

Direct marketing

Get on target with Advertiser leaflet distribution

Newark Advertiser • Southwell Advertiser • Bingham Advertiser • Ollerton Advertiser • The Trader

newarkadvertiser.co.uk

Direct marketing

Leaflets

An effective tool for proximity campaigns

Leaflets are a very effective tool to target prospects in a precise geographical market. Economically viable and reaching a wide audience, leaflets are a medium which gives prospects instant information about your company.

Why use leaflets?

- Specific targeting by area or lifestyle group means leaflets are cost effective.
- Leaflets reach consumers at home where buying decisions are made
- Coupons, menus, taxi cards and vouchers are examples of high information value items that have maximum retention and work long after delivery
- Leaflets can contain response devices such as money-off vouchers
- A leaflet is a personal one-to-one communication. When it is being viewed it has no competition from other advertisements or editorial
- Leaflets have multiple attention from all members of the household

Advertiser Group readers are receptive to leaflets...

- 22,000 adults refer to leaflets for information about sales and special offers*
- 18,000 people refer to them for information about new store openings*

*Source May 1 - June 2007 where the Newark Advertiser series and the Trader Pictorial have 10% + household penetration

Direct marketing

Advertiser Group Newspapers offers you complete market saturation

The Advertiser Group has 4 weekly paid-for newspapers with a circulation of 16,728*

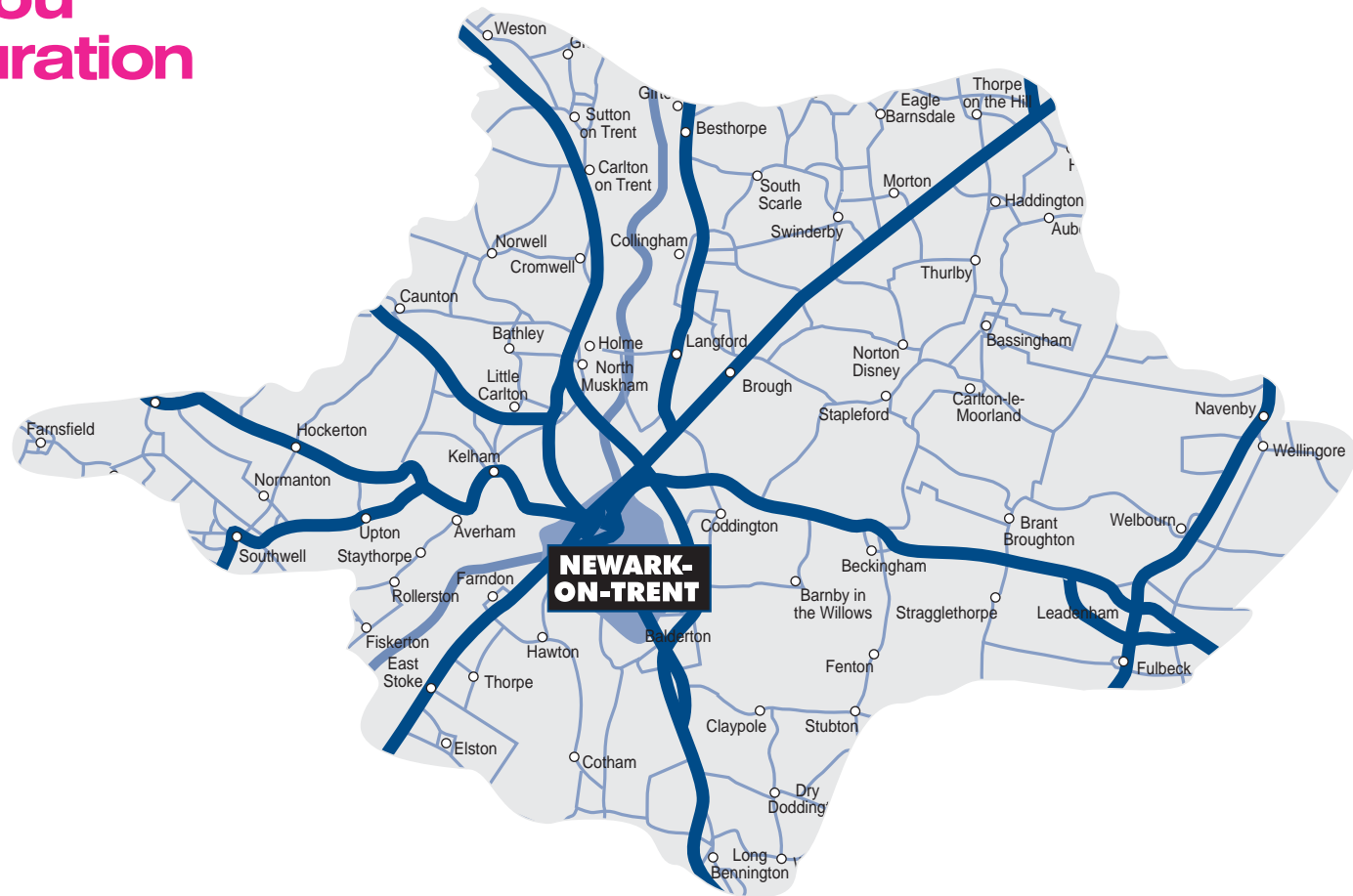
- Newark Advertiser
- Southwell Advertiser
- Bingham Advertiser
- Ollerton Advertiser

Leaflets are mechanically inserted into all editions of the Advertiser

£37.63 per 1,000 leaflets**
Quantity required 23,000

* Independent audit Jan-June 2011

** Price based on a single sheet insert. For multiple page products please contact the sales team for a quote.



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Leaflet Charges for Trader

		A4	A3
1- page	10 grm	£14.50	£16.50
4 - page	20 grm	£15.50	£17.50
6 - page	25 grm	£16.00	£18.00
8 - page	30 grm	£16.50	£18.50
10 - page	30-35 grm	£17.00	£19.00
12 - page	35 grm	£17.50	£20.00
14 - page	40 grm	£18.00	£21.00
16 - page	40 grm	£19.00	£22.00
20 - page	50 grm	£21.00	£23.00
24 - page	60 grm	£23.00	£25.00
28 - page	70 grm	£25.00	£27.00
32 - page	80 grm	£27.00	£29.00
36 - page	90 grm	£29.00	£31.00
40 - page	100 grm	£31.00	£33.00

Tabloids

4-8 - Page	40 grm	£29.00
8-16 - Page	60 grm	£31.00
8-16 - Page	80 grvwm	£36.00
16-24 - Page	100 grm	£41.00

Minimum leaflet charge £35.00 for 2,000 copies or under.

All leaflets carry a £30.00 late charge.

The deadline is 12 noon on the Tuesday before distribution.

Leaflet Charges for Advertiser ~ £37.63 per 1,000

Minimum amount required 23,000

Price based on a single sheet insert. For multiple page products please contact the sales team for a quote.

Receipt of Leaflets

All deliveries to
Jaydee Transport Ltd
Devereux Way, Boston Road,
Industrial Estate, Horncastle,
Lincolnshire LN9 6AV

Leaflets to be delivered no later than
12 noon Tuesday prior to distribution

Booking Requirements

Minimum two weeks' notice prior to
the requested date of distribution

Direct marketing

Now offering a complete service

Design

Print

Distribution

**For costs and more information
contact Sue Howard on**

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