

Mail INSERTS

GET THE KNOWLEDGE: Bound inserts

Bound inserts are an excellent way to get huge exposure in one of our market-leading magazine brands. It is an unrivalled way to insert up to 56 pages in to the centre spread of our magazines. These insertions achieve huge impact and cut-through for your advertising. And because it appears in the centre of one of our award-winning magazines, it is associated with that's titles brand values and the trust that readers have in the title. Bound inserts are also used to drive brand response. Our market knowledge suggests that the increased opportunity to see is reflected in the response.

Benefits:

- targeted
- responsive
- informative
- stand out/impact
 - centre spread, only one per issue
- encompass brand values of magazines
- unpurchasable space

Points to note:

Minimum run is 50,000 copies
Bound-ins run on the centre spread of each title
– only one per issue
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

Bound inserts can run in:

Daily Mail Weekend magazine
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

