



## **SUMMER 2020 EDITION REACH 323,393 FAMILIES JUST IN TIME FOR THE SCHOOL HOLIDAYS**

### **DO YOU WANT TO**

- Target the vital Families/friends and relatives' market?
- Promote Special Offers or Events?
- Reach an estimated market of over 1,000,000 people for under 1.5p per person?
- Achieve excellent market penetration cost effectively?

### **WHY NOT USE OUR HIGHLY EFFECTIVE SERVICE "BAGS OF INFO FOR KIDS"?**

#### **WHAT IS IT?**

This service enables you to place your marketing brochure, information leaflet or special offer voucher into a branded information pack. The packs are then distributed to primary school pupils all over Northern England just in time for the summer holidays 2020.

#### **WHAT DOES IT DO?**

The service raises awareness of places to visit and things to see and do throughout Northern England; and aims to generate a greater number of visits by the vital families, friends and relatives sector. The service can also be used very effectively to raise families' awareness of educational, environmental, health and safety matters.

**The service will not be used to promote unhealthy food, drinks, clothing, children's toys or any other unsuitable product or service.**

#### **HOW DOES IT WORK?**

We have approached Primary Schools in selected local education authorities. Orders for 323,393 packs have been received from 1530 primary schools for distribution just in time for the 2020 summer holiday.

As an incentive for children to take the packs home, we include a prize draw for a number of family weekends away.

#### **HOW MUCH DOES IT COST?**

You can select the areas you want to target. The rate card shows the price for each area and the amount of print required. Discounts apply if you book more than five areas. Special price quoted for more than one item of print in the same pack.

We can quote separately for individual education authority areas if required.

#### **WANT TO KNOW HOW TO USE THIS SERVICE?**

It's Simple! Complete online order form or print it send it back to us on **015242 73194** or E-mail **mike@npdnorth.co.uk**

#### **ANY QUESTIONS?**

If you have any questions or would like to discuss the service in more detail, please call the Sales Team on **015242 73907** or email us at: **mike@npdnorth.co.uk**. We look forward to hearing from you.

**PS WANT TO BE SEEN EVEN MORE? ASK ABOUT AN OUTWARD FACING POSITION IN THE PACK!!**



**Welcome to Bags of Info for Kids!**  
**TARGETING FAMILIES, FRIENDS AND RELATIVES IN NORTHERN ENGLAND**

Place your leaflets directly into the hands of families, friends and relatives using our unique service. Your leaflet will be included in a conveniently-sized, attractively branded information pack supplied to all primary pupils in participating schools to take home just before main school holiday. Ideal for special offers, discount or redemption vouchers! Use your existing leaflet or print one specially (**Any size to A5**).

To reserve your space, tick or type "Y" in the box(es) against the area(s) you want to cover. Prices are for one title per pack and exclude VAT. A surcharge may be applied to booklet or brochure formats. Email or fax this page back to us and we will confirm the price and the order.

**DEADLINE: Space must be booked and print stock with us by the 31<sup>st</sup> May 2020**

DISTRIBUTION AREA	TICK HERE FOR YOUR SELECTION	TOTAL FAMILIES	PRICE PER AREA
South Lakeland, Barrow-in-Furness and Lancaster		12,201	£585.65
Carlisle, Copeland, Eden and Allerdale		17,078	£819.74
Blackpool, Wyre and The Fylde		11,613	£510.97
Pendle, Burnley, Hyndburn and the Ribble Valley		16,865	£809.52
Preston, Chorley, South Ribble		13,765	£660.72
Middlesbrough, Stockton-on-Tees & Darlington		15,845	£760.56
Leeds		27,178	£1,168.65
Bradford, Halifax, Wakefield, Kirklees & Calderdale		33,658	£1,346.32
Hull, Beverley, Driffield & East Yorkshire		28,228	£1,072.66
County Durham		19,743	£778.92
Newcastle, North Tyneside & Northumberland		23,262	£930.48
Gateshead, Sunderland & South Tyneside		20,841	£833.64
York, Selby & Hambleton		12,001	£576.05
Scarborough, Ryedale, Malton & Pickering		4,876	£243.80
Skipton, Craven, Harrogate, Ripon, Richmond, Catterick & Leyburn		8,666	£415.97

Manchester, Salford & Trafford		28,937	£1,157.48
Blackburn, Bolton, Bury & Rossendale		20,058	£882.55
Southport, Wigan, St Helens, Sefton & West Lancashire		8,848	£389.31
<b>Total Service</b>		<b>323,393</b>	<b>£13,943.00</b>

All prices exclude VAT

<b>Discount Structure</b>	
5-8 areas	10%
9+ areas	20%
<b><i>Outward Facing Position in Pack</i></b>	<b>Rate card + 20%</b>

Name: \_\_\_\_\_

Organisation/Company: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Purchase Order No: \_\_\_\_\_

Fax Completed order to: 015242 73194

Post to: Northern Print Distribution Limited,  
Unit 4/5 the Old Station Yard  
Kirkby Lonsdale  
LA6 2HP