

Mail INSERTS

GET THE KNOWLEDGE: Polybag Printing

Printing on the polybag is an extraordinary opportunity to take complete ownership of our market-leading brands.

Printing on high-quality plastic causes no degradation to the quality and detail of your artwork, which means the polybag essentially becomes your own mini poster site. Normally coupled with an insert or page advertisement, printed polybags are perfect for announcements, launches, sales, film releases or driving consumers to more information inside the magazine. Like with all our opportunities, printed polybags can be run nationally, regionally or locally, enabling a regional solution of the highest order.

Benefits:

- huge standout
- ownership of the brands
- targeted
- eye-catching
- engaging

Points to note:

Minimum run is 50,000 copies
Available nationally, regionally and locally
Please work to a 4-week deadline
Coverage is one full side and 30% of the reverse
High-resolution PDF of artwork is to be supplied

Polybag print can run as:

Daily Mail polybag
The Mail on Sunday polybag

Targeting opportunities (maps attached)

Nationally
Regionally by TV ISBA Regions
Locally by Wholesaler Targeting

