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

<table>
<thead>
<tr>
<th>TRADER AREA</th>
<th>QUANTITY</th>
<th>POSTCODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Newark</td>
<td>2,977</td>
<td>NG24 2</td>
</tr>
<tr>
<td></td>
<td>5,199</td>
<td>NG24 4</td>
</tr>
<tr>
<td>★ Balderton</td>
<td>4,355</td>
<td>NG24 3</td>
</tr>
<tr>
<td>★ Fernwood-Balderton</td>
<td>1,100</td>
<td>NG24 3</td>
</tr>
<tr>
<td>★ Southwell</td>
<td>2,823</td>
<td>NG25 0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16,454</strong></td>
<td></td>
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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
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