

localDirectory Media Pack

BUSINESSES, SERVICES & LOCAL INFORMATION STRAIGHT TO YOUR DOOR

PRICELESS
144,000 Homes Monthly



17 PUBLICATIONS
RECEIVED, READ, RETAINED & REFERENCED

**HELPING LOCAL
BUSINESSES GROW**

01494 72 7000

info@localdirectoryltd.co.uk | www.localdirectoryltd.co.uk

WHY USE PRINT ADVERTISING?

8 out of 10 consumers trust print ads the most.

Consumers are more likely to take action on direct mail (80%) than digital ads (45%).

More than 60% of adults aged 35 or older read a newspaper or magazine.

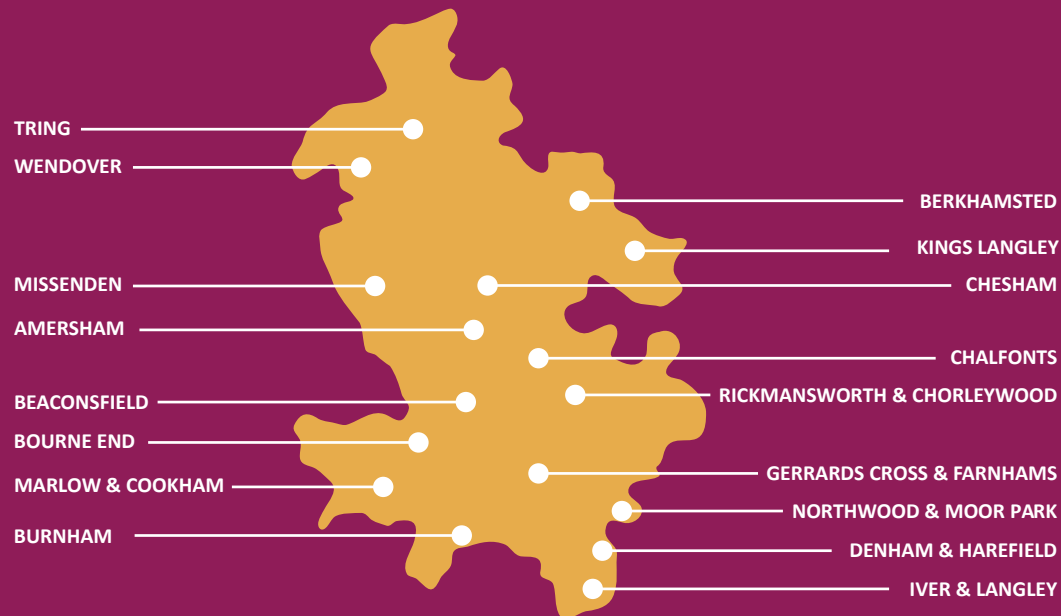
Print ads generate a 27% increase in visits to advertisers' websites, up from 12% in 2009.

Newspapers and magazines still lead in popularity (63%), outpacing digital media (25%)

Branding is 185% stronger in print advertising compared to digital advertising

Source: Early stagemarketing.com

Our 17 Areas



Delivered to an average 8,000 homes & businesses in each area. Plus pick ups in health surgeries and coffee shops

Advertising Prices

144,000 MAGAZINES PRINTED MONTHLY

FREE
Online Directory
GOLD LISTING
For All Current
Advisers

Half Page
135mm x 95mm

£144 (12 Months)
£162 (6 Months)
£171 (4 Months)
£180 (1 Month)

Per Magazine, Per Month Plus VAT

FULL PAGE
135mm x 190mm

£208 (12 Months)
£234 (6 Months)
£247 (4 Months)
£260 (1 Month)

Per Magazine, Per Month Plus VAT

Quarter Page
65mm x 95mm

£88 (12 Months)
£99 (6 Months)
£104 (4 Months)
£110 (1 Month)

Per Magazine
Per Month Plus VAT

1/8 Page 65mm x 45mm

£48 (12 Months)
£54 (6 Months)
£57 (4 Months)
£60 (1 Month)

**Fully
GPS
Tracked
Delivery**

Premium Pages (No Discount)

Front Page Banner - **£220**

Inside Front | Inside Back | Page 3, 5, 7 & 9 - **£330**

Double Centre Page Spread - **£580**

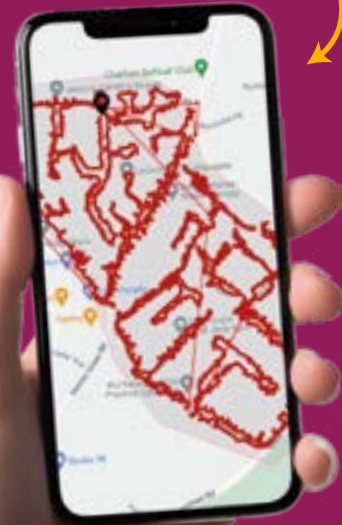
Back Cover - **£380**

Specified Page Supplement - **£30**

FREE
Get Seen Digitally
As Well As In Print

Visitors viewing our magazines online can click **YOUR ADVERT** and be automatically directed to **YOUR** website and social media pages.

Delivered to an average 8,000 homes & businesses in each area. Plus pick ups in health surgeries and coffee shops



Leaflet Distribution

£59 per 1,000

(Min 5,000)

All prices are plus VAT

**Hand Delivered Through
The Door To Homes &
Businesses Locally**

Leaflet Printing

Double sided 130gsm Paper

Qty	5000	10000	20000
A6	£235	£275	£375
A5	£275	£349	£499
DL	£249	£325	£449

Double sided 250gsm Card

Qty	5000	10000	20000
A6	£249	£325	£475
A5	£299	£399	£625
DL	£299	£399	£525

All prices are plus VAT

Other Sizes & Quantities Available



Delivered
Inside
Magazine
To Build
Trust



**Received
Read
Retained
Referenced**



Delivered to an average 8,000 homes & businesses in each area. Plus pick ups in health surgeries and coffee shops

A Fresh Approach To Advertising

Our magazines are embraced, read, kept, and referenced by local homeowners. Here are the reasons why advertising consistently in our magazines yields excellent results:

- Unlike local news magazines, our unique content ensures longer retention in residents' homes.
- Residents hold onto and refer to our magazines as they are visually appealing, printed on high-quality paper.
- We distribute directly to letterboxes in each targeted area; we are not a pickup only publication.
- Every month, all 144,000 magazines are hand-delivered and meticulously tracked via GPS to maximize response.
- Our complimentary digital package includes an online directory and direct links to your website and social media channels.



WHAT TO EXPECT WHEN ADVERTISING

Advertising is a Long-Term Investment. While some businesses see immediate results, most find that consistency builds credibility, familiarity and trust. We recommend a minimum of four months of advertising to gain traction and establish brand recognition within the community.



First Month

Readers begin to notice your advert.



Second Month

Brand familiarity grows, building trust and increasing interest.



Third Month & Beyond

Recognition leads to action. Trust strengthens, turning interest into repeat customers.

Over 70% of our most successful advertisers maintain their presence for six or twelve months or more, reinforcing their brand and seeing consistent inquiries.

WE'RE HERE TO HELP

If you have any questions or need advice on improving your advert's impact, don't hesitate to get in touch. We are committed to making your advertising experience with Local Directory Magazines a success.

Thank you for being a part of the Local Directory Community.

5 WAYS TO INCREASE YOUR ADVERTS EFFECTIVENESS

Thank you for choosing Local Directory Magazines for your advertising needs. We are excited to help your business grow by connecting you with local customers. Check out what you can expect, and how to maximise the success of your advert.

1. Use a Trackable Phone Number or Web Links

Consider using a dedicated phone number or a unique landing page URL for your advert. This allows you to track leads and measure the direct impact of your magazine advertisement.

2. Include a Clear Call-To-Action (CTA)

Tell customers exactly what to do next! Use direct, action-driven phrases like "Call today for a free consultation" A strong CTA makes it easier for potential customers to take the next step.

3. Offer An Exclusive Deal Or Promotion

Encourage engagement by providing an incentive. A special discount, free trial, or limited-time offer can motivate potential customers to act quickly.

4. Engage With The Local Community

Boost your visibility by sponsoring or participating in local events. Customers are more likely to connect with businesses that are active in their community.

5. Stay Consistent With Your Branding

The more familiar people are with your brand, the more likely they are to trust and remember you. Keep your branding consistent by using the same colours, fonts, and messaging across all marketing platforms.

We Are Local Advertising Experts!

If you are unsure or would like advice on how to maximise your advert, give us a call! We would be more than happy to help.

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ARTWORK CHECKLIST

Our great magazine is at the heart of the local community...

TO START THE DESIGN PROCESS HERE'S THE ARTWORK CHECKLIST

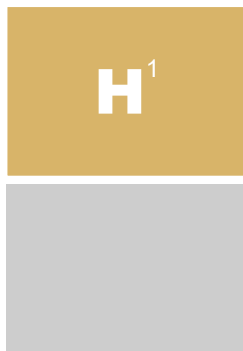
OF WHAT WE WILL ASK FOR:

- ✓ Your LOGO in high resolution (.pdf format)
- ✓ WORDING within cut lines (clear key messages)
- ✓ IMAGES in high resolution
- ✓ Your CONTACT DETAILS (address, phone numbers, email website)
- ✓ Your chosen advert SIZE...



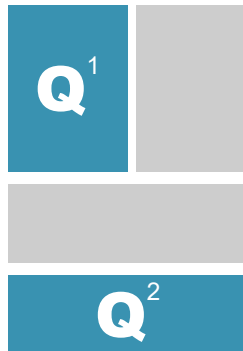
***FULL PAGE plus bleed (3mm)**
WIDTH 135mm
HEIGHT 190mm
INSET FULL PAGE no bleed
WIDTH 135mm
HEIGHT 190mm

*Bleed is required on a full page, all other sizes are inset on the page with a white border.



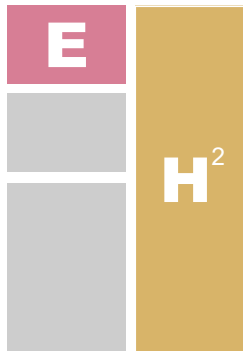
HALF PAGE Landscape ¹
WIDTH 135mm
HEIGHT 95mm

HALF PAGE Portrait ²
WIDTH 65mm
HEIGHT 190mm



QUARTER PAGE Portrait ¹
WIDTH 65mm
HEIGHT 95mm

QUARTER PAGE Landscape ²
WIDTH 135mm
HEIGHT 45mm



EIGHTH PAGE Landscape
WIDTH 65mm
HEIGHT 45mm

REQUIREMENTS
300dpi (dots per inch)
CMYK colour mode
PDF (.pdf) file format*
*.jpeg, *.png or *.tiff if suitable

Slug marks and colour bars not needed

WE CAN CREATE A BESPOKE ADVERT FOR YOU

£30 +VAT - Eighth & Quarter Page Adverts
£50 +VAT - For Half & Full Page Adverts



LONG TERM ADVERTISING WORKS

HOW DO WE KNOW?

70% of our adverts are repeat clients

50% have advertised for 3 to 16 years!