


































# New Bedford Guide – something to be proud of

New Bedford residents should be proud. With four workers, New Bedford Guide competes with or beats all of the Boston and Providence news outlets and magazines.

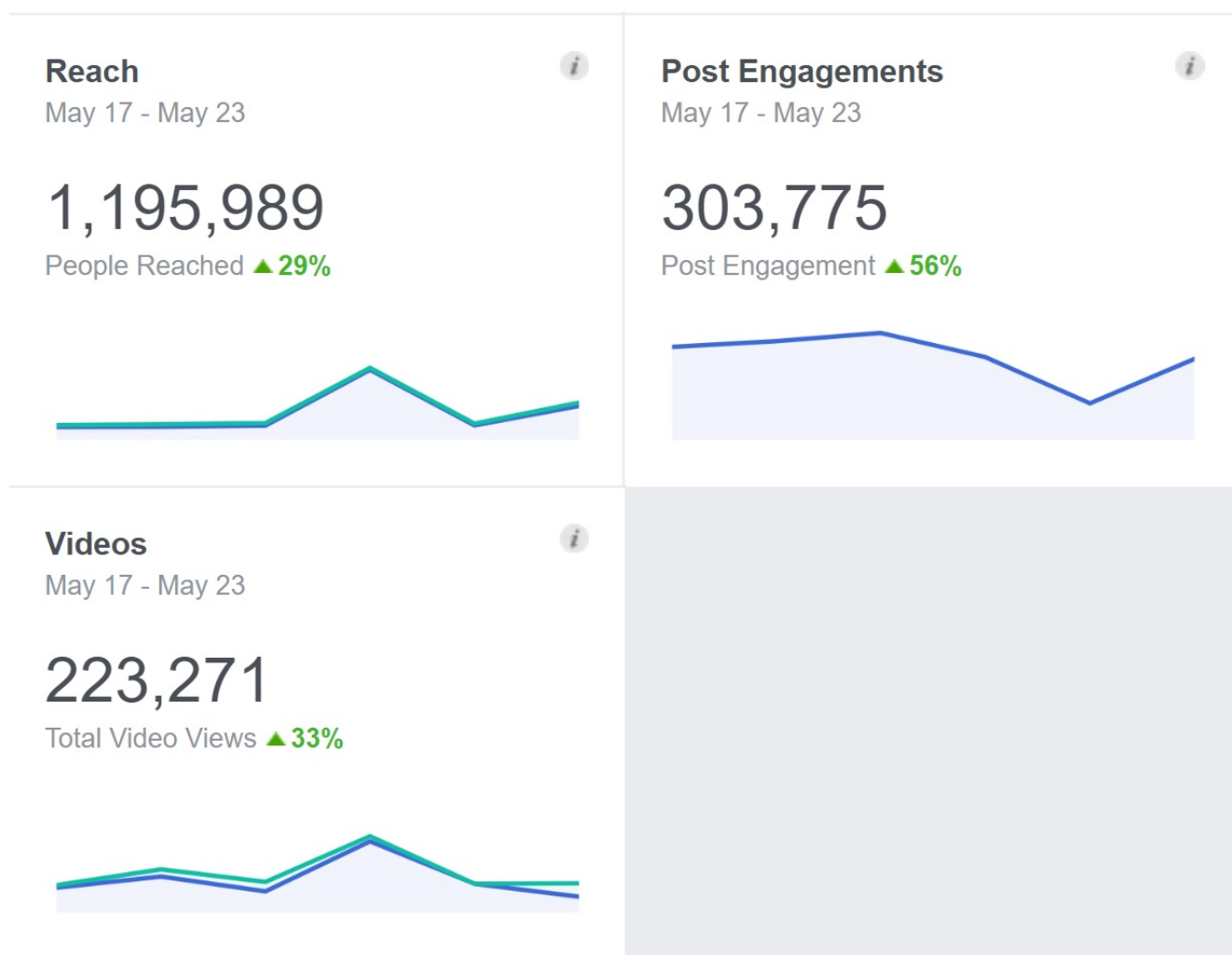
Here's a list that is provided by Facebook insight data:

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Boston.com	367.6K 	▲0.2%	250	32.4K 
2	 7News - WHDH Boston	364.9K 	▲0.6%	234	43.4K 
3	 WPRI 12	156.4K 	▲0.3%	171	23.7K 
4	 Boston Herald	147.2K 	▲0.3%	250	8.6K 
5	 Boston Magazine	109.4K 	▲0.2%	90	8.3K 
YOU 6	 New Bedford Guide	91.6K 	▲0.3%	143	29.5K 
7	 The Providence Journal	74.8K 	▲0.5%	145	14.8K 
8	 FUN 107	48.4K 	▲0.2%	51	5.4K 
9	 SouthCoast Today	21.1K 	▲0.8%	135	2.8K 
10	 HNNow	9.3K 	▲0.8%	41	716 
11	 1420 WBSM	5.9K 	▲0.9%	69	868 

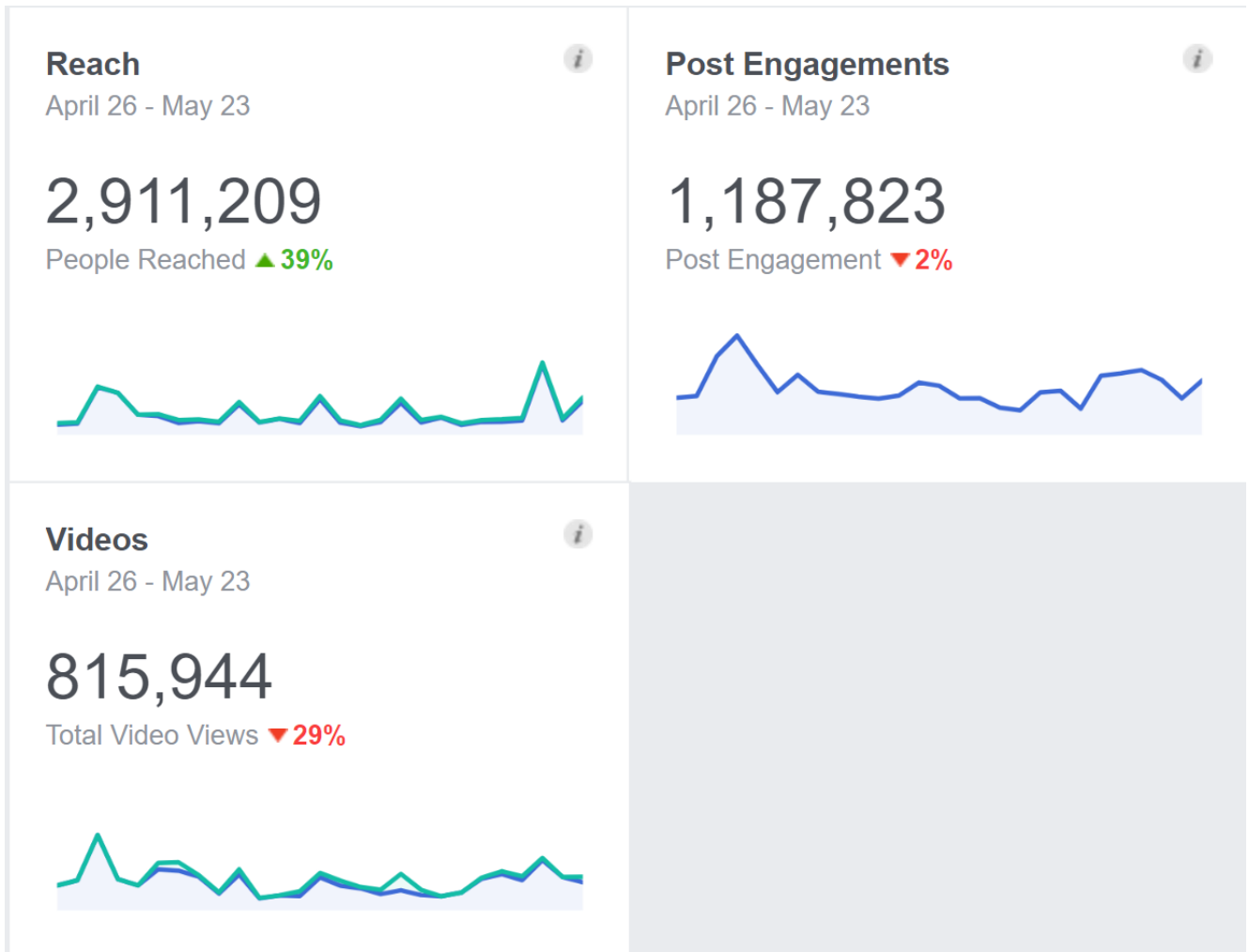
\*For some reason, Facebook will not allow me to add The Boston Globe

The Boston and Providence news agencies and magazines on the list have considerable resources, large staffs, billion dollar parent companies and work in large markets. Greater Boston is almost 5 million people. New Bedford Guide has four workers (three full-time) and works in a city of 95,000 people. We also post far less often than the top 3 listed above.

The Facebook list above only tells part of our story – it doesn't count reach and total engagement. On average, New Bedford Guide reaches 500,000 to 1.5 million people and engages 250,000 – 500,000 every week. On most days we reach well over 100,000 people and engage 25-50% of them. Here's a screen capture of this week:



Here's a look at our monthly numbers, as of May 24th, 2017:



These numbers are impressive considering **we reduced our crime reporting by 90%.**

I'm not posting this to get a pat on the back. Our numbers have competed with Boston and Providence for 5 years now. I'm posting this because New Bedford Guide is something for YOU to be proud of and continue to support and help grow. New Bedford Guide is a New Bedford-based, veteran owned small businesses that has come far, but still has a long way to go. We'd love to grow to 100 employees and provide the news and information our area deserves. You can help.

If you are a follower/reader, share our content. Invite your friends and family to the page. Consider letting them also know about out other Guides in Dartmouth, Fairhaven, Fall River and Tri-Town. Support our advertisers.

If you are a small business, consider using our marketing and

video services. We are a New Bedford-based, veteran owned small businesses. Our employees are all local and almost all of our spending goes back into the local economy. No one delivers more marketing results for their client.

If you are in the content producing business, consider partnering with us. We'd rather work with so called competitors than compete against them. It's been our philosophy for years, but it seems that corporations that own most of the media see us as the Mongolian horde.

We thank all those that have supported us in the past and look forward to your support in the future. If you are a business that would like to support us or a content provider that would like to work with us contact me at [mike@newbedfordguide.com](mailto:mike@newbedfordguide.com).