

1 out of 3 Lakelanders trust LkldNow to keep them connected and informed about our community.

With free and easy access for readers and in-depth local reporting, LkldNow empowers the people of Lakeland with the local news and information they need to be engaged citizens.

In a place where being a local matters, LkldNow is truly part of Lakeland. We're community supported and trusted by more than 74,000 readers monthly for our locally-focused, impartial reporting centered on the quality of life in Lakeland.





75,000+
Unique Users
per Month



272,000+
Monthly Reach
on Social Media

30,000+
Social Media
Followers



7,000+
Weekly
Newsletter
Subscribers

46%
Open Rate

Being local matters.

LkldNow is a truly local company with all local staff. We're community supported and trusted by more than 75,000 readers monthly for our locally-focused, impartial reporting centered on the quality of life in Lakeland.

We have the broadest reach across demographics in Lakeland. 70% of our readers are between the ages of 35-54, often in the prime of their careers and with decision-making power on major purchases.

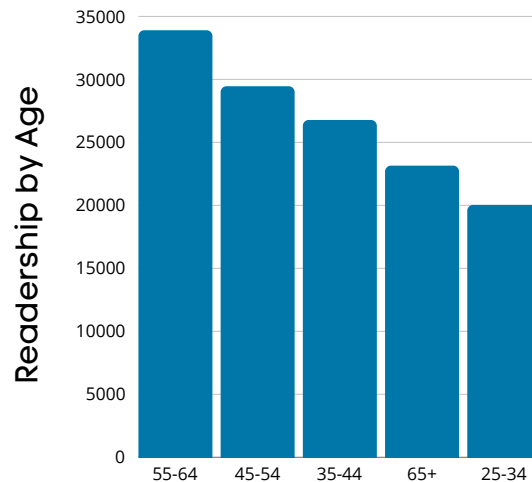
80% are reading LkldNow on their phones, letting you reach them when and where they can take action.

Build trust with our audience.

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



FEMALE 41.5%
MALE 58.5%



100% Organically Grown

No paid followers, no gimmicks-just **interested, curious, local readers.**

Throughout our nine years of publishing, LkldNow's readership has grown steadily across our website, our weekly email newsletter and our social media channels because of our locally-driven, opinion-free, news coverage of our city.



MAKE AN IMPRESSION

Available Digital Banner Sizes In Pixels

Global Leaderboard 970x250 PX

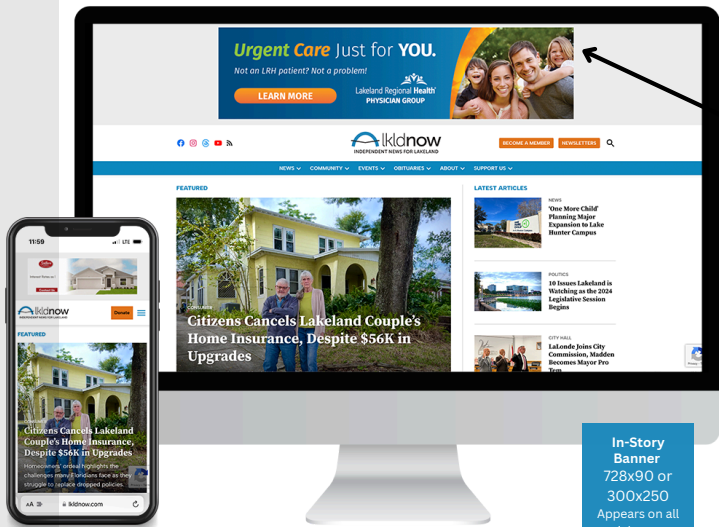
In-Story Banner 728x90 PX

Mobile Banner 320x100 PX

Mobile Global Leaderboard 300x100 PX

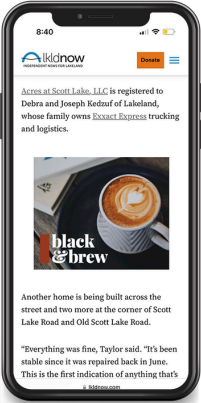
Right Side Bar (Upper Lower) 300x250 PX

In-Article Banner 300x250 PX

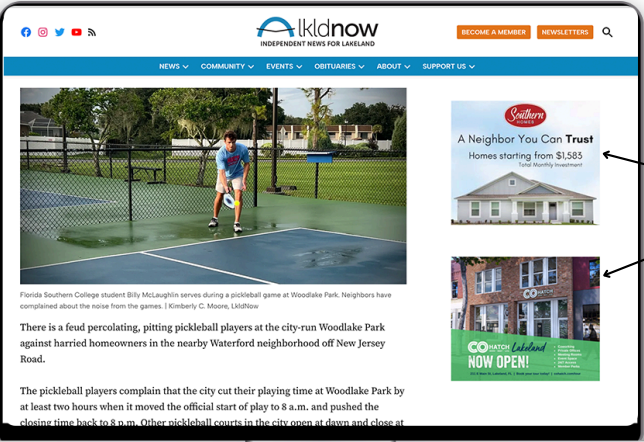


Global Leaderboard 970x250 300x100 Appears on all pages

In-Story Banner 728x90 or 300x250 Appears on all article pages

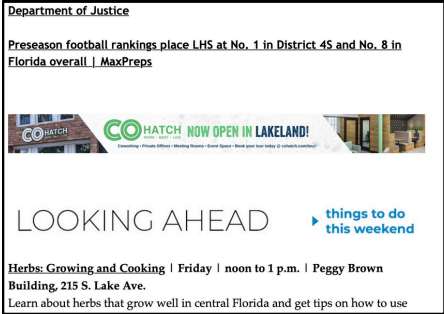
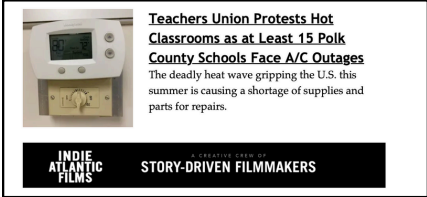
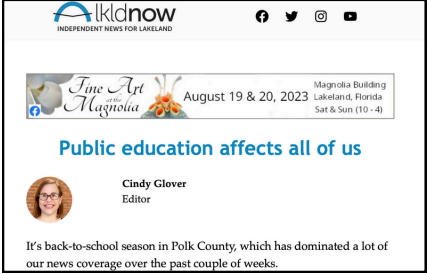


Three Newsletter Banners: Top Middle Lower 728x90



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

Weekly Email Newsletter





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



Thank you for being a wonderful steward of our community and for independent journalism!



Dan Thunberg,
Owner, Swan Brewing

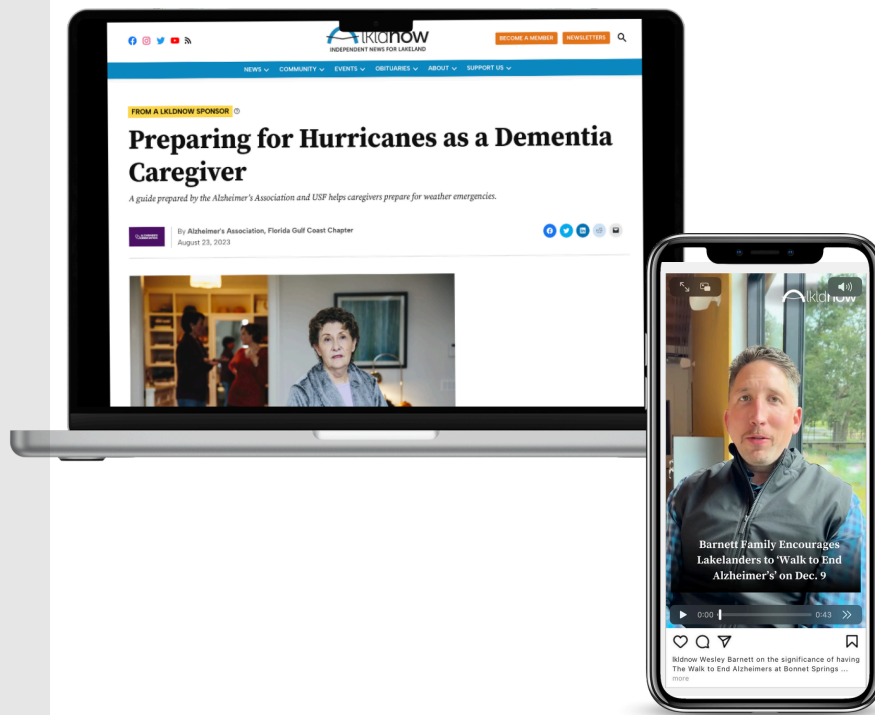
Tell your story...

Every business has a story to tell. Tell yours in a sponsored article or branded post that lets you reach an audience invested in your local success.

Your brand + Your words x Our readers = powerful impact

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

Promote your videos and photos through branded posts on LkldNow's social media channels, including Facebook, Instagram and TikTok.



So love your reporting and keeping us informed in our rapidly changing city.



Connie Murphy-Haines



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

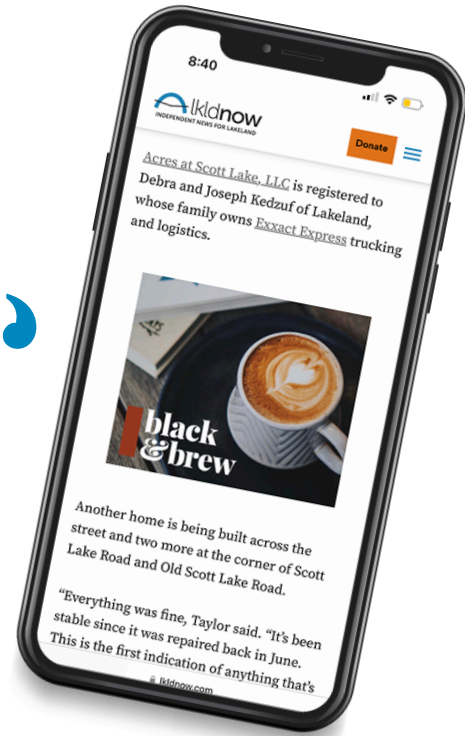


James Edwards

Partial Client List

“ When we saw the click-through rates coming from LkldNow, we knew we wanted to increase our campaign with them but it was more than CTRs. LkldNow has emerged as the leader in local news with the trust of the community. Trust is at the core of Southern Homes and that shared value makes them a perfect brand partner. ”

Keith Greene-
Marketing Director,
Southern Homes



Contact Us



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LkldNow's Editorial Independence Policy

LkldNow subscribes to standards of editorial independence adopted by the Institute for Nonprofit News: Our organization retains full authority over editorial content to protect the best journalistic and business interests of our organization. We maintain a firewall between news coverage decisions and sources of all revenue. Acceptance of financial support does not constitute implied or actual endorsement of donors or their products, services or opinions.

To read the complete policy please visit:

