The Midlands Herald
midlandsherald.co.uk

November 2026

MEDIA KIT

Turn your company updates into news

Publish your company's news on The Midlands Herald: in journalistic format, on its own permanent page that Google can index. Or reach further by publishing on all 10 of the group's digital newspapers in the UK at once.

From £79 excl. VAT · One-off payment · Automatic invoice

10
digital newspapers

2,000+
new articles a month

33
newspapers in the group across Europe

01 — THE NETWORK

A network of 10 digital newspapers

The Midlands Herald is part of Troc Media, which publishes 9 regional newspapers in the UK, each devoted to the news of its own region. The SME Chronicle, the national business news title, completes the network. Your article can appear in just one of them or in several at once.

9
regional newspapers

3,000+
articles published

2,000+
new articles in 30 days

The Greater London Herald
Greater London
greaterlondonherald.co.uk EN

The Midlands Herald
The Midlands THIS NEWSPAPER
midlandsherald.co.uk EN

The South East Chronicle
South East England
southeastchronicle.co.uk EN

The East of England Herald
East of England
eastofenglandherald.co.uk EN

The North West Mercury
North West England
northwestmercury.co.uk EN

The West Country Chronicle
The West Country
westcountrychronicle.co.uk EN

The Yorkshire Chronicle
Yorkshire and the Humber
yorkshirechronicle.co.uk EN

The Scots Chronicle
Scotland
scotschronicle.co.uk EN

The Thames Valley Herald
Thames Valley
thamesvalleyherald.co.uk EN

The SME Chronicle
National business news
smechronicle.co.uk EN

Close to each region
Each newspaper is devoted to the news of its own community: its towns, its institutions and its businesses.

Regional and national
A newspaper for each region and a national business title: you choose the reach every time you publish.

A business section in every newspaper
Company news has its own section in every regional newspaper, with the same design as the rest of the news.

Beyond the UK
Troc Media also publishes 23 digital newspapers in other countries: Spain, Portugal, France and Belgium.

Looking for more impact or an international campaign? Email us at **business@midlandsherald.co.uk** and we'll put together a tailored proposal.

02 — THE ARTICLE

A news article works harder than a post

A social media post disappears fast. A news article in a newspaper remains a permanent digital asset: you can share it with clients, link to it from your website or send it on WhatsApp or LinkedIn, and it stays indexable on Google.



What's included

- Its own permanent page on The Midlands Herald, with its own URL
- A spot on the homepage when it is published, until newer articles take its place
- A dofollow link to your website, which you add in the form
- News format: headline, subheading, text and photos
- Automatic invoice

> **In the newspaper's own design.** It is published with the same layout as the rest of The Midlands Herald: it reads well on a phone and can be shared and linked to like any other page of the newspaper.

WHY IT IS A SOUND INVESTMENT

Pay once, lasting presence

An ad stops showing when the budget runs out. The article stays published, with no subscriptions or renewals.

The backing of a newspaper

Your news, published by a digital newspaper: a link that builds trust with clients, partners and suppliers.

Good for SEO

An indexable page on a news domain, with a dofollow link to your website.

Ready for AI search

AI assistants answer with information from the web, and the article sits on a site that is open to their crawlers.

Built to be found

Every article is published on the same technical foundations as the rest of the newspaper, designed so that search engines and AI assistants can crawl it and understand it.

Its own permanent URL

An address just for the article, declared as its canonical URL: always the same, with no expiry date.

News structured data

Schema.org NewsArticle markup with headline, dates, image and publisher, so that search engines recognise it as news.

Sitemap and news sitemap

It is listed in the newspaper's sitemap and, for its first 48 hours, in its news sitemap.

In the RSS feed

It appears in the newspaper's RSS feed, which news aggregators and readers follow.

Dofollow link

A link without nofollow to your website, with the anchor text you choose when you prepare the article.

Ready to share

A large image and the headline when shared on WhatsApp, LinkedIn, Facebook or X, thanks to its Open Graph tags.



Illustrative example of how a news article looks in search results.

Open to AI search engines

The group's newspapers allow crawlers from OpenAI (ChatGPT), Anthropic (Claude), Perplexity and Google, among others, and publish a guide for AI assistants (llms.txt). The article is within reach of the AI search engines that draw their answers from the web.

Indexing, ranking on Google and appearing in AI answers depend on each platform: nobody can guarantee them.

04 — MANY USES

One article, many uses

Once it is published, you can use it wherever it helps you.

WhatsApp
Send it to your clients

LinkedIn
Share it with contacts and followers

Website
Link to it from the news page of your website

Google
Add it to your Google Business Profile

Instagram and Facebook
Post it on social media

Quotes
Attach it to quotes and emails

What can you publish?

- Opening of a new location
- Product or service launch
- Company profile
- Anniversary or milestone
- Award or certification
- Taking part in a trade fair
- New partnership or agreement
- Local, social or cultural project
- Campaign, expansion or new phase

News that doesn't expire

It is not here today and gone tomorrow: it is a news article in a newspaper, with its own URL, which you can link to from your website, send to clients and share on social media whenever it suits you. No subscriptions or renewals.

HOW IT WORKS

Three steps to get your article in the paper

1. You write the article in our form, or email us and we will prepare it for you from your website.
2. You see it exactly as it will be published and change the text and photos as many times as you need.
3. When you are happy with it, you pay and it goes live straight away. If you are not convinced, you pay nothing.

05 — PRICES

Choose the reach of your article

LOCAL

The Midlands Herald

This newspaper only

£79 excl. VAT

One-off payment · Automatic invoice

- 1 article published on The Midlands Herald
- Initial homepage placement
- Your own permanent URL
- 1 dofollow link to your website*
- Indexable page on Google

RECOMMENDED

LOCAL + NATIONAL B2B

The Midlands Herald + The SME Chronicle

The local paper + the national business title

£119 excl. VAT

One-off payment · Automatic invoice

- Everything in the Local plan
- Also published on The SME Chronicle
- 2 permanent URLs
- 2 dofollow links*
- Stronger brand presence
- For companies, B2B services, start-ups and corporate news

MAXIMUM COVERAGE

THE WHOLE NETWORK

All 10 newspapers in the network

10 newspapers · 10 URLs · nationwide coverage

£249 excl. VAT

One-off payment · Automatic invoice

- Published in 10 digital newspapers
- 10 permanent URLs
- 10 dofollow links*
- Wider regional coverage
- An indexable page on every newspaper
- Ideal for campaigns, agencies, franchises and growing brands

* You add the dofollow link in the form, with the anchor text and address of your choice.

Secure payment · Automatic invoice · Published straight away · No subscriptions

FREQUENTLY ASKED QUESTIONS

Does the article stay published for good?
Yes. It has its own URL and stays published indefinitely, with no subscriptions or renewals, as long as it meets the newspaper's publishing terms.

What does it look like once published?
In the newspaper's news format: headline, subheading, photo and text, with the same layout as the rest of its pages. Misleading, offensive or unlawful content is not accepted.

Can it be shared on social media?
Yes. When shared on WhatsApp, LinkedIn, Facebook, X or by email, it shows its image and headline.

Will it appear on Google?
It is published as an indexable page, with news structured data and listed in the newspaper's sitemaps. When and how it is shown is up to Google, but the page is ready to be crawled from day one.

Do we need to have the text written already?
No. You can start from an idea, a press release or your website. If the headline is the hard part, we'll suggest 2 or 3 before publishing.

What if we are not convinced?
Before you pay, you see it exactly as it will be published. If you are not convinced, you pay nothing.

THE MIDLANDS HERALD

Shall we get started?

If you're not convinced, you pay nothing.

Write it yourselves

Write the article in the form and see it exactly as it will be published before you pay.

midlandsherald.co.uk/business/publish

Or let us prepare it for you

Email business@midlandsherald.co.uk with your website address and we'll prepare the article for you.

business@midlandsherald.co.uk

Not sure what headline to use?
Tell us in three lines what you want to announce and we'll suggest 2 or 3 headlines with a news angle. We reply the same working day.

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