

Mail INSERTS

GET THE KNOWLEDGE: Loose inserts

Loose inserts are a versatile channel, offering a huge range of benefits to potential advertisers.

Inserts are primarily used to drive cost-effective response across a wide range of categories. They are heavily utilised by retail marketers to showcase product range and drive footfall in stores. Inserts can display and deliver information like no other media channel, which makes them extremely valuable as a retainable information source

– more than half our readers (54%) say they keep inserts for a week or more.

Benefits:

- low entry point
- targeted
- responsive
- retainable
- intrusive (in a good way)
- informative

Points to note:

Minimum run is 50,000 copies
All rates are based on pagination
Lead times vary by title so please enquire
Wholesaler targeting (Zoning) attracts a premium charge (£100 per zone)
Print/media also available

Loose inserts can run in:

Daily Mail Weekend magazine
Daily Mail Polybag (when available)
The Mail on Sunday Polybag
The Mail on Sunday You Magazine
The Mail on Sunday Live Magazine

Targeting opportunities (maps attached)

Nationally
Regionally by TV ISBA Regions
Locally by Wholesaler Targeting

