

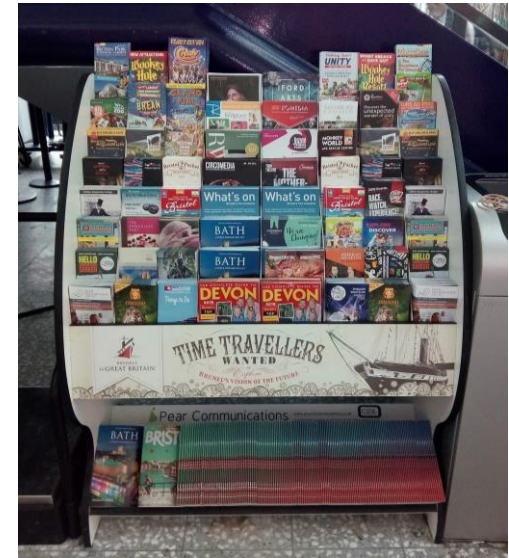
# Print Distribution: Best Practice



- Pear was founded in 2001 and the company has gone from strength to strength due to our bespoke approach when it comes to the distribution of our client's print.
- We provide national coverage with a local focus. Each area has it's own local driver ensuring they know the area well and can provide the best possible service for our clients.
- The key to our success has been our ability to constantly evolve our services to meet the demand of our clients. As a result we now distribute an average of 4.8 million pieces of print each month!

## Things to think about ...

- The top third of your leaflet (i.e. the visible portion) ... Will it have a call to action?
- Is the content going to date?
- Is the content relevant to your target market?
- Unified branding
- The size and colour
- Inspiration is key



## Things to think about...

### 1) Distribution Method

- Point of sale
- Tourism (leaflet racks)
- Door2Door
- Hand2Hand



POS



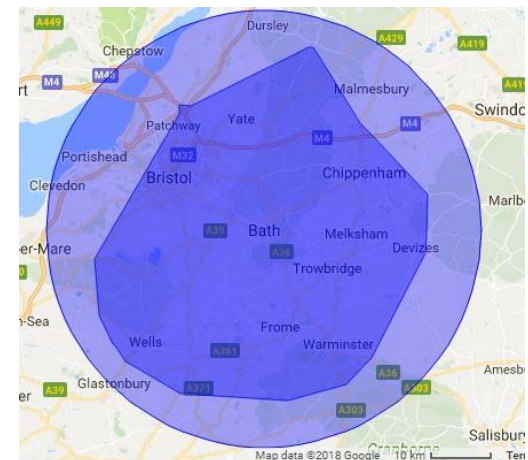
Hand2Hand with billboard

### 2) Target Audience

- Narrows down the outlets where print is displayed
- Ensures your print goes into the right hands

### 3) Target Area

- Local/County/Nationwide
- Choose your drivetime



45min drivetime of Bath

# Why Leaflets are Still Important?

- Tangible
- Visible
- Longevity
- Affordable
- Targeted
- Universal – Targets all age groups
- Relevance - in today's market where digital marketing is crowded, there has been a move back towards the more traditional forms of marketing. Print is not a crowded market anymore!



Grand Central – Bull Ring (Birmingham)

How much attribution do you give to each of your forms of marketing?



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