



An open letter from local media publishers to advertisers and agencies



Today, the local media industry has launched JICREG True Local, the sector's new cross platform audience measurement currency.

This project was undertaken to give you, the media agencies who advise advertisers where to invest, the clearest and truest possible picture of the true scale local media now delivers across print and digital.

Local media, local news brands in print and digital, reaches 40.6 million a month, with mobile providing a 94 per cent audience boost.

This enormous scale is combined with the opportunity to target audiences right down to postcode sector level.

No other medium offers you the combination of scale, precise geographic targeting, and a highly trusted brand safe environment.

And research has shown that appearing in a premium context - such as local media - delivers much better results for advertisers.

Local media has been a leader in the field of audience measurement, launching via JICREG the UK's first integrated print and online audience currency Locally Connected in 2009.

Now, following the sharp rise of mobile, the sector is following that success with the launch of JICREG True Local, after more than

two years of work with our partners Comscore, RSMB and PAMCo.

We firmly believe that you should have the benefit of a robust, transparent audience currency which shows the full power of local media.

And we know that data is invaluable to you too. JICREG, an independent joint industry currency steered by the IPA, ISBA and NMA, is used by all the major local publishers and all the top 20 communication agencies in the UK.

Each week, around 600 users access the JICREG data electronically, running over 100,000 reports a year.

Stephen Allan, MediaCom Worldwide chairman and chief executive, has already welcomed the launch of JICREG True Local and said he hopes it will be a catalyst for both agencies and advertisers to reassess their relationship with local media.

He rightly says that, more than ever before, we need brand safe communications channels that are trusted by their audiences and underpinned by a robust currency.

We hope the launch of JICREG True Local will spark many more conversations about the benefits of using local media, and its ability to deliver great outcomes for businesses large and small.



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