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OnTheMarket plc signs commercial media partnership with Reach plc

OnTheMarket plc has confirmed today that it has signed a commercial media partnership with Reach plc, the UK's largest commercial news publisher.

Reach owns nine national news brands including The Mirror, The Express and the Daily Star. Its 110 regional titles include the Manchester Evening News, Liverpool Echo and Bristol Post, along with over 70 online brands including the Live network of sites and hyperlocal platform InYourArea. Through its unrivalled scale it reaches over 80% of the UK population every day.

The partnership with Reach will enhance OnTheMarket's digital presence and footprint with the aim of increasing leads for agents. The strategy will engage consumers across the entire Reach digital inventory, including contextual advertising, sponsored newsletters and digital content on a national, regional and local level.

The partnership is already in its initial roll-out stages and will also soon see Reach providing OnTheMarket member agents with a bespoke social media service, which will include a dedicated account manager and planner to create and execute social media campaigns on their behalf. This service will be available only to OnTheMarket customers and will also enable them to purchase their social media advertising via Reach, providing agents with a highly convenient and cost effective 'turnkey' social media solution.

Jason Tebb, Chief Executive Officer of OnTheMarket plc comments: "As the biggest multi-channel news and media business in the UK, with mainstream national titles as well as the majority of all regional and local news brands in their portfolio, our new relationship with Reach will significantly boost our consumer engagement as well as providing a valuable platform to support our estate agents' brands via social media campaigns on a hyperlocal basis. This represents 'best in class' local coverage to support our brand, which is what our agents have been telling me they both want and need."

Terry Hornsby, Group Digital Director of Reach plc comments: "Jason's vision for the future direction of OnTheMarket is perfectly aligned with the Reach strategy to create hyperlocal, hypertargeted consumer experiences. We will also be partnering on a newsletter powered by Reach and OnTheMarket to provide consumers with the information and quality content that people with an interest in the property market really need and want. OnTheMarket will benefit by receiving a far richer picture of its target audience's behaviours and a much deeper connection with them, helping to deliver its long-term business goals."

Jason Tebb concludes: "Terry and his colleagues have provided us with a truly creative and innovative strategy that will benefit both the consumer and our estate agent customers. With the ability to promote both our brand and those of our agents in such a hypertargeted way on both a local and national basis, we really are taking our consumer engagement strategy to the next level."

Ends

About OnTheMarket:

OnTheMarket plc, the majority agent-owned company which operates the OnTheMarket.com property portal, is a leading UK residential property portal provider.

Its objective is to create value for shareholders and property advertiser customers by delivering an agent-backed, technology enabled portal, offering a first-class service to agents and new homes developers at sustainably fair prices and becoming the go-to portal for serious property-seekers.

OnTheMarket provides a unique opportunity for agents to participate in the equity value of their own portal. Agent backing and support enable OnTheMarket to display "New & Exclusive" properties to serious property-seekers 24 hours or more before agents release these properties to other portals.

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About Reach plc

Reach plc is the largest commercial national and regional news publisher in the UK with a growing portfolio in Ireland. We create engaging, differentiated content which is distributed through newspapers, magazines and digital platforms – playing a central role in our audiences' daily lives.

Our national and regional brands have a long heritage of being trusted sources of the latest news, information, sport and entertainment, offering a range of opportunities to connect brands with consumers. With one of the biggest monthly multi-platform audiences in the UK, Reach's national and regional news brands are prominent champions, campaigners and changemakers.

Website: www.reachplc.com

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