



Users Guide to Door Drop Marketing

Perk up your sales with Door to Door



Companies using Royal Mail's Door to Door service have reported increases in response rates of as much as 100%. That's because customers are more likely to be in a receptive frame of mind when they read your sales message with the morning post.

Royal Mail enables you to get your message delivered to any address in the UK. You can target your campaign with pinpoint accuracy. With over 140,000 postmen and women active every working day, Door to Door is a rapid and reliable service that gives you the opportunity to get maximum return on your investment.

If you want to increase your response rates, the first thing you need is a copy of 'Introducing Door to Door'. This guide will tell you all you need to know about creating effective door drops. And it's free.

Call us on 01865 780 400 to request your free copy today. Or else write to us at Royal Mail Door to Door, Beaumont House, Sandy Lane West, Oxford OX4 6ZZ. You can also visit www.royalmail.com/doordropaction



The Real Network™

	<i>Page</i>
An Introduction to Door Drop Marketing	4
Perception vs Reality – Exploding the Myths	6
The Right Medium for your Message	7
Part of the Marketing Mix	8
How to Go Door to Door	9
<ul style="list-style-type: none">• Methods of Distribution• Targeting• Planning• Making An Impact	
The Accountable Medium/Independent Validation	15
How the DMA Can Help.....	17
Useful Information Sources	18

An Introduction to Door Drop Marketing

At a time when budgets are coming under increasing pressure, marketers are keener than ever to explore initiatives, which deliver increased return on investment and which secure as much value as possible for their marketing pound.

This handbook provides guidance on how to plan, execute and measure successful door drop marketing campaigns. It will help you decide if door drop marketing is the right medium for your message and will highlight the factors you will need to consider when planning your own campaign.

A Proven, Powerful & Effective Medium

Door drop marketing has established itself as a powerful and effective medium. Properly conceived, well executed campaigns deliver measurable response rates and a return on investment that compares favourably with other elements of the marketing mix. It is a proven vehicle for businesses to communicate with consumers.

This is one reason why, over the past five years, there has been an explosion in the use of door drop marketing activity. The number of items delivered door to door has more than doubled in the last eight years and totalled more than ten billion items in 2002. Total annual spend on door drop activity, including print and production, reached an estimated £846 million, an increase of more than 140% in eight years.

Cost Effective

The ability of door drops to carry advertising and unaddressed direct marketing material to every household in the UK makes it one of most cost effective ways of delivering high information content to large numbers of people. It successfully takes a company's proposition directly into the hands of its target audience and in a format which achieves stand-out from competing or conflicting editorial or advertising.

Whether the campaign objective is to incentivise consumers to purchase a new product or change an existing brand allegiance, companies in the retail, FMCG, financial services and charity sectors, among others, regularly use door drops to present a range of marketing material including brochures, leaflets, new product samples and catalogues.

Although success can be achieved through high impact, one off campaigns, for many companies frequency holds the key. Door drop activity can perform particularly well when undertaken on a sustained and regular basis. Some of the most successful users of door drop activity use the medium on a monthly, fortnightly and, in some cases, even a weekly basis.

It is also a medium frequently and effectively used by local authorities, central government and utilities to deliver important, sometimes one-off communication.

Collectively, users in all of these sectors know from experience that door drop marketing is **quantifiable, measurable, flexible, responsive** and **targeted**.

An Introduction to Door Drop Marketing

Strategic & Tactical Uses of Door Drop Marketing

- To advertise products or services
- To generate product trials
- To build store traffic
- To highlight seasonal sales and promotions
- Joint advertising and promotions
- To build brand awareness
- To secure consumer response
- To encourage interaction with the consumer



**Delivering your message
everywhere...**

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Design & Print

Outbound Telemarketing

Phonecheck

Transport / Warehousing

www.linkdirect.co.uk

Perception vs Reality – Exploding the Myths

Perception:	"The majority of consumers do not like receiving marketing material through their door."
Reality:	As many as 79% of recipients keep, pass on or glance at door drop marketing material; 38% keep it for at least a few days, whilst 13% retain it for a week or more.
Perception:	"Consumers don't find door drop marketing material useful."
Reality:	71% of those questioned said they found free samples delivered through their letterbox useful; 66% said the same of supermarket offers, 62% of money-off coupons and 47% of new product leaflets.
Perception:	"Consumers don't find door drop marketing material as useful as they used to."
Reality:	DMA research shows that consumers generally find promotional material delivered through their letterbox approximately 10% more useful than they did in 1995.
Perception:	"Consumers who reject the medium don't find door drop marketing material useful."
Reality:	Even among those who, in research, initially claimed to reject door drop marketing, 52-63% still said that the material was useful.
Perception:	"Door drop marketing material does not have the impact of direct mail."
Reality:	79% of people keep, pass on, read or glanced at door drops - same as direct mail.
Perception:	"People don't keep door drop marketing material that long."
Reality:	38% of door drop material is kept for at least a few days and 13% is kept for a week or more.
Perception:	"Door drop marketing doesn't work."
Reality:	48% of consumers had either visited a shop, sent for information, or bought a product having received promotional material through their letterbox.
Perception:	"Door drop marketing doesn't work as well as direct mail, TV or press."
Reality:	48% of consumers responded to door drop marketing material compared to 47% for direct marketing, 47% for television and 60% for press advertising.

[Source: DMA]

Irrespective of the particular discipline, most marketers want to be assured that any proposed campaign has flexibility and controls built-in before they commit expenditure. Door drop marketing offers both.

Campaigns that make an immediate impact generate rapid, measurable response; achieve cost effective market coverage without duplication of recipient, and permit activity to be focused specifically on those who fit the demographic profile of your target audience.

Whether the underlying purpose is to launch a product, to distribute product samples into the field, to announce a store opening or to distribute coupons or vouchers that act as a call to action, research has shown that redemption levels from door drop marketing campaigns are more than four times higher than press advertising; nearly half of those who receive a coupon or voucher take action as a result.

The flexibility of door drop marketing in permitting activity to be targeted as narrowly as a group of households in a single postcode area or as broadly as every UK address, allows effective measurement, enables campaign planning to be fine-tuned according to consumer response, and ultimately puts control back in the hands of the marketer. It's just one of the reasons why an increasing number of people consider door drop marketing the right medium for their message.

The Right Medium for your Message

a real opportunity to maximise your door drop marketing

On the face of it, one letterbox looks pretty much like another – it's the people behind it that make the crucial difference.

The same goes for door drop marketing companies – except us. It's the people behind NLM that distinguish us from others in the field – a young, highly qualified, enthusiastic team that's keen to find innovative ways of planning your door drop campaign, backed by the gravitas of some of the industry's best known senior management heavyweights.

No-one's more innovative or creative. No-one's more experienced. And no-one's more effective.

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National Letterbox Marketing

DOOR DROP MARKETING SPECIALISTS



www.nlm.uk.com

email. sales@nlm.uk.com

Part of the Marketing Mix

Although door drop marketing is undeniably effective as a stand-alone medium, it can be especially impactful as part of an integrated marketing communications programme. Distribution can be easily co-ordinated to run alongside complementary advertising campaigns on radio, television or in print or as a follow-up mechanism to reinforce or build on a single campaign message across multiple media to achieve high levels of consumer recall and response.

Unlike other media, marketing material delivered door drop can benefit from being stand alone. This enables the quality and ingenuity of the creative to reinforce the brand's message and the offer to the consumer, unencumbered by competing material – as in the case of inserts - or restrictions imposed by a carrier publication or by the size and weight of traditional direct mail.

Door drop marketing material and inserts are similar in that both can be used to address potentially high-volume targets. Both are comparatively inexpensive to produce but the door drop offers more sophisticated targeting opportunities. Material delivered door to door can achieve greater impact than inserts, particularly when delivered as a stand-alone item and free from competing material.

In addition door drop marketing activity provides brands with a highly cost-efficient method of data capture, with contact details supplied by respondents used to build a marketing database for future use or rapidly expand an existing database. You should give consideration to what information you want to obtain – whether that's basic contact data or more detail on preferences and buying habits – and structure your mailing accordingly. You should always ensure that you are complying with the requirements of the Data Protection Act.



Ask us about "Onserts" the directory door-drop opportunity

Door-drop marketing...
it's a great deal more than just distributing promotional literature through the letterbox
...ask the experts!


Graham Dodd
M IDM Managing Director
Institute of Direct Marketing's Faculty of Speakers - Member
DMA Door-to-Door Council - Member
DMA Door-to-Door Communication, Events & Education Working Party - Chairman

The Letterbox Consultancy is the UK's only truly independent and impartial media planning and buying service for door-drop marketing. Managing Director **Graham Dodd** has over 30 years experience in the business and is widely recognised as one of the industry's leading authorities.

The Letterbox Consultancy offers **comprehensive, full service solutions**, tailor-made to suit client requirements and budgets. Just one call can access distribution via Royal Mail, free newspapers, or team based systems.

The Letterbox Consultancy is a 'one stop shop' for all your distribution requirements. Speculative first stage proposals provided. Call us now for a very different response.

THE LETTERBOX CONSULTANCY

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Telephone: 01992 637333 • Fax: 01992 637111
e-mail: graham@letterboxconsultancy.co.uk • <http://www.letterboxconsultancy.co.uk>



- Methods of Distribution
- Targeting
- Planning The Campaign
- Making An Impact
- Production

Methods of Distribution

The manner in which the consumer receives your information will be critical to the success of your campaign. There are a range of different distribution methods available, the suitability of which will depend on the nature and objectives of your activity. Guidance should be sought as to which would be the best for your programme. They include:

- **Free Newspaper Network**
The free newspaper network, which now has 85% national coverage, carries more promotional material door to door by volume than any other method. Most free newspaper publishers who are members of the DMA Door-to-Door Council have VFD Certification for their titles and a regular distribution network for weekly deliveries of newspapers and leaflets. Back-checking – both face to face and by telephone - is applied as part of the process to ensure that householders have received items intended for distribution to them.
- **Royal Mail Door-to-Door**
Subject to the same standards as regular mail and delivered by the same network of uniformed postal staff, Royal Mail Door-to-Door argues that the fact it delivers only three door drop items a week to each household protects brand integrity and achieves the stand-out that is so important for successful marketing. Moreover, delivery with the morning post, at the time of day when the consumer is expecting mail, means consumers are demonstrably more responsive to promotional messages. Royal Mail offers 100% national coverage, operates a no-competing item policy and a free, recently enhanced targeting service for all customers.
- **National Distribution**
Nationwide distribution companies undertake the co-ordination, planning, scheduling, booking and pricing of both high volume national campaigns or smaller regional or local ones. They combine advanced planning tools and post-distribution analysis with a robust delivery network, that can incorporate 'with newspaper' and Royal Mail distribution.
- **Regional & Local Distribution**
Well-established regional and local distribution companies offer locally-based businesses the opportunity to target a limited geographical location through a local distribution specialist. These companies employ their own network of adult distribution personnel which provide a highly reliable distribution service on either a solus or shareplan basis.

How to Go Door to Door

The DMA can provide a list of member companies in each of these categories.

Solus & Shareplan

Solus Distribution

So called because it refers to the delivery of a single item at a particular time, solus distribution is particularly useful for items of a specific size or shape or which require individual targeting. This could be applied to items too large or deemed too sensitive for conventional delivery. Using solus distribution marketers can determine campaign commencement and completion dates as well as ensuring the highest level of targeting. The DMA can provide details of solus distributors in its membership.

Shareplan

Shared distribution with other non-competing brands can be highly cost effective, spreading the cost of delivery across more than one company. Your campaign will need to be booked in early to ensure targeting can be most effectively co-ordinated. Some DMA members offer shared distribution on a regular basis.

Targeting

Door drop marketing may, in the past, have been portrayed as a simple mass distribution medium. Most now recognise that it is one of the most precisely targetable media there is. Marketers can customise their distribution to match specific campaign objectives, using geo-demographic targeting systems to pinpoint precise areas down to generally postcode sector geography.

Accurate targeting even on a batch release basis can be highly valuable in enabling new products to be trialled in a controlled area and the effectiveness of the message and the creative tested ahead of a more extensive campaign.

The nature of your campaign will determine whether geographic or geo-demographic targeting is most appropriate for your campaign. But what is not in doubt, is that the more focused you are, the better your results are likely to be.

Geographic targeting will enable you to select particular localities on either a national, regional or local basis and distribute marketing material to the households within those areas. This need not only be based on postcodes, but can be structured to fit your campaign requirements and can be based on television or radio catchment areas, sales regions or a company's retail territories. This approach may be particularly suited to campaigns that do not primarily demand a particular demographic bias but ones that succeed through achieving volume coverage within given boundaries. All DMA members will be able to estimate the number of households in any selected catchment area.

Using the profile of your target customers, you can also use various targeting systems to analyse the population and identify either those with the similar characteristics as your targets or areas that have a profile similar to areas in which you already have customers.

This can either be accomplished using geo-demographic targeting systems, such as Acorn, Mosaic, SuperProfiles and Cameo, which utilise census data to build profiles or lifestyle targeting systems, which take information gathered by lifestyle questionnaires like National Lifestyle, Behaviour Bank, The Lifestyle Selector and Lifestyle Focus, and enable you to target according to gender, occupation, hobbies, children, credit card usage, and income.

Many companies also operate managed customer databases, which contain a huge amount of valuable customer information. These databases frequently form a key element of campaign targeting.

Planning

Irrespective of whether the catchment for your campaign is national, regional or local, effective planning is an essential pre-requisite to success. It is important that the extent of your distribution is properly planned in advance.

Timing


Timing can be crucial for the success of any campaign. To ensure that your material reaches your target audience at a time when it can make maximum impact, you should allow as long a lead time as possible. Early booking is essential with services such as Royal Mail to ensure that you get the delivery time that you want rather than simply what's available. It is also worth checking at the start how far in advance of the delivery date service providers will require the stock. You should co-ordinate your planning around this date.

Print & Production

The DMA strongly advises marketers to consult their appointed distribution company before producing campaign material. DMA members not only possess a wealth of experience on how to achieve maximum impact with your material, but may be able to provide guidance on artwork and print. Marketers are advised to only use printers experienced in producing material for door drop distribution as your promotional material must be produced in the correct volume, and packed and labelled properly. Best Practice Guidelines are available from the DMA covering packaging, labelling and dispersal to help you ensure that your items arrive at the distribution company in the most appropriate manner for distribution.

Making An Impact

No other medium matches the flexibility of door drop marketing in enabling you to literally place your proposition directly into the hands of a potential customer in their own home. To maximise the opportunity, though, you will



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need to achieve impact and stand-out through the quality of your creative and strategic thinking.

It is this that will enable your campaign to break through the clutter of a busy environment and be effective enough to captivate the minds of your target audience and influence their opinions and attitudes. Unlike other media formats, with door drop campaigns there is no limit to the creative potential of your campaign. Here are some pointers to making an impact:

- Achieve doormat impact – colours, copy, fonts, size and format can all be used to capture the consumer's attention.
- Your brand should be paramount - brand recognition should be almost instantaneous.
- Keep all copy direct and simple.
- Your creative should support your message and make it work harder – it should not overpower the message.
- Make sure you include a response mechanism or a call to action.
- If you require recipients to complete and return a form or coupon, ensure there is enough room for them to add their details.

Response mechanisms are the simplest way to gauge how recipients have reacted to your mailing. If your door drop activity is part of a more extensive, integrated campaign, consider coding to help determine which medium has stimulated the most response. This will be relatively simple with redeemable coupons or incentives but may, for example, require analysis of sales uplifts over given timelines for product samples.

Research has also shown that response rates can be significantly increased through the use of a Freepost address or Business Reply card.

You should be aware, though, that any material you distribute must comply with the British Code of Advertising Practice as administered by the Advertising Standards Authority.



Get your customers where you want them

From large volume broadband campaigns to the targeting of specific niches, door-to-door has the power to inform, persuade and convert customers to your brand or service, in their home, on their terms. But you need a company that can offer the best in impartial, media neutral advice on targeting and distribution methods to fully unlock that potential. Let us show you how we can help you find the best customers; how we can save you money through our buying power and how we can really take the sting out of the administration overhead.

For unbiased advice on the Royal Mail Household Delivery Service, free-sheets, solus, shareplans and sharepacks. For the latest insights into targeting methodologies. For seamless system integration. For a total insight into the UK's fastest growing mainstream media channel.

Call Andrew Higgs or Ben Allan and find out why we are the UK's leading Direct Response door-to-door agency with an impressive track record in accountable campaign planning, buying and analysis.



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Delivering measurably better door to door

Every marketer is attracted by the prospect of reducing the cost of lead generation to the lowest possible level. The fact that, with door drop activity, your campaign is based on a targeted area rather than a hired or purchased refined list of names in itself contributes to a lower cost per lead.

Others ways of evaluating performance and maximising the benefit of your door drop campaign include comparing results of campaigns run at different times of the year, and testing your door drop activity with different combinations of media – television, radio or print – to determine the combination that works best for your product. Case studies are often a good way of identifying this from the experience of others.

Independent validation, however, provides a benchmark against which your campaign can be measured and an indication of its success.

Independent Validation

Independent, specialist research companies will validate the success of your campaign and can provide confirmation of delivery. They ensure that the work of distributors is independently audited, thereby providing a reliable, independent currency for campaign performance. They adhere to DMA guidelines, procedures and rules.

They operate by auditing delivery performance in a real world context that recognises both the vagaries of a human distribution chain as well as other mitigating factors, such as adverse weather conditions or material arriving inappropriately packaged for distribution.

Auditing is structured according to the geographical criteria set during the planning stage: postcode sectors, television regions etc. Initial investigations gather evidence of distribution activity. Insufficient evidence secured in any area is referred to the distributor for investigation.

Appointment of an independent validation company is the responsibility of the client. In addition to calculating delivery levels, these companies can provide qualitative validation by assessing the impact of the campaign on the target market. This involves unprompted and spontaneous awareness, recall and readership levels.

The Accountable Medium

Control sectors are identified and auditors witness delivery in sample areas, noting the addresses to which 100% delivery has been achieved. These households are revisited days later to check recall levels. Detailed questioning determines how the item was regarded by the recipient and its likely impact. Profile information on recipients can also be collected to compare their demographic profile with the original target demographic profile of the campaign.

Planning Checklist

These are some of the areas you will need to consider before embarking on your door-drop marketing campaign.

- Campaign objective
- Budget
- Targeting criteria
- Distribution areas
- Method of distribution
- Independent validation
- Special backcheck or research requirements
- Design & Print
- Size, weight & quantity of material
- Packing
- Dispersal
- Repeat activity
- Evaluation

Remember, specialist advice is available from DMA member companies.

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www.dor-2-dor.com



Local leaflet distribution specialists to residential properties and businesses. Established since 1987 we have our own adult distribution force known as Post People. The service is expanding throughout UK via a network of franchised offices, operating under the DOR-2-DOR brand.

The Direct Marketing Association is Europe's largest trade association in the marketing and communications sector. It was established in 1992 following the merger of various like-minded trade bodies to form a single voice to protect the UK direct marketing industry from external legislation and to promote its ongoing development.

The DMA maintains and supports an effective and credible system of self-regulation that meets the needs and reasonable expectations of consumers and businesses regarding the conduct of the direct marketing industry and the Association's member companies.

The DMA's Code of Practice sets standards of ethical conduct and best practice to which members adhere as a condition of membership. Its purpose is to promote the highest quality standards in the industry as a whole and greater consistency in practice.

Members should refer to the Association's series of Best Practice Guidelines. Compliance with these guidelines is not compulsory but the extent to which a member has followed them may be considered relevant to the Authority in any adjudication.

In all their dealings with consumers, other businesses and each other, DMA members must act decently, fairly and reasonably, fulfilling their contractual obligations at all times.

The Association has established the Direct Marketing Authority, which is responsible for monitoring the Code. DMA members:

- must comply with the spirit as well as the letter of the Code
- must comply with any conclusion reached by the Authority, including any decision to take disciplinary action resulting from a breach of the Code
- must comply with the provision of the British Codes of Advertising and Sales Promotion
- must comply with all relevant legislation and must recognise that compliance with the Code does not necessarily guarantee that they are acting within the law. Any breach of relevant legislation may be considered a disciplinary matter.

The DMA runs training workshops on all aspects of direct marketing. Call them on 020 7291 3300 to find out what door drop-specific workshops are currently available or visit www.dmaworkshops.org.uk

The DMA Door to Door Council

The Door to Door Council exists to promote the use of the Door to Door medium as an efficient medium for communicating information and advertising to consumers. It places high best practice standards on its members and monitors adherence to these standards. The Council objectives are:

- To set and maintain high standards for best professional practice and encourage the continuance of effective self-regulation.
- To represent the industry and members to the public at large and to be the principle forum for consideration of members and users interests.
- To provide help and support to members in regulatory, legal and political matters.
- To be the focal point and primary source of information concerning the Door to Door industry.
- To raise awareness and increase usage of the medium within the marketing fraternity and to promote members services.

To see a full list of door to door practitioners in membership visit the DMA on line directory at www.dma.org.uk and select 'Door to Door Distributor'.

Useful Information Sources

Validation Companies

Stepcheck Ltd
Theocrest House
Cavans Way
Coventry
CV3 2SF
Tel: 024 7665 0055

The Front Door
Ranmore House
13 Blackthorne Road
Great Bookham
Leatherhead
Surrey KT23 4BN
Tel: 01372 450 336

Door to Door Distributors (National)

Circular Distributors
Tel: 01628 771232 Fax: 01628 544548
www.cdLtd.co.uk
Distribution Business Services
Tel: 01924 273 927 Fax: 01924 265 377
Email: sales@dbslimited.co.uk
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Regional Letterbox Services (RLS)
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The Leaflet Company
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Email: steve_mulvihill@mrn.co.uk
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Door to Door Distributors (Regional)

AMARO Professional Distributions
Tel: 0191 499 0835 Fax: 0191 414 2022
Email: robert@amaro.co.uk
www.amaro.co.uk
Apex Distribution
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Email: steve.shepherd@archant.co.uk
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Tel: 01727 866 166 Fax: 01727 845 334
Email: angus.macinnes@archant.co.uk
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Email: janice.jackson@cngroup.co.uk
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Greater Manchester Weekly Newspapers
Tel: 0161 480 4491 Fax: 0161 475 4882
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Email: letterbox.direct@rim.co.uk
www.rimletterboxdirect.co.uk
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www.redditch-now.com
Scottish & Universal Newspapers
Tel: 01698 205064 Fax: 01698 891151
Email: traceydevine@s-un.co.uk
Scottish Provincial Press
Tel: 01349 863436 Fax: 01349 863456
Tudor Distribution Services
Tel: 01202 895936 Fax: 01202 895961
Email: sales@tudordistribution.co.uk
www.tudordistribution.co.uk
Western Mail & Echo
Tel: 02920 583583 Fax: 02920 583486
Email: packwood@wme.co.uk



if you are thinking of advertising,
you should be considering Door to Door...

...and if you are considering Door to Door,
you should be using RLS.

Regional Letterbox Services

www.rls.co.uk

the Direct Marketing Division of Newsquest Media Group



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t (01206) 508250
f (01206) 508266
e rls@rls.co.uk

Regional Letterbox Services
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