



Design, Print and Targeted Distribution



Come and see the changes
in Carlisle Town Centre



Welcome to CN Letterbox.

From CN Letterbox targeting to mass coverage across the region.

With a distribution network across Cumbria, and including the major business centres of Carlisle, West Cumbria and Barrow in Furness, we can tailor distribution to the urban and rural locations your company wants to reach.

Whether your message takes the form of a leaflet, brochure, magazine, catalogue, directory, newsletter or free sample, our flexible options ensure direct delivery into the hands of your potential customers.

ABOUT US

CN Letterbox has unprecedented local and regional distribution knowledge and can provide your company with all the resources needed for a successful leaflet marketing campaign. In addition CN Letterbox has an extensive network of other distribution companies, which we can call on to support your distribution requirements across the UK.

So, whether you're looking for a small highly targeted campaign, or mass coverage of the region, turn to CN Letterbox. From design and print through to targeted delivery, we can take care of everything enabling you to minimise waste and maximise response.



Distribution options.

Shared

Shared with other leaflets and a copy of a free newspaper, this is a very popular option and is available in most areas.

Solus

Utilising the same highly efficient network as for the shared option, solus is whereby only your promotional item is delivered on a different day of the week to the newspaper, ensuring it reaches the right people at the right time.

Bespoke

Our vast knowledge of the area and modern targeting systems enables us to offer door to door distribution in a variety of bespoke methods. Business to business, specific areas and industrial estates being some of the options available to ensure your message hits its target audience.

Insert

Aiming at the readers of our regional paid for newspaper titles, Cumberland News, News & Star, Times & Star, Whitehaven News, North West Evening Mail and Hexham Courant, inserts are uniquely available through our local leaflet inserting service.

Niche marketing opportunities are also available utilising our prestigious magazines, such as Cumbria Life.



Targeted delivery.

TARGETING YOUR DISTRIBUTION

Using the latest mapping solutions and a wealth of knowledge **CN Letterbox** can target anything from a few streets to mass coverage.

Our targeting services include:

- Postcode sector targeting
- Local areas or districts.
- Drive time analysis or distance from key outlets
- House types
- Investigation into your key target audience using predetermined characteristics such as Mosaic groupings, age and social groups.

No matter what your potential target base - a few streets, a village, a town or city, - our targeting services, combined with our expert local knowledge, provide every possible strategy from affordable mass market penetration to highly localised niche-market coverage.



Creative control.

DESIGN & PRINT

Effective advertising needs to stand out and be appealing. **CN Letterbox** understand this and can offer a full design, print and distribution service.

Our team can create and deliver anything from a single leaflet to a multi-page glossy magazine in any size from A6 to A3. If it will go through a letterbox we can design it, print it and deliver it.

The experts in our studio can ensure your leaflet has individual strength creating positive response or can be part of a fully integrated advertising campaign.



A unique service.

LOCAL TEAM-WORK LEADS THE WAY

CN Letterbox and partner publishers offer a unique service unsurpassed in the local marketplace.

We recruit distribution personnel to deliver your promotional material directly within the area that they live - providing unique local knowledge and expertise that your business can rely on.

Our flexible approach ensures that you can access our distribution business at short notice helping you react to the market, or equally can provide a full support service from initial concept through to planned execution.

So whatever your marketing needs **CN Letterbox** can ensure that your marketing requirements are delivered within a couple of days, or over a couple of months, dependent on your requirements.

Being uniquely local also means you don't have to wait for a "distribution team" to be in your area, nor do you have to place an order months in advance. Local customers recognise the benefits of local account management with everything in one place from creative, print, leaflet warehousing and distribution.



From design to distribution.

PEACE OF MIND



We all need to know that our distributions are in safe hands!

Here at **CN Letterbox** we are independently audited by ABC a major industry approval rating giving you peace of mind that your leaflet marketing is in safe hands.

CUSTOMER REVIEWS

*"**CN Letterbox** distributed our promotional leaflets for our Cockermouth Open Day with the result of us achieving our best ever turnout to an open day."
Carlisle Leisure Limited, Carlisle*

*"A major part of our promotional activity is targeted leaflet distribution using the flexible services of **CN Letterbox**."
Genesis Home Appliances, Workington, Whitehaven and Maryport*

*"One of the reasons our restaurant and takeaway is popular is we remind existing and invite new customers along using **CN Letterbox** to deliver our menus. **CN Letterbox** has provided a quality service on a number of occasions."
Indigo Indian Restaurant, Carlisle*

*"We have had a great response to leaflet distributions. We tend to target specific areas at regular intervals and have found it to be most beneficial."
Livingstons Solicitors, Ulverston*

*"Targeting leaflets to selected areas has provided a great way to advertise our coach tours with CN Letterbox helping us achieve our goals."
NBM Travel, Penrith*





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