

New Bedford Guide and Fall River Reporter form partnership

New Bedford Guide and Fall River Reporter are forming a content sharing partnership to grow content reach and engagement for both organizations.

“The Fall River Reporter is the strongest social media presence in Fall River, so they are someone we are happy to work with,” said New Bedford Guide’s owner Michael Silvia. “We are both small businesses media organizations thriving in a corporate dominated space and working together makes sense for the future growth of both organizations.”

The agreement primary entails content sharing on each other’s social media platforms and developing FallRiverReporter.com into the leading website for news and information in the Greater Fall River area.

“Although we are fairly new to the media space, the response has been great,” said a Fall River Reporter spokesperson. “Being #1 in Fall River, we couldn’t think of a better partner to bring us to the next level than the leader in New Bedford, New Bedford Guide.”

New Bedford Guide reaches over 1 million people each week on social media with over 300,000 readers each month to NewBedfordGuide.com. Fall River Reporter reaches 250,000 people each week through their Facebook page.