Get plugged in to Lakeland. Reach LkldNow’s deeply engaged local audience who trust LkldNow to connect them with their community.
As a small business owner, it's super important that I stay up to date on what's going on in the community - so I really start and end my day on LkldNow. Our sponsorship on LkldNow is an investment in our business and in our community.

Chris McArthur
Owner, Black & Brew
Downtown / Lake Morton / Southside

Being a local matters and LkldNow knows Lakeland as only a local can. We’re community supported and trusted by more than 70,000 readers monthly for our impartial reporting focused on the quality of life in Lakeland.

With free and easy access for readers, LkldNow connects you to the largest cross-section of our community. Let’s talk about a customized package tailored to reach your desired audience and meet your marketing goals.

Contact
Trinity Laurino
Executive Director
trinity@lkldnow.com
863.660.2039

Thank you for the local government coverage ... We have few sources, and your converge is the most in-depth.

James Edwards

The consideration and care the LkldNow team takes as it relates to all matters, but especially those in which racial disparities are involved, is very apparent. A big thank you to you and the team for all the important work you do!

Pam Rodriguez
1 out of 3 Lakelanders read LkldNow to stay connected and informed about all things local.

We have the largest reach across demographics in Lakeland. 70% of our readership is in the core demographic between the ages of 35-54, often in the prime of their careers and with decision-making power on major purchases.

80% of our audience are reading LkldNow on their phones, letting you reach them when and where they can take action. Our digital placements allow you to direct your customers right to your landing page, your app or click to call.

Build trust with our audience.

LkldNow readers are media-savvy, active in their communities, and the most engaged audience you’ll find locally. They care about our city, and local relationships matter.

![Weekly Newsletter Subscribers: 7,000+](image1)

![Unique Users per Month: 74,000+](image2)

![Combined Social Media Followers: 26,000+](image3)

![Open Rate: 46%](image4)

![Website Traffic by Age](chart)

FEMALE 52.5%

MALE 47.5%
SPONSORSHIP PACKAGES

IMPRESS
verb: to astonish; to gain the admiration or interest of

Run of Network
Rotates through all placements on all pages.
Sizes: 728x90 or 970x90, 320x100, 300x250

IMPRINT
verb: to fix indelibly

Two top tier placements
Top Right Sidebar: and
Top In-article
Sizes: 300x250, 728x90
300x100

IMPACT
verb: to cause a direct effect

Two lower tier placements
Lower Right Sidebar and Lower In-article:
Sizes: 728x90, 300x250, 33x100

Create a custom package tailored to your goals...

We can work with you to tailor any of our placements into a custom solution that’s right for your goals and budget. Choose from our newsletters, branded content, sponsored posts or onsite targeting in a single placement.

Additional Options:

Weekly Newsletter Banner
• Top
• Mid
• Lower

Branded Article

Sponsored Post
• Facebook
• Instagram

Calendar Promotions
MAKE AN IMPRESSION

Global Leaderboard
728x90
300x100
Appears on all pages

In-Story Banner
728x80 or 300x250
Appears on all article pages

Right Sidebar
Upper and Lower
300x250
Appears on all article pages
BRANDED CONTENT

Your brand in your words - reaching our readers

You’re an expert on your business. Through LkldNow’s sponsored articles, you can share your knowledge with our readership, positioning your business as the expert local resource.

Tell your story...

Every business has a story to tell. Tell yours in a sponsored article that lets you connect authentically with an audience invested in your local success.
LkldNow's Editorial Independence Policy
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