



LOOSE INSERT

Yellow Pages nationwide directory

2 million inserts per month

104 Yellow Pages directories

Yellow Pages insert advertising allows you to apply key direct marketing principles to choose suitable 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 books 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.

Target active shoppers

Reaching potential customers 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.

Insert rates

5.001m - 10m: £15.50 /000 | **10.001m+:** £14.00 /000

TEST RATE: £16.00 /000 | Prices exclude VAT.

Volumes available

More than 2 million per month

Maximum insert size: 235mm x 160mm

Benefits

Targeting active shoppers | High impact | No competing inserts

Maximum coverage | Reliable distribution | Regional targeting

Trusted brand | Guaranteed presentation

Other information

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

Agency commission - 10% | Prices exclude VAT

www.yellgroup.com



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

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or email

sales@responseone.co.uk

In addition, we can also offer
print and production services

www.responseone.co.uk

