

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 media which gives prospects instant information about your company.

Why use leaflets?

- Specific targeting by area or lifestyle group means leaflets are cost effective.
- Leaflets hit home reaching consumers at home where the buying decisions are made.
- They are sorted like mail and cannot be ignored or missed.
- 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.

People across Barnsley are receptive to leaflets with 20,000 adults saying they refer to leaflets for information about sales and special offers; 18,000 people refer to them for information about keeping them up to date with what shops stock.

When constructing a leaflet consider what the most attractive things about the event are and focus on these: ideally one or two ideas only. People don't take in much information from a leaflet, so one simple clear message will have much more impact than a complicated explanation.

Leaflets have no restriction in size, format, colour or shape. Use whatever you need to ensure maximum communication and retention.

Leaflets can enhance your brand and work along side your newspaper advertising.

Contact
Janet Brookes
01226 734635
or
Mike Dawson
01226 734650

leaflet and glossy inserts



- We can offer you a leaflet drop from just £18 per 1,000 + vat. That's less than 2p per customer.
Just think – thousands of targeted customers waiting to respond to your particular leaflet.
- Distribution of over 73,000 copies now being distributed each week, giving 98.33% coverage of Barnsley core area.
- New housing estates are now included, giving you the chance to reach readers that need: household goods, conservatories and new furniture. Use your leaflets to help them meet their aspirations.
- We can deliver right down to post code sectors.
- More people will see and respond to the leaflet content. Therefore generating more business for you.
- We can take the worry out of leaflet distribution and give you the benefit of a service backed up by the reputation of the Barnsley Chronicle Group. Whatever you need from your leaflet drop we will try to help.
- More of what you like:
more letterboxes, more households, more customers!

Our leaflet department offers a first class cost-effective service ensuring your business message reaches your intended target audience.

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barnsleyindependent

leafletdistribution Rates 2009

A4 Single sheet (or smaller) OR 4 page A5
£18.00 per 1,000

A3 single sheet, 4 page A4, OR 8 page A5
£19.65 per 1,000

4 page tabloid, 8 page A4, OR 16 page A5 (10gms)
£23.00 per 1,000

8 page tabloid, 16 page A4 OR 32 page A5 (25 gms)
£24.75 per 1,000

12 page tabloid, 24 page A4 OR 48 page A5 (40 gms)
£26.40 per 1,000

16 page tabloid, 32 page A4 OR 64 page A5 (55 gms)
£28.05 per 1,000

20 page tabloid, 40 page A4 OR 80 page A5 (70 gms)
£29.75 per 1,000

24 page tabloid, 48 page A4 OR 96 page A5 (85 gms)
£31.45 per 1,000



It should be noted that items 1 & 2 printed on heavy or glossy paper may be charged at an additional rate per 1,000 depending on the weight.

Items should be packed in regular quantities and banded securely in 100's or 200's.

All above prices are subject to VAT at the prevailing rate of 15%.

We reserve the right to decide whether shared distribution of any item is feasible and if not, to quote a solus rate.

***Call now on Barnsley 01226 734635
and let us help you boost your business***

barnsleyindependent

leafletdistribution figures from 30.6.2009



Villages	Postcode Sectors	Totals
Ardley	S71 - 5	1188
Athersley North	S71 - 3	1767
Athersley South	S71 - 2	121
Athersley South	S71 - 3	1360
Barnsley	S70 - 1	2802
Barnsley	S70 - 2	1058
Barnsley	S70 - 4	966
Barnsley	S70 - 6	3175
Barnsley	S71 - 1	272
Barugh Green	S75 - 1	1284
Birdwell	S70 - 5	1536
Blacker Hill	S70 - 5	228
Brampton	S73 - 0	817
Carlton	S71 - 3	926
Cudworth	S72 - 8	4052
Cundy Cross	S71 - 5	372
Darfield	S73 - 9	3279
Dodworth	S75 - 3	2404
Elsecar	S74 - 8	1678
Gawber	S75 - 2	1447
Hemingfield	S73 - 0	657
Higham	S75 - 1	363
Honeywell	S71 - 1	1873
Hood Green	S75 - 3	106
Hoyland	S74 - 9	2688
Hoyland	S74 - 0	1179
Hoyland Common	S74 - 0	1390
Jump	S73 - 0	493
Kendray	S70 - 1	252
Kendray	S70 - 3	2187
Lower Pilley, Tankersley	S75 - 3	196
Lundwood	S71 - 5	1221
Mapplewell	S75 - 6	1768
Monk Bretton	S71 - 2	3960
New Lodge	S71 - 1	725
Platts Common	S70 - 5	96
Pogmoor	S75 - 2	2500
Royston	S71 - 4	4331
Shafton	S72 - 8	1439
Smithies	S71 - 1	976
Staincross	S75 - 6	1320
Stairfoot	S70 - 3	734
Ward Green	S70 - 6	470
Ward Green	S70 - 4	61
Ward Green	S70 - 5	841
Wilthorpe	S75 - 1	1284
Wombwell	S73 - 0	2597
Wombwell	S73 - 8	3384
Wombwell, Low Valley	S73 - 8	197
Worsbrough	S70 - 5	1045
Worsbrough Common	S70 - 4	931
Worsbrough Dale	S70 - 4	1587
Total		73583

Postcode Sectors	Villages	Totals
S70 - 1	Barnsley	2802
S70 - 1	Kendray	252
S70 - 2	Barnsley	1058
S70 - 3	Kendray	2187
S70 - 3	Stairfoot	734
S70 - 4	Barnsley	966
S70 - 4	Ward Green	61
S70 - 4	Worsbrough Dale	1587
S70 - 4	Worsbrough Common	931
S70 - 5	Birdwell	1536
S70 - 5	Blacker Hill	228
S70 - 5	Platts Common	96
S70 - 5	Ward Green	841
S70 - 5	Worsbrough	1045
S70 - 6	Barnsley	3175
S70 - 6	Ward Green	470
S71 - 1	Barnsley	272
S71 - 1	Honeywell	1873
S71 - 1	New Lodge	725
S71 - 1	Smithies	976
S71 - 2	Athersley South	121
S71 - 2	Monk Bretton	3960
S71 - 3	Athersley North	1767
S71 - 3	Athersley South	1360
S71 - 3	Carlton	926
S71 - 4	Royston	4331
S71 - 5	Ardley	1188
S71 - 5	Cundy Cross	372
S71 - 5	Lundwood	1221
S72 - 8	Cudworth	4052
S72 - 8	Shafton	1439
S73 - 0	Brampton	817
S73 - 0	Hemingfield	657
S73 - 0	Jump	493
S73 - 0	Wombwell	2597
S73 - 8	Wombwell, Low Valley	197
S73 - 8	Wombwell	3384
S73 - 9	Darfield	3279
S74 - 0	Hoyland	1179
S74 - 0	Hoyland Common	1390
S74 - 8	Elsecar	1678
S74 - 9	Hoyland	2688
S75 - 1	Barugh Green	1284
S75 - 1	Higham	363
S75 - 1	Wilthorpe	1284
S75 - 2	Gawber	1447
S75 - 2	Pogmoor	2500
S75 - 3	Dodworth	2404
S75 - 3	Hood Green	106
S75 - 3	Lower Pilley, Tankersley	196
S75 - 6	Mapplewell	1768
S75 - 6	Staincross	1320
Total		73583