



Are you getting your share of business in Wokingham and Reading?

 The launch of www.wokingham.co.uk and www.reading.co.uk offers you the opportunity to market your business, organization or event direct to the local community.

 Full details of your business and service can be swiftly accessed by potential customers.

 Provides a cost-effective and professional “shop-window” for you to show-case promotional offers and testimonials.

 Enquiries are directed straight to you – 24/7.

To promote your business, service or event in Wokingham and Reading please contact us now on 0118 974 2362 or email at advertise@garabyhunt.co.uk


Why are these two sites different to other directory sites?


 Unique and memorable web address.

 We are a community – more than just a web site

 100% focus on Wokingham and Reading businesses and services.





 Fast, relevant and accurate information, maintained on a daily basis – unlike many sites.

 Reliable and responsive to the needs of your business.

 Range of opportunities to increase your profile on the sites including weekly focus on home page on different business and skills/services provided.


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How will the site be promoted to the residents of Wokingham and Reading?

-  Every household in Wokingham and Reading will receive a mailer promoting the site. Traffic will be incentivised by offering entry into a prize draw.
-  Extensive PR coverage in local print and broadcast media.
-  On-going locally targeted advertising across a wide range of media.
-  Sponsorship and attendance at local, community based events.


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Why use the Internet to Promote your Business – The Facts

 Over 73% of UK households have internet access. Each year around 1,000,000 more homes install access to the web. (Source: ONS Aug 2010.)


 The UK is the first developed economy to spend more money on advertising on the internet than on TV. (Source: The Guardian 2009.)


 Over 76% of UK businesses now have a web site. (Source: ONS 2009.)

 The internet now dominates the UK market whether you are promoting your business or whether you are a customer seeking a product or service. This trend will only continue to grow.


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Reading & Wokingham

 Wokingham – over 57,000 households with an average income of in excess of £54,000, the third highest in the country. Source ONS.

 Reading – over 60,000 households in central Reading and in excess of 275,000 residents within a 20 minute drive of the town centre. Source ONS.

 Unemployment across the region is amongst the lowest in the UK at 1.7%. Source ONS.

 During the first six weeks following it's launch in February 2011, our sister site www.twyford.co.uk received over 2,259 visitors which equates to over 37% of the town's population. If you apply these figures to the Reading and Wokingham sites they would generate over 835,000 visitors to the sites over a 12 month period – and this does not take into account the extensive marketing programme we have in place to promote the sites.

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