

# Brochure and literature distribution service

We pride ourselves on being able to offer effective and targeted solutions for leaflet and brochure distribution. Whether your marketing plan is to increase brand awareness or the number of families that visit your attraction; literature that is displayed in the right place, at the right site and at the right time will help you reach a wide captive audience and achieve your marketing aims and objectives.

## Key distribution for your marketing needs.

Walking Distance manages a wide distribution network with many exclusive, high footfall sites, reaching families, visitors and residents who are interested in tourism, arts and entertainment. Whether your audience is families, local residents, visitors, business people, young or mature, we have the distribution solution to help you reach them.

Recognised as reliable, honest and comprehensive we place your campaign's needs first. Our branded leaflets stands take a prominent position ensuring your literature has a high opportunity to see. Areas and sites are visited on a frequent (often weekly) basis allowing constant feedback on where your leaflets / brochures are most popular, ensuring that they are always fully stocked. Our diligence in monitoring your leaflets allows us to provide comprehensive feedback and adjust the campaign accordingly in order to the highest percentage of your target audience.

### We offer:

- a cost efficient way of reaching your potential audience
- proven sites that work
- pride in the products we showcase.

Don't just take our word for it read what our customer art asia has to say:

*"Walking Distance are friendly professionals, their reliability and affordability make them a wonderful resource."*



Over 225,500 leaflets were distributed throughout 2008

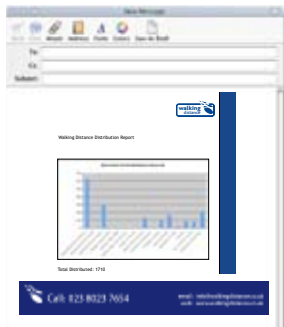
That's over 18,000 per month!

See overleaf for details.

# Distributing your needs

Our distribution service includes:

- Collection and storage of your brochures / leaflets for the term of distribution.



- Monthly campaign updates with details on where your leaflets have been distributed. Our reporting allows you to see exactly where your brand is being placed and how many leaflets are distributed.
- A dedicated Distribution Manager who forms part of the marketing team, will match your campaign with the sites and their customers and provide suggestions or amendments for your campaign.

- Tailored distribution campaigns to venues you would like your literature to go to, we are also happy to discuss bespoke deliveries and campaigns.
- Constant re-stocking of literature in our displays until they run out giving you consistent brand presence.
- Our leaflet racking / stands are located high visibility areas providing plenty of 'take one' opportunities. One of our key sites is Hedge End Retail Park (M&S and Sainsburys), which has a footfall of over 100,000 visitors per week – that is a lot of visitors who will see your literature!

## Maximising budgets

Our competitive distribution costs are based on per '000 starting at £30 per '000. We can advise on a recommended amount of leaflets to be distributed based on the areas and outlets that you wish to cover.

## Key sites

One of our key sites is Hedge End Retail Park (M&S and Sainsburys), which has a footfall of over 100,000 visitors per week – that is a lot of visitors who will see your literature! Other key sites include:

- Etap Hotel, Southampton
- Jurys Inn
- Eastleigh Library
- Red Funnel Ferry terminal
- Harbour Lights Picture House
- Leisure World
- Southampton Guildhall
- Valentines Café, Oxford St.



*watch this space...*



*Our network is continually expanding with more sites and areas. We will keep you informed of these new opportunities and potential new audiences.*

## Proven sites that work!

Our leaflet racking / stands are located high visibility areas providing plenty of 'take one' opportunities.

### Our network includes:

- Southampton City Centre and Hamble Valley B&B's & Guest Houses
- Major hotels in Southampton and the Hamble Valley
- Caravan and camping sites
- Information & Parish Offices
- Libraries:  
Chandlers Ford, Eastleigh, Lockswold, Netley, Southampton Central, Portswood, Woolston, Burgess Road, Cobbett Road, Bitterne, West End.
- Museums & Attractions:  
Bursledon Windmill, Eastleigh Museum, Itchen Valley Country Park, Manor Farm, Maritime Museum, Milestones, Basingstoke, Museum of Archaeology, Royal Victoria Country Park, Watercress Line, Alresford
- Marinas & Ferry Terminals
- Cinemas, theatres, art galleries, music halls including Turner Sims and Fernham Hall, Fareham
- Southampton Universities
- Hampshire Tourist Information Centres
- Shopping Centres & Retail Parks
- Food and Drink Outlets.

If you would like to book your brochure or literature for distribution, or would like to discuss any details, please contact **Paul Mizen, Distribution Manager** at Walking Distance on **023 8023 7654** or email: **paul@walkingdistance.co.uk**



Contact Walking Distance on:  
t: 023 8023 7654 f: 023 8023 8855  
info@walkingdistance.co.uk  
www.walkingdistance.co.uk