



DIRECT RESPONSE INSERTS

DELIVERING YOUR MESSAGE DIRECTLY INTO READERS' HANDS

Inserts are a form of print advertising where promotional leaflets, brochures, samples, or catalogues are placed inside newspapers or magazines, or within mail-order parcels sent to customers. Inserts therefore reach an already engaged audience of readers who have chosen to buy or subscribe to a publication or product i.e. are typically more attentive and receptive, meaning your inserts land within a trusted environment. This association with a trusted media title or product enhances brand credibility and encourages higher response rates compared to less targeted channels.

Unlike traditional display ads that compete for attention on a page, inserts are separate items that readers can pick up, keep, and engage with in their own time. This makes them highly versatile for advertisers looking to share more detailed information or showcase products in a tangible way.

Inserts also stand out because of their format flexibility. You can opt for simple leaflets, multi-page brochures, or even product samples, allowing for creativity and impact. They are physically distinct from the editorial content, which means they are harder to ignore and can spark immediate action, whether that's making a purchase, visiting a store, or scanning a QR code.

Inserts offer excellent measurability and targeting opportunities. Your campaign can be tailored to specific publication or product profiles, ensuring your message reaches the right demographic. When combined with offers, discount codes, or response mechanisms, inserts can generate clear data on return on investment: making them a powerful and cost-effective addition to the media mix.



0.88%

average response rate

2/3rds

newspaper readers regularly look at inserts

83%

of adults regularly or occasionally read newspaper inserts

5 billion

inserts placed in a year

DEMOGRAPHICS

Use our market leading ad tech to identify your target markets, or let us know the demographics of your ideal customer.

From that data we will construct the perfect plan to reach your marketing objectives.

SERVICES AVAILABLE

- **Design** – we can create inserts that cut through the clutter, designed to be opened, read and acted on.
- **Print** – we can produce inserts in any size, shape or finish, from simple leaflets to glossy brochures.
- **Plan** – we can build a campaign strategy that maximises impact and keeps costs efficient.
- **Select** – we can identify the right titles, mail order packs or product drops to carry your inserts.
- **Distribute** – we can manage the logistics, ensuring smooth delivery and professional placement.

Price on application.