



BOUND INSERT

Yellow Pages nationwide directory

427 Bound Inserts available

104 Yellow Pages directories

Customer mapping

Choosing the most suitable directories is made easier by our customer mapping service. Simply provide us with 5,000 of your clients customer postcodes and we will tell you which directories fit their geographic pattern.

Alternatively, tell us the profile you are looking to target and allow us to use the vast amount of demographic information that Yell have provided to identify suitable directories.



For more information, please contact one of the sales team on

01225 480480

or email

sales@responseone.co.uk

In addition, we can also offer print and production services

www.responseone.co.uk



Yellow Pages Bound Inserts

Bound insert's are thicker, full colour adverts, attached to the spine of the directory that increases brand awareness as customers are forced to pause whilst shopping. Giving you all of the advantages of loose inserts, whilst remaining an integral part of the directory.

Probably the most flexible, cost effective Direct Marketing format you will use. Smart advertisers could create brand awareness for a whole year across all of their products, with creative that consumers can keep in their wallet, using thumb-stopping formats that persuade shoppers to choose them first... all at the same price of one insert.

Benefits

Reaching active shoppers who are actively shopping or searching for a service is an excellent way of increasing your response rates. Yellow Pages allows you to target people who are in a buying frame of mind.

- Ongoing impact - 49% adults use Yellow Pages regularly
- Longevity - 12 month shelf life
- Responses - potential for immediate and longer term
- Multiproduct Offers - all of your brands on one bound insert

Other information

Minimum order 50,000 or £500 | NB: Sample required for approval

Prices exclude VAT

www.yellgroup.com

