We serve the local community
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
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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