

INSERTS

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald



A broader view



INSERTS

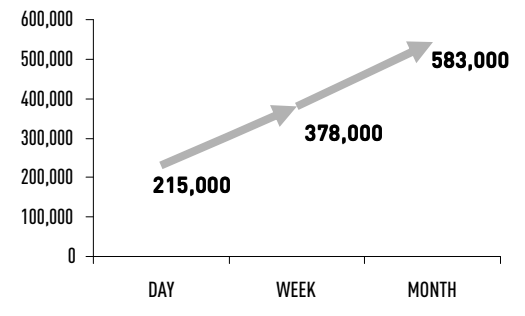
WE OFFER A FULL DESIGN AND PRINT FACILITY WITH OUR DEDICATED DESIGN TEAM ENSURING YOU RECEIVE THE HIGHEST STANDARDS OF SERVICE AND ADVICE..

BENEFITS OF INSERTS:

- **COST EFFECTIVE** – Display more of your product – booklets and brochures provide vast advertising space at a fraction of the cost
- **IMMEDIATE IMPACT** - Make use of colour, graphics and photographs – inserts get your message across effectively.
- **ACCEPTED** – Inserts are welcomed into your home in a “paid for” newspaper – direct mail is not;
- **YOUR COMPETITION** – Get ahead of your competition – there will never be a similar type of business as yours on the same day.
- **HIGH READERSHIP** – Inserts are looked at more – customers want to keep them.



CUMULATIVE READERSHIP GROWTH:



FOR MORE INFORMATION PLEASE CONTACT CAROL-ANNE ON 0141 302 6165 OR EMAIL CAROL-ANNE.FORBES@HERALDANDTIMES.CO.UK

Source : ABC Jan - Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09, TGI Apr 08 – March 09

