local journalism. Grow your business.

□ LOCAL AUDIENCE □ DIGITAL □ PRINT □ SOCIAL □ COMMUNITY

The **Epsom & Ewell Times** connects businesses with people who live, work, shop and spend in Epsom, Ewell and the surrounding area.

We are an independent, not-for-profit local news service covering the stories that matter to our community — local government, business, schools, sport, culture, community organisations, transport, environment and everyday life.

If your customers are local, your advertising should be local too.

### ADVERTISING ENQUIRY FORM

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## WHY ADVERTISE WITH EET?

### □ Reach the people who matter to your business

National advertising can reach thousands of people who will never become your customers.

Advertising with the Epsom & Ewell Times puts your business in front of a concentrated local audience.

Our readers include:

- homeowners and families
- commuters and professionals
- local business owners
- parents and grandparents
- community volunteers
- sports and cultural audiences
- councillors and local decision-makers
- people actively interested in what is happening where they live

For shops, restaurants, professional services, trades, schools, clubs, venues and other local organisations, that means advertising where your potential customers already are.

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## OUR LOCAL REACH

Last 30 days to 11th October 2026 and ever growing.

### □ EET online

The Epsom & Ewell Times publishes local news throughout the week at:

**epsomandewelltimes.com**

Current monthly website audience:

18,200 **readers/users**

43659 **page views**

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### □ EET on social media

Our stories are promoted through social media, extending their reach beyond readers who visit the website directly.

Facebook followers: 1632

Monthly Facebook engagement: 4580

Our social media audience is growing, creating further opportunities for local businesses to be seen by local residents.

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### □ EET in print

The Epsom & Ewell Times also produces regular printable editions and is developing wider physical distribution of EET news within the community.

Advertising packages can therefore combine **digital, social and print exposure**.

Ask us about opportunities in forthcoming printed editions.

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## TRUSTED LOCAL JOURNALISM

Advertising works best when it appears alongside content people have chosen to read.

The Epsom & Ewell Times is:

- ☐ **Independent**
- ☐ **Locally focused**
- ☐ **Not-for-profit**
- ☐ **Free to readers**
- ☐ **A partner in the BBC Local News Partnership**
- ☐ **Regulated by IMPRESS**
- ☐ **Committed to clear separation between journalism and advertising**
- ☐ **Recognised by the Department for Culture, Media and Sports as a leading local quality news service**

Advertising supports the continuing provision of independent local journalism while giving businesses access to an engaged local audience.

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## ADVERTISING OPTIONS

At the moment we offer TWO advertising options:

**A.** The homepage banner



replaced by your own banner. Unique and dominant. Viewed by thousands of our website's local browsers.

**Just £100 per week.**

**B.** A sponsored post. No more than two sponsored posts per week appear, giving you prominence. Permanent placement on the website. Hyperlinks to your website. Posts are taken more seriously by readers and post on our Facebook pages too.

See [HERE](#) for an example of a sponsored post on Epsom and Ewell Times

Just £50

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**IN THE NEAR FUTURE OUR FULL SUITE OF ADVERTISING OPPORTUNITIES WILL INCLUDE THE FOLLOWING**

### ☐ **WEBSITE DISPLAY ADVERTISING**

Put your business in front of readers while they are catching up with local news.

Display advertising can include your:

- logo
- photograph or artwork
- promotional message
- special offer
- telephone number
- website link
- booking page or online shop

Advertisements can link directly to your website.

## Available positions may include:

### **Premium banner**

Prominent advertising position for maximum visibility.

### **Standard display advertisement**

A strong presence alongside EET content.

### **Sidebar / supporting display**

A cost-effective option for sustained local visibility.

### **Article-level advertising**

Appear alongside individual EET reports being read by an interested local audience.

Availability varies, so please ask us about current positions.

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## □ DIGITAL + SOCIAL CAMPAIGNS

For advertisers wanting more than a static website advertisement, we can discuss combined campaigns involving EET's digital channels.

These may include:

- website display advertising
- campaign landing-page links
- inclusion in appropriate EET promotional material
- print advertising
- other agreed promotional opportunities

We can help devise a package appropriate to your objective and budget.

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## □ PRINT ADVERTISING

EET print provides businesses with something digital advertising cannot: a physical presence in homes, shops, cafés, waiting rooms and other community locations.

Subject to the publication and distribution schedule, advertising sizes may include:

### **Full page**

Maximum impact for major campaigns, launches and events.

### **Half page**

A substantial advertisement suitable for detailed offers and strong branding.

### **Quarter page**

Ideal for established local businesses wanting an affordable, clearly visible presence.

### **Eighth page / directory advertisement**

A simple and economical way of keeping your business name, telephone number and website in front of local readers.

Ask us for the specifications and prices for the next printed edition.

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## □ COMBINE PRINT + DIGITAL

Our best value packages can combine several forms of advertising.

For example:

### **LOCAL STARTER**

- Website advertising
- Local audience
- One-month campaign

Ideal for a business trying EET advertising for the first time.

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## LOCAL IMPACT

- ☐ Website display advertising
- ☐ Print advertisement
- ☐ Sustained exposure across the month

Ideal for established local businesses seeking greater visibility.

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## LOCAL PARTNER

- ☐ Enhanced digital presence
- ☐ Larger print advertisement
- ☐ Longer campaign period
- ☐ Bespoke package

Designed for businesses wanting an ongoing presence within the Epsom and Ewell community.

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## AFFORDABLE LOCAL ADVERTISING

You do not need the advertising budget of a national company.

EET aims to offer advertising that is accessible to:

- ☐ independent shops
- ☐ restaurants, cafés and pubs
- ☐ solicitors and professional services
- ☐ estate and letting agents
- ☐ builders and trades
- ☐ health and dental practices
- ☐ schools and education providers
- ☐ theatres and entertainment
- ☐ gyms and sports organisations
- ☐ salons and personal services
- ☐ automotive businesses
- ☐ retailers and online businesses
- ☐ charities and community organisations

We are happy to discuss a campaign appropriate to your budget.

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## ADVERTISING RATES

**[CLICK HERE FOR THE CURRENT GUIDE TO OUR RATES](#)**

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## NEW TO ADVERTISING?

### We can help.

You do not need to arrive with a finished advertising campaign.

Tell us:

- 1. What does your business do?**
- 2. Who are you trying to reach?**
- 3. What would you like customers to do?**

Call you?

Visit your shop?

Book an appointment?

Attend an event?

Visit your website?

Buy something?

We can then discuss the advertising options that make most sense.

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## YOUR ADVERTISEMENT

Advertisers can normally provide their own finished artwork.

If you do not already have suitable artwork, tell us. We can discuss what will be required and whether assistance can be provided in preparing a straightforward advertisement.

For digital advertisements we will normally need:

- business name and logo
- advertising wording
- image or artwork
- destination website address
- contact details

Technical specifications will be supplied when your booking is agreed.

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## MEASURE THE RESULTS

☐ **Digital advertising is measurable.**

Where appropriate, campaign reporting can include information such as:

- advertisement impressions
- clicks
- click-through rate
- campaign period
- website exposure

We encourage advertisers to use a dedicated landing page, booking link, promotional code or other method of measuring enquiries generated by their campaign.

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## SPECIAL OFFERS AND CAMPAIGNS

Launching a business?

Opening new premises?

Running an event?

Recruiting staff?

Promoting a seasonal offer?

Introducing a new service?

Trying to build greater local awareness?

Tell us what you are trying to achieve and we can discuss an appropriate package.

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## SUPPORT LOCAL JOURNALISM

### Your advertising does more than promote your business.

The Epsom & Ewell Times is a **not-for-profit local news service**.

Advertising income helps meet the cost of producing independent journalism for the community.

So when a local business advertises with EET it achieves two things:

☐ **Promotes the business**

and

### **☐ Supports independent local news**

That is a partnership from which the whole community can benefit. Businesses benefit from local media holding local government to account.

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## **READY TO REACH MORE LOCAL CUSTOMERS?**

### **Talk to the Epsom & Ewell Times**

Tell us a little about your business, your intended campaign and your budget.

We will suggest suitable options without obligation.

☐ **[admin@epsomandewelltimes.com](mailto:admin@epsomandewelltimes.com)**

☐ **[epsomandewelltimes.com](http://epsomandewelltimes.com)**

#### **ADVERTISING ENQUIRY FORM**

### **Epsom & Ewell Times**

**For the community, by the community.**

Independent local news for Epsom & Ewell.

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## **INFORMATION FOR ADVERTISERS**

All advertising is subject to availability and acceptance by Epsom & Ewell Times. EET reserves the right to decline advertising that is unlawful, misleading, inappropriate or incompatible with its standards.

Advertising and commercial material are kept separate from EET's independent editorial decision-making. Purchasing advertising does not give an advertiser influence over EET's news coverage.

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