

Media Pack



local-eyes January 2024

Knottingley, NE Castleford & Nearby Villages

Castleford Domestic Appliances Ltd
Sales / Services / Repairs

Quality you won't find anywhere else

CDA **euronics** **SIEMENS** **Blomberg**

FREE DELIVERY

Showroom: 17 Beancroft Road, Castleford WF10 5BN
01977 512 801

HEALTHY FEET
FROM THE FOOT CARE PRACTICE

Providing treatment for all manner of foot related problems such as Corns, Callus, Athletes Foot, Ingrown Toenails etc. Our service is provided in the **comfort of your own home.**

So please call
07866 419723 or 07970 667136

Serving the local community for over 15 years

All of our advertisers are now listed on our website!
www.mylocal-eyes.co.uk

local-eyes

Other flyers visible in the stack include:
- Askern & Surround
- Pontefract & Neighbourhood
- Blinds, Exp
- Freephone
- Do You fit b
- The Carpet Van
- CARPET TILES
- RUGS
- REMNAN
- ARTIFICIAL GRASS
- Huge Show The Old Library Authorised & Pa





Make your business a household name!

Since 2006, Local-Eyes has been helping businesses like yours to grow. Produced monthly and delivered by Royal Mail, our total coverage is now over 288,000 letterboxes!

Local-Eyes is known as the handy little book that householders use to find the trades and local services that they need. If you could take a 'fly on the wall' look into local homes, you would see a copy of Local-Eyes on the coffee table or in the kitchen drawer for when they need something.

Local-Eyes is RECEIVED, READ and RETAINED.



CONSISTENT ADVERTISING



FAMILIARITY



TRUST



MORE CUSTOMERS!

Why advertise in Local-Eyes?

Guaranteed Delivery

Local-eyes only use the Royal Mail to delivery to every local letterbox. This is the most reliable method of delivery available – your advert will be seen!

Free Design Service

Professional design by our in-house designer, you will receive eye-catching adverts with a message that works, all free of charge!

We're online too!

Our directories get delivered through every local letterbox, so everyone has a copy of your advert. But if it gets misplaced, householders can find your details in our online directory available from our website.

Hyper Local Magazine

Local-eyes is delivered to 288,000 letterboxes split between 12 books. You can cover 24,000 up to 288,000 letterboxes, allowing targeted marketing and better control of costs.

Trust

Local-eyes is published by local people for local people. Readers trust the advertisers that they see in the Local-eyes books, which is great news for you!

Drip-feeding

Anyone who understands marketing will know that you need to drip feed your business message. One-off adverts simply do not work! By featuring in Local-eyes, your name will be repeatedly seen by local potential customers.

Less than a penny per letterbox

Half a page in Local-eyes costs you just a penny per letterbox. We offer a price to suit all budgets, Start-ups and micro-businesses can advertise from just £20+VAT.

Quality Customers

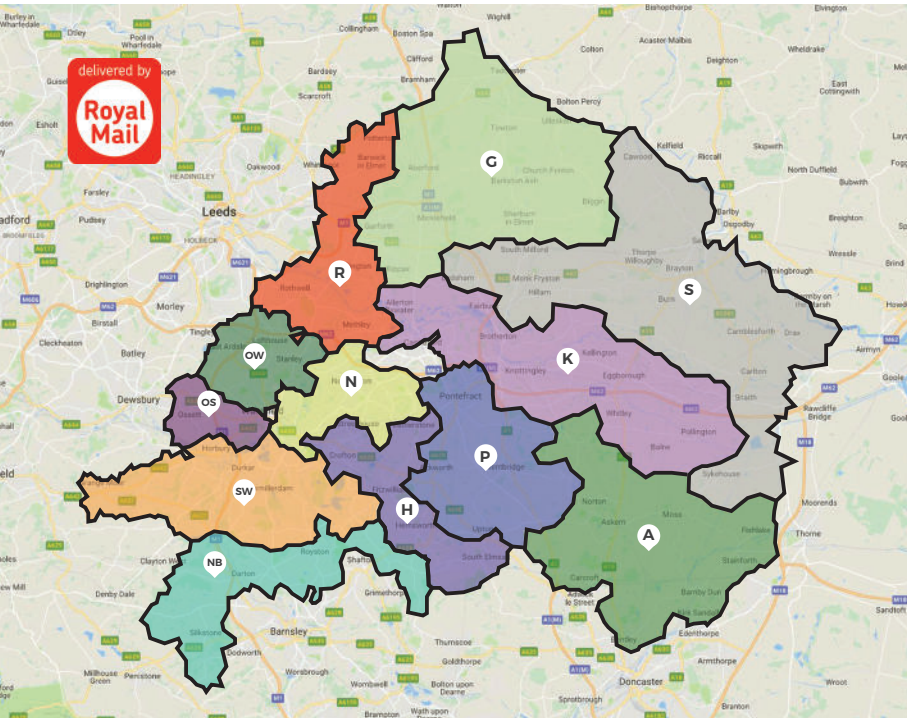
We have all seen the posts on Facebook... “Can anyone recommend a cheap decorator?” Local-eyes will generate quality enquiries from local people who are looking for a quality service.

Established in 2006


We are here to stay! We launched our first directory in 2006. We live in the area, we know about marketing and we are here to help. Small businesses are often too busy focusing on the “doing” of their business, leaving little time for marketing, so leave this to the experts at Local-eyes.

Hyper local advertising - 12 publications to choose from!

288,000 magazines, 100% Royal Mail delivered straight through the letterbox of every local household and business



Areas we cover

- | | | | |
|--|-----------------|---|----------------|
|  | Knottingley |  | Outwood |
|  | Pontefract |  | Ossett |
|  | Askern |  | Selby |
|  | Hemsworth |  | Garforth |
|  | South Wakefield |  | Rothwell |
|  | Normanton |  | Barnsley North |

Each book covers 12,000 letterboxes one month and a different 12,000 the subsequent month, totalling 24,000 over a two month period, enhancing your coverage and doubling the response rate for you!

Low cost, effective advertising

Standard booking period 6 months.

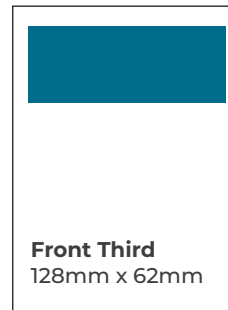
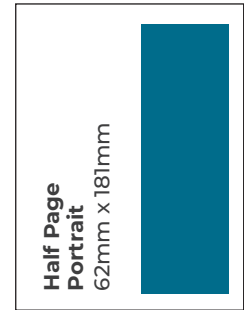
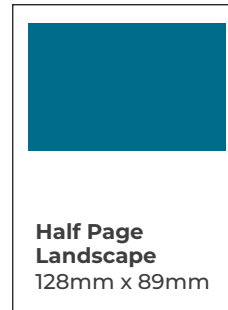
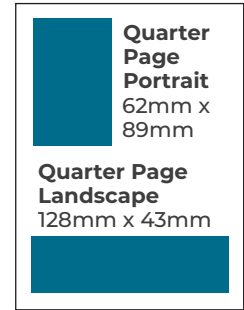
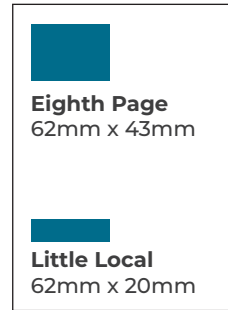
Advert Size	Regular	Back Cover
Eighth Page	£45	£67.50
Little Local	£20	-
Quarter Page	£75	£112.50
Half Page	£130	£195
Full Page	£200	£300
Front Third	£175	-

All prices are per magazine, per month and subject to VAT

Specified page supplement of 10%. 10% discount on second areas.
10% discount for black/white adverts.

Free Advert Design

Our expert in-house design team will take care of your creative needs. Creating eye-catching visuals to showcase your business in the best light - the best part is, it's free of charge!

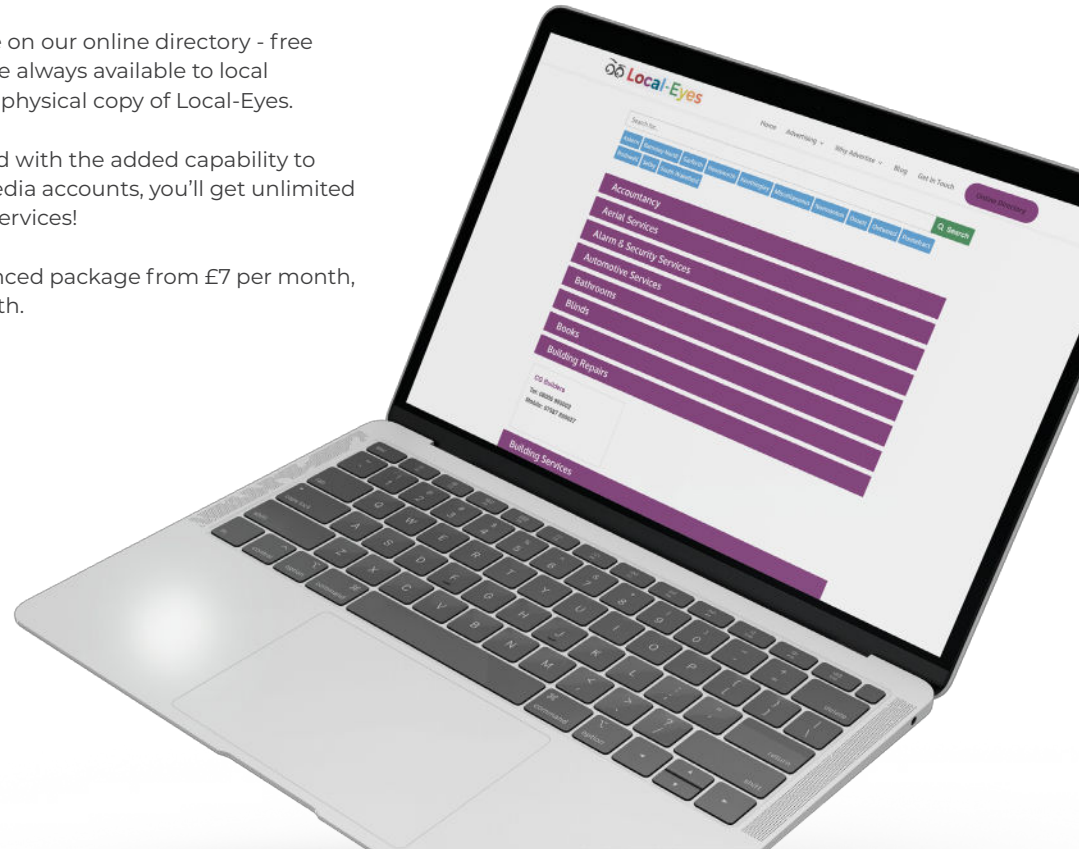


It's not just print - we're online too!

As a Local-Eyes customer, you will feature on our online directory - free of charge! This means that your details are always available to local householders, even if they misplace their physical copy of Local-Eyes.

Customers can simply click to call you and with the added capability to link directly to your website and social media accounts, you'll get unlimited exposure to local people that need your services!

Stand out from the crowd with our Enhanced package from £7 per month, or our Premium package at £50 per month.



Local-Eyes & Royal Mail

A partnership that can be trusted to deliver!



We know that successful marketing is about repeatedly putting your business message in front of as many people as possible – we call it the drip-feeding effect!

This is why we partner with the country's most trusted delivery experts – Royal Mail – to make sure that your message gets delivered to every local household and business.

- Royal Mail is the only door drop provider to be accredited by ABC, the media industry's official stamp of trust. This accreditation means that Royal Mail delivery numbers are fully verified by ABC and assures you that Local-eyes is getting delivered to the letterboxes that we say they are.
- Our contract with Royal Mail means that our publications are treated the same as all other post. This assures us (and you) that Local-eyes will be delivered on time, with the daily post, across the exact areas specified.
- Householders build a relationship with their friendly local postie, and this in turn leads to them trusting the mail and what they receive from their postie more than anything else that is posted through their letterbox. We all know how important trust is in business.
- According to statistics, 73% of people open, read or keep delivered door drop items that have been delivered by Royal Mail, and many share with other members of the family or visitors.

By partnering with Royal Mail, Local-eyes offers you an affordable way to get your message into the heart of people's homes, bring in new customers and boost awareness for your business.





Tel: 01977 672 679

Email: info@mylocal-eyes.co.uk

www.mylocal-eyes.co.uk

90% of my business comes from my small advert in Local-Eyes' – **Phillip Scott Gas Services**

'Local-eyes helps us to tell all the local people about our day trips and holidays – using Local-eyes is a lot better than delivering leaflets and it takes the pressure off us. Our space in Local-eyes runs along nicely – it is simple and successful.' – **Malcolm, Pemberton Coaches**

'We can always rely on Local-eyes to get us good quality leads – mostly mature, reliable customers. We get some really good jobs from our small advert in Local-eyes. We have been advertising with Local-eyes since they launched their first book 18 years ago.'
– **Mick, Home Design Centre**

