



Mission

„We provide **access to local live.**“

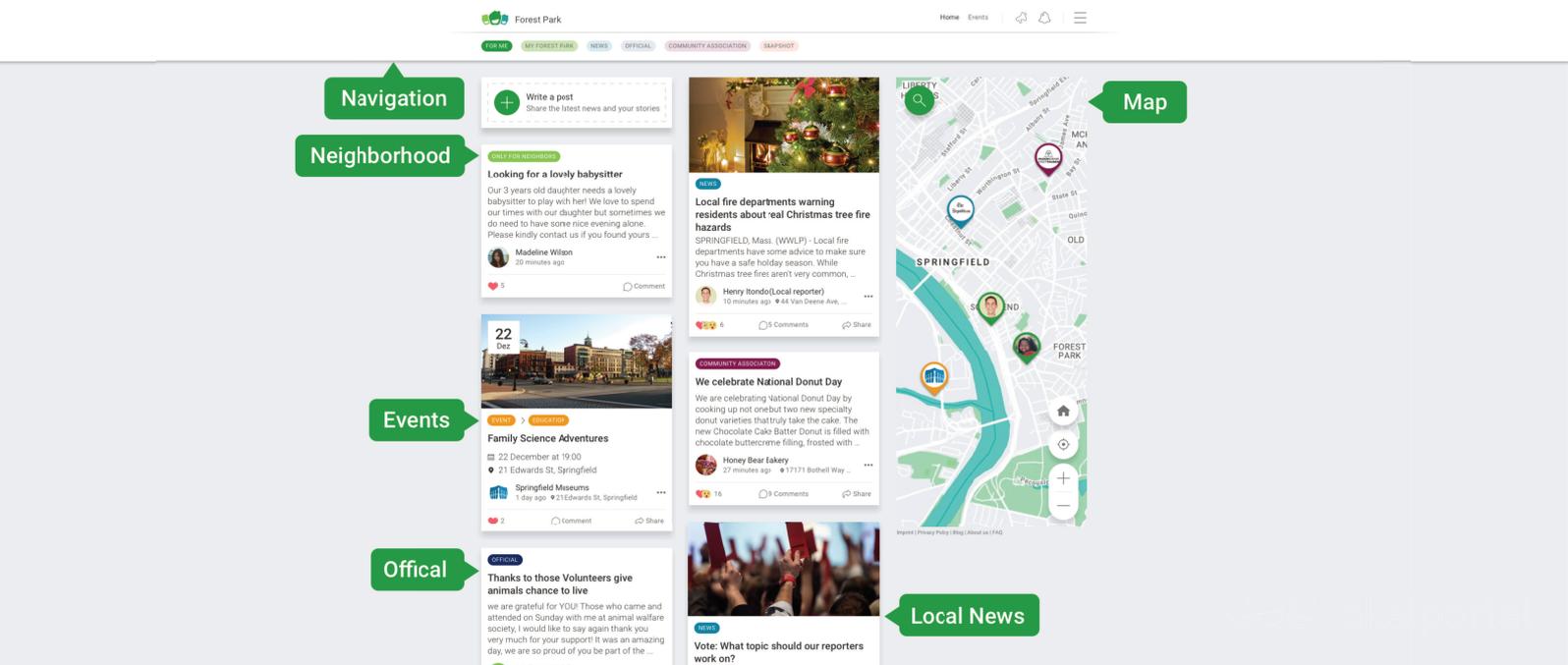
Our mission:

- Strengthen neighborhoods
- Giving them access to reliable local information
- Place for exchange about it

Lokalportal - The digital town

- **Platform:** Hybrid between a local social network and a local newspaper
- Lokalportal is **run by local publisher** (cooperation model)
- Monetization: **Digital ad formats for small local businesses** with monthly advertising budgets of 100€ - 2.000€

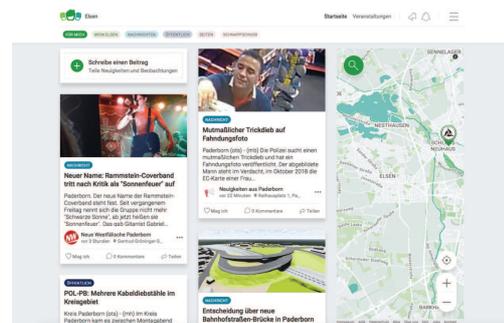
Lokalportal - The digital town



 lokalportal +  **Neue Westfälische**

 lokalportal

Digital strategy of Neue Westfälische



- Paid content with high quality journalism
- Milieus with willingness to pay
- Broad focus: local, regional, national and international news

- Free platform with community focus
- Touchpoint down to the smallest local unit
- Serving user groups who we can't serve with nw.de

How we run Lokalportal

Pilot cases in Paderborn & Bünde

- Local news as the main community driver
- Lokalportal integrated into the local newsrooms
- Journalists as moderators, not gatekeepers
- Convening communities into civil, informed and productive conversation

2019 launch in the complete circulation area (Population ~ 2 Million)



Contact

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