

Track 1:

# Robin Nilsson

Product Lead at NTM (SE)

Empowering Local Media: Unveiling the Potential of Native Advertising



Time: 12:10 - 12:35



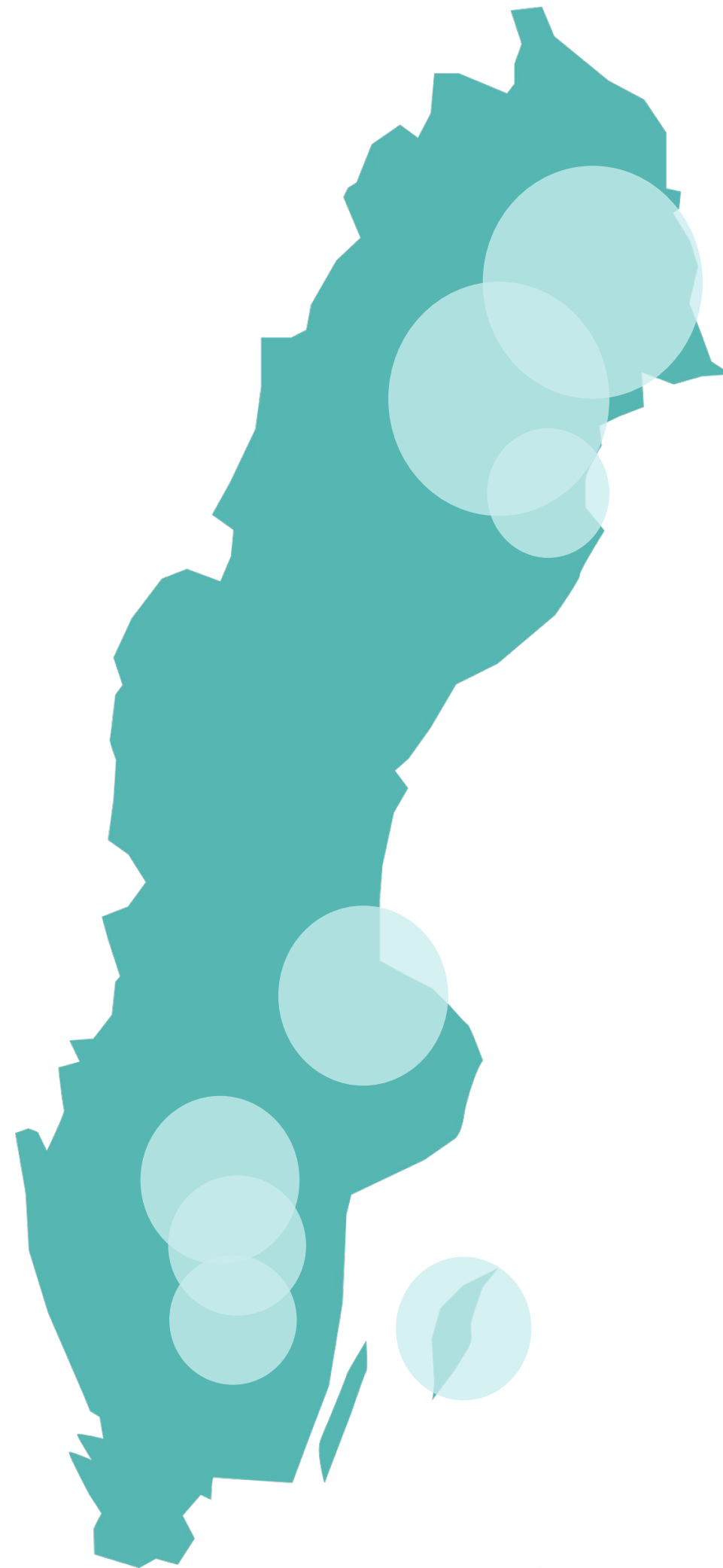
NATIVE  
ADVERTISING  
DAYS 24

# Native in a local context

Robin Nilsson, Product Lead at NTM Media

# NTM-Country

- NTM, a foundation-owned group, operates without short-term profit pressures, enabling a long-term focus on journalistic endeavors.
- Our structure includes both an advertising agency and an audio agency.



**17**

regional and local  
titles

**6,5**

million digital  
readers per week

**8/10**

Is the amount of people we  
reach on average in our  
coverage areas

**80%**

The average share of  
consumption accounted for by  
our readers in the coverage areas.

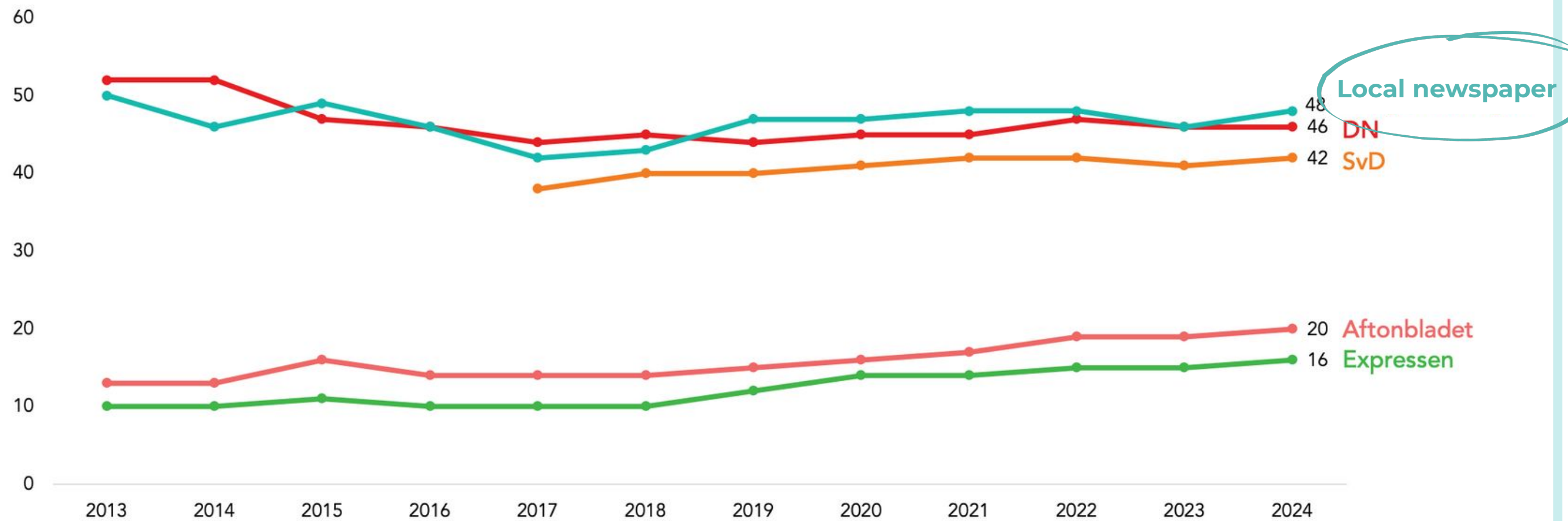
# Business of trust

FÖRTROENDEBAROMETERN 2024

verian | Medieakademin

## FÖRTROENDE FÖR DAGSPRESS

How much trust do you have in the way the following media companies carry out their work?

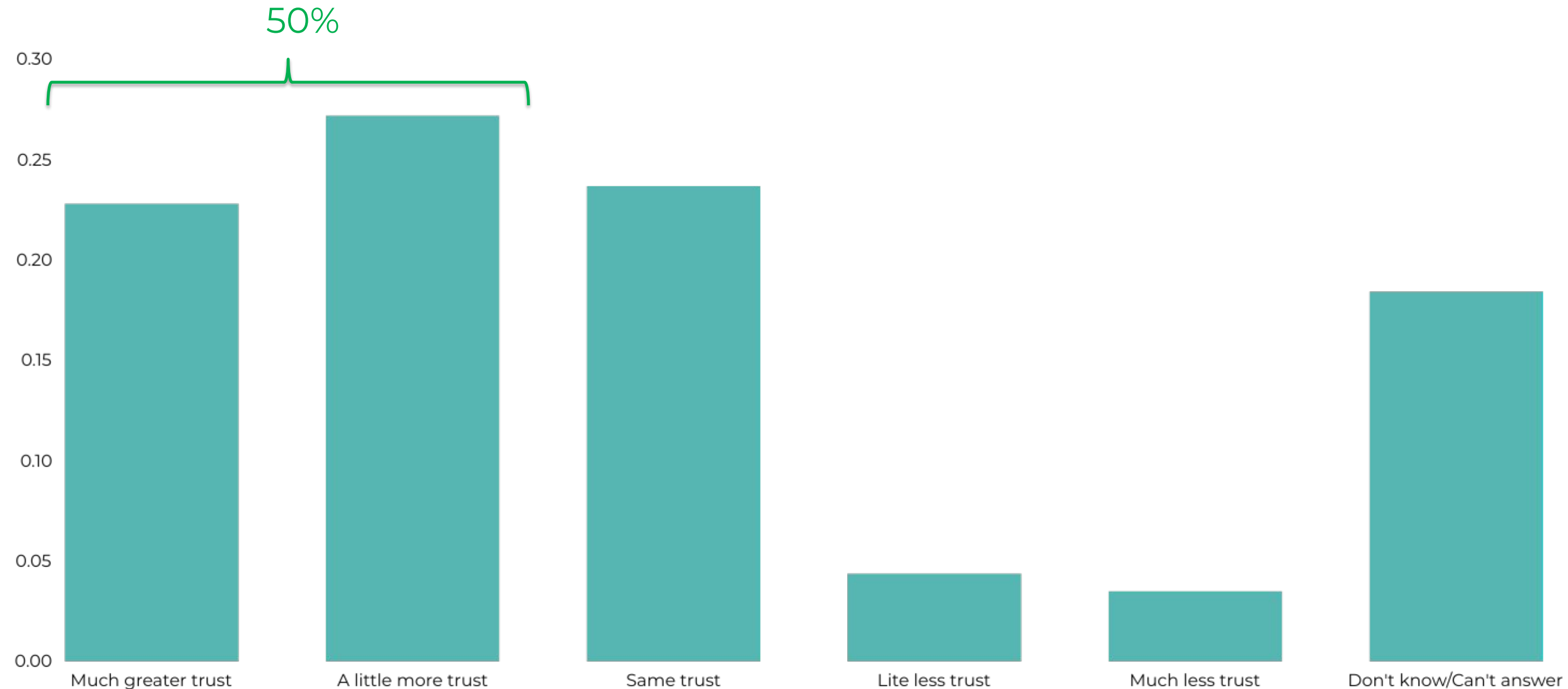


Bas: n= 1264

Procentandel mycket/ganska stort förtroende

# Trust also for the advertisers

Do you have greater, lesser, or the same level of trust in advertisers in your local newspaper as in other media (e.g., social media, other media)?

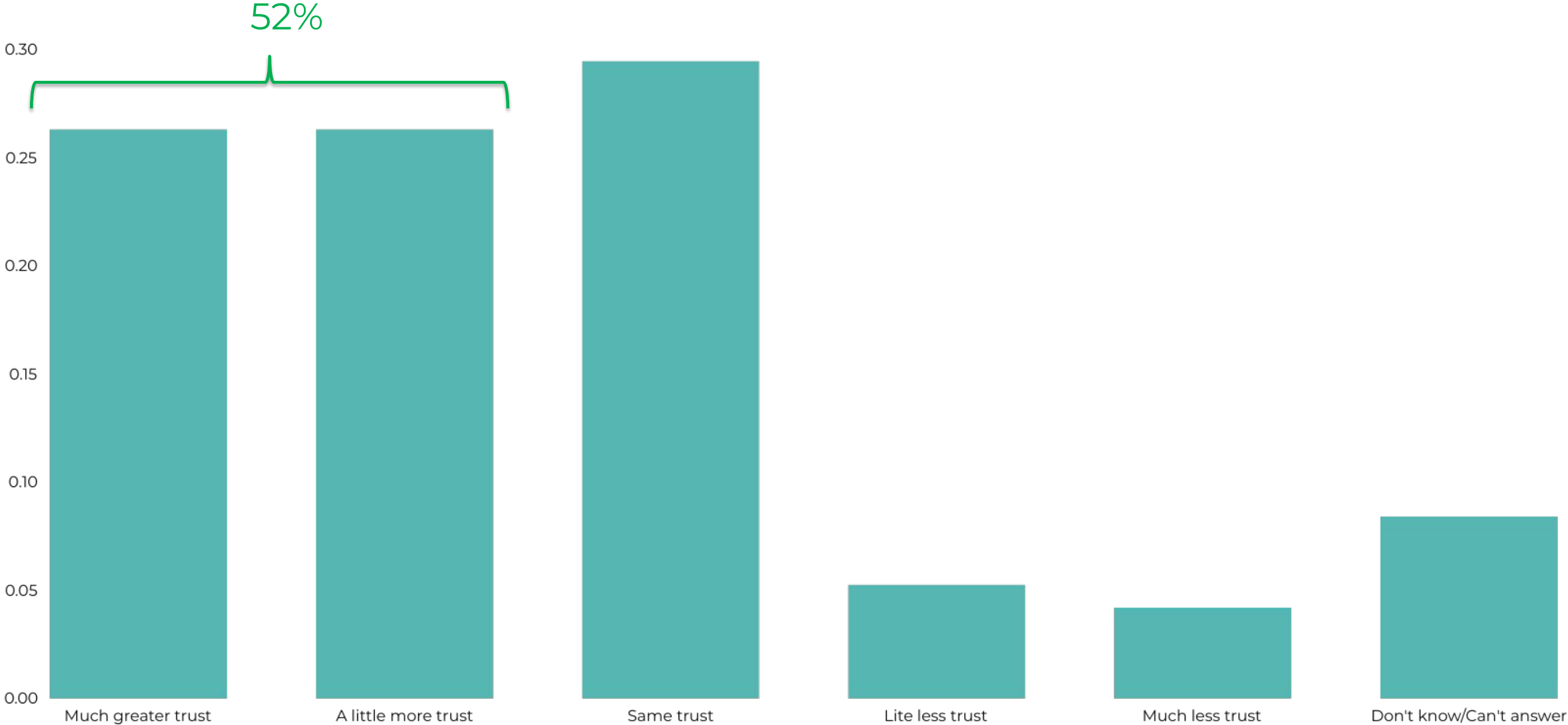


Source: Survey conducted via Brand Metrics survey tool on all NTM sites in April 2024, 300 respondents



# The readers enjoy native

What is your attitude towards advertising partnerships where local businesses have the opportunity to reach out and share about their operations in sponsored articles?



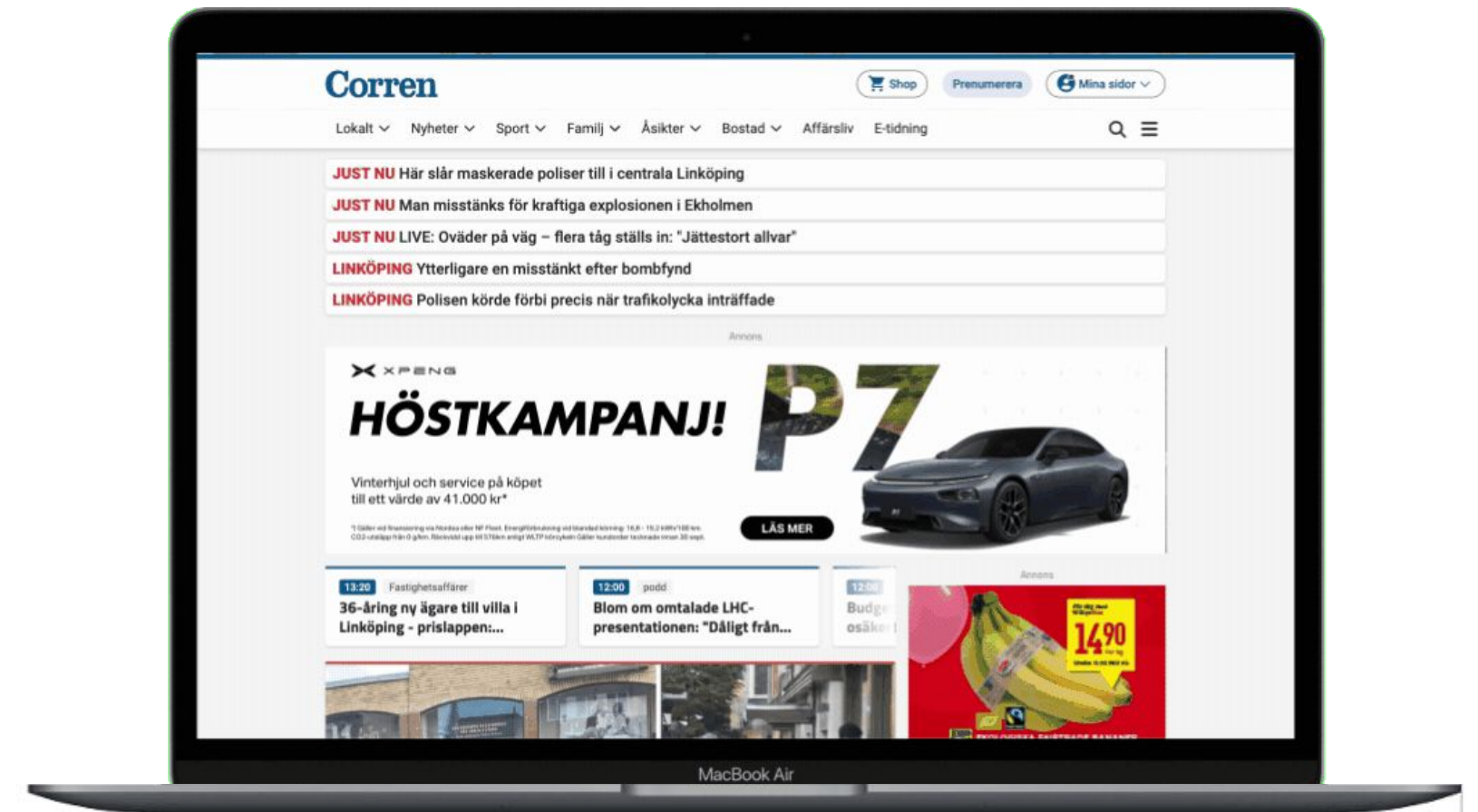
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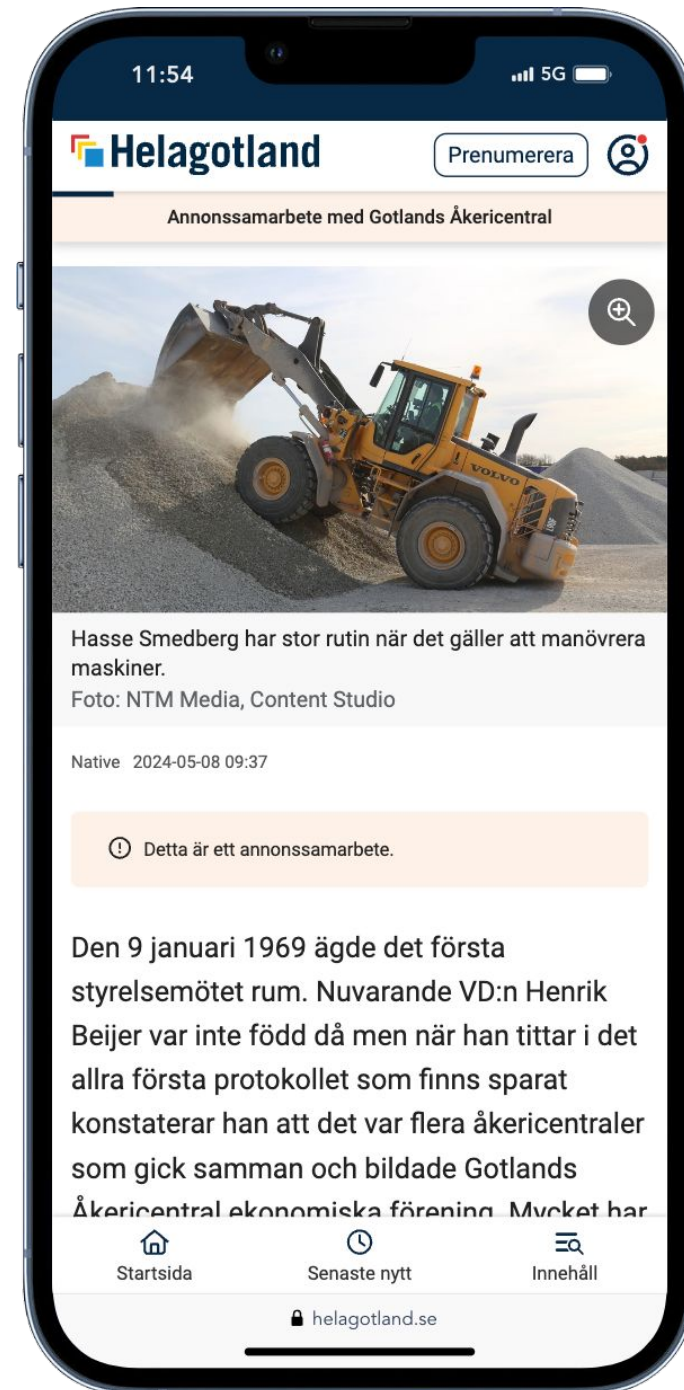


**How do we create  
trust for advertiser?**

# Straight into the news feed







# Keeping it simple

- The local touch
- Few but clear ad formats
- No weird stuff



# The local effect

# Strong regional/local segments

## Employer branding

- Assisting companies in reaching both regional and national target audiences.
- Utilize the local strength.

## Get people to my shop

- We have seen a significant positive impact in driving actual visitors to stores.
- This is especially evident in our smaller and medium-sized newspapers.
- The "closeness" to the audience is the key.

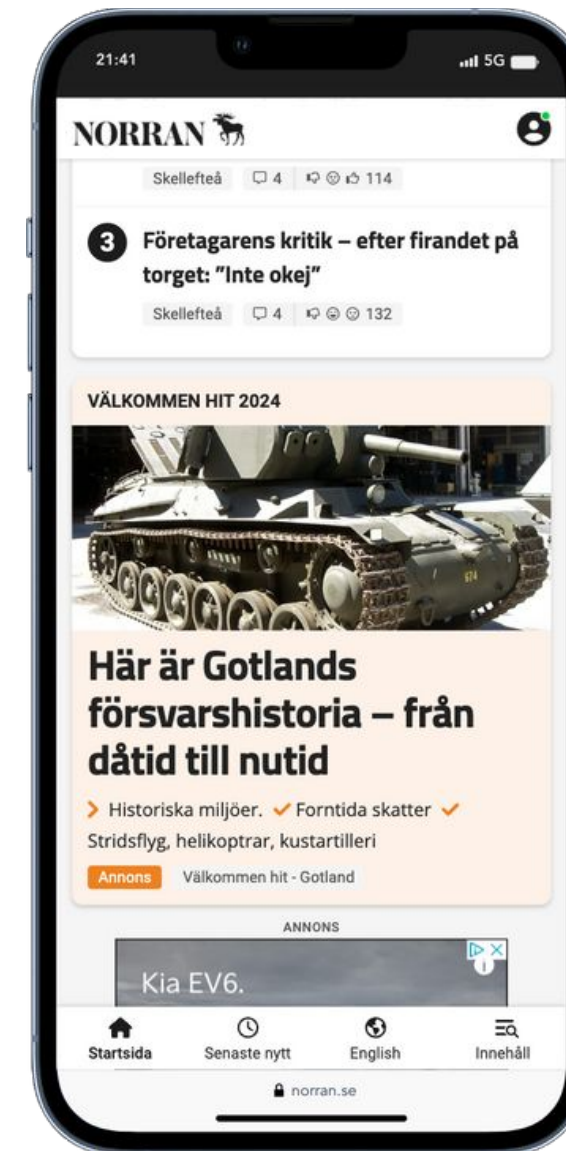
## Get people to my place

- Utilize inventory in a smart way and support local/regional tourist needs.
- Gotland is a good example. It's incredibly important that tourists continue to visit the island.

Get people to my place

# Telling the mainland about Gotland

- 45 different local advertisers in 9 different articles.
- Published on almost all NTM mainland newspaper.
- Segmented to boost, for example, hotel operations, the experience industry, and restaurants.
- Our readers spent a total of **37,5 days** reading this articles with a **9% ctr**.



A street scene in a European city, likely Stockholm, featuring historic buildings with many windows and a modern tram overhead. The street is paved with cobblestones and has a few cars parked. A red car is visible in the foreground. The sky is overcast.

# The conclusion

- Being local isn't about a place; it's about being in that place.
- Know your readers as well as they know you.
- Focus on the number of readings.
- Keep it simple.



# Contact

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