

LEAFLETS

Solus Delivery 2011

Solus delivery is when your leaflet is delivered by a team of adult distributors into areas of your choosing. Your leaflet is delivered entirely on its own enabling your sales message to have greater impact.



Leaflet Rates – Echo Extra 2011

	Up to 39,999	40,000+
A5 (24 pages)	£28 per 1000	£19 per 1000
A4 (12 pages)		
A3 (6 pages)		
A5 (32 - 72 pages)	£35 per 1000	£24 per 1000
A4 (16 - 36 pages)		
A3 (8 - 18 pages)		
A5 (80 - 120 pages)	£39 per 1000	£27 per 1000
A4 (40 - 60 pages)		
A3 (20 - 30 pages)		

*Minimum Quantity - 3,000

Pages	Leaflet Size			Rate per 1000
	A5	A4	A3	
4	1	-		£36.00
8	4	1		£36.00
16	4	4		£36.00
24	12	6		£36.00
32	16	8		£37.80
40	20	10		£39.20
48	24	12		£40.60
56	28	14		£42.00
64	32	16		£43.40
72	36	18		£44.80
80	40	20		£46.20
88	44	22		£47.60

All costs are subject to VAT at the current rate.

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Leaflet Rates – Paid-for Titles 2011

South Wales Echo (Average Print Run 50,000)

Less than 20,000 leaflets	£30.00 per 1000
20,001 – 40,000 leaflets	£24.00 per 1000
40,001 – full run	£18.50 per 1000

Western Mail (Average Print Run 40,000)

Less than 20,000 leaflets	£32.00 per 1000
20,001 – full run	£26.00 per 1000

Wales on Sunday (Average Print Run 50,000)

20,000 to 40,000 leaflets	£35.50 per 1000
Over 40,000 leaflets	£30.00 per 1000

**NB - Minimum quantity 10,000 – (SWE & WM), 20,000 (WoS)
Leaflets must be a minimum thickness of 150gsm
and minimum size is 148 x 106mm.**

Samples of leaflets to be inserted must be supplied prior to confirmation of booking

The above Insert rates apply to brochures up to the size of A3 (12 pages), A4 (24 pages) or A5 (48 pages).
For larger publications please add £1 per page.

Leaflet Rates - Celtic Weeklies 2011

Average Print Figures:

Glamorgan Gazette	23,500
Merthyr Express Series	20,000
Rhondda Leader	14,000
Pontypridd & Llantrisant Observer	12,000
Gwent Gazette	10,000
Cynon Valley Leader	10,000

The rate for an insert into these titles is £31 per 1000 and you can only do the full run of each paper.

All titles accept a maximum of two inserts per week.

NB - Leaflets must be a minimum thickness 150gsm and minimum size is 148 x 106mm.

The above Insert rates apply to brochures up to the size of A3 (12 pages),

A4 (24 pages) or A5 (48 pages).

Larger publication please add £1 per page.

Samples of leaflets to be inserted must be supplied prior to confirmation of booking.

All costs are subject to VAT at the current rate.