

Advertiser
MEDIA GROUP



Direct marketing

Get on target with Advertiser leaflet distribution

Newark Advertiser • Southwell Advertiser • The Trader

newarkadvertiser.co.uk

Leaflets

An effective tool for proximity campaigns

Leaflets are a very effective tool to target prospects in a precise geographical area. Economically viable and reaching a wide audience, leaflets provide prospects with instant information about your company.

Why use leaflets?

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

★ Door drops can be as local as a few streets in your town or every household on our distribution routes

★ There's no easier way to get your product in a customer's hand and leaflets are an ideal way of supporting other advertising activity

★ An attractive and professionally presented leaflet is an important selling tool for your business.

If you need help or advice designing your leaflet please ask about our design, print and deliver service.

The Advertiser Series has 2 weekly paid-for newspapers with a circulation of 11,786*

- ★ Newark Advertiser
- ★ Southwell Advertiser

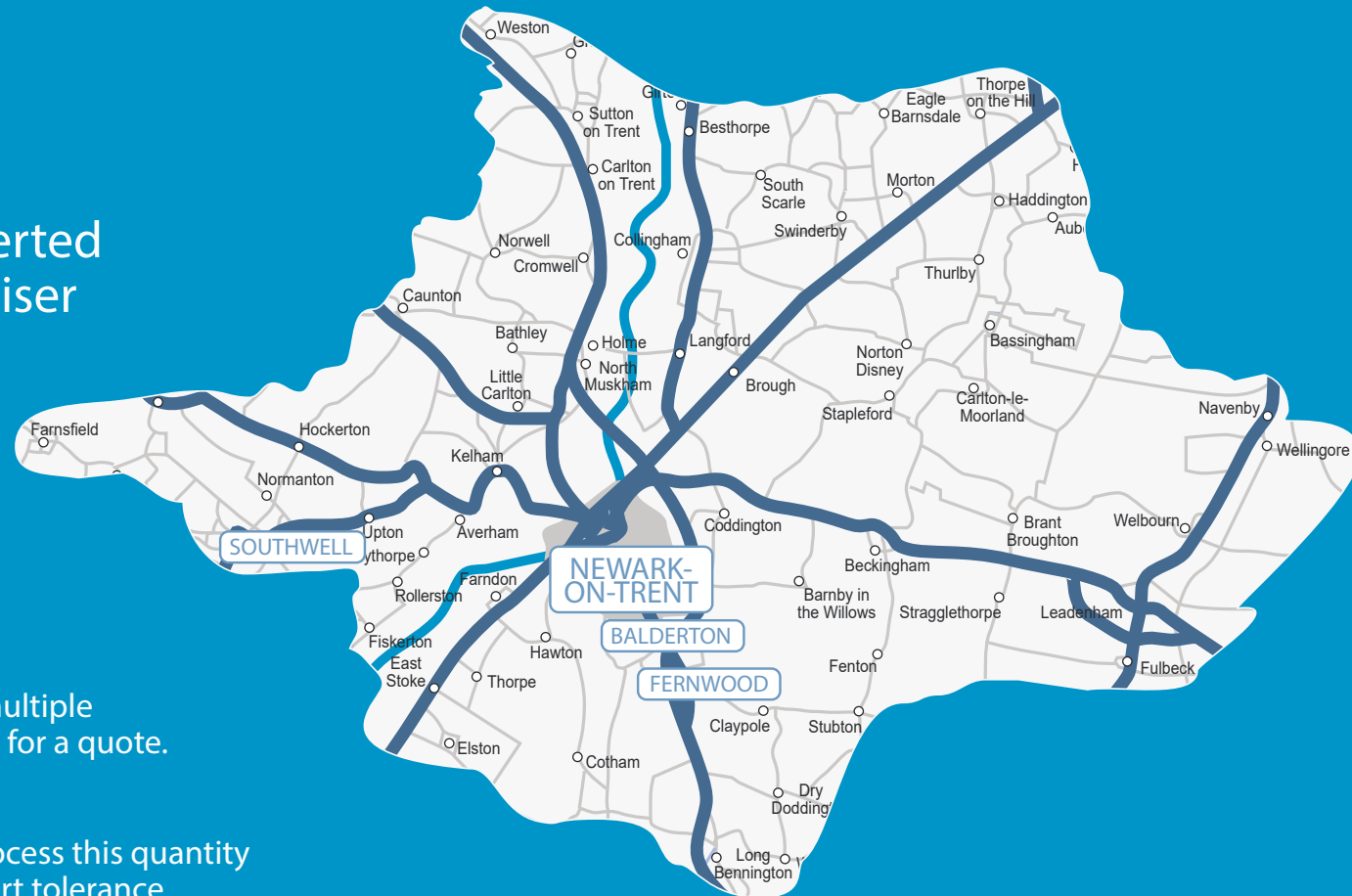
Leaflets are mechanically inserted into all editions of the Advertiser

£40 per 1,000 leaflets**
Quantity required 13,500***

* Independent audit Jan-Dec 2015

** Price based on a single sheet insert. For multiple page products please contact the sales team for a quote. Leaflets must be printed on 120gsm paper.

*** Due to the nature of mechanical insert process this quantity includes a % of overstock to allow for an insert tolerance

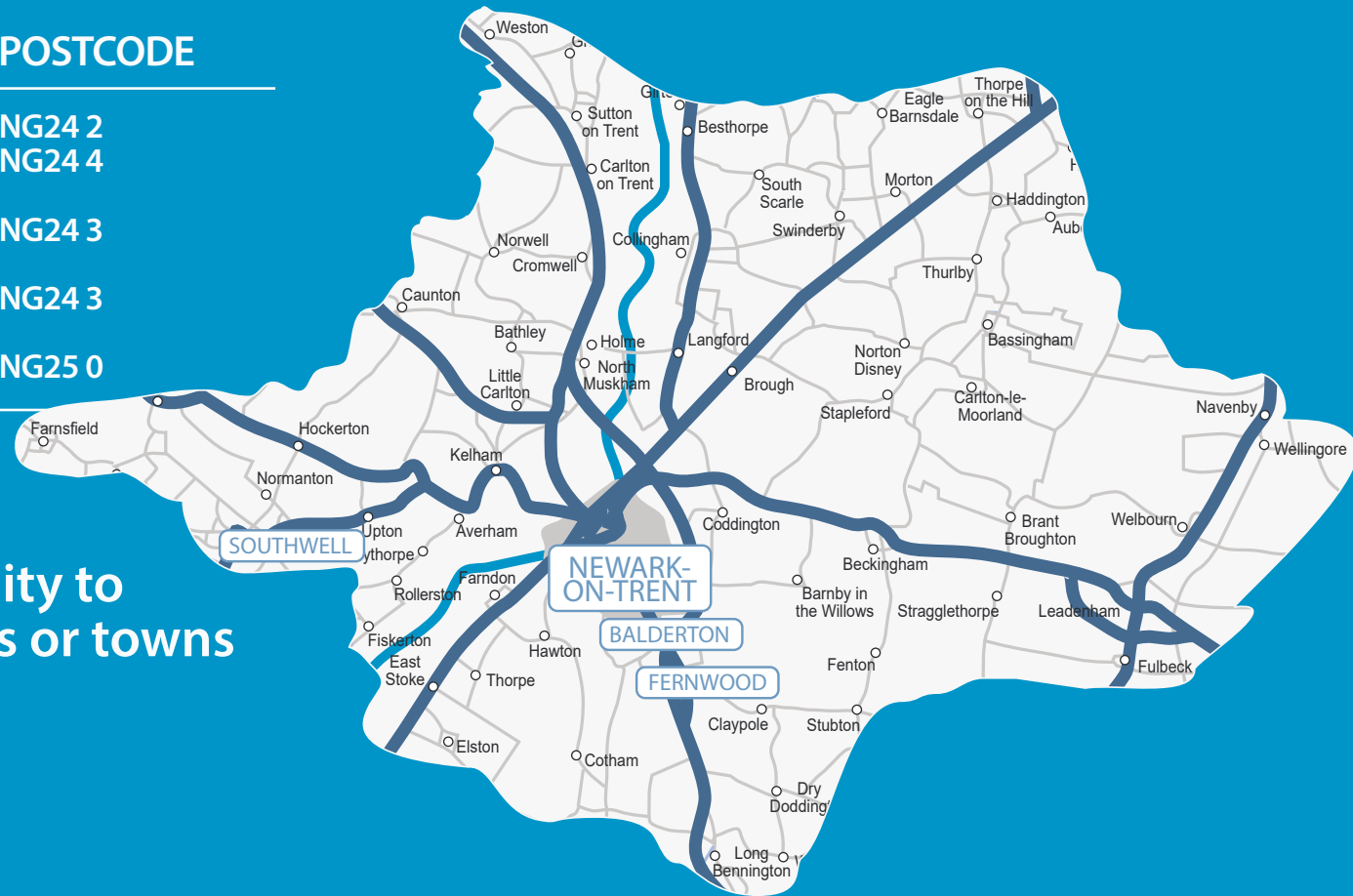


Direct marketing

The Trader

The Trader is a freely circulated weekly newspaper with a distribution of 16,454 copies providing the flexibility to target specific areas within the postcodes used below.

TRADER AREA	QUANTITY	POSTCODE
★ Newark	2,977	NG24 2
	5,199	NG24 4
★ Balderton	4,355	NG24 3
★ Fernwood-Balderton	1,100	NG24 3
★ Southwell	2,823	NG25 0
TOTAL	16,454	



The Trader provides flexibility to target specific areas, streets or towns

Direct marketing

Leaflet Charges for The Trader

Delivered directly through targeted letterboxes from only

£19.50 Per thousand**

**Minimum leaflet charge £40

Leaflet Charges for the Advertiser Series

Solus inset for maximum impact

£40.00 Per thousand

Minimum amount required 13,500***

*** Due to the nature of the mechanical insert process this quantity includes a % of overstock to allow for an insert tolerance and leaflets for Advertiser must be printed on 120gsm paper.

All leaflets carry a £30.00 late charge.
The deadline is 12noon on the Tuesday before distribution.

All the prices above are 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

Now
offering
a complete
service

design
print
distribution

We can now design and print your leaflets before putting them directly through the doors of your customers.

For costs and more information
contact Olivia Utton on:

★ 01636 681234

★ o.utton@newarkadvertiser.co.uk