

media pack

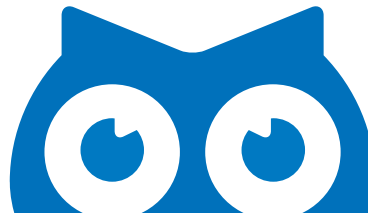
established 1979

Local Pages has generated millions of new leads for our customers over the past 38 years. We contract Royal Mail to deliver around 500,000 business directories to 50 regions covering the South-West and South Wales. **The Little Blue Book** has helped thousands of businesses generate enquiries every day from as little as £75 for the whole year.

Our experienced team pride themselves on accuracy and continuity, which allows the communities we serve to see us as a valued and trusted service. Call tracking & testimonials are amongst the proof tools that support the ongoing success of the products and services we offer. 2016 was our biggest ever sales year and we are proud of what we have achieved. We are confident that your business will benefit from what we can offer.

DTV aerials

“When the book hits
the mat, the phone starts
ringing”



who are we?

- Established in 1979 – celebrating our 38th birthday this year.
- Family owned and managed.
- Over 200 years of industry experience.
- 14% up Year on Year with 2016 being our biggest ever!
- Positive and respected resource within each local community.
- Recognised, Trusted and Valued.
- Pride ourselves on accuracy and continuity.

CJ LOCKSMITHS

“ *Excellent book!
I get at least 95% of
my work from this
directory* ”

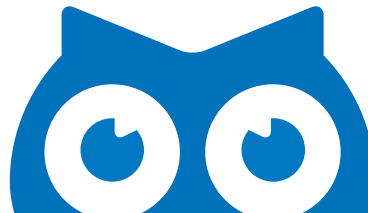
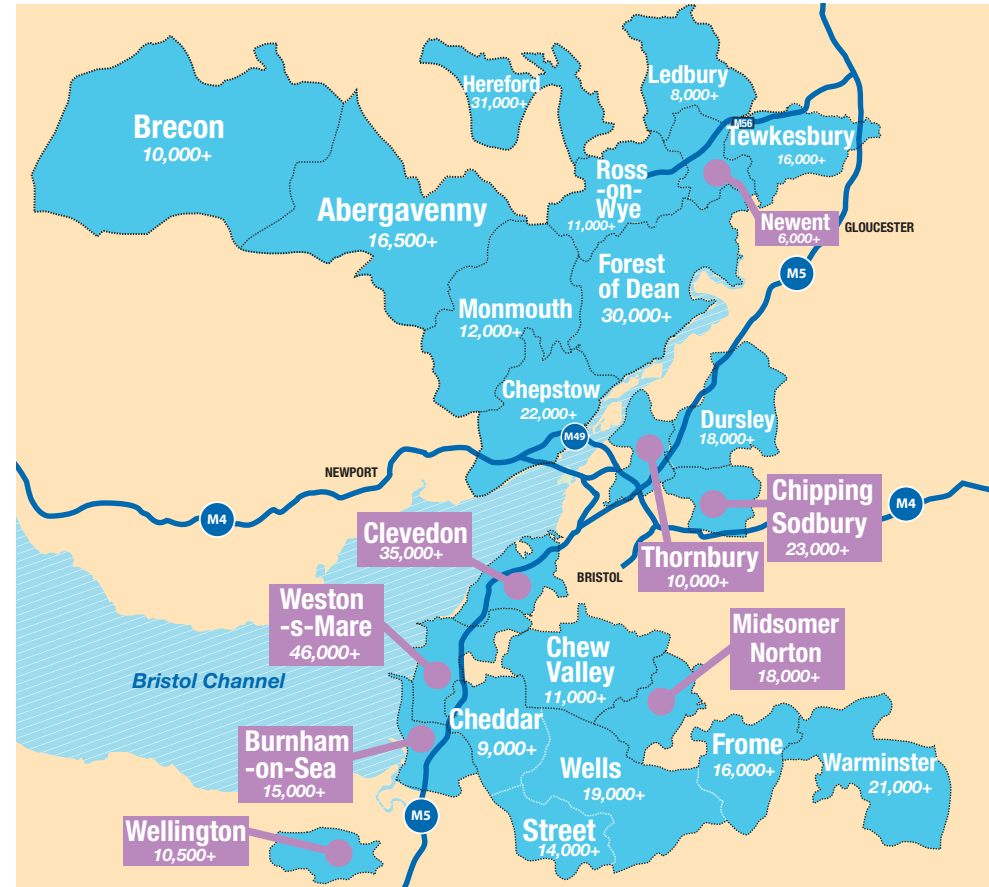


where are we?

Gardenology Wales

“70% of my work comes from Local Pages. Local Pages is better than any other advertising I do”

- 500,000+ letterboxes each year.
- 24 annual printed editions.
- Over 94% of existing customers renew.
- One fee for the whole year.
- More accurate than other publications.
- Local Pages Business Finder™ (A-Z).



what we do

Local Pages are experts in the market places we serve. From Brecon in Wales to Wellington in Somerset, we have established unique trading relationships built up over nearly four decades. Our local business knowledge and history has been a winning combination, contributing significantly to our continued growth.

We aim to supply a reliable source of useful & accurate information to our audience. With guaranteed annual delivery through Royal Mail, we ensure our customers' advertising messages effectively reach their target audiences. Bringing together customers and local businesses to facilitate and grow successful trading relationships through our 24 Little Blue Books & online directory – **localpages.co.uk**

4.1 million

leads created over the past 10 years

500,000

printed directories delivered by Royal Mail

94%

renewal rate

10,000

searches each month on **localpages.co.uk**

3,500

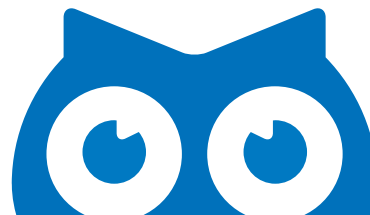
businesses working with us

1979

established and still trading

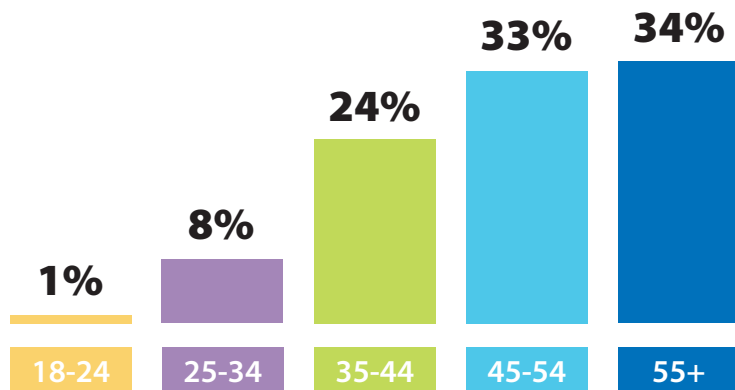
241

years of industry experience

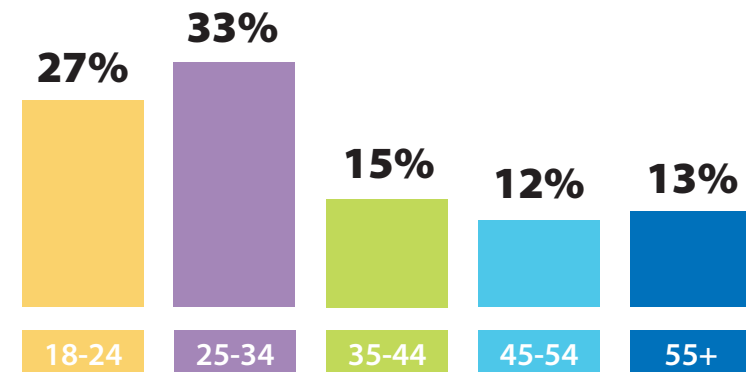


the Local Pages audience

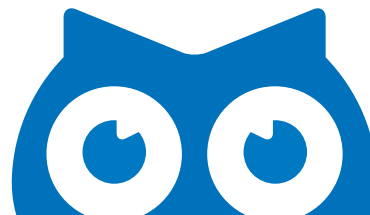
Source: Local Pages customer survey & Google analytics



PRINTED directory audience age

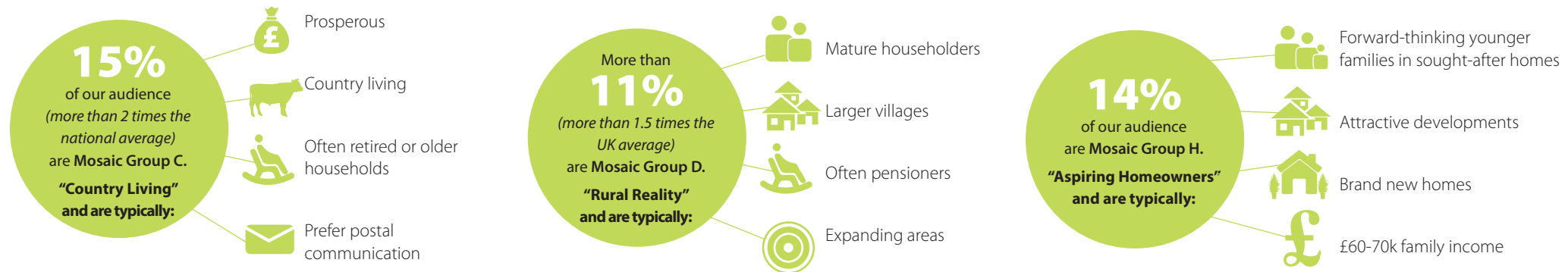


ONLINE directory audience age



the Local Pages audience

Source: *Mosaic Geodemographic Profiles*



Within this, the two most significant sub-groups are:

C10 Wealthy Landowner



C13 Village Retirement



why we use Royal Mail door-to-door

"In the home, doordrops are read, shared and kept by customers and referred back to when they make decisions about household purchases. Customers value doordrops and act upon the messages they receive from local businesses".

Source: *Using Doordrops To Build Your Business Guide*

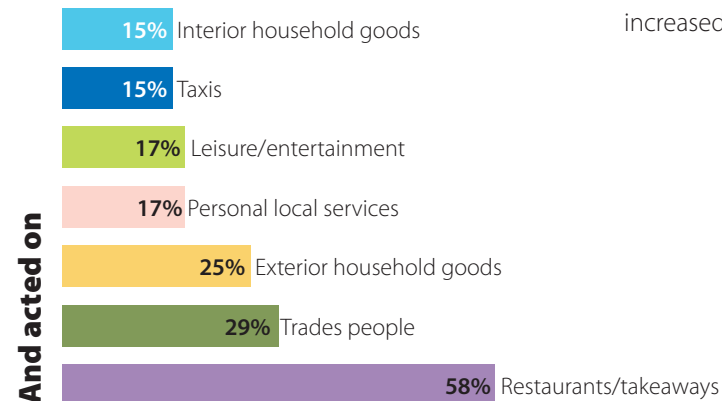


and more than **20%** of door drops are shared with the other householders



Source: *Using Doordrops To Build Your Business Guide*

Which doordrops did they respond to?



In a survey of customers, we discovered they are responding to doordrops. Doordrop responses translate into an increase in sales, visits or calls. Increased sales should lead to increased profits.



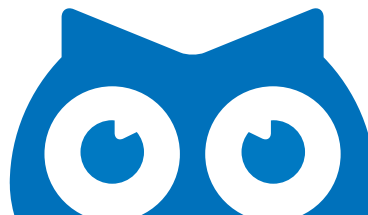
Businesses who use the channel, rate doordrops very highly.

Source: *Royal Mail MarketReach, Campaign Effectiveness, Quadrangle 2011*

Doordrops can help grow your business



who we work with



our products **£1,500** (£125 per month)
Front cover: 133x26mm
(example shown not actual size)



£995 (£83 per month)
Full Monty: 133x191.5mm
(example shown not actual size)



Local Pages®

Transform your home with **Perfecta Windows**

Call our friendly local team on **01934 624632** for your FREE quote.

45% OFF
UP TO
selected
WINDOWS & DOORS

Perfecta Windows
Windows, Doors & Conservatories

Showroom: Winterstoke Road, W-s-M BS23 3YB
www.perfecta-windows.co.uk

£795 (£66 per month)

Half Time: 133x94mm

<p>Essential Sewing Services</p> <p>T: 01989 566406 M: 07971 603656 www.esssewing.co.uk</p> <p>31 Gloucester Road Ross-on-Wye HR9 5LE enquiries@esssewing.co.uk</p>	<p>CURTAINS & ROMAN BLINDS</p> <p>7 day made-to-measure curtain making service</p> <ul style="list-style-type: none"> • Making, alteration & repair • Choose from our fabric ranges or provide your own • Free home measure service 	<p>SEWING MACHINES</p> <p>We sell Pfaff, Singer, Silver & Fast Press</p> <p>Service & Repairs to all makes</p>	<p>CLOTHING ALTERATIONS</p> <p>Up? Down? In? Out? We are the clothing alteration specialist</p>
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£495 (£42 per month)

Headliner: 133x47mm

Creative Genius options: 62x94mm

Outside cover:
£695 (£58 per month)

Inside cover:
£595 (£50 per month)

Main body of book:
£495 (£42 per month)

Have your existing alarm systems repaired by

FUTURE SECURITY SYSTEMS LTD

- 24 hr callout
- Free survey & quotation
- 24hr central monitoring
- Intruder Alarms
- HD CCTV systems
- Insurance Approved Systems
- Fire alarms
- Installation
- Maintenance

01761 232955 • 01373 470296
www.futuresecuritysystems.com

A1 Unique Upholstery

RE-UPHOLSTERY & REPAIR SPECIALIST

- 3 Piece Suites • Loose Covers (made-to-measure)
- Antiques • Pubs & clubs • Office chairs
- Caravans • Coaches • Cars/mini buses
- Spring repairs • New cushions • Fabric & foam

All work carried out by qualified craftsmen
15 Minutes from Abergavenny & Crickhowell

01685 844955 • 07970 974201

£395 (£33 per month)

Loud & Proud: 62x64mm

Local Pages*

Colin Freeman 01934 642 262
HEATING ENGINEER 07760 176 264

safe
REGISTERED
186522

WORCESTER
Approved installer

- Boiler installations • Service & repairs
- General plumbing • 24 hour call-outs • Free quotes

www.colinfreeman.co.uk • info@colinfreeman.co.uk

£295 (£25 per month)

Neat & Tidy: 62x36mm

**INSURANCE THAT'S
ON YOUR DOORSTEP**

Call our office in Cinderford
on 01594 827722
cinderford_agency@nfumutual.co.uk

Agent of The National Farmers Union
Mutual Insurance Society Limited.

NFU Mutual

£260 (£22 per month)

Short & Sweet: 62x26mm

AVON SAFE HOME LTD. - 24hr
All locks opened, fitted, repaired.
Double Glazing Locks Specialists
Albert Road, Evesham (01386) 898422

BLACK	BLUE	GREEN	PINK
RED	WHITE	YELLOW	

£155 (£13 per month)

Choice is Yours: from 4 lines
£25 per additional line

£25*

Local Pages Business Finder™ (A-Z Bold listing)

ROYAL OAKS01454 312769
Stanshawes Service Station01454 318962
RYMAN01454 329024
S & S Garage Doors01454 279199

RUNWAY ENGINEERING
.....01454 316404

STEDALL
.....01454 314646

TOP GEAR DRIVING SCHOOL
.....01454 777981

Total Look Unisex Hair Studio
Yate Car Sales
Yate Chiropedic Centre.....

**NHS & Private Dental care
for all the family**

Preventative care • Cosmetic treatments Tooth whitening
Hygienist service

Yate Dental Practice
01454 312600

2a North Walk, Yate Shopping Centre Yate BS37 4AP

£200

A-Z Footer (banner advert)

.....01454 513 4471
.....0370 010 3100

BUILDERS See also Carpenters,
Handyman Services, Home Improvements,
Loft Conversions, Property Maintenance,
Roofing Services

Sponsored by:
CARL BEVAN BUILDING SERVICES
07736 959758
See advert further down this page

A & J BUILDERS ALL ASPECTS OF GENERAL BUILDING **FREE QUOTES**

- Carpentry
- Brick work
- Conversions
- Kitchens
- Plastering
- Extensions
- Roofing
- Fibreglass Roofing
- No job too small

Call: 07855 401 093 Abergavenny 01873 85 79 01

A & J BUILDERS(01873) 857901
.....Mobile 07855 401093

CARL BEVAN BUILDING SERVICES
All Building & Roofing Work Undertaken
Sympathetic to old buildings
and all new builds
(01291) 690872 or 07736 959758
carlbevan@gmail.com

Little Pen Y Clawda, Abergavenny
.....(01873) 890108

AGRICULTURAL SUPPLIES

ABERGAVENNY AGRICULTURAL SUPPLIES
01873 737333
See our main advert in
Agricultural Equipment

ABERGAVENNY AGRICULTURAL SUPPLIES
.....(01873) 737333
www.abergavennyagriculturalsupplies.com

AIR CHARTER & RENTAL

£165*

Signpost advert

Fill-up Package: Sizes from 16 to 64mm depth.
A maximum of 5 fill-ups with a guarantee of 4
appearing and based on your main advert.

£120*

Keep it Simple: from 6 lines
£25 per additional line

BRITTON & CO.
Solicitors
186 High St, Worle, Weston-super-Mare
.....(01934) 522000
.....enquiries@brittonandco.co.uk
.....www.brittonandco.co.uk

£95 (£8 per month)

Entry Level: from 3 lines
£15 per additional line

Top Gear Driving School
Coalpit Heath07968 647110
.....enquiries@yahoo.co.uk

£75 (£6 per month)

£185*

Heading Sponsorship

0117 923 1122
localpages.co.uk
info@localpages.co.uk

online advertising

localpages.co.uk

Choose from **Basic**, **Enhanced** or **Premium** listings on our website to get you seen by more local people.

from **£5**
per month



Basic
£5
per month

- ✓ 2 categories
- ✓ Company name in bold
- ✓ 2 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website
- ✓ Before free listings alphabetically

Enhanced
£8
per month

- ✓ 4 categories
- ✓ Company name in bold
- ✓ 250 characters describing your business
- ✓ Logo/display advert
- ✓ 2 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website
- ✓ Before basic listings

Premium
£17
per month

- ✓ Before enhanced listings
- ✓ 8 categories
- ✓ Company name in bold
- ✓ 'More info' button
- ✓ Logo and photos
- ✓ Map
- ✓ Key Services
- ✓ 650 characters describing your business
- ✓ 4 phone numbers
- ✓ 1 address
- ✓ 1 email
- ✓ 1 website

Always appear in the top 3
from only £5 extra per month
(get in touch for more info).

other services

print & design • from £28

From business cards, to marketing campaigns, we have experience and expertise to provide you with all of your print and design needs.

website design & hosting • from £145

From a simple landing page to a multi-page website, we can design and build this for you. We can also host your website.

online directory • from £5 a month

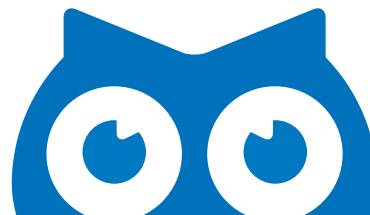
Our search site is ever popular and gives results. Gets your business noticed with a choice of entries to choose from.

social media set-up • from £47

Improve your online presence with one of our marketing strategies, with our tailored packages that fit your budget and your business.

DG ELECTRICAL


“The adverts consistently pay for themselves year after year. I will definitely be renewing my advert with you.”



HOMEWORK BUILDING SERVICES

“Local Pages is my only
avenue for gaining
new customers.
Thank you, to you and
your team”

our unique selling points

- Over 94% of existing customers renew.
-  contracted to deliver to 500,000 letterboxes.
- Unique coverage of the South West & South Wales.
- Full colour publications.
- Flexible payment plans available.
- More accurate than other publications – we don't buy in any data.
- Creative Studio Design Team with over 50 years of experience.
- Opportunity to advertise on the Front Cover, within the A-Z and in Headings.
- Ongoing product development – we will work with you to get the inventory you need.
- 24 directory editions covering 50 areas.
- 59% of people receiving a doordrop go on to visit the website to find out more.



features & benefits

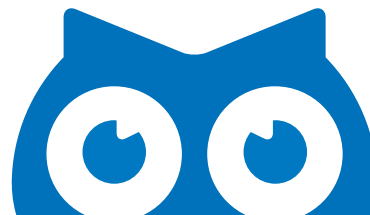
- Straight forward **websites, clear and simple to navigate**, updated regularly.
- Reliable, recognized, relevant, easy to use.
- **Directive format** - got a leak? Call a Local plumber! Lots of numbers in one place.
- **Reliable, Accurate and trusted** source of the latest local business information, updated annually.
- Fresh **relevant book maps** with updated street index for those new to town.
- **Up to date** public service information, helplines, hospitals and emergency numbers in one handy book. Quick and easy to use.
- We are **experts in the business community** in each of the

Little Blue Book areas. We know the geography, the book users and customers.

- In a rapidly changing advertising marketplace, we offer **38 years of industry experience** across print and on-line advertising, throughout our 24 book areas. Consistently helping our customers achieve the optimum results for their budgets, consistently offering great value for money.
- 500,000 books **delivered by Royal Mail**, guaranteeing our customers advertising messages, reach every home and commercial letterbox in their area.
- Buy with confidence - your advertising is **guaranteed to reach your chosen audience** for a whole year.
- Easy to use book handy format, quick and concise. **Great for emergency call outs!**

JC Sankey

“The way my advert was set out was spot on, and the staff were very helpful and efficient.”



your return on investment

On average, our builders spend £573 with us. This typically generates £57,876 of customer income.

Below are some more examples of the typical advertising spend with Local Pages and how much business that generates for our clients. This is based on call tracking stats and their estimated customer spend. Our clients have shared their conversation rates and customers' average spend for us to calculate this.



Conservatories

£502 brings in £59,176



Removals

£663 brings in £30,836



Car repairs

£196 brings in £7,228



Central heating

£296 brings in £36,192



Aerials

£692 brings in £15,444



Woodburning stoves

£327 brings in £15,536



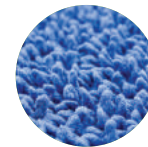
Plumbing

£266 brings in £25,428



Taxi

£422 brings in £8,112



Carpet cleaning

£780 brings in £7,696

