

Lee Distribution

*Help your business
take off this year*



Welcome

It's Kind of fun to do the impossible.

Walt Disney



Hi, my name is Rachel and I'm the owner and founder of Lee Distribution. Thank you for your interest in using our services. I established Lee Distribution in 2014 after spotting a gap in the market for delivering great offers, to local people through a local coupon booklet. I'd seen the idea of offering coupons and discounts for local businesses, work really well whilst on holiday in the USA and thought the idea would work great here.

I realised this style of booklet would allow me to lower the cost of advertising and make print advertising more accessible to small and medium sized, local businesses. By focusing on coupons and special offers, it means we don't have to pay to write or source expensive content filler and also means readers always want to take a look at what's on offer locally! This is why advertisers love the booklet, we offer fantastic value for money advertising, that really does capture people's attention and that means more leads and more potential sales for you!

Our first Local Coupon Booklet launched in late 2015 and it certainly was humble beginnings, with a small 12 page booklet to start with and a small circulation; it was only delivered to 5,000 homes in Buckshaw Village and Astley Village. But the feedback was great, from both advertisers and readers and it was clear we had struck a chord with people. Demand from there sky rocketed, with the booklet doubling in circulation and in page numbers. We added a second booklet, covering Chorley Town Centre then a third covering South Ribble and a fourth wasn't far behind, covering Leyland. I began working fulltime in the business in 2018 and 2022 saw the biggest, single increase in our circulation. With the Chorley, South Ribble and Preston booklets flourishing, we doubled the number of booklets and our circulation overnight to 18 booklets reaching 270,000 homes. These new booklets reached out to Wigan, Leigh and Bolton, firmly cementing us as the largest local advertising booklets in central Lancashire and we are the go to people for low cost, effective, local advertising. The new booklets brought new ways of working and new business partners. But some things remain the same, like our commitment to great local offers and deals, as well as providing an excellent, cost effective way to advertise locally. The new booklets have been well received by both advertisers and readers.

Lee Distribution Ltd, 317 Golden Hill Lane, Leyland, PR25 2YJ
T: 01772 382 372 | M: 07538 841 318 | E: info@leedistribution.com

Lee Distribution Chorley Ltd: 12379205
Lee Distribution South Ribble Ltd: 12378695
Lee Distribution Preston Ltd: 12378718
Lee Distribution Wigan Ltd: 13823555
Lee Distribution Leigh Ltd: 13823586
Lee Distribution Bolton Ltd: 13823598

Why Booklets?

Our coupon booklets are a targeted and cost effective way of sharing your marketing message with a very large number of local homes. The coupon booklets allow you to reach homes that other forms of media, such as social media, might not reach or are expensive to reach in the form of local radio or TV advertising. Are you looking to increase sales? Increase brand awareness or perception? Are you wanting to drive traffic to your website? Or your social media platforms? Our coupon booklets can help you achieve all of these things, but it's important to work out early, what do you want to get out of your advertising?

80%

Of the UK's top advertisers use unaddressed mail.

Stay

On average, unaddressed mail remains in the home for 5.4 days with 14% remaining present for over 28 days.

88%

Of people paid the same or more attention to mail during lockdown. We delivered throughout the pandemic.

#Social

Mail is generally remembered better by potential customers, with researching showing it has 35% better recall than social media advertising or 49% more than e-mail.

Look Again

When primed by mail, people spent 30% longer looking at social ads. People are 44% more likely to recall something they have seen on social media if primed with mail first.

67%

Of people admit to be prompted to buy after receiving unaddressed mail.

Mix It UP

90% of campaigns that included unaddressed mail saw an increase in new customers, compared to 59% of those without.

Believe

87% rate messages delivered through mail as believable compared to 48% by email. People trust mail.

73%

Of unaddressed mail is opened, read, filed or set aside for later.

Research quoted from Royal Mail Market Reach. Accurate at time of print.

LD Guarantee

We are so sure, it's got our name on it.

With over 10 years experience in local print advertising, we understand the challenges that local businesses face. Many businesses are keen to get their name out there, their brand recognised, but often don't know where to start, or have perhaps tried a couple of different formats, other print media, maybe local radio or social media, but never found something which works for them. Often confused by marketing jargon, bamboozled by complex pricing or just not sure on their return on investment. Here at LD, we won't dazzle you with numbers, or inflate our numbers. We do well, when you do well. We want you to get a good response and will work with you to help achieve it. Our promise to you is so simple, we made the LD Guarantee:



Amazing Prices

We don't have page filler or editorial content which is expensive to create and print, we focus on mass market, huge scale work so we can pass these savings on to you the advertiser. Pound for pound we are the best value local advertising in central Lancashire.

Huge Circulation

Each of our booklets is delivered to 15,000 homes. This is between 2 and 5 times as many copies as your typical, local advertising magazine. And no if's, no but's, none left collecting dust on supermarket shelves or dropped off in local cafes. We post all 15,000 through local letterboxes.

Guaranteed Delivery

Because our reputation depends on it. We guarantee it. Our delivery team is made up of family, friends and people who have worked for us for a long time. We don't employ anybody under the age of 18 and from our delivery team are all GPS tracked.

How It Works

As easy as a 1, 2, 3!

We have 18 booklets, each one is delivered to 15,000 homes, once every 3 months. The more booklets you advertise in, the lower the price per booklet you will pay with the only condition being your must include a suitable offer on your advert. All you need to do is:



1) Choose Which Booklets

Choose which of the 18 booklets you want to advertise in. Remember the more you choose, the cheaper the price per booklet will be.

2) Choose Advert Size

We have a range of sizes, from classified ones right up to double page spreads, catering for all needs and budgets, not sure take a look at our guide to Advert Sizes.

3) Check Advert Price

Our prices are clear and upfront. We don't hide them or try to upsell you. You choose which package is right for you and you can check the price before you even contact us.

And then contact us

All that is left to do is, is contact us on the details below and we can get you booked in.

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Areas We Cover

Each of our 18 booklets are hand delivered to 15,000 homes, once every 3 months. You can choose to advertise in 1 booklet, all 18 or any number in between. The more you book in, the bigger the discount you receive.

Delivered <i>January April July October</i>	Delivered <i>February May August November</i>	Delivered <i>March June September December</i>
Chorley North - PR6 PR7 Buckshaw Village Clayton-Le-Woods Euxton Whittle-Le-Woods	Chorley Central - PR6 PR7 Astley Village Collingwood Eaves Green Eaves Lane	Chorley Villages - PR7 PR26 Adlington Charnock Richard Coppull Croston Eccleston Wheelton
Leyland - PR25 PR26 Broadfield Farington Farington Moss Moss Side Worden	South Ribble - PR5 Bamber Bridge Gregson Lane Higher Walton Lostock Hall Walton-Le-Dale	South Ribble Villages - PR1 PR4 Hutton Longton Much Hoole New Longton Penwortham Walmer Bridge
Preston North - PR2 Cadley Fulwood Grimstargh Holme Slack Ingol	Preston Central - PR1 Adelphi Avenham Broadgate Deepdale Fishwick Frenchwood Moor Park	Preston West - PR2 PR4 Ashton Bartle Cottam Greyfriars Lea The Docks Tulketh
Standish And Villages - WN6 Appley Bridge Newburgh Parbold Shevington Standish Wrightington	Wigan Central - WN3 Bryn Hawkley Hall Garswood Ince-In-Makerfield Winstanley	Orrell And Billinge - WN5 Billinge Orrell Up Holland Pemberton
Astley And Tyldesley - M28 M29 Astley Boothstown Tyldesley	Leigh - WN7 Firs Lane Lilford Pennington West Leigh	Aspull And Hindley - WN2 Aspull Hindley Hindley Green
Bolton North - BL2 BL7 Bradshaw Bromley Cross Edgeworth Egerton Harwood Tonge	Bolton Central - BL3 Deane Great Lever Ladybridge Lever Edge	Horwich And Blackrod - BL6 Blackrod Chew Moor Horwich Lostock Rivington

Advert Sizes

Not sure what size of artwork you want? Here is a little help ...

Classified - From £15 per booklet

Business card size, ideal for those with a small budget. Limited to text only, but ideal if you have a simple coupon or voucher you want to advertise.

Quarter Page - From £30 per booklet

Mainly text based advert, but maybe with an image, ideal to help raise the profile of your business and keep your company name out there. For the best return look to be included in more booklets and for a longer period.

Half Page - From £52.50 per booklet

A great compromise between cost and space. A very popular choice, allows you enough space to create a striking design and attract customers. Be sure to include an offer!

Full Page - From £97.50 per booklet

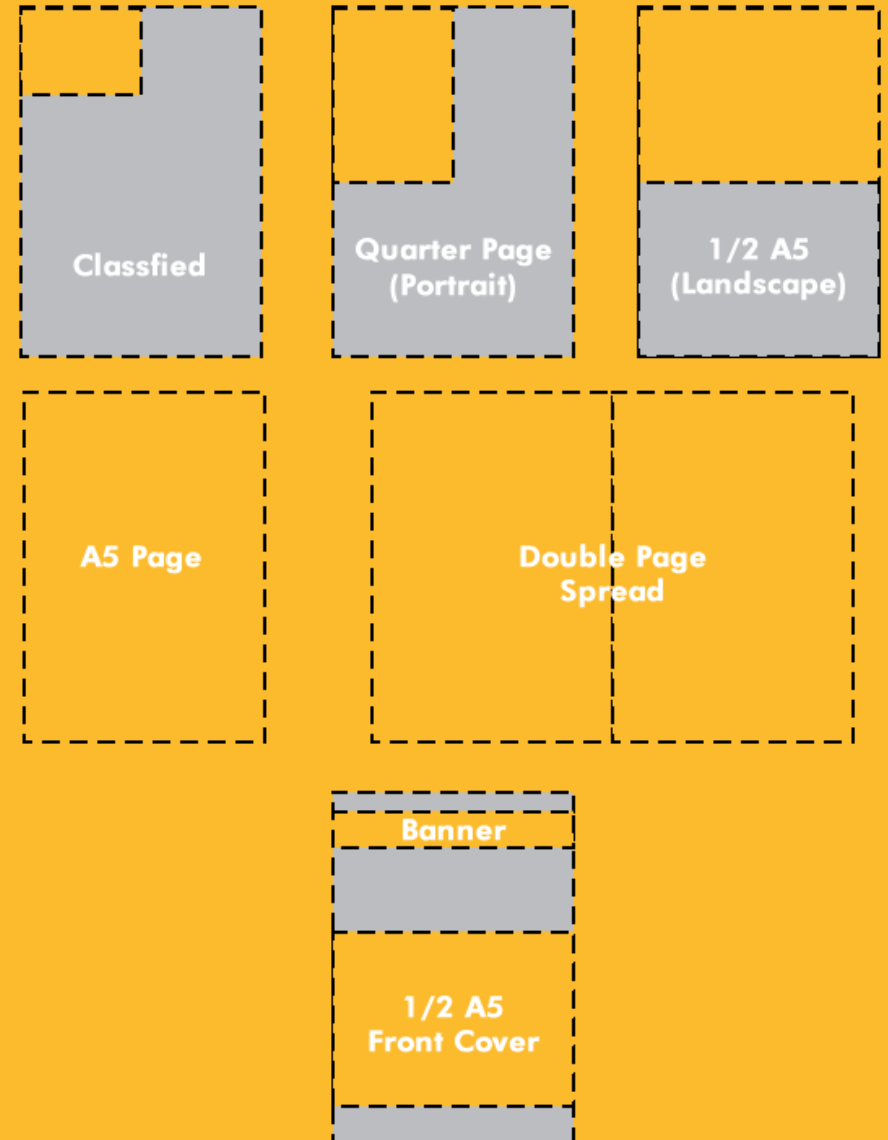
Great for those who want stand out plenty of space to get creative but can be costly. For a good balance, why not focus on one of the three areas. Remember book in all 3 booklets and receive a 10% discount.

Double Page Spread - From £187.50 per booklet

Ideal for those businesses that want to include more information in an editorial style. Lots of space to create an eye catching design and really make an impression.

Premium Pages - From £225 per booklet

For those business that want to really stand out. We offer the back cover (A5) and the front cover (1/2 A5) as well as a Front Cover Banner, providing a more cost effective way to get noticed! These are premium spaces which are popular and often sell out early so be sure to register your interest early if you want to avoid disappointment.



Prices

That won't break the bank

We already offer discount for companies booking in multiple booklets, but you must include an offer on your advert to qualify for these discounts.

Prices below are per booklet, with NO VAT to add.

	1 Booklet	3 Booklets 10% Discount	9 Booklets 20% Discount	18 Booklets 25% Discount
Premium Pages				
½ A5 Front Cover		£350	£325	£275
A5 Back Cover		£350	£325	£275
A5 Centre Page Spread		£300	£275	£225
Front Cover Banner		£125	£115	£100
Standard Pages				
Double Page A5 Spread	£250	£225	£200	£187.50
A5	£130	£117	£104	£97.50
½ A5	£70	£63	£56	£52.50
¼ A5	£40	£36	£32	£30
Classified		£25		
<p><i>Why not make your standard advert feel a little more premium, with our inside front/back covers. Upgrade a 1/2 A5 advert for £25 per booklet, A5's for £50 per booklet.</i></p>				



Payment Terms

New customers are invoiced 14 days before the print deadline and must pay in full before the booklets go to print. We offer the option to pay via direct debit, with your total payment split into 3, interest free payments. These payments are fully protected by the international Direct Debit guarantee.



Need Artwork?

No problem!

We can make any sized artwork for a fixed fee of £25, which includes;

- A detailed discussion of requirements.
- Evaluation of any existing artwork or files you may have.
- Proof copies of any artwork made.
- Unlimited number of revisions and changes until you are happy.
- Complete ownership of the finalised artwork, to use anyway you see fit.

Just need a simple tweak or update to existing artwork?

We can tweak or update any existing artwork, regardless of if we made the original or not, for only £10.

Example Artwork:




CC PAVING
Block Paving Specialist
Block Paving, Flagging and Fencing
Covering Atherton - Astley - Tyldesley - Leigh
Aspull - Hindley - Hindley Green - Westthoughton
Call Craig
07834853292/ 01942 513698
www.ccpaving.co.uk



£2 OFF
Your First Appointment
Caroline Amos FHP
Mobile Foot Health Care
07549 172 098
Services include nail cutting, callus removal,
ingrown toenails, corns, advice and more.
Terms and conditions apply. Offer valid until 30/11/2021.



SX GAS CARE
Established 1979
Boiler Servicing
£75.00
All boiler and
plumbing repairs
undertaken
All areas covered
Call Mike
07871 131 012



The Upholstery Man
Your design-Our Creation
Custom Upholsterer of Campervans
Cars - Trucks- Motorcycles
Horseboxes - Furniture - Antiques
Contact Rob on 07743 218 705
E: rob@theupholsteryman.co.uk
W: theupholsteryman.co.uk



LEYLAND
Beds & Furniture
Open 7 Days A Week
Get in touch on
01772 622 509
Family business with 2 Floors of quality beds,
bedroom furniture, dining & occasional furniture.
Competitive prices, free local delivery, free parking.
Beds & Mattresses
Occasional Chairs
Mirrors
Bedroom Furniture
Living Room Furniture
Dining Room Furniture
& Much More
Visit our showroom at the bottom
of Golden Hill Lane for lots of ideas,
colours and designs
10% Your Next Purchase OFF
01772 622 509
www.leylandbedsandfurniture.co.uk
Knowles Mill, Leyland Lane, Leyland PR26 8PH



CONTACT SOLAR
01257 443 377
INFO@CONTACT-SOLAR.CO.UK
UNIT 15 HARTIK WAY,
BUCKSHAW VILLAGE, CHORLEY PR7 9ND
Get **£1,000 Off***
Your Solar Panels
& Battery Storage
UK's Most trusted solar PV and battery storage company
Why Choose Contact Solar?
We are the UK's favourite solar panel provider for home
and commercial, with 1000's of happy customers
Lowest prices in the UK, guaranteed
Genuine price match guarantee
Excellent customer service
No deposit needed - payment on completion
Trading for over a decade
1000's of installs completed
Scan me for a
FREE QUOTE!
RATED 4.9/5* Google & Trustpilot
From the outset, Contact Solar were very up front and honest providing
a detailed quote and plenty of advice and guidance about what I could
have installed, the process, costs and timelines. The sales person was
always available to answer queries I had. In fact, every single person I
had dealings with, whether it be in person, or on the phone, was
extremely helpful and professional. There are no up front costs giving me
confidence in the Company and their system. First class Customer
Service and team in general. Would highly recommend.
*Terms and conditions apply, please call for details.

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Artwork Spec



The small print, for your design. If a professional designer is making your artwork they will need this information.

We can work with a wide range of file formats and types, however we do ask;

- To get the best response be sure to include a coupon or voucher.
- Artwork to be sent in high resolution PDF (we can work with PSD/PNG files.)
- The artwork matches the size of the advert you are placing.
- No JPEG files or Office documents, these will impact on the quality of your artwork.
- Files should be a minimum 300dpi.
- No bleed/crop or printers marks.
- All text and images should be at least 8mm from the edge of the bleed.
- All colours should be CMYK.
- All fonts and images should be embedded or outlined.
- Exact measurements for each artwork size are available on request.
- Files can be e-mailed over, large files can be sent using Wetransfer or Dropbox.

If you require us to make your artwork we ask that you supply;

- A high resolution copy of your logo.
- The text you wish to use for the advert.
- High resolution images of your product or service.
- Key contact information for your business – address/ phone number/ email/ opening times.
- Details of any corporate colours – or suggestion of colours you would like used.
- Font family to be used – or suggestion of which font you would like to use.
- A detailed description of how you would like the advert to look and be laid out.
- The offer/ discount/ incentive/ promotion you wish to include in your advert.

Print Deadlines



Quarter 1 - 2024/25

Print Deadline - 1st March 2024

April - Chorley North, Leyland, Preston North, Standish And Villages , Atherton And Tyldesley and Bolton North

May - Chorley Central, South Ribble, Preston Central, Wigan Central, Leigh and Bolton Central

June - Chorley Villages, South Ribble Villages, Preston West, Orrell And Billinge, Aspull And Hundley and Horwich And Blackrod

Quarter 2 - 2024/25

Print Deadline - 1st June 2024

July - Chorley North, Leyland, Preston North, Standish And Villages , Atherton And Tyldesley and Bolton North

August - Chorley Central, South Ribble, Preston Central, Wigan Central, Leigh and Bolton Central

September - Chorley Villages, South Ribble Villages, Preston West, Orrell And Billinge, Aspull And Hundley and Horwich And Blackrod

Quarter 3 - 2024/25

Print Deadline - 1st September 2024

October - Chorley North, Leyland, Preston North, Standish And Villages , Atherton And Tyldesley and Bolton North

November - Chorley Central, South Ribble, Preston Central, Wigan Central, Leigh and Bolton Central

December - Chorley Villages, South Ribble Villages, Preston West, Orrell And Billinge, Aspull And Hundley and Horwich And Blackrod

Quarter 4 - 2024/25

Print Deadline - 1st December 2024

January - Chorley North, Leyland, Preston North, Standish And Villages , Atherton And Tyldesley and Bolton North

February - Chorley Central, South Ribble, Preston Central, Wigan Central, Leigh and Bolton Central

March - Chorley Villages, South Ribble Villages, Preston West, Orrell And Billinge, Aspull And Hundley and Horwich And Blackrod

Key Facts

- **1** print deadline per quarter to guarantee you the best price.
- **1 Month** how long it takes for each booklet to be delivered.
- **6 Booklets** are delivered each month.
- **6 Areas** Chorley, South Ribble, Preston, Wigan, Leigh and Bolton

Leaflet Delivery

Guaranteed Delivery

All of our delivery team are GPS tracked.

We are one of the largest and most trustworthy leaflet delivery companies operating in central Lancashire. We deliver over 1 million leaflets each year to 270,000 homes across the local area. We guarantee delivery and guarantee you'll love our prices! We limit the number of leaflets delivered alongside the booklet to 5 and guarantee no more than 2 leaflets from similar businesses. There is no VAT to add to these prices!

Leaflets delivered alongside booklet	Adhoc	15,000	45,000	90,000	135,000	270,000	Large Leaflets
Cost per 1,000	£30	£29	£28	£27	£26	£25	£45

Please note if you require us to collect your leaflets, there is an additional £25 charge, alternatively you can deliver them, 7 days a week to our business unit in Chorley. If we are required to store your leaflets, there is a storage fee of £25 per month.

Shared Leaflet Delivery

The most cost effective way to have your leaflets delivered. Your leaflet will be inserted inside our popular Local Coupon Booklets, alongside other, non competing leaflets. We limit the amount of leaflets inserted to a maximum of 5, but 2 - 3 is more typical. And we offer discount for bulk orders. Adhoc deliveries start from £30 per thousand, with the level of discount increasing with the size of the order. **Prices From £25 per 1,000! No minimum order level.**



Solus Leaflet Delivery

Want to be the only leaflet we delivery? Guaranteed? Want to receive maximum exposure and attention? Then Solus is the answer. It's the most expensive, but is great if you want to get noticed and gives you complete control over time scales, areas and even the type of houses we deliver to. With all of our solus plans, will work with you to create a bespoke plan ensuring your advertising needs are met. **Prices From £100 per 1,000! Minimum order 10,000.**

Previous Advertisers

We work with a range of businesses from small local self employed trades people through to national and international chains which are household names. Our fantastic value for money advertisers caters for all sizes of business and budget. Here is what some of our previous advertisers have had to say;

“Independent Living has dealt with Rachel at Lee Distribution for about 3 years now. We advertise in the booklet every month without fail, and we have also used the company to distribute leaflets from time to time. I have found Rachel to be honest, professional, helpful and reliable. If you want to reach a large number of households in Chorley, Leyland or Preston at a reasonable cost I can definitely recommend Lee Distribution.” **Mark Booker, Owner, Independent Living**

“We have been advertising in The Local Coupon Booklet, in the Preston area, for over a year now and we are seeing great results. Rachel is very knowledgeable about advertising and committed to getting results for her customers. We get regular updates from Rachel, and she’s only a call away if we have any questions.” **Peter Addy, Elite Aerial Installations Ltd**

“Since advertising in the Local Coupon Booklets , I have seen a dramatic increase in new enquiries and subsequently new business, as an advertiser you are kept well informed by Rachel on what booklets are going out and when they are to be delivered, would highly recommend.” **Iain, More Than Loft Ladders**

“At Business School I was told advertising works but no one understands exactly why. Its easy to spend with no return. Lee Distribution definitely works.” **Clarity Eyecare**

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