

TAR GET ING



**HOW DO YOU
REACH THE
PEOPLE YOU
WANT?**



Q. WHO?

Founded in 1989 with only one driver, Mainwaring Group Distribution now employs over 20 staff across Australia to give you access to more than 9,000+ outlets each week all listed on our web site www.mainwaring.com.au. Founder, Tom Mainwaring's background in marketing and communication ensures that he understands your needs.

With over a decade of experience, we can offer you the most knowledgeable and experienced team of distributors in the country, servicing the most comprehensive range of outlets.

Mainwaring Group Distribution knows where your audience can be reached. By delivering your print material directly to your market we can ensure that it is read by the most appropriate people and receives maximum exposure.

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Q. WHY?

Targeted distribution is the most effective means of distributing print material. Because:

It's highly visible.

It's effective.

It reaches a relaxed, responsive customer who actively selects your material.

It can be exactly tailored to your market, both socially and geographically. For example, we can target an up-market audience in two suburbs or four cities, or focus just on the backpacker market – it's your choice. If your sales come mainly from St Kilda, Darlinghurst and Fortitude Valley we can simply deliver to those suburbs.

It's flexible. We can deliver from 1,000 to 500,000 fliers, as your needs dictate.

You can change outlets as your audience changes.

We can respond quickly to your needs.

The control you have over the number of outlets and quantity of material you are distributing ensures that you are receiving the best value in the marketplace.

Our expertise can ensure we target the right person for your product – make targeted distribution part of your promotional mix.

Compare the expected response to your flier or catalogue from the following distribution methods.

DELIVERY METHOD	RESPONSE RATE
LETTER BOX DELIVERY	0.45% - 0.75%
INSERT METROPOLITAN DAILY NEWSPAPER	1.0% - 2.8%
INSERT LOCAL WEEKLY PAPER	1.1% - 2.6%
DISTRIBUTION TO VENUES	2.1% - 7.2%

AC NEILSEN MEDIA RESEARCH
RESPONSE TO ADVERTISERS FROM MEDIA DISTRIBUTION, 2000.

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TARGET AUDIENCE

Q. WHERE?

Tell us the audience you would like to reach. If you can pin point your market by age, attitude or interest, we can suggest the best outlets to reach them. This ensures that you communicate with your customers in the most cost-effective way.

Or you can make your own selection:

Simply go to our website www.mainwaring.com.au, look at the lists and choose the locations you want. Fax your list back to us and we can take it from there.

We service more than 9,000 outlets Australia-wide, with over 3,500 in Sydney alone, so to make it easier for you to direct your material we have segmented the outlets into lists. You can tell us how many fliers you have and we will divide them among the most appropriate lists for example we might send 60% to Super Sydney and 40% to Arts2. We are happy to compile a post-report for you, just let us know in advance (additional fees apply). Here are some examples of our Sydney lists:

Super Sydney / 750+ locations

High disposable income, fashion conscious 18-35 year olds. They are avid consumers of everything from arts, to fashion, to food and spend most of their income on pleasure pursuits.

Arts2 / 750+ locations

The arts cognoscenti who enjoy going to the opera, ballet and hearing classical music. They upgrade their prestige car every few years. The outlets range from the best deli in Mosman to local art galleries.

Arts & Libraries / 250+ locations

This discerning customer is reached via every metropolitan library and major arts institution and arts centre in Sydney. They read widely, are well informed and like to attend cultural events.

Mega Sydney / 600+ locations

High disposable income, fashion conscious 18-35 year olds. Similar to Super Sydney, but also encompasses most major suburban shopping centres.

Elite / 450+ locations

This list is for bound print material only and includes every major private hospital and doctors' surgery in Sydney. We make sure that these outlets are not inundated with material so your brochure will stand out.

Music Sydney / 250+ locations

Music lovers and consumers. We deliver to every prime music store in Sydney.

Backpackers / 250+ locations

The in-bound backpacker. Their sheer numbers and thirst for activity make them a valuable audience. Outlets include every major backpacking hostel in Sydney.

Audiences are increasingly narrower in their focus and more demanding of information. Let us help you match your material to your market. Every outlet we reach is listed on our website: www.mainwaring.com.au

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Q. HOW MUCH?

FLIERS

PRICES START AT \$110 PER THOUSAND FOR FLIERS, UP TO A4 SIZE. THIS ALLOWS FOR A MINIMUM OF 40 OUTLETS @ \$2.75 PER DROP WITH AN AVERAGE OF 25 FLIERS PER DROP.

FLIERS UP TO A4	\$110 PER 1000
BOOKLETS & SUBSCRIPTION BROCHURES	\$165 PER 1000
MAGAZINES & NEWSPAPERS	\$220 PER 1000

PRICES GST INCLUSIVE

POSTERS

FOR MAXIMUM EXPOSURE WE CAN ALSO PUT YOUR POSTERS UP AT A SELECTION OF HIGHLY VISIBLE OUTLETS. WE HAVE THE MOST EXTENSIVE POSTER NETWORK IN AUSTRALIA. LET US EMAIL YOU A LIST OF OUTLETS TAILOR-MADE TO REACH YOUR AUDIENCE.

A4	\$1.40 PER POSTER
A3	\$1.80 PER POSTER
A2	\$2.20 PER POSTER

ALL NEW CLIENTS NEED TO SUPPLY CREDIT REFERENCES, PHONE 02 9565 5433 OR EMAIL YOUR DETAILS INCLUDING YOUR FAX NUMBER TO TOM@MAINWARING.COM.AU OR YOU CAN SIMPLY PAY ON DELIVERY OF YOUR CONSIGNMENT.

SMART POSTCARDS

POSTCARDS CAN BE A FUN AND EFFECTIVE MEANS OF REACHING NEW CUSTOMERS. AS WITH OUR OTHER DISTRIBUTION FACILITIES, YOU CAN PIN POINT EXACTLY WHERE YOU WOULD LIKE YOUR CARDS DISTRIBUTED. FROM FOCUSED ON A FEW SUBURBS TO A WHOLE CITY OR TO PARTICULAR STATES. GIVE US THE OPPORTUNITY TO SHOW YOU HOW EFFECTIVE POSTCARD DISTRIBUTION CAN BE FOR YOUR NEXT PROMOTIONAL CAMPAIGN.

POSTCARD RUN	PRINT*	DISTRIBUTION*	TOTAL*
5,000	750	550	1300.00
10,000	1350	1100	2450.00
15,000	1950	1650	3500.00
20,000	2250	2200	4450.00
40,000	3900	4400	8300.00

PRICES INCLUDE GST, *FIGURES IN AUS DOLLARS TO SEE POSTCARD SAMPLES EMAIL TOM@MAINWARING.COM.AU

MATERIAL SPECIFICATIONS FOR POSTCARDS

A6 (148 X 105 MM) POSTCARDS FULL COLOUR, BOTH SIDES. ALL POSTCARDS ARE PRINTED ON 300 GSM GLOSS ARTBOARD, VARNISHED BOTH SIDES. FILMWORK IS PROVIDED.

PLEASE SUPPLY:

ARTWORK SHOULD BE PRESENTED AS A QUARK XPRESS FILE WITH ALL FONTS AND IMAGES SUPPLIED. (CHECK THAT FONTS USED IN EPS FILES ARE ALSO INCLUDED).

ALL IMAGES SHOULD BE SUPPLIED AS CMYK FILES.

PRINT RESOLUTION IS 150 DPI, SO IMAGE RESOLUTION SHOULD REFLECT THIS, 300 DPI IS OPTIMUM.

INCLUDE A COLOUR LASER PRINT OF FINISHED ART.

PLEASE ALLOW FIVE DAYS FOR PRINT TURNAROUND.

Design for Success

The better the quality of your print material the better the response. Here are some tips that you may find helpful.

1. Know your target audience. Identify your buyer, their interests and activities. Think about the single customer when composing the copy. Keep it simple, friendly, easy to understand and persuasive.
2. The copy should focus on the uniqueness, key message, selling point and benefits of your product. Only promise what you can deliver.
3. Looks are everything. Use the most arresting image. Part of the exercise is to get noticed, make an impact, evoke emotion and action.
4. Bold colours work best. Red, white and blue stand out.
5. Make it easy to read. Use black copy on white background. If targeting an older audience, Make sure your type size is large enough to read.
6. Close the sale. Ask the customer to buy now. You should not only attract attention, but desire and action.
7. Make it flexible and as easy as possible to buy. Offer multiple ways for the customer to contact you, for example via your website, email, telephone etc.
8. Print enough material. Your print run should reflect your expected sales. It's possible to achieve between 3-7 sales per 100 fliers.

Contacts

Contact Tom Mainwaring for a quote on your next campaign:

Phone 02 9565 5433

Email tom@mainwaring.com.au

Website www.mainwaring.com.au

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REACH YOUR GOALS



SET YOUR AIMS



TARGET YOUR GROUP



BE A PARTNER WITH US